

The Billboard

November 29

Price 15c

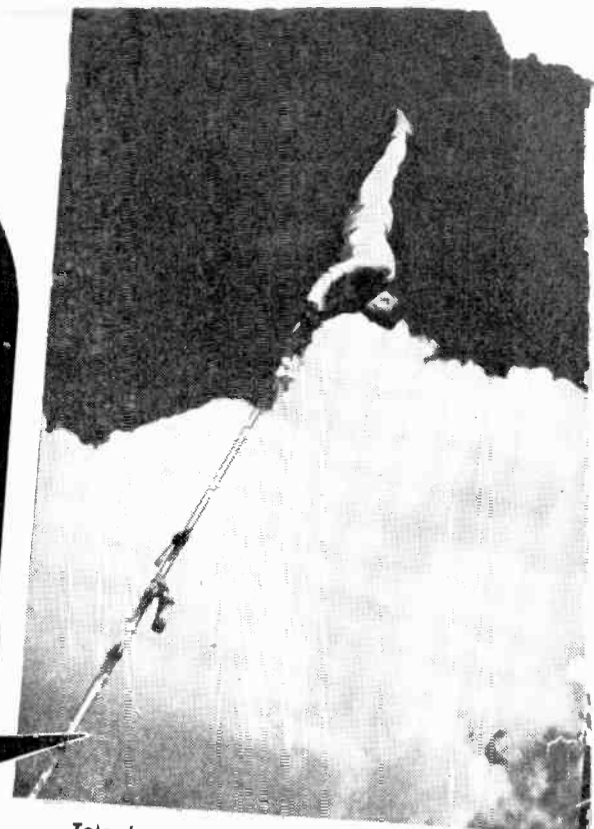


In this issue

CAVALCADE OF FAIRS

combined with **Second Annual IAFE Review**

Attendance RECORDS BROKEN EVERYWHERE THAT



Telephoto shot of Selden reaching end of 35 foot sway across sky.

Selden THE STRATOSPHERE MAN

TRADE MARK
World's Highest Aerial Act!



APPEARED IN 1941!

Pictured on this page are a few of the large, enthusiastic crowds who cheered and applauded at every performance. The scene is always the same—hushed silence during the daring, thrilling feats; ear-splitting ovations at the finish.

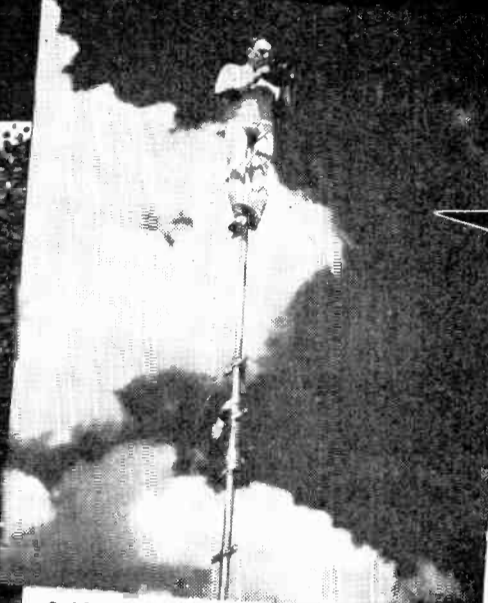
INSURE YOUR PROGRAM • IN 1942 •

Get an outstanding feature . . . one that will attract the crowds and send them away remembering and talking! Engage the star of outdoor attractions—Selden, the Stratosphere Man. Send for complete details and price today.

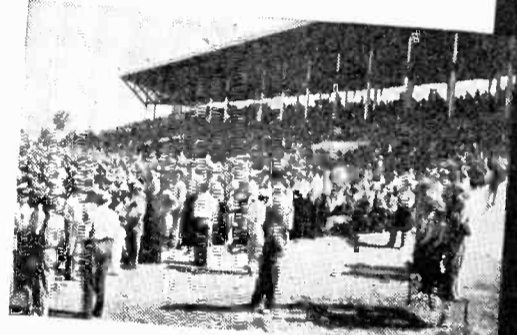
NOW BOOKING 1942 DATES

Permanent Address, Care of The Billboard, Cincinnati, O.

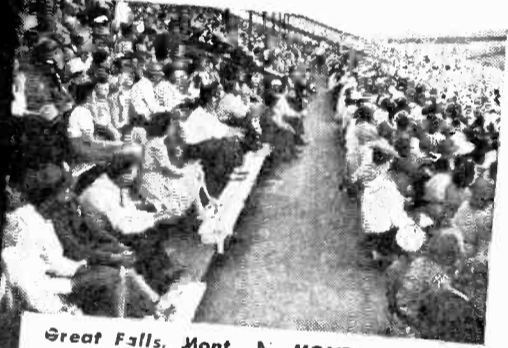
NOTHING ELSE LIKE THIS ATTRACTION. Do not confuse Selden, The Stratosphere Man, with any other aerial or high-pole acts. This is the only act of its kind! The exclusive routines are different, more breathtaking, more sensational, and decidedly more intriguing. When you book a "stratosphere" act **BE SURE YOU GET Selden, The Stratosphere Man,** the only performer doing a 35-foot giant sway. The rigging, title, routine, name, publicity, etc., are trademarked, copyrighted and registered with the U. S. Registrar of Copyrights and Patent. Any information received about imitators and leading to their conviction will be appreciated and rewarded.



Selden photographs every crowd from top of pole. Pictures appear in daily papers.



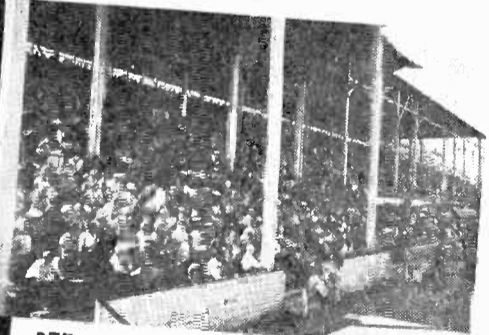
Sioux Falls, S. D. SIOUX EMPIRE FAIR: S. P. O., with hundreds turned away!



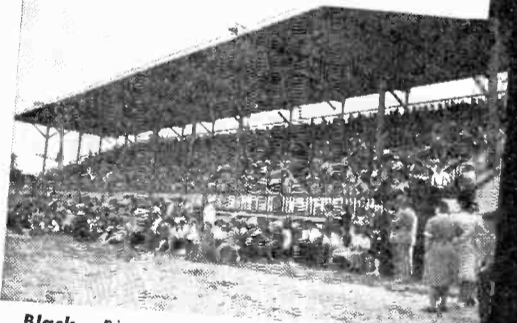
Great Falls, Mont., N. MONTANA STATE FAIR: Stands crowded every day to witness thrilling feats.



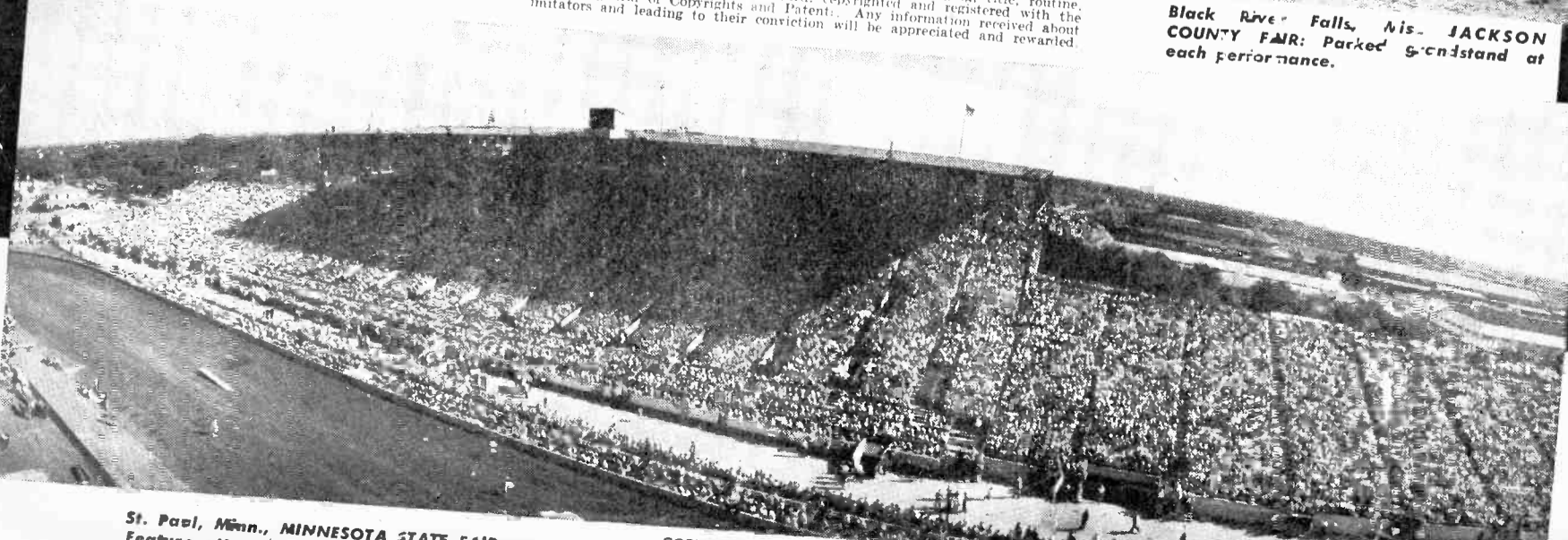
Tupelo, Miss., MISSISSIPPI - ALABAMA FAIR: biggest crowds in history watched Selden climb pole.



Billings, Mont., MIDLAND EMPIRE FAIR: Capacity crowds and front page publicity accorded act.



Black River Falls, Wis. JACKSON COUNTY FAIR: Parked grandstand at each performance.



St. Paul, Minn., MINNESOTA STATE FAIR: Feature attraction 3000 . . .

OUTDOOR BIZ IN GREAT LEAP

EDITORIAL

Inconsistent Gambling Laws

The ways of lawmakers are often devious, and we cannot help being fascinated at the strange sight of pari-mutuel gambling being legal at the race track in the afternoon and casino gambling being illegal at the night club in the evening.

Is one form of gambling more dastardly than the other? Is it more moral to gamble while watching horses run than it is to gamble under the same roof that houses a floor show.

We don't know. We're just thinking aloud now.

Maybe it would be good if our legislators started thinking too.

Aside from the moral angle, it is almost impossible to enforce gambling laws. People want to gamble. When it is prohibited, they merely move to some other place. Gambling syndicates buy protection against police raids and, consequently, illegal gambling breeds contempt for the law.

If night club gambling were legalized, it would mean a decrease in the number of syndicates and mobs that control night club gambling—because the mob element cannot control a legal enterprise as effectively as an illegal venture.

Legalizing night club gambling would be good for the performers and musicians working night clubs where there is gambling. Today these performers and musicians cannot help being somewhat embarrassed at the knowledge that they are part of an illegal enterprise.

Also, if night club gambling were legalized, more night clubs might add gambling casinos and, subsequently, will be able to afford to spend more money for talent and music.

From the angle of the community and the government, it is obviously better to regulate and possibly tax or license gambling—and thereby increase tax revenue—than it is to let gambling remain illegal and the protection money to go to mobsters and corrupt public officials. The community proper gains in the first instance, the mob world in the second.

Could there be any doubt as to which is more sensible?

Act-of-God Clause Invoked by Rose On Bankhead Illness

NEW YORK, Nov. 22.—The infrequently used act-of-God clause in Actors' Equity contracts was invoked Tuesday (18) for Billy Rose, whose play, *Clash by Night*, closed after a single performance Monday night in Philadelphia due to the illness of Tallulah Bankhead. She was stricken with influenza on opening night, but insisted on playing the show, in which she has the starring role. She was taken to the hospital during the night.

Fearing that he would have the pay the cast of 13 until Miss Bankhead recovers, Rose immediately communicated with Equity, which invoked the act-of-God clause. She was the star of the show and had no understudy; as a consequence (See *ACT-OF-GOD* on page 25)

Early Arrivals Presage Big Chi Outdoor Meet

CHICAGO, Nov. 24.—New arrivals every day are swelling the pre-convention influx of showmen who will attend the outdoor conventions scheduled for the week of December 1. Reservations at the Hotel Sherman are exceptionally heavy. Several hundred arrivals are scheduled for Saturday and Sunday (29 and 30), and by Monday, official opening day, the rush will be on in earnest.

Among those who will arrive Saturday and Sunday are Irish Horan, Abner K. Kline, Phil Little, Jack Everly, Mr. and Mrs. Lee V. Eyerly, N. S. Alexander, Max Cohen, W. A. Craft, J. P. Mullen, Pat Purcell, Sam Solomon, Al Wagner, Cy D. Bond, Elmer I. Brown, Oscar C. Buck, Mr. and Mrs. A. E. Campfield, Arch E. Clair, Frank R. Conklin, L. B. Cunningham, Dee Lang, Mel G. Dodson, Nob'e C. Fairly, Mr. and Mrs. H. L. Fitton, F. E. (See *CHI OUTDOOR MEET* on page 37)

AEA Seeks To Add 'Sympathizers' To Subversive List; Vote Puzzler

NEW YORK, Nov. 22.—An ardent supporter of an amendment to the Actors' Equity constitution that would prohibit Nazis, Fascists or Communists from holding office or paid jobs in the union, Bert Lytell, president of the association, is now fearful of the outcome of an extended amendment that would also hold the same bars for subversive "sympathizers," according to a statement he made to *The Billboard* yesterday.

Referring to the referendum vote that puts "sympathizers" in the same class as acknowledged members of the groups in question, Lytell said: "It can only be used as an instrument of unfairness." Meantime, Equity Council is to set up a machinery for a membership vote on a specific constitutional amendment, which becomes mandatory following the referendum vote.

Results of the referendum were made known Monday. A vote of 330 in support of framing a constitutional amendment on the subject and 236 against was announced by Equity. Another vote, on whether "sympathizers" should also be included, was 273 for including

1941 Fair Season Big at B. O.; Act Scarcity Is Seen for 1942

NEW YORK, Nov. 22.—While the 1941 fair season was one of the most successful in recent years from standpoint of box office, fair bookers face difficulty in getting attractions for 1942, according to George A. Hamid.

Fair managements, Hamid said, are seeking to get next season's shows on budgets comparable to those of 1941. With the defense program already causing shortages in material, equipment and men, bookers are facing a major headache. Prices for replacement of worn-out equipment and new materials have zoomed upwards out of all proportion. This will affect the budget, and talent may find itself making little progress in getting its salary demands for next year.

On the other hand, current talent scarcity is expected to be accentuated in the coming year, as draft and defense industries are disorganizing acts and causing others to seek work outside the entertainment industry because of the tremendous coin that can be made in defense work. In previous years Europe provided a large percentage of acts. Since the war started, talent imports have been all and bookers are turning toward development of American talent. While new acts are still being organized, not enough are developing to tighten the slack caused by stoppage of imports.

Big Takes Reward for Diverting Public Mind in Period of Stress

Circus, carnival grosses rocket, indie midways make good, parks have heavy gains, fairs go to new highs and prospect is for another click season in '42

CHICAGO, Nov. 24.—Outdoor show business, which serves a major portion of the country's population, did a great job this year in diverting the minds of the public from their troubles attendant upon present chaotic world conditions, and thereby profited handsomely. In these times the maintenance of national morale is of prime importance, and the vital part played by the men and women who furnish recreation and amusement to millions of people annually will be forcefully brought to notice when more than 1,000 representatives of every branch of outdoor show business gather late this week in the Hotel Sherman for their annual conventions. No less than half a dozen organizations affiliated with outdoor show business are scheduled to meet here during the week starting Saturday (29).

Most important of these is the Inter-

national Association of Fairs and Expositions, representing State and county fairs of the United States and provincial exhibitions of Canada. The close cooperation between fairs and government agencies in the defense program and the building of national morale gives them special significance at this time. Also meeting at the same time and in the (See *OUTDOOR BIZ LEAPS* on page 80)

Lunts SRO in Knoxville

KNOXVILLE, Nov. 22.—The standing room sign came out here for the first time in three years for the Lunts' appearance here in *There Shall Be No Night*. Every one of the Bijou Theater's 1,295 seats was sold and a couple of dozen paid \$1.65 for standing room. The matinee was almost a sellout, and day's gross hit about \$4,500.

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CAMP SHOWS ALL SET TO GO

Committee Buck-Passing Ended As Eight Units Are Readied; Seven Are Vaude, One Legit

NEW YORK, Nov. 22.—USO-Camp Shows, Inc., with an allocation of \$640,000 to pay for talent costs, transportation and operating expenses for bringing flesh shows to army camps and air and naval bases, gets its new policy under way next Thursday (27) with four units opening simultaneously in different sections of the country and four more, including one legit show, opening December 5.

Activity is the result of several weeks of conferences, heated bickering and some fancy name-calling among the higher-ups of the Citizens' Committee for the Army and Navy, Inc., which is sponsoring the camp shows under a grant from the USO's \$12,000,000 melon, raised earlier this summer for military recreational activity. While the wrangling goes on between Lawrence Phillips,

executive director of the Citizens' Committee, and Eddie Dowling, recently named chairman of the entertainment committee, which is USO-Camp Shows, Inc., independent unit producers are readying package shows for submission, and Harry Delmar, booker and producer of the camp shows since their inception last June, is sewing together final details for the routing of the seven vaude units and single legit show.

First shows, opening November 27, include Benny Meroff's *Funajfire* unit, opening at the Naval Base, Quantico, (See SEVEN VAUDE UNITS on page 17)

Showbiz Biggies Pledge Support to Army Shows

NEW YORK, Nov. 22.—A press conference of show business biggies was hurriedly called yesterday to announce a new combined effort on the part of the entertainment industries to bring live shows into army camps under sponsorship of USO-Camp Shows, Inc. At the same time, announcement was made of "an expanded board of directors" to channel the efforts of Camp Shows, Inc., in booking, producing and routing vaude units, revues and legit shows into military posts.

It was also revealed that the USO had kicked in with another appropriation of \$210,000, bringing the camp shows budget to \$850,000, which various members of the board said "was not nearly enough." A representative said that the film industry had pledged to raise another \$1,000,000 to produce at least 20 to 25 shows. At present, nine shows are ready to roll.

Abe Lastfogel, of the William Morris Agency, was named assistant to the president (Eddie Dowling) to take part in the active management and serve as an adviser on bookings. Lastfogel said that his agency wouldn't take commissions from its acts playing the military circuit. When Lastfogel gets back to Hollywood in 10 weeks, he said he will produce a unit to emanate from the Coast.

Edward Arnold, in New York for the conclave, is the new vice-president of Camp Shows and will manage the west Coast end, including a talent pool of film stars who will augment the units with free personal appearances. Other show business reps on the board include Lawrence Tibbett, George Schaefer, Morton Downey, Mark Woods, Charles Koerner, Emily Holt, Emil Friendlander, Bert Lytell, Lee Shubert, Y. Frank Freeman, Lawrence Lohman and Brock Pemberton.

Supervisors Are Named For USO Army Units

NEW YORK, Nov. 22.—Traveling units for army camps will be supervised for the USO by the company managers who toured with the four original units for four and a half months earlier this year. Supervisors will be George Oshrin, headquartered in New York and supervising the East and Cuba and Puerto Rico; Al Weisbrod, in Omaha, for the Midwest; Ken Nichols, in Atlanta, for the South, and Hy Blane, in San Francisco, for the West Coast.

The supervisors, working under booker Harry Delmar, will check army camp shows in their territories and use their extensive contacts with army officials to smooth out kinks for the show.

Thru Sugar's Domino

Pinhole Openings For New Talent

FROM the standpoint of the number of persons involved, as well as salaries, the talent market today is monopolized by several offices headquartered in New York. This is not very different from the situation about 15 years ago, when booking was centered in the major booking offices, divided between New York and Chicago. The essential difference lies in the fact that in the era when vaudeville reigned via major circuits buying talent thru their own booking offices there were many large agencies and managerial firms, but there was also an important mass of small agents and managers who were important as a group in the talent picture.

Today the circuit as a factor in the buying of talent is a relatively insignificant one. The concentration of power is in the hands of the handful of talent offices, who maintain their hard-fought place in the business by corraling talent and spots, with band properties used as the cementing force to keep their framework together.

Never in our experience has there been a greater need for new talent. Strange as it may seem, the present era stands out as one that sadly neglects the important function of digging up and encouraging new talent. The spawning grounds cultivated for a period of many years by circuits that are no longer existent so far as the talent market is concerned are no more. Very few new personalities have been developed despite the fact that occasional inquiry has revealed that the country is teeming with talent.

It is surprising that even the small number of new personalities developed has managed to be pushed to the fore in view of the sad lack of attention given to new material by the larger offices. These offices operate under tremendous overhead. They maintain services and personnel that are of gargantuan proportions. Yet they fail to do justice to themselves as well as the business they serve by their uniform negligence of the talent - development process.

While it is true that in each of the offices there are one or several capable persons who specialize more or less in handling new attractions, the race for supremacy is so swift; competition is so keen in the matter of keeping established attractions busy as well as getting the highest possible salaries for them, (See SUGAR'S DOMINO on page 25)

"Ice-Capades" 78G in Pitt. Sets Record

NEW YORK, Nov. 22.—*Ice-Capades* of 1942, which closed at the Pittsburgh Gardens November 18, broke all records for this spot, grossing \$78,000 in nine days, according to George D. Tyson, managing director of the Arena Managers' Association, producer of the show. The show more than doubled its take over last year's run at the Gardens, gross last year being \$30,000.

Show is current at the Arena, New Haven, Conn., and is skedded to open November 27 at the Coliseum, Springfield, Mass.

"Father" 46C in Canton

CANTON, O., Nov. 22.—*Life With Father*, with Dorothy Gish and Louis Calhern, grossed \$4,600 at the Palace here Thursday (13). Play was sponsored by the Players' Guild of Canton and will probably be the only legit of the current season. Matinee biz was disappointing, according to George A. Delis, manager of the theater, but night house was big.



WHEN the RCA-Victor Caravan, the disk outfit's huge sales promotion with Tommy Dorsey and Shep Fields, hit its first port of call (Detroit) everybody was pretty punchy from the going-away party the night before. That afternoon in Detroit the schedule called for a parade. The motorcade proceeded gloriously down Detroit's main drag, with crowds lining the sidewalks, flags waving, trumpets blaring—and Maestro T. Dorsey slouched in the first car sound asleep. . . . Saturday night (15), from 11:15 until after 2 in the morning, NBC put on a special show in honor of its 15th anniversary, with a galaxy of stars picked up from New York, Chicago and the Coast. There were also speeches, including a couple of laudatory addresses by Niles Trammel, prez of NBC, and James Lawrence Fly, chairman of the FCC. Fly and the commission have been trying to revamp the entire structure of network radio as it is today, and Trammel and NBC have been fighting them like mad. But the listening public would never have guessed it. . . . *The News* last week announced that the sponsors of the Evans-Anderson-Webster *Macbeth* had discovered that "Mr. and Mrs. Betterton, first names unknown, opened their production of the tragedy at London's Dorset Gardens 269 years ago." In 1672 Betterton was one of the great triumvirate of the early Restoration stage, along with Mrs. Barry and Mrs. Bracegirdle—and, as anyone with even a nodding acquaintance with the history of the stage could recall, his first name was Thomas. . . . Speaking of newspapers, *The Times* Tuesday (18) ran a special dispatch from Washington regarding the opening there of the Theater Guild's revival of *The Rivals*—which spoke of the Sheridan classic as tho it were a new play. It solemnly described the piece as having "a well-integrated romantic comedy story"—which is news that hardly calls for a special dispatch after all these years. . . . Fame: In the *Court of Missing Heirs* program last week, one participant said he intended to find a long-missing friend by advertising in *The Billboard*.

IN THE current *True Thrills* magazine, Joe Lewis tells the gruesome story of the three gunmen who almost killed him in Chicago back in 1927. In the same issue of the magazine, incidentally, Barbettes, standard aerialist who worked in female costume, tells the story of his life. . . . Harry Jolson has quit Billy Jackson's *Gay '90s* unit to return to the West Coast. He came East to appeal his famous suit against his brother, claiming Al had stopped payments under the agreement that Harry keep off the stage—and while here he picked up 11 vaude dates in RKO houses around town. Paul Mall replaced him in the unit. . . . Ivan Black, who p. a.'s *The Thin Man* air show over NBC-Red, planted a three-page photo-story layout in the current *Click*—with himself appearing as the press agent. . . . Larry Beller, once with INS and more recently a night club press agent, has snared himself a government post as assistant director of the radio division of the office of the Co-Ordinator of Information. Incidentally, about 90 newspapermen so far have deserted the craft for government flack work. . . . The-Power-of-Science Dept.: Patrons exiting from the Gayety, after having seen the real thing, never fail to stare in fascination at the Wilson sign across the way, which offers an electrical illusion of a burlesque dancer in the throes of her art. . . . Sue Ryan, singer, who has just come back to work after two operations, tells of the wire she received from Herman Potsdam, assistant Loew booker. It read: "Like all hams, you had to go back for an encore." . . . The police and fire departments have started their annual campaign to collect Christmas toys for poor kids—American kids, for a change. Used toys will be reconditioned before being distributed. Leave donations at any police station or fire house.

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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

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.

The World's Foremost Amusement Weekly

MAIN OFFICE AND PRINTING WORKS: 25-27 Opera Place, Cincinnati, O. Phone, MAin 5306.
 BRANCH OFFICES:
 NEW YORK — 1564 Broadway, No. Clark Street.
 CHICAGO — 155 No. Clark Street, Arcade Bldg.
 ST. LOUIS — 390 Chestnut 0443.
 PHILADELPHIA — 7222 Lampart Rd. 416 W. 8th St.
 LOS ANGELES — Madison 0895, Vandike 8493.
 FOREIGN OFFICES: LONDON — Edward Graves, Cromwell House, Fulwood Place, London, W. C. 1.
 SYDNEY, AUSTRALIA — Kevin Brennan, City Tattersall's Bldg., 198 Pitt Street.

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

ADVERTISING RATES — Fifty Cents per
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MIAMI BEACH



OVERLOOKING THE OCEAN at 23rd ST.

Griff Williams Ork Pay Upped; Palmer House Follows Policy of Rewarding Strong Attractions

CHICAGO, Nov. 22. — The first 77 nights of the Griff Williams orchestra engagement at the Palmer House (Empire Room) here, ended November 16, attracted 41,327 people and grossed \$192,586. Both figures top the Ray Noble engagement, played during a similar period in 1940, when attendance was 37,468 and gross \$178,452. The band caught on from the start, and the initial biz figures resulted in a six-year pact for the outfit, with a three to four-month engagement per year. Up to Wednesday (12), the accompanying floorshow featured Mary Raye and Naldi. The current floor attraction is the Hartmans.

Improved employment conditions are also responsible for the increase in the hotel's business. A good example is last Saturday's (15) record-breaking receipts. The Empire Room grossed \$4,932.45 during the night, contributed by 927 patrons. All-time Saturday high was formerly held by Veloz and Yolanda who, during the football season in 1935, played to 904 customers who spent \$4,051.70.

The talent budgets for 1940 and 1941 run about the same. Any difference in band prices (Williams came in at a lower figure than Noble) is being made up on acts. Raye and Naldi collected \$650 per week, while the Hartmans are getting \$1,250. Williams, too, has been given a raise this month and is scheduled for a salary tilt with each succeeding engagement.

The raise was a voluntary one and is

in keeping with the policy of Managing Director Edward T. Lawless, who rewards any attractions showing up well in drawing power. During Orrin Tucker's last run here Lawless gave Bonnie Baker a bonus of \$1,500. She was a top-draw, and the management was glad to show its appreciation.

Because the present band and production show policy is such a click with patrons, Lawless is turning down extra time available over WGN for the band because the new schedule would disrupt the current running order of shows and dance sets. Lawless figures that the room patron comes first, with the listener ranking a far-away second.

Top money act at the Empire is still Veloz and Yolanda. Team originally played for \$750 and, during their last engagement, collected \$2,750 per week. The room didn't make money under that figure, however, not so much because of the stiff salary but because the team's

draw had started to slip. Experience proved to the management that a name dance team must have a complete change of routines to build a following in return dates. As a rule, teams change music and costumes but not routines. And the first thing a customer will notice is the similarity of the routine, particularly tricks identified with the act.

'Water Follies' Fair in St. Joe

ST. JOSEPH, Mo., Nov. 22.—*Water Follies of 1942* closed here Wednesday night (12) with a little better than even break. Paid attendance for four nights and one matinee was 5,428, with a \$1.12 top and 40-cent minimum. Gross was cut when public became aware of fact that 40-cent seats gave the best view of the tank. Gust Karras and Cliff Gallup, who brought the show, said they would go ahead with plans for other attractions this season.

KANSAS CITY, Mo., Nov. 22.—*Water Follies of 1942* grossed \$7,500 in a four-day run at the Municipal Auditorium here, November 15-18. Bookings were handled by the City Central Executive Committee of the American Legion. The pull did not meet the expectations of the committee. Admish was \$1.50, \$1 and 50 cents.

TICKETS

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Page Boy

Possibilities

TRADE SERVICE FEATURE Billboard

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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.

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MISSING

Norma Osborn, the wife of Clifford Day, has been missing from home for some time. She also goes by the following names: Mrs. Norma Osborn Day, Norma Day, Margaret Myers. Stage name, Wanda Warren. It's going to be a very sad Christmas for me if I don't hear from her. Any information will be appreciated.

CLIFFORD DAY
120 Garfield Place Cincinnati, Ohio

For FILMS

REX WILLIAMS—young legit actor who played the title role in the short-lived *Man With Blond Hair*, recently seen at the Belasco Theater, New York. An exceptionally fine character actor, he combines youth and insight, and his technical range is wide and varied. Has played old men with excellent effect. His last job was an impressive portrait of a young Nazi aviator finally convinced of the evils of Nazism. His versatility makes him exceptionally valuable to a studio.

ROLL TICKETS

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Well-Known Theatrical House
\$1.00 Up Daily
\$5.00 Up Weekly
620 No. State St., Chicago, Ill.

FRANCES HEFLIN — young legit and radio actress last seen in *The Walrus and the Carpenter* at the Cort Theater, New York, in which she did a standout job with an extraordinarily difficult role. Brought understanding and great technical ability to her interpretation of a flighty youngster, and her fine playing made believable a long and poorly written drunk scene. Should screen well.

A TIP to ACTS & BANDS

When you advertise in a trade paper be sure you know its circulation. **The Billboard** has the largest circulation of any show-business trade paper . . . a circulation checked and guaranteed by the Audit Bureau of Circulations, the organization the country's largest advertisers consult for accurate circulation figures.

Remember! The only show-business trade paper that reaches all the talent buyers in all the fields you want to work is . . . **The Billboard**

WHAT IS MINKA?

See Music Section, page opp. MUSIC POP. CHART. See Amusement Machine Section, page opp. Pt. 1 RECORD BUYING GUIDE.

For LEGIT MUSICAL

JOSEPHINE ANTOINE — young, blond soprano caught at the Civic Opera House, Chicago, singing the page in Verdi's *Masked Ball* and also in a WGN (Chicago) audience show singing standard tunes, *The Blue Danube* among them. Has a vivacious personality and excellent appearance. Voice is highly appealing, and she should be a good bet for musical comedies and/or revues.

STOCK TICKETS: One Roll . . . \$.75, Five Rolls . . . 3.00, Ten Rolls . . . 5.00, Fifty Rolls . . . 17.00, 100 Rolls . . . 30.00

ROLLS 2,000 EACH. Double Coupons, Double Price. No C. O. D. Orders. Size: Single Tkt., 1x2"

Our satisfied customers are from all States from Maine to California, from the Lakes to the Gulf and in Canada, Cuba, Philippines and New Zealand. So you will be satisfied if you order your

TICKETS of any description from **THE TOLEDO TICKET COMPANY** TOLEDO (Ticket City), OHIO

SPECIAL PRINTED Cash With Order PRICES: Roll or Machine 10,000 . . . \$ 7.15, 30,000 . . . 10.45, 50,000 . . . 13.75, 100,000 . . . 22.00, 1,000,000 . . . 170.50 Double Coupons, Double Price.

Hair-Just WIGS
Mohair, Natural Looking . . . \$1.00 & Up
Human Hair . . . 3.00 & Up
Catering to the Theatrical Profession for Over 20 Years. Also Wigs for Street Wear. Ask your Dealer for Arranjay's Wigs & Supplies, or order direct. Cat. free.

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America speaks! Answer the call of your country by buying Defense Savings Bonds and Stamps for its protection and defense.

ET Problems Unsettled, Wax Men Report Additional ASCAP Clamps; Warners Will Hancock Licenses

NEW YORK, Nov. 22.—Despite fact that ASCAP has returned to the chains, transcription executives report that by and large the transcription industry today is using less ASCAP music than before the ASCAP-radio peace—strange as it may seem. Situation is aggravating the wax companies, who feel that the entire radio-music industry needs clarification. It is also causing exasperation among song pluggers and band leaders, who are now beginning to realize the true radio-music situation in regard to wax.

Reasons for the exasperation are various. First, contract between Music Publishers' Protective Association and wax companies expires the end of the year, and as a result the waxes are afraid to record pops in view of the fact that they can be assured of only a short ride on tunes. Transcription companies do not want to continue the old royalty rates, so some of the companies, in addition to relying heavily on non-ASCAP tunes, are using standard ASCAP material rather than pops, so that if an impasse develops they can place the records on ice. Case in point is Associated Music Publishers, which has just contracted to cut 15 tunes with a name band. Nine of these tunes will be non-ASCAP, six will be ASCAP—but standards, not pops.

In addition, waveries report that ASCAP has been signing local stations slowly and that the bulk of the local station trade remains substantially as it was before the ASCAP-radio peace, as far as transcriptions are concerned.

For band leaders the situation is disappointing. With ASCAP back on the chains, the maestri have revamped their catalogs and have brushed up on ASCAP arrangements. They are chagrined when they find that the local ASCAP-radio situation remains substantially unchanged, that their scores cannot be performed on many stations subscribing to e. t. companies, and that even if they could be performed, the e. t. companies prefer not to use them because they do not know whether these transcriptions will be usable after the expiration of the MPPA pact.

Warners To Sign Deals

Transcription companies relish the fact that the Warner music interests (Witmark, Harms and Remick) have pulled out of MPPA. Reason is that some of the wax firms have been at

swords point with Harry Fox, chairman of the MPPA board, over royalty charges for mechanicals. E. t. men, who have increasingly developed the habit of dealing with publishers direct rather than thru agents, feel that they may be able to obtain good songs from Warners even tho they may not be able to make a satisfactory deal with Fox when the contract expires at the end of the year.

Sol Immerman, general manager for the Warner music interests, stated this week that the reason Warners left the MPPA fold is not economic, but is simply a measure whereby Warners can sign its own licenses on mechanicals—including transcriptions and synchronizations. Warners will clear the music direct if a user requests mechanical uses. Immerman points out, however, that advertisers can still clear their music thru Harry Fox, with commission going to Fox, despite the fact that Warner music interests will sign the license. Immerman, in fact, believes that from the financial standpoint the change will mean little.

"Scattergood" Returns To CBS for Wrigley's

CHICAGO, Nov. 22.—William Wrisley Jr. Company (Spearmint Gum) returns the *Scattergood Baines* series to the air December 1, succeeding Ben Bernie's *Just Entertainment* over WBBM (CBS), which served as the summer replacement show. It will originate in Chicago again, and will be produced by Bobby Brown, who has moved over from the WBBM payroll to become Wrigley's personal producer.

Series will be heard each week-day 4:45-5 p.m., with Jess Pugh again in the title role. Others in cast include Francis Trout, Viola Berwick, Hazel Doppeide, Butler Manville, Barbara Fuller, Jonathan Hole and Arnold Robertson. Show will be carried over 79 CBS outlets.

MBS Nixes Excess Gab; Finds Talk Ain't Cheap

NEW YORK, Nov. 22.—Mutual Broadcasting execs have been given three-minute hour glasses. Purpose, say the MBS lads, is "efficiency and economy." The timepieces are to be used when a long-distance telephone call (collect) comes in, and when MBS exec must make a long-distance call which he can't charge up to the other end.

Gab must not last more than three minutes.

Star Bill for WHN Dedicatory Program

NEW YORK, Nov. 22.—WHN, which starts operating at 50,000 watts November 28, will hold a dedicatory program December 1 at 9-10:30 p.m. Star-studded program will include Bert Lyell, Dick Todd, Frank Fay, Joan Bennett and a group of the station's news and sports commentators, including George Combs, Fulton Oursler, Fulton Lewis, Bert Lee, Dick Fishell and Clem McCarthy. Adrienne Ames and A. I. Alexander will also be present.

Advance engineering estimates indicate a new WHN primary area of 14,000,000 population, plus considerable additional secondary coverage. New coverage maps will be available to advertisers and agencies by January 1.

New transmitter, at East Rutherford, N. J., cost the station \$250,000.

WNAB's Gigantic Party

BRIDGEPORT, Conn., Nov. 22.—Bridgeport's newest station, WNAB, gave a gigantic party for over 3,000 listeners this week at the Ritz Ballroom, which included both dancing and a floorshow. Guests were members of the "1450" club, who listen to the daily transcriptions played by Johnny Montgomery of the station staff. Manager Ken Thomas acted as host, and among the invited guests were Mayor Jasper McLevy and city officials.

Advertisers, Agencies, Stations

NEW YORK:

CREIGHTON SCOTT has joined NBC's International Division as assistant to Maurice English, editorial chief. . . . Forty-Sixth Annual Congress of American Industry's three-day confab, beginning December 3, will be broadcast over WMCA under the auspices of the National Association of Manufacturers. . . . Ronson (lighters) has contracted to sponsor WQXR's news programs, *Tomorrow's Headlines*, 10:50-11 p.m. daily, for two weeks prior to Christmas. Cecil & Presbrey, Inc., placed the account. . . . *The Americas Speak*, 18-week series of broadcasts presented by Rotary International in collaboration with the Mutual Broadcasting System, starts Sunday, January 4. . . . NBC Radio-Recording Division is releasing two new shows for the holiday buying season. They are *Christmas Calendar*, a series of 13 quarter-hour scripts, and *Santa Claus Rides Again*, featuring the Allen Roth orchestra.

CHICAGO:

EUGENE PULLIAM, president of WIRE, Indianapolis, was named head of the Network Affiliates, Inc., a new organization of nearly 100 independent stations affiliated with networks which was formed during a meeting at the Drake Hotel Tuesday (18). Group will fight against super power operation by existing clear channel stations. . . . Philco Distributors, Inc., is the latest sponsor on WGN's FM station, W59C. . . . WBBM carries over 100 regularly scheduled new broadcasts each week, consuming over 17 hours of air time. . . . The eight-page radio program section distributed with Hearst's *Herald-American* on Saturdays is expected to bring an increase of general radio coverage in the competitive sheets. . . . Gordon Wiggin left the WLS promotion department to join the sales staff of WBZ, Boston. . . . Harlow P. Roberts, formerly manager of the Blackett-Sample-Hummert radio department, joined the Goodkind, Joice & Morgan Agency as vice-president. He will be in charge of merchandising activities. . . . WJLD's *Breakfast Frolic* and *Supper-time Frolic* added three spon-

sors, Coyne Electrical School and Monarch Camera Company joining the morning show, with Sterling Insurance Company taking the evening outlet. . . . Additions to the WLS Production Department: Bill Vance, formerly with WTAD, Quincy, Ill., and Bev Dean, of WCKY, Cincinnati. . . . Axton-Fisher Tobacco Company renewed on WIND's *Sports Edition*.

PHILADELPHIA:

KYW PLAYED HOST last week to all the agency gents in the area at an informal luncheon at Warwick Hotel to introduce the members of the headquarters staff of the Westinghouse Radio stations and at the same time to thank time buyers for patronage. . . . *Philadelphia Daily News* takes over sponsorship of Howard Jones's show on WIP, *Easy Does It*. . . . Harry Feigenbaum, head of the ad agency carrying his name, feted at a testimonial dinner marking his 25th year in the industry. . . . Tom Moore back at his WIBG announcing chores after a session with the flu. . . . George Barry, New York radio actor, gets the newly created post of night manager at WIP. . . . WFIL has issued a card rate for its FM station, W53PH, providing for a basic hourly rate of \$60, with the same schedule of discounts that applies to WFIL. . . . Kay Conlin, formerly in the publicity department, upped to charge of copy at WIP.

LOS ANGELES:

HARRY WITT, CBS-KNX sales manager in Southern California, addressed the University of Southern California School of Merchandising recently on the subject of *Radio Advertising*. . . . Tom Lewis, of Young & Rubicam, East on business. . . . Charles Vanda, CBS program director, out because of illness. . . . Henry Flynn, KNX sales department, to speak on *Gathering and Broadcasting Radio News* at the Rotary Club of Hollywood meeting December 2. . . . Floyd Young, government meteorologist at Pomona, will continue frost warnings over KFI thruout the winter. . . . Mrs.

B'casters Ask Reappraisal of FCC's Powers

MEMPHIS, Nov. 22.—Reappraisal of powers of the FCC by Congress thru passage of new legislation was asked in a resolution adopted by Tennessee, Arkansas, Mississippi and Louisiana broadcasters at conclusion of their two-day NAB regional meeting Tuesday.

Pointing out that stations "can render the fullest measure of public service, as they desire to do, only if their rights and duties are defined with clarity" and only if powers of the FCC are reappraised and "so defined as to prevent hazardous experimental tampering with the world's finest system of broadcasting," the meeting went on record as endorsing the Sander Bill now pending before the House's Interstate and Foreign Commerce Committee.

In other resolutions the regional broadcasters pledged continued financial support of BMI by approving a new eight-year BMI contract; endorsed creation of a committee to promote coordination of information and policy among program directors and news editors of stations in assisting defense effort; expressed opposition to "certain governmental agencies" requesting from stations detailed reports about programs and announcements used.

A separate resolution also was passed expressing thanks of NAB Regional Director Edwin Craig of Nashville and Stations WMC, WREC, WMPB and WHBQ, Memphis, for their hospitality. Problems in selling advertising were among subjects discussed during the two sessions.

Frank E. Pellegrin, NAB director of broadcast advertising department, led the discussion at a final-day open forum. Capt. Enoch Brown Jr., vice-president and general manager, Memphis Publishing Company, greeted the convention.

Assurance that the War Department has no intention of taking over broadcasting facilities luring the national emergency was reiterated by Bill Bailey, of the public relations and radio departments in a talk Tuesday morning. Bailey said the radio branch of the War Department was formed to provide broadcasters with accurate information and as a medium thru which radio news editors could check stories from other sources. Neville Miller, NAB president, and Edward Kirby, national official, also spoke.

Miller, Pellegrin and other officers left for Dallas for the Southwestern regional meeting in the Baker Hotel.

Katz Agency Reps WFIL

PHILADELPHIA, Nov. 22.—Roger W. Clipp, vice-president and general manager of WFIL, this week announced the appointment of the Katz Agency, Inc., to act as national representative for the station in all markets outside of Philadelphia. Contract becomes effective December 15.

Rose Gluskin, mother of Lud Gluskin, has arrived here for a month's visit with her son. . . . One five-minute program per week over KNX for 13 weeks has been contracted for by Beckman Fur Store thru Glasser-Gailey & Company. Contract expires February 3. Program is listed as *Top Tune of the Day*. . . . Austin Studios is plugging photographs over KFI by means of 10 150-word participations, twice a week, in *Mirandy's Garden Patch* and three a week on *Art Baker's Notebook*. Deal was made direct. . . . Jimmy Hale, formerly in charge of KNX mailing department, has been added to CBS publicity department. Hale replaces Earl Wennergren, who is leaving for his home in Utah to take over the management of his father's farm property. . . . Sunnyvale Packing Company, maker of Rancho Soups, has contracted for three 15-minute programs per week over Columbia Pacific network. Lord & Thomas, San Francisco, represented the sponsor. First program skedded for January 5. . . . Richard Hudnut has renewed sponsorship of *Hollywood Showcase* for 17 weeks. New contract, effective December 1, runs to March 23. . . . *Swingo* was broadcast from the naval training station in San Diego Sunday over KFVB at navy's request. Arrangements made thru Smith & Bull Agency.

NBC Affiliates Elect Committeemen

NEW YORK, Nov. 22.—National Broadcasting Company late Friday received returns from the elections by NBC affiliates for members of the stations' planning and advisory committee members. Elected to the committee representing the Red network are Paul W. Morency, WTIC, Hartford, Conn.; James D. Shouse, WLW, Cincinnati; O. L. Taylor, KGNC, Amarillo, Tex.; Arden X. Pangborn, KGW, Portland, Ore.

Elected to committee representing the Blue network are Harry Wilder, WTRY, Troy, N. Y.; Harold Hough, KGKO, Fort Worth; Howard Lane, KFBK, Sacramento, Calif.

Now all seven of the regional sections of the country have been heard from.

Balloting was conducted by Ernst & Ernst, New York auditing firm.

New Uses for Radio

PHILADELPHIA, Nov. 22.—Strange request for a time buy was received by the WDAS sales department the other day. A woman inquired cost to play a certain phonograph record each morning at a designated time. It seems that her youngster has his breakfast at 7:30 a.m., and refuses to eat until he hears a selection called *Jumpin' Joe DiMaggio*, especially the part where the vocalist awards a case of a well-known breakfast food to the baseball hero. When the moppet hears the magic words, he eats. The worried mother wanted to assure herself of her youngster's continued good health.

Radio Talent

New York

By JERRY LESSER

WOR'S *We Are Always Young* leaves the air after 13 weeks. This was the most novel cops-and-robbers show to hit the air lanes in some time, and this column hopes it will make a return as a commercial soon. This lad **ASHLEY BUCK** writes terrific dialog and should be grabbed by the daily strips. . . . Maybe it isn't true, but they tell me that **MISCHA AUER** went to the Casino Russe, where he was seated by Mischa, the captain, served by Mischal, the waiter, and serenaded by Mische, the violinist. When he left, Mischa, the doorman, got him a taxi.

THANKS for the mail, telling me I'm right in my assumption that **GWEN DAVIES** (**ESTELLE LEVY**) is potential star material. . . . **LEN STERLING**, WOR announcer, is the father of a baby girl named **INGRID**. . . . **PAUL HARTMAN** says that few men wake up to find themselves famous; they usually dream that they are famous and then wake up. . . . The **ANDREWS SISTERS** have bought a toy factory in Elizabeth, N. J., and their first products will be **ABBOTT**

and **COSTELLO** dollies. . . . **MARTY MAY**, the Lambkin, knows a man who's satisfied with married life—in fact, he's had enough.

MARY MICHAEL, of CBS's *Bright Horizon*, chose Election Day to marry former CBS singer **JIMMY FARRELL**, now with **EDDIE CANTOR'S** new musical. On learning of the event, **CANTOR** remarked, "Before the show opens—he's optimistic, yet." . . . It was **GWEN JONES**, the singer, not **GWEN JONES**, the CBS idea woman, who landed that year's contract at **RKO**. . . . **SAMMY HILL**, who, this writer predicted about eight months ago was going to go places, is reported to be Hollywood picture bound. . . . **ALBERT WILLIAMS**, formerly of **NBC** and now radio director of Council for Democracy, was married November 9 to **MARTHA ROUNTREE**. . . . Radio rights to *Gone With the Wind* are again on the open market. . . . *Heirs of Liberty* will be the title of a new series slated to debut on **NBC** around December 18.

Chicago

By SAM HONIGBERG

VIRGINIA CLARK (*Helen Trent*) is expecting Sir Stork for a return visit. . . . **ROBERT VENABLES**, announcer on the highly touted *Theater of the Air* operettas, is married to Helen Bartush, a mezzo on the Chicago Opera Company staff. . . . **MARJORIE LYNN** joined the **WLS** talent staff. Her initial assignments include spots on *Smile-a-White* and the *Barn Dance*. . . . **LOUISE MASSEY** and brothers **Curt** and **Allen** back from **Roswell, N. M.**, where they attended the funeral of their mother. . . . **TOM MOORE**, of **WBBM**, is set to handle the station's new mobile theater show, *A Man From This House*, which includes interviews with draftee relatives. . . . **GENE AUTRY** will be the guest of the **Thomas E. Wilson** party for the 4-H Congress here Monday (1). . . . **BEVERLY RUBY** landed her first network starring role Saturday (22) when she appeared in the Knickerbocker Playhouse show, *Bennett and the Brat*. . . . **ROBERT JONES**, once a member of the **Orson Welles** plays during his school

days in Woodstock, Ill., joined the **WJJD** sales staff.

CUMBERLAND RIDGE RUNNERS and the **WLS** stock company of hillbilly acts are doing a new morning half hour (*Good Morning, Neighbor*, 10:15-10:45) for **Consolidated Drug Products**. Set for 52 weeks. . . . **CLYDE ELLIOTT** and **LEE SLOAN** are scanning the lists of local radio performers for additions to their stock company which opened at the **Great Northern Theater** Thursday (20). . . . **EDDIE FRITZ**, band leader spotted on the **Anson-Elson WGN** show once a week, will front a four-piece combination in the **La Salle Hotel's Pan-American Room**, which is scheduled to open December 4. . . . **EDITH BARSTOW**, former vaude and night club dancer, is trying to break into radio here with straight speaking parts. . . . **AL NORMAN'S** man-in-the-street show jumped in popularity here in the last few months and ranks second to **TOMMY BARTLETT**, a leader in street quizzes.

Hollywood

By SAM ABBOTT

BETTY HUTTON has paid her third visit to the **Bob Hope** show as a heckler. . . . "Vocal boys make good" was the message sent the **MERRY MACS** on being signed for the *New Old Gold* program by **Minneapolis** supporters. . . . **NADINE CONNOR**, **EMERY DARCY** and **MONA POOLE**, of the **Met**, are "graduates" of the *Inglewood Park Concert* on **KNX**. . . . **CHESTER LAUCK** and **NORRIS GOFF**, **NBC's Lum 'n' Abner**, were recently voted "Arkansas Ambassadors" by the legislators of their home State. . . . **AL PEARCE** was host to 150 soldiers from **Fort MacArthur** at a recent **CBS** broadcast. . . . **GENE AUTRY**, star of *Melody Ranch*, is heading West after an extended **Eastern** tour. . . . **EDGAR BERGEN** and **CHARLIE MCCARTHY** are back from **San Francisco**, where they attended the opening of their picture, *Look Whose Laughing*. . . . **NELSON PRINGLE**, **KNX** newscaster, was guest speaker at a **Los Angeles Service Club** luncheon. . . . **BARBARA JO ALLEN**,

NBC's Vera Vague of *Signal Carnival*, goes before the cameras soon in a **Warner** picture, *The Night Before Christmas*. **JACK CARSON**, emcee on the air show, will also be in the film.

MARTHA TILTON, singer on *Fibber McGee and Molly* show, recently celebrated her birthday and is wearing a topaz ring, gift from her husband, **Leonard K. Vannerson**. . . . **DICK JOY**, **CBS** announcer who does the **Hollywood** portion of the *American School of the Air*, is recovering from a badly sprained back suffered in a fall down a flight of steps while rushing from the control room to **Studio 1** to sign off the school. . . . **BOB HOPE** will soon be heard for the first time on records, under a contract just made with **RCA-Victor**. He will make a series of four platters, two of them featuring songs from his forthcoming pictures.

Kenny Sponsored on WMCA

NEW YORK, Nov. 22.—Flag Pet Food Corporation, beginning Saturday, December 6, will sponsor **Nick Kenny**, 11:03-12 noon in a juvenile variety series.

Kids on the show will be chosen at studio auditions during the week.

Sablon, Hildegard to MBS

NEW YORK, Nov. 22.—Deal is now being negotiated whereby **Regent Cigarettes** will probably sponsor a quarter-hour program on **Mutual Broadcasting System**, with **Jean Sablon** or **Hildegard** starring. If concluded, show will air three or five nights a week.

Chi Producers Blue, as Talent Scrams Windy City; Sustainers Go Begging; Money to N. Y., Coast

CHICAGO, Nov. 22.—Radio producers are crying the blues again over an old tale which runs true to form here season after season. Reasons for the tears are the radio names' conception of **Chicago's** importance, which is not too good, and the hurried departure of up-and-coming air performers whose continued presence here would give the local boys something to be proud of. Time and again, when local producers have a chance to do a big network show they cannot find top radio actors in town and have a tough time attracting names from **Hollywood** or **New York**. As a result, a number of network show sponsors sold on the idea of a musical show take their bank rolls to one coast or the other and leave **Chicago** on the outside listening in.

For the same reason, sustaining musicals originating here are hard to sell. **WGN** is still peddling *The Affairs of Tom, Dick and Harry*, musical hodge-podge using guest stars, altho it has been heard for several months, and *Theater of the Air* in which standard operettas are dramatized. Because of the big production nut involved the minute these programs are sponsored, prospective sponsors prefer to sink such money in shows originating from the more prominent radio centers.

NBC's Breakfast Club and *Club Matinee* hours have been sustainers for years. Only recently, sponsors have displayed interest in *Club Matinee*, and a portion of that show is now a commercial.

Similar shows on all leading stations are having the same trouble. The reaction on talent is bad. Performers eye **New York** or **Hollywood** as soon as there is a demand for their services. That was true during the days of **Fibber McGee** and **Molly** and **Don Ameche**, who started on local stations, and it is true today, with leading actors still leaving "home" for more profitable hunting grounds.

Radio names are anxious to grab a legit show or movie money, if possible, and want to stay close to **New York** or **Hollywood** to be ready when the opportunity presents itself. Unless he hap-

WBBM Shuffles Personnel; Faulkner Production Chief

CHICAGO, Nov. 22.—Important personnel switches at **WBBM** this week marked the promotion of **Dick Faulkner**, producer, who was named production manager, succeeding **Phil Bowman**, resigned. **Bowman** joined the **Blackett-Sample-Hummert Agency** in a production capacity. **Bobby Brown**, **WBBM** program director, took a leave of absence to accept a production post with the **William Wrigley Jr. Company**. **Walter Preston**, formerly in charge of the music library, is the acting program head.

Two announcers were added to work exclusively on **WBBM's** **FM** station, **W67C**. They are **Les Griffith** and **Jack Mitchell**. **W67C** started its operation Monday (17) with news and records. It nabbed **Pushman Brothers**, rug manufacturers, as its first sponsor, for four daily announcements.

Josh Higgins Files

DES MOINES, Ia., Nov. 22.—**Josh Higgins** of radio fame (**Joe DuMont**, president of the **Burlington** radio company at **Burlington, Ia.**), has filed articles of incorporation for another radio company, to be known as the **Josh Higgins Broadcasting Company** of **Waterloo, DuMont** is listed as president of the new company.

Papers were filed with the secretary of state, with authorized capital listed as \$76,500.

WWRL's Policy Shift

NEW YORK, Nov. 22.—**WWRL**, **Woodside, L. I.**, has shifted its program policy in order to broadcast six hours of Jewish programs weekly. In conjunction with this plan, **Maurice Rappel**, who now produces the *American-Jewish Hour* on **WHN** and a quarter-hour shot on **WEVD**, has been appointed director of Jewish programming. He will produce a daily one-hour variety layout for **WWRL** using records, news, humor, etc., and this will be salable in five-minute blocks. Station will try to put the emphasis on food accounts.

pens to be working in a legit show here, a name does not want to come here for more than a single guest shot.

While employment conditions in industrial fields are booming, local performers depending on a livelihood from radio are complaining of the worst job shortage in years. They blame the avalanche of news broadcasts, quiz shows and sponsors who are inactive due to priorities.

American Federation of Radio Artists here estimates that out of its 750 paid-up members about 60 per cent make less than \$2,500 a year. An additional 250 performers belong to **AFRA** here, but their dues are in arrears. The union has established a committee to find new employment opportunities for its members, but so far nothing of any consequence has been reported.

NEW YORK, Nov. 22.—**George Heller**, **AFRA** secretary in **New York**, queried as to whether **Chicago AFRA's** estimate would apply to the radio industry generally, stated it would not. He pointed out that dramatic shows are holding their own, that musicals are increasing—emphasis of **Blackett-Sample-Hummert Agency** on musicals being an example. **Heller** indicated, however, that, with radio conditions today being full of uncertainty—despite the fact that radio is making money—a careful check on employment conditions would be kept by the union.

Calif. Labor Federation Show on KHJ-Don Lee Net

HOLLYWOOD, Nov. 22.—*This Is Our America* will go over **KHJ Don Lee** network Monday for 52 weeks with the endorsement of the **California State Federation of Labor** and independent unions in the interest of labor against anti-labor legislation. Members of **Local 47, Musicians' Mutual Protective Association**, are offering their services free, as are other union members. Orchestra for first broadcast is under direction of **Victor Young** and features the singing of **Johnny Johnson**. A sketch will include **Edward Arnold**. **Ken Thomson**, head of **Screen Actors' Guild**, will emcee. Show is produced by **John Boylan**, of **Radio Writers' Guild**.

Pat Somerset, **SAG**, and **J. K. (Spike) Wallace**, **Local 47** president, are in charge of the programs.

WPTZ Quasi-Net Tele Fare

PHILADELPHIA, Nov. 22.—**WPTZ**, **Philco** television station, meeting with success in picking up programs for local consumption from **WNBT**, **NBC** tele station in **New York**, is peppering its program schedule heavily with the quasi-network shows. Of the 21 and one-quarter hours the **Philco** station has been on the air this week, ending tonight (22), five and a half hours were fed from **New York**. Addition of the **WBNT** shows gives the local station a heavy live talent lineup.

Among the hours of local origination, nine hours of the week were devoted to film programs.

Goodman, NBC Negotiating

NEW YORK, Nov. 22.—**Harry S. Goodman** and **Jack Wilshire** are negotiating deal with **National Broadcasting Company** whereby **Goodman's** show, *Streamlined Fairy Tales*, will be broadcast over the **Blue** network. Program in its present form is transcribed, but the **NBC** version would air the show live, originating at **WJZ**. Title is also likely to be changed. Sale of program to **NBC** would still permit **Goodman** to sell the show locally on **wax**. **NBC** deal would be for 13 weeks, starting **December 4**.

Chief talent are the **Koralites**. **Wilshire** is **Koralites'** agent.

Morgan Gets Nose Bob

NEW YORK, Nov. 22.—**Henry Morgan**, **WOR-Mutual's** ultra radio whack, has had his nose bobbed. There are two versions to the story, one being that **Morgan's** nose was too too long, and that two comics could not have a nose like **Jimmy Durante**.

Other yarn is that **Morgan's** nose was not long, but was also not pretty. **WOR** gents say he had it bobbed for qualitative rather than quantitative reasons.

WHAT IS
MINKA?
See Music Section, page opp. MUSIC
POP. CHART. See Amusement Machine
Section, page opp. Pt. 1
RECORD BUYING GUIDE.

Program Reviews

EST Unless Otherwise Indicated

"Help Your Neighbor"

Reviewed Sunday, 2-2:30 p.m. Style—Service. Sponsor—Hirsch Clothing Company. Agency—Schwimmer & Scott. Station—WGN (Chicago).

This is the sponsor's sequel to *I Need a Job*, a successful program of the depression era. Similar in pattern, it is now a service to anyone who needs help of some kind. When caught a kid in need pleaded for a solemn communion and confirmation outfit, a mother of a large family told of her needs for bare kitchen necessities, and a job hunter aired his qualifications. While the show is diplomatically handled by Verne Smith and Betty Hanna, local veterans of such service programs, the idea does not smack of the importance it boasted years ago.

The listener gets the impression that there are any number of welfare agencies handling such cases, and the current defense boom has opened many channels for new jobs. The commercials are not over-sold. *Sam Honigberg.*

"Town Meeting of the Air"

Reviewed Thursday, 9:15-10:15 p.m. Style—Forum. Station—Sustaining on WJZ (New York, NBC-Bue network).

In its seventh consecutive season, *Town Meeting* program retains essentially the same format; hence, the same rating as a stimulating medium for radio listeners interested in contemporary problems.

Forensics this week centered around the issue *What Is American Youth's Moral Code*. Four representative young Americans, Mary Draper, of Vassar; Gene Sarosti, of Stevens; Stanford Bissle, president of the New York Board of Trade, and Melvin Evans, of Pittsburgh, were the featured speakers. Each theorized in separate patterns, but distinctly and directly. Nowhere was the middle-headedness of some of the adults on previous Town Hall meetings. The argu-

ments, tho slightly emotional, were full of common sense. Best received was Evans.

Open forum at program's close, in which audience aired their questions, tested the mettle of the speakers for extempore. Moderator and founder George V. Denny performed a true public service for his public service hour, clarifying complicated questions and labeling out the posters impartially.

Reprints of each week's forum furnished upon 10 cents payment for one, or \$2.50 for 26 weeks. *J. R. C.*

"Harlem Amateur Hour"

Reviewed Wednesday, 11 p.m.-12 m. Style—Amateur hour. Station—Sustaining on WMCA (New York).

Now in its seventh consecutive year on the air, *Harlem Amateur Hour* is one of the liveliest and most entertaining programs of its kind. Show emanates from the stage of the 125th Street Apollo Theater in the heart of Harlem. Once weekly, colored hopefuls troupe there in the hope of becoming another Bill Robinson, Ella Fitzgerald or Cab Calloway.

Ralph Cooper does a splendid job as emcee, handling his chores with showmanship. Before being introduced by Cooper, each contestant is required to kiss Harlem's "Tree of Hope." If the amateur wins the approval of the audience, he gets a tremendous ovation. Less fortunate performers are whistled, cat-called and razzed off the stage to the accompaniment of a "run-'em-off" song played by the orchestra, Tiny Bradshaw's band at this listening. The unfortunate amateur is also assisted off by Puerto Rico, colored character, whose amusing antics are received with enthusiasm. Out of 15 amateurs appearing on this show, two enjoyed a bombastic reception from the audience and, as a reward, each received a week's appearance at the Apollo.

An extremely demonstrative audience in the house help to make the program entertaining.

Announcing handled capably by Joe O'Brien. *Elliott Colfer.*

"The Troubador and the Lady"

Reviewed Saturday, 12:15-12:30 p.m. Style—Musical variety. Sustaining on WFIL, Philadelphia (NBC-Blue network).

This weekly musical interlude is the first show the local outlet is feeding to its chain affiliation. And it goes far toward proving that the station possesses both talent and talents for more shows of network caliber. It's a most refreshing musical interlude that combines the singing of Latin lullabies by the "troubador" and the popular ballads of the day by the "lady." Weaving a highly colored and melodic instrumental picture in the background is the string ensemble directed by Norman

Space at a Premium, Philly Press Throws Inquiring Eye at Radio

PHILADELPHIA, Nov. 22.—In face of a paper shortage, with local newspapers becoming tighter and space available for public service features at a premium, radio is skedded to be the first to get the blue-pencil as far as the make-up of local newspapers is concerned. Altho press-radio relations here are better than ever, fact remains that radio is increasingly cutting into newspaper advertising. That influence is being felt more than ever now, since so many former buyers of space have converted their factories and plants into defense projects.

Press execs, looking for new space-selling avenues, are giving the radio departments the quizzical once-over. Save for *The Daily News*, only sheet in town with a daily radio column five times a week, and the columns in the Sunday editions of *The Record* and *Inquirer*, radio gets practically no editorial, news or pictorial attention unless for a program on which the newspaper is tied in directly. Until recently *Evening Ledger* boasted a six-times weekly radio column, but when radio editor George Opp left, it dropped the feature.

As a result, only thing left for the newspapers to cut is the program listings. If they are tightened up any more, papers might as well junk them. Instead of enlightening, present listings tend to confuse. Extent in most sheets is to indicate whether program is news, music,

speech, or sports and let it go at that. Town has two FM stations already on the air and a tele station, but program listings for them are ignored as far as the local sheets are concerned.

In fact, entrance of FM on the radio scene is causing some of the sheets to argue that the radio listings, admittedly ineffective, should be junked entirely. Also cropping up is the old-time plan once proposed by the newspapers, to place radio listings on a space-buying basis. Under the revised plan, newspapers would list all sustaining programs on the cuff, but exact a charge for listing commercial programs.

Clubs Cut In

Also significant is the pressing need of newspaper space to provide for night clubs. The after-dark scene is increasingly becoming a fat source of revenue for the papers, meaning as much and even more than legit. All save the *Bulletin*, which holds tight to its no-reader policy, sport elaborate nitery sections one day a week, replete with pictorial lay-outs. During the week there is a generous sprinkling of photos and feature stories.

Times-WMCA Deal Shuffles Programs

NEW YORK, Nov. 22.—Deal between *The New York Times* and WMCA whereby the station will broadcast a daily news bulletin every hour on the hour has necessitated an extensive reshuffle of the station's program schedule. As of Friday (21), station estimated that 25 per cent of the schedule had been switched, okays from sponsors coming in rapidly.

Attitude of city's other indies was that the tie-up was a terrific public service feature, but would probably throw some commercial news business to the other stations. Understood that Sweetheart Soap, thru its agency, Franklin Bruck, has already canceled its news; but station feels the prestige value of the tie-up more than offsets any loss of commercial business.

KPRO Personnel Shuffle

LOS ANGELES, Nov. 22.—H. A. P. (Hap) Polite has been named commercial manager of Station KPRO, Riverside, Calif. John Stumberg and Louise Dardenelle have been added to the commercial department.

Polite was formerly with *The Kansas City Star* and *Times* as reporter and was recently a staff member of several radio advertising agencies on the Pacific Coast.

Miss Dardenelle will conduct the participating program, *Hospitality House*.

Standard Inks Kemper, Carle

HOLLYWOOD, Nov. 22.—Ronnie Kemper, band leader Horace Heidt's novelty vocalist and composer, has contracted to record five of his original compositions for Standard Radio, transcription company here. Frankie Carle, Heidt's pianist and composer, will also cut a new series for Standard.

Don Allen, of Standard, set the deal.

Donnelly Manager of KDB

HOLLYWOOD, Nov. 22.—D. J. Donnelly has been named manager of Station KDB, Santa Barbara, replacing Earl Pollock. Donnelly was formerly assistant manager of KGB, Mutual Don Lee San Diego outlet.

Faux Pas

MINNEAPOLIS, Nov. 22.—On one of the early-riser programs over WCCO the other morning the announcer wound up the stint with a bang-up commercial for an inhalator "guaranteed to clear up any head cold."

Clellan Card, ace station announcer, then took over for his daily morning program and, confiding to his audience that he was suffering from a "code in da head," asked his listeners if they knew of a good remedy.

Needless to say, the advertising department was a bit miffed.

WHAT IS MINKA?
See Music Section, page opp. MUSIC POP. CHART. See Amusement Machine Section, page opp. Pt. 1 RECORD BUYING GUIDE.

Burrelle's
ESTABLISHED 1880
PRESS CLIPPING BUREAU, Inc.
World-Telegram Building
125 Barclay St., New York, N. Y.
BARclay 7-5371

for THEATERS HOTELS
RADIO NIGHT CLUBS
ONE-NIGHTERS FAIRS
PARKS BALLROOMS
RECORDINGS
EXPOSITIONS
PRIVATE FUNCTIONS

BANDS WANTED

Bands are wanted in all these branches of show business. In how many of them have you worked in the past year? Do you want to get into any you've never worked before? Increase your working weeks? There's one quick, sure, inexpensive way to do it—

advertise in the one and only, all-inclusive show business news weekly that's read by ALL talent buyers in ALL fields . . .

The Billboard

Black, station's musical chief, whose capabilities have too long been kept in the background.

Selections are woven together into a story which serves to explain the story content of the songs. In essence, a dialog in song between boy and girl, with music the only language they understand. No announcer's voice cutting in; the song sellers tell their own stories, taking time out only for a selection by the instrumentalists.

Alvino Avayou is the troubador, piping the Mexicali ditties in native tongue to the strums of his own guitar accomps. "Lady" is Jane King. Both expert for the vocal chores, and the decided contrast of songs and voices makes for a colorful blend that sustains interest and builds listening enjoyment from start to finish. *Maurie Orodener.*

"Katherine MacMullan's Party Line"

Reviewed Thursday, 1:30-1:45 p.m. Style—Etiquette. Sponsor—Bailey, Banke & Biddle, Philadelphia. Agency—John B. Haines Advertising Agency, Philadelphia. Station—KYW (Philadelphia).

The low-down is dished out here each week on the highest points of etiquette as practiced in the upper crust. Such enlightenment comes from Mrs. Katherine MacMullan, a member of a prominent Philadelphia family. If Elsa Maxwell resents the competitish, the record shows that Kate ruled out thumbs in the soup and elbows on the table at the \$100,000 Widener ball of '36 and the Roosevelt-duPont hitch of '37.

The unpedigreed owner of a '38 table model receiving set that rests on the floor for lack of a table gets the benefit of Kathy's wide social supervisions thru the graces of Bailey, Banks & Biddle, which is to local jewelry what the House of Morgan is to the kid's penny-devouring piggy bank.

Cost of a diamond-studded collar-button at the three B's looms as big as the national debt to those who get their Toscanini at the expense of a dial twist. But for those who can afford to spring on baby's birthday, as Kate suggested on this stanza, "French booties with gold buckles—don't they sound entrancing," the jewelry house has hit a nugget in Mrs. MacMullan. Apart from the fact that she belongs to that sphere of buyers, she knows her social behavior and has benefit of a lively script and vocal charm. When caught, she discussed plans for birthday parties for youngsters, fitting in perfectly with the sponsor's merchandise.

Announcer Gary Lynn echoes her commercial cues. Solicits listeners to query her on solving their party and gift problems, and there's a book on it all just for the writing. For the owners of table model radios, Mrs. MacMullan makes for most delightful dreaming. *Maurie Orodener.*

ASCAP AND BMI DIG IN

Victor Hops In On Fitch Radio Disk Plug Show

NEW YORK, Nov. 22.—RCA-Victor and Columbia recording companies are going all-out in promotional competition. Victor wound up its Dance Caravan first of this week and now announces that it will "share" honors with Columbia on the NBC *Fitch Bandwagon* Sunday air show, throwing in its first ork December 14. Band will be Art Kassel, and the Fitch Special recording will be *Angelina*. Columbia inaugurated this promotion tie-up several weeks ago and has had an exclusive on it until now.

Victor execs said this week that they are awaiting distributor and dealer reaction on their Dance Caravan with Tommy Dorsey and Shep Fields before deciding if they will extend the stunt. Firm reports that 72,465 payees attended the Caravan on its 14-night tour thru the Midwest. Also said no operating loss was involved on the trip itself. Private parties were given for over 3,000 dealers and 1,000 coin phonograph operators during the tour.

Victor plans to back up the Fitch show with plenty of dealer tie-ins for sales stimulators. Columbia has worked in the same way since it started its bands on the air. So far Victor has only two Sundays lined up, Kassel's December 14 and another penciled for December 28. Band for the latter date is still undecided.

Victor outfit has also been getting an unplanned break with the new Coca-Cola show over the Mutual web. Freddy Martin has copped the first two Saturday sales-contest shots with his *Concerto* waxing and looked as if he'd make it a third time this Saturday.

This bevy of disk promotions seems to presage a trend, at least between Columbia and Victor. When asked about any plans it might have for the Fitch show, Decca said, it "knew nothing about it."

Shaw's Ex-Leaders Pinch One-Nighter for Berigan

CAMDEN, N. J., Nov. 22.—When Bunny Berigan was stricken ill upon returning here last Friday (14) from the funeral of his father, ex-wand-wavers currently with Artie Shaw took over his band chores to save the date. Berigan band was in to play a prom sponsored by the Police Beneficial Association. Shaw crew opened same day at the Earle Theatre in neighboring Philadelphia. Jack Lear, Music Corporation of America publicity chief, also in Philadelphia same night for opening of Pancho's band at the Benjamin Franklin Hotel, found Berigan sick at the hotel. Getting permission from the musicians' union, Lear got Jack Jenney, Georgia Auld, Dave Tough and others to come here following the theater show to fill out the night for Berigan.

Philly Union Eases Rules On Bookers of Hotel Orks

PHILADELPHIA, Nov. 22.—As a result of entertainment bookers turning heavily to the band booking field, local musicians' union has eased up on regulations for local percenters. For a long time, local bookers were not permitted to book more than one hotel engagement at the same time. Local agents now get the same privileges as outside agents, and can book more than one hotel engagement at a time. Applies to both location and one-night stands, and as such is a boon to local club-dating leaders.

However, union at the same time restricted leaders specializing in Jewish musical engagements, ruling that no leader shall be permitted to book more than one such engagement per evening. Restriction is to break the almost airtight monopoly several leaders in town have on such engagements.

Curbello on Trumpet?

NEW YORK, Nov. 22.—Fausto Curbello, relieving Harry James at the Lincoln Hotel here while Harry performs at the Paramount Theater, finds himself conducting an 18-piece band, courtesy of Local 802, AFM.

Seems that because the James ork is an 18-piecer, Local 802 insisted that whatever band did the pinch-hitting during James's trips down the street would have to have 18 pieces also.

Looks like local no likee doubling and is doing what it can to discourage hotels from permitting the practice.

Palmer House Set For 1942 by MCA

CHICAGO, Nov. 22.—Music Corporation of America offices here has cornered the Palmer House market for 1942, judging by the bands lined up for the hotel's Empire Room. Eddy Duchin starts the parade January 8, followed by either Freddy Martin or Xavier Cugat during Lent. For spring and summer it will be Skinnay Ennis again, with the return of Griff Williams, current attraction, set for the fall and winter.

So far all efforts to set back Duchin's encore have failed. Management figures that January and February are always big business months and would like Eddy's drawing power during a weaker spell in the year.

Chi Palladium One-Nighter

CHICAGO, Nov. 22.—The Palladium, only two months ago heralded as a promising leader in the ballroom field, is down to one night a week (Saturdays) due to poor business. Spot recently sliced its schedule from a week to four days, but still not enough people turned out to foot the expenses. John Sullivan closed after a two-week run. Norm Faulkner's band is being used tonight (22).

Songsmiths Gang Up on SPA and ASCAP With Demands for Better Protection and Fairer Pay-Offs

NEW YORK, Nov. 22.—Firm intention of many songwriters to better their lot was further indicated this week when significant petitions were flung at ASCAP and Songwriters' Protective Association. These petitions, coming shortly after formation of the American Federation of Songwriters and the Songwriters' Guild, had Tin Pan Alley in a twitter at week's end.

Jack Lawrence and others identified with the fast-rising trend toward self-assertion by tunesmiths walked into the SPA council meeting Tuesday (18) and slapped down a signed petition demanding consideration of a new by-law to forbid council members from holding office in ASCAP.

Council, after formally accepting the petition, turned it over to a committee for consideration. Irving Caesar, president of SPA, when called upon next day, said he "thinks there are a few worth-while things in the proposal, but some other things which may not be so good."

An ironic delay in presentation of the committee's decision on the petition will be caused by ASCAP's meeting December 1. Most of the SPA officials will be busy at ASCAP confabs and will have no time to function for SPA until middle of December, when next regular SPA meeting is scheduled.

Those who got up the petition are emphatic in the belief that SPA can never fully serve the interests of its members as long as its leaders are also officials in ASCAP, an org which, they feel, has never pretended to look out for writers' basic interests.

SPA has a council of 36, executives being Irving Caesar, president; "Wolfie" Gilbert, vice-president; Freddy Ahlert,

BMI Prime for Eight-Year Deal And Pays Out \$2,000,000 This Quarter; ASCAP Signs Stations

NEW YORK, Nov. 22.—Music-radio situation took on a more nearly jelled appearance this week than at any other time since ASCAP's peace pact with CBS and NBC over three weeks ago. Outstanding element cropping out of the now clearer-cut picture of what's to come was the fact that BMI is almost certain to be around until at least the year 1950. BMI directors this week announced the general terms of the eight-year contract to run from March 12, 1942, stating that its license fees will continue to be based on a sliding scale dependent upon each station's gross. Webs have already reportedly assured BMI of their support on the contract, and BMI said it now had unanimous okay from eight district National Association of Broadcasters' meetings. BMI estimated that its new contract would give the org an income of over \$1,000,000 a year.

ASCAP meanwhile reports that it has signed 115 stations since its re-debut on the air chains. Society had around 300 air outlets thruout its 10-month hunger period, so now says it has deals with over 400 of a 600-station potential. Performing rights society of SESAC, Inc., lays claim to contracts with over 800 stations, but the 600 figure mentioned by ASCAP evidently constitutes what it feels to be the cream. Such optimistic statements from both BMI and ASCAP presage a tight drawing of the battle lines and throw the competition between the two orgs on a strictly song-for-song basis.

Two other events took place this week which will have a bearing on the future ASCAP-BMI scene. BMI mailed out checks to composers and publishers for its third quarter this year, and grand total came to \$2,000,000, which was con-

siderably higher than the previous quarter payments. Biggest hunks of this melon went to Harry Goodman's Regent Music, with 162,950 performances; Tommy Dorsey's Embassy house, with 155,706; Sammy Kaye's Republic Music, with 137,782 (65,835 of which were chalked up for *Daddy*); Melody Lane, which showed 101,017; Campbell, 87,557; Guy Lombardo's London, 64,769; Meredith Willson's Willson, 63,687; Glenn Miller's Mutual, 62,228; Reis-Taylor, 54,326; Schumann, 52,485; Porgie, Debin & Friedman, 50,595, and Jimmie Lunceford's New Era, 50,272. What this means in cold cash for these firms is figured at 4 cents per performance for the pubs.

Other event was the ASCAP board's decision Wednesday to extend the terms of incumbent officials until the next regular election, April 1, 1942. Board had postponed this year's election until this week because of the "chaotic conditions existing," and its action now was considered by the trade as a "confidence" vote for President Gene Buck. There were still rumblings of dissension among some pubs, however, who have been working for a change in ASCAP leadership. Louis Bernstein and Otto A. Harbach, vice-presidents; George W. Meyer, secretary, and Gustave Schirmer, treasurer, are the rest of the officers to continue until next election.

What will happen to them next year is currently the cause for much conjecture. Irving Caesar, of the Songwriters' Protective Association, says there is nothing but "close harmony" existing in ASCAP today, and that the next election will see a re-election of all officers. As reported by *The Billboard* several weeks ago, however, there has been and still is a definite force working to overthrow the current administration.

Despite the show of strength displayed by BMI this week, ASCAPers are still confident of their capabilities to fill the air with hits—at a much lower earning figure, of course. ASCAP points out, too, that many of the stations that have not signed have nevertheless declared their intention to do so as soon as they decide whether they want the per-program or blanket contract. ASCAP says that most of those stations already signed have chosen the blanket form. For those still to sign, the Society is furnishing them with music while they decide. Good will.

DETROIT, Nov. 22.—Graystone Ballroom is departing from local custom and booking in a band with a girl leader for a one-week stand. Date, practically a precedent-breaker for the Motor City, goes to Anne Dupont, fronting her own male band, a newcomer to this territory from the Jacksonville (Fla.) area.

involvements to those who hope to achieve it. Among complexities facing the union faction are such problems as with whom and thru whom to deal; about what to deal; what weapon to use in case of a battle, and what to incorporate in a charter, assuming that a satisfactory charter could be had.

Realizing these problems, most of the lads prefer to devote much of their efforts at hyping an org like SPA into a militant "protective" association. While making these attempts, they continue to nurture their unions so that, if SPA should prove hopeless, they could set up in the protective business for themselves.

Altho definite info is carefully withheld, it is reported that the American Federation of Songwriters and James C. Petrillo of AFM have been making eyes at each other and that some sort of working affiliation may eventually be reached. However, it is also understood that Petrillo is cautious after his experience last summer with the American Guild of Musical Artists, and does not want to make any moves which might again pull the Department of Justice down on him on anti-trust or monopoly angles.

Alley's Reaction

The songwriters have long been bemoaning their lack of strong representation on the battlefields of the music biz, they had done little to better themselves until several weeks ago, when two groups formed the currently budding unions, American Federation of Songwriters and Songwriters' Guild. Reaction to the formation of these orgs was mixed among the penning fraternity, but interest was high and has been on the increase as union membership has increased. At present there is a possibility that the unions will merge and then seek affiliation with either AFL or (less likely) CIO.

Strong unionization of the tunesmiths presents a frightening array of

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

TOMMY DORSEY (Victor 27690)

Violets for Your Furs—FT; VC. *Somebody Loves Me*—FT; VC.

IT SHOULD be a busy season for the florists, what with Tommy Dorsey making it so inviting with a bunch of violets. A beautiful song, of torch proportions by Tom Adair and Matt Dennis, the ritual of flowers for madame's furs marks the day that romance started to blossom. Particularly satisfying to the vocal capabilities of Frank Sinatra, he makes much of it. Has it all to himself for the entire side to sell the song story, punctuated only by some eight brief bars for Tommy's lush trombone slides. For the oldie on the flipover, the tempo is stepped up to a lively pace. Band blows bright for the opening and closing stanzas, trumpet scored in the upper registers to heighten the excitement of the last chorus. The Pied Pipers take over the middle refrain for their rhythmic singing.

Violets may come to be most fashionable, considering the strong song-selling Frank Sinatra turns in for Tommy on that side. It's a lush torch ballad, and while the band takes a back seat, Sinatra sells it like a million thruout and it's a cinch the fans will flock to the machines for this one.

TOMMY TUCKER (Okeh 6466)

Cancel the Flowers—FT; VC. *Skunk Song*—FT; VC.

CONSIDERING how successful Tommy Dorsey has been in selling the flowers, Tommy Tucker comes along now and cancels the order. His is a song of solitude and the torch-bearing creates a dinner-for-one impression. Writers of the *World on Fire* torch which Tucker introduced so advantageously are responsible for this one. Tucker gives it the same treatment except that he calls upon the male voice of Don Brown for the balladeering, the Voices Four coming in on the second refrain to a rhythmic lilt to the lullaby. However, the maestro is not likely to set any world on fire with this follow-up. The song story is on the strong side, but the melody blend doesn't give the lyrical expressions a chance to stand out as strong as they might. Nor does Tucker's treatment nor Brown's vocal add any particular charm to the tune. Plattermate is a nice enough novelty about the not-so-nice nocturnal animal noted for its contemptuous scent. The comic eulogy is provided by the gravel-coated singing pipes of Kerwin Somerville with the Voices Four chiming in on the choruses.

In view of his "World on Fire" click, fact that the "Cancel the Flowers" side is cut from the identical pattern makes it a likely contender for the music machine coinage. Public fancy alone will decide the kind of blaze this ballad might start.

JIMMY DORSEY (Decca 4047)

The Magic of Magnolias—FT; VC. *Day Dream*—FT; VC.

JIMMY of the Dorseys etches two beautiful ballads on each side of the disk, giving to each attractive musical adornment with Bob Eberly doing double duty as the song salesman. The *Magic* music, from the *Glamour Boy* flicker, starts off strikingly. The muted brasses are scored without rhythm for the opening strains until the maestro's clarinet picks it up and brings on the beats. Dorsey's sax flourishes dot the opening band chorus for *Day Dream*. What with violets and flowers in the current week's releases, Dorsey's *Magnolias* stands out as the most melodic of the ballad blossoms. Diskmate dreaming is a Duke Ellington opus. A haunting and mood-inspiring strain treated sympathetically by both the band and the singer.

It's the flowery side again that gives greater promise for the phono play, having the added advantage in stemming from a screen score.

KAY KYSER (Columbia 36433)

Humpty Dumpty Heart—FT; VC. *Romeo Smith and Juliet Jones*—FT; VC.

FROM the maestro's latest screen effort, *Playmates*, soon to be released, Kyser cuts a fanciful couplet of dance ditties. To the better is the highly rhythmic B side, which unwinds the story, as told by Harry Babbitt and Ginny Simms, of a modern Romeo and Juliet. And instead of the usual Shakespearean balcony, this romance blossoms 'neath the fire escape. A jumpy ditty that moves along in rollicking fashion. Johnny Burke and Jimmy Van Heusen scored it to meet a movie situation, but it's fanciful enough to create general commercial interest. The *Humpty Dumpty* ditty has Babbitt voicing the picture ballad, which will depend entirely upon the picture to overcome its matter-of-factness as it stands alone.

Since both sides stem from the picture featuring the maestro, disk is a natural to tie in for phono use when the picture hits the neighborhood.

GLENN MILLER (Bluebird 11353-A)

ALVINO REY (Bluebird 11353-B)

Jingle Bells—FT; VC. *Santa Claus Is Coming to Town*—FT; VC.

AS A HOLIDAY item, this doubling represents smart merchandising on part of the platter factory. But apart from the seasonal set-up, the *Jingle Bells* brings on Miller's music at its best for the jump-inspiring rhythms. Arranged by Glenn and William Finegan, the Christmas classic is treated as a regular riff. It's socko from the opening scratches. Tex Beneke and The Modernaires chant the jingle and the band dips into a slight beguine beat for Ernie Caceres' caroling in the Mexico groove. And it's a cinch all the band boys will be carboning Glenn's use of sleigh bells to create a sizzle rhythm. For the *Santa Claus* standard, Alvino Rey also brings it up to date with the King Sisters to brush up the rejuvenated lyrics rhythmically.

Phono operators will have to parlay this platter. There's no sentimentality for these Christmas classics. It's swing. And "Jingle Bells" especially should keep the coins ringing in the machines even beyond the holiday season.

INK SPOTS (Decca 4045)

Nothin'—FT; V. *Someone's Rocking My Dream Boat*—FT; V.

The five experts do not pan out as expert for this doubling. The *Nothin'* dish of jive from the *Jump for Joy* show falls short by far in creating the spirit that the show title conveys. Four-some add none of their individuality to the song and Deke's solo jive fails to jell. Tune is a natural for their talents, but the ink well is dry here, nor can the guitar chorus salvage the side. Ballad making for the B side is little better. Kenny solos the song, but doesn't sell it any too strongly. And the tune's triteness doesn't help the harmonizers any.

Strictly for locations where the call is for the Ink Spot sides. And for such service, it's "Nothin'" for the rhythm needling and the "Dream Boat" ballad if a falsetto song note catches the coin.

(See ON THE RECORDS on page 96)

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.

Chavez and His Orchestra

(Reviewed at Jack Lynch's Walton Roof, Hotel Walton, Philadelphia.)

ORIGINALLY hailing from Mexico, and from the family that produced Carlos Chavez, the country's foremost symphonic composer, the dance maestro goes far in hastening the rapprochement of hemisphere relations. Be it the best of the conga, rumba, tango, beguine or samba, Chavez creates plenty of color and excitement, both for those who step out on the floor and those content just to listen.

Most unusual is finding a sax trio in a native rumba band that doesn't sound as if its members were meeting each other for the first time. Gets a good blend in his reeds and, just as important, the saxes know how to interpret. Two trumpets, piano, bass and drums round out the stand. Chavez, built along the lines of a football hero, is out front. An unorthodox combo for the Latin rhythms, but the brand they dish out is most orthodox.

Chavez, when not making the maracas sizzle chants-native ditties, with plenty of verve for the exciting items and in subdued tones for the exotic stuff. Apart from the body in the blended voicings of the saxophones, there's some fancy south-of-the-border trumpeting in the open-belly horn of Louis Sepulveda. Band has a skirt hiding behind the Steinway, Irma Quintana being the piano-pounder. Orodener.

Henry Jerome

(Reviewed at Child's Paramount, New York)

FOR the third time in as many seasons this young and vigorous crew returns to this spot. Each time it has impressed with its progressive gains as a musical organization, and now the Jerome outfit appears to be ready for larger pickings.

Band consists of Jerome heading a three brass battery, four saxes doubling on flutes and clarinets, and a three-rhythm section. Pianist, doubling on celeste, and drummer pounding at the vibes give the combo, during its sweeter moments, a roundness that belies its 10-man set-up.

The ork's personnel is well groomed, fairly showmanly at the instruments and competent. They dispense with a smoother brand of jive, going in heavily for novel arrangements and glee club stunts. Their stuff is written with trumpet leads permitting Jerome to take some flashy blasts. Tonsil division has a swell bary in person of Dick Finney. Lad impresses with voice and delivery. Double Dobson is a capable tenor.

Diversity of their renditions, with liberal doses of swing, sweet and novelties, makes this outfit equally acceptable to the jitterbug trade and the more adult listeners. Cohen.

McFarland Twins

(Reviewed at New Pelham Heath Inn, Pelham, N. Y.)

THE entertaining twins have come quite a way since leaving Fred Waring's organization a few years ago. They have had their present band about two years, and have whipped it into the shape of a top-flight hotel ork, with ex-

cellent theater possibilities.

Instrumentation is three trumpets, a trombone, four reeds and four rhythm. The twins, Art and George, are part of the reed section, standing out in front with saxes and clarinets. All reeds double on clary, and one of them puts a flute and soprano sax to good use.

Arrangements are original with the outfit and feature an amazing variety of vocal combinations. As a holdover from their Waring period, the boys go in for a lot of choral work, entire band pitching in for the harmonies. Don Cornell, guitarist, takes most of the ballad solos in a side-of-the-mouth baritone, so fashionable these days. He goes over with the fem customers. Three Connecticut girls, the Norton Sisters, do some okay harmonizing, and one of them, Betty, steps forward for occasional jump solos. Betty also pitches in with the twins and Cornell for another type of vocal blending. All vocalizing is of a very good order, and tailor-made for hotel consumption.

Library is mostly pop, with a few rumbas and very few standards. Band's appearance is okay, and the McFarlands are amiable fronters. A good little band with a fine style. Carter.

Chuck Foster

(Reviewed at Municipal Auditorium, Natchez, Miss.)

FOSTER went over big in his one-night stand here, attracting a large crowd and sending them away happy.

Band, which has been working its way East from Los Angeles, was first to venture into the new auditorium here, but reception was such as to warrant regular name band showings.

Foster is full of pep and personality, plays plenty of sax and clarinet, and has a real bandstand manner. He is a gentlemanly fellow and plays music to match.

Instrumentation of ork is three reeds, four brass, three rhythm and Foster out front on sax and clary. Music is definitely of the hotel and quiet ballroom type, and makes no pretensions otherwise. Judged on this basis, the band looks like a cinch for the higher brackets, as soon as it has had its fling around the country a little while longer.

Featured vocalists are Jimmy Castle (doubles on sax), Gloria Foster (Chuck's sister), Dotty Dodson, and the Three D's—Dick Arant and Don Crawford of the brass section, plus Miss Dodson. Castle wowed the gals here with his romantic looks and pipings. Others went over okay, too.

Library is well stocked with novelties and standards, in addition to usual pops. Case.

in a very loud, dramatic voice. Other vocals were by Ann Baker, who was far and away the best of the bunch from the remote angle.

To sum up—the guys who know the difference, if any, between "jass" and "jazz" are figured to swoon over a shot like this, because they have something to hang it on. But to the great majority, the stanza offers nothing but a fair ork with a good trumpeter.

Cecil Golly

(Donahue's, Mountain View, N. J., Mutual Network, Thursday (20), 3:30-3:45 p.m.)

THE best thing heard on this shot was a vocal by Mildred Stanley, whose diction and delivery were pleasant and unaffected. On the one song heard she sounded much better than the average run of band chirper especially since her singing was straightforward and devoid of phony mannerisms.

Golly handled his own announcements and was pretty bad at it. His enunciation is sloppy, and it was hard to catch much of what he was saying.

Music played was unrelieved, 100-proof schmaltz, with irregular rhythms, etc.

Besides Miss Stanley and an anonymous (because his name was undistinguishable) bird who sang *Sweeter Than the Sweet*, Hal Fifer pitched in for a throaty vocal. Mr. Anonymous did okay.

Showmanship pretty bad, and music didn't make up for it.

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

Louis Armstrong

(Grand Terrace, Chicago, CBS Network, Monday (17), 11:30-12 midnight.)

SINCE a high percentage of those who twist dials are not concerned with the history of jazz and neither know nor care about the pedigrees and past glories of the lads who blow the horns, it looks as tho Ol' Satchmo has missed the boat here. His trumpet blowing was as interesting as ever, but it was unable to salvage this shot from the rut cut by

the rest of the band.

Program consisted of pops and a couple of standards, with Armstrong taking a few vocals and several trumpet passages. Band offered nothing of an ear-catching nature, except, of course, when Louis let go.

Armstrong's vocal style misses fire over the radio, largely because it is only appreciated by those intimates who know what Ol' Satchmo stands for and what he is driving at.

Sonny Woods sang a couple of ballads

November 29, 1941

Orchestra Notes

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Mountainside, N. J.,
JEAN HUDSON booked
at Hotel Syracuse, Syra-
December 18. LIONEL
takes his new 17-piece band
New York's Apollo Theater No-
28. JOHNNY LONG into the
aley Theater, Pittsburgh, December
ART THORSEN, manager of Horace
Heidt, expects to be back with the band
in another month and has almost com-
pletely recovered from his illness.
ANDY KIRK has signed a two-year
Decca disk contract. JACK STAUL-
CUP ork will be at Paramount Club,
Centralia, Ill., until January 4.
FREDDY MARTIN has signed another
Victor record contract. This one is for
two years, with options, and a reportedly
nice increase.

GANDY takes over at Clin-Mott Tavern, Trenton, N. J. BOBBY STARKE holds for the winter at Circle Cafe, Brook- lawn, N. J. RUSS TOMLINSON brings his tootlers to the Dumping Grill, Trenton, N. J. JIMMY RAMANO at the Hi-Hat Club, Camden, N. J. HOWARD RIST at Andy's Log Cabin, Gloucester Heights, N. J. JACK FALCEY making music at Rudy's Cafe, Trenton, N. J.

Coast Cacophony

WINGY MANONE opened Wednesday at the new Streets of Paris in Holly- wood. LENNIE HAYTON conducting special recordings for *Born To Sing* at MGM. JACK OWEN and FREDDY MARTIN did *You'll Never Remember* for Bluebird. BOB CROSBY, current at Jimmy Contratto's Trianon, is doing the background music for *Holiday Inn* at Paramount. MURIEL LANE, formerly vocalist with Woody Herman, is at Streets of Paris. BETTY VAN has rejoined Charles DANT'S NBC ork as vocalist after a year's absence. NEL FONTAINE has been signed for lead in *Power's Girl*, to be tinted in Technicolor. HARRY OWENS, current at the Holly- wood Roosevelt, is heard nightly over the Columbia Pacific network. DON GRAYSON and his ork are holding forth at the Jonathan Club.

Mobile Auditorium Inks AFM Contract

MOBILE, Ala., Nov. 22.—After two years of negotiations, Mobile musicians' Local No. 407 and the commission in charge of the Fort Whiting Auditorium here have signed a closed agreement. The signing of the new agreement means that names can now play Mobile, this being the only auditorium available to take care of large crowds.

The management of the local aud., which was built with Federal funds under the auspices of the WPA, felt that it could operate on an open shop basis. Conference after conference was held, and in the meantime many name bands and big road shows refused to come to Mobile on account of the auditorium being on a non-union basis.

Secretary Sweeney submitted many proposals to the auditorium commission, but the latter did not see fit to approve them. Sweeney continued his fight and finally convinced the commission. Under terms of the agreement, service bands will be permitted to play for activities connected with the Soldier's Recreational Program.

Martin, Whiteman Orks Busy Hanging Up Coast Records

HOLLYWOOD, Nov. 22.—Freddy Martin and his orchestra, held over for the second week at the Los Angeles Paramount with pic. *The Birth of the Blues*, went strong on one-nighters, pulling 2,165 at Portland; 1,480 at Eureka, Calif., and 1,900 in Seattle. Admission was \$1 and 75 cents for the dates.

HOLLYWOOD, Nov. 22.—Paul Whiteman, current attraction at the Palace Hotel in San Francisco, played to 14,000 people in 30 days, setting a new record for the spot.

Spivak Does \$1,000 in Va.

PORTSMOUTH, Va., Nov. 22.—Capacity crowd of 800 paid \$1,000 to dance to Charlie Spivak's music at the Gridiron Club's opening dance of the winter season here. Affair was held at club's headquarters. Band, especially "Star Dust-ers" vocal feature, went over big.

Small Music Combos Multiplying As Defense Coin Puts the Petit Bistros in Spot To Buy Talent

HOLLYWOOD, Nov. 22.—Cocktail combinations and strollers are in demand in this area, with booking agencies putting plenty of push behind them to supply an ever-growing list of spots buying this type of act. Increased pay rolls from defense project plants are credited with hiking the demand, as even the small corner bar and tavern has added this type of entertainment during recent months.

Music Corporation of America has over 200 small units on its list handled out of Chicago, with R. W. Stevens in charge of the department. MCA's man here is Reuel Freeman. Office is not content with placing one or two people in a spot, but constantly strives to increase the number. In San Diego one spot has five combinations, using two combos alternately from 2 to 8 p.m. and three units from 8 p.m. to 2 a.m. Spot is doing good business and is in the heart of a defense area. MCA also points out that some spots not having facilities for dancing are using five and six-piece combos. Approximately 35 units are at work in this section under MCA guidance.

Maynard Tow, William Morris Agency, has the Four of Us going into the Fair- mont Hotel, San Francisco, November 25, following a successful run at the Ambassador Hotel, Chicago. Group does novelties, group vocals and comedy rou- tine. Office also has Victor Vincent at the Apache Hotel, Las Vegas, Nev., and Pee Wee Weber and ork at Happy's Cafe, Palm Springs, for the season. Another Morris act, Slim and Slam, is at 331 Club, Los Angeles, and soon moves to the Chi Chi Bar, Palm Springs, till April.

Norman Doyle, of General Amusement Company, said that the small unit busi- ness was clicking solidly in this area for his firm.

Small combos are in also in demand because of the price. Cocktail lounges

have found it profitable to use flesh talent, and the stroller, vocal and in- strumental trios and quartets are right up their alley. Those in the combos like the work because they stay months in a spot. Rhythm Rascals at the Zebra Room of the Town House in Wilshire Center are rounding out a six-month engage- ment.

Even bars are using flesh talent in the form of Hammond organists and piano-Solovox players. Cocktail lounges in the downtown Los Angeles business areas prefer this type of entertainment, and there is also a growing demand for this type of musician.

DES MOINES, Nov. 22.—Small combos working in niteries have staged a come- back in this territory after the new beer- dancing law shelved many of them and forced a good number of musicians out of work.

The start of the winter season has found many night club operators bring- ing back small combinations and even in some cases increasing the size of the band in an effort to cash in on defense pay rolls. Competition is so keen here it looks as tho some operators may use flesh acts, altho on a small scale.

Tendency of the small operators to use three and four-piece bands has resulted in larger establishments changing to newer and larger bands.

In Des Moines the ordinance weekly pay roll of over \$400,000 has improved busi- ness over 33 1/3 per cent during the last 60 days, and additional defense pay is expected to boom night life in the city.

Numerous combo changes have been reported, with Billy Luker's band from Portsmouth, O., taking over at Club 100 in Des Moines and Ozzie Clark going to Chez Paree at Omaha. Don Roth, who established an all-time record of 13 months at the Omaha spot, goes to the Yacht Club at Pittsburgh.

Midwest Melange

DON BESTOR replaced the Jose Morand band at Netherland Plaza, Cincy, November 21. Gus Arnheim follows Bestor in two weeks, with Henry King moving in for a three-weeker after Arnheim's two weeks are up. EVERETT HOAGLAND opens Florentine Room of Gibson Hotel, Cincinnati, December 19 and will remain thru New Year's Eve. ANN RICHARDSON, CRA exec. will remain in Chicago until the end of the year as head of the CRA office there. JOHNNY GLUSKIN, band manager, replaced Morey Murray as entertainment manager of Chicago's Congress Hotel. MITCHELL AYRES will probably go into Congress Hotel's Casino when it reopens in January if Johnny Gluskin's plans work out.

Atlantic Whisperings

JOE KEATING gets the call at Hotel Hollywood, Shoemakersville, Pa. FRED WILKENS, Chuck Gordon's vocalist, cutting the jingle transcriptions for a soda-pop firm in Philadelphia. HARRY LOMBARD set at Sherwood Inn, Trenton, N. J. DUKE JOHNSON put in at Peach Orchard Inn, Pleasant- ville, N. J. CLAYTON LEIGH set for the winter at Leghorn Farms, Trenton, N. J. VINCENT KRUPPA at Kurtz House, Reading, Pa. AL CAARON at Philadelphia's Roman Grille. ROY

THE BAND that never got out of the Rehearsal Hall!

The doors weren't locked. It's just that nobody ever heard of them. They didn't know they needed a consistent advertising campaign in *The Billboard*... the only all-inclusive show business news weekly that's read by all band buyers in all branches of show business.

WHAT IS MINKA?
See Music Section, page opp. MUSIC POP. CHART. See Amusement Machine Section, page opp. PL. 1 RECORD BUYING GUIDE.

Eddie VARZOS
And His Orchestra
Opening Nov. 25
PARK PLAZA HOTEL
St. Louis

JUST COMPLETED 23 WEEKS PROVIDENCE-BILTMORE HOTEL, PROVIDENCE



The Billboard

MUSIC POPULARITY CHART

November 29, 1941
 WEEK ENDING
 NOVEMBER 21, 1941

SONGS WITH MOST RADIO PLUGS

Following are the 20 songs with the most plugs over the four major New York outlets (WEAF, WJZ, WOR, WABC) for the week beginning Saturday, November 15, and ending Friday, November 21. 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 Last This Wk. Wk.	Title	Publisher	Plugs	
			Major (8 a.m.) (1 a.m.)	Indies (5 p.m.) (1 a.m.)
—	1. SINNER KISSED AN ANGEL	Famous	32	11
1	2. SHEPHERD SERENADE	Mercer-Morris	27	5
6	3. MADELAINE	Saintly-Joy-Select	26	7
7	4. ELMER'S TUNE	Robbins	25	13
5	5. CONCERTO FOR TWO	Shapiro-Bernstein	23	6
4	6. BELLS OF SAN RAQUEL	Peer	22	9
—	7. MINKA	Republic	20	3
5	7. TWO IN LOVE	Willson	20	1
11	8. DELILAH	BMI	19	3
10	9. THIS LOVE OF MINE	Embassy	17	3
—	10. WHITE CLIFFS OF DOVER	Shapiro-Bernstein	16	0
2	11. I DON'T WANT TO SET THE WORLD ON FIRE	Cherio	15	5
—	11. I'M THRILLED	Mutual	15	4
—	11. MA MA MARIA	Shapiro-Bernstein	15	7
—	11. WHEN I SEE AN ELEPHANT FLY (F)	Berlin	14	4
5	12. CHATTANOOGA CHOO CHOO (F)	Feist	13	12
—	12. THIS TIME THE DREAMS ON ME	Remick	13	11
—	12. 'TIS AUTUMN	Witmark	13	10
5	12. YOU AND I	Willson	13	6
—	12. YOU ARE MY SUNSHINE	Southern	13	5

NATIONAL AND REGIONAL BEST SELLING RETAIL

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

NATIONAL		EAST		SOUTH	
POSITION Last This Wk. Wk.	Title	POSITION Last This Wk. Wk.	Title	POSITION Last This Wk. Wk.	Title
2	1. CHATTANOOGA CHOO CHOO —GLENN MILLER	1	1. Piano Concerto —Freddy Martin	2	1. Chattanooga Choo Choo —Glenn Miller
1	2. PIANO CONCERTO —FREDDY MARTIN	2	2. Chattanooga Choo Choo —Glenn Miller	1	2. Piano Concerto —Freddy Martin
4	3. ELMER'S TUNE —GLENN MILLER	3	3. Tonight We Love —Tony Martin	8	3. This Love of Mine —Tommy Dorsey
3	4. THIS LOVE OF MINE —TOMMY DORSEY	6	4. Elmer's Tune —Glenn Miller	3	4. I Don't Want To Set the World On Fire —Ink Spots
8	5. TONIGHT WE LOVE —TONY MARTIN	4	5. This Love of Mine —Tommy Dorsey	9	5. Tonight We Love —Tony Martin
6	6. I DON'T WANT TO SET THE WORLD ON FIRE —INK SPOTS	7	6. I Don't Want To Set the World On Fire —Tommy Tucker	5	6. Elmer's Tune —Glenn Miller
5	7. I DON'T WANT TO SET THE WORLD ON FIRE —HORACE HEIDT	—	7. You Made Me Love You —Harry James	—	7. Elmer's Tune —Dick Jurgens
9	8. ELMER'S TUNE —DICK JURGENS	—	8. Shepherd Serenade —Horace Heidt	6	8. Yes, Indeed—T. Dorsey
—	9. I DON'T WANT TO SET THE WORLD ON FIRE —TOMMY TUCKER	—	9. You and I—T. Dorsey	—	9. I Know Why—G. Miller
—	10. BLUES IN THE NIGHT —ARTIE SHAW	—	10. Clementine —Bing Crosby	—	10. I Guess I'll Have To Dream the Rest —Glenn Miller

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.	Title	POSITION Last This Wk. Wk.	Title	POSITION Last This Wk. Wk.	Title
1	1. I DON'T WANT TO SET THE WORLD ON FIRE	1	1. Tonight We Love	1	1. I Don't Want To Set the World On Fire
3	2. TONIGHT WE LOVE	2	2. I Don't Want To Set the World On Fire	2	2. You and I
2	3. YOU AND I	3	3. You and I	9	3. Shepherd Serenade
6	4. ELMER'S TUNE	4	4. This Love of Mine	7	4. Chattanooga Choo Choo
7	5. SHEPHERD SERENADE	10	5. Elmer's Tune	4	5. Piano Concerto
5	6. PIANO CONCERTO	5	6. Shepherd Serenade	8	6. Do You Care?
4	7. JIM	12	7. Two in Love	5	7. Tonight We Love
—	8. BY-U, BY-O	—	8. By-U, By-O	3	8. Jim
—	9. THIS LOVE OF MINE	6	9. Chattanooga Choo Choo	6	9. Elmer's Tune
8	10. CHATTANOOGA CHOO CHOO	7	10. Jim	13	10. I Guess I'll Have To Dream the Rest
12	11. I GUESS I'LL HAVE TO DREAM THE REST	—	11. Concerto for Two	11	11. Yours
—	12. TWO IN LOVE	13	12. I Found You in the Rain	—	12. By-U, By-O
—	13. CONCERTO FOR TWO	8	13. Why Don't We Do This More Often	—	13. You Are My Sunshine
11	14. YOURS	14	14. Bells of San Raquel	—	14. This Love of Mine
10	15. DO YOU CARE?	—	15. Piano Concerto	—	15. Two in Love

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	
YOU AND I. (15th Week)	Glenn Miller, Bing Crosby, Kay Kyser.
I DON'T WANT TO SET THE WORLD ON FIRE. (10th Week)	Horace Heidt, Ink Spots, Tommy Tucker.
JIM. (9th Week)	Jimmy Dorsey, Dinah Shore.
I GUESS I'LL HAVE TO DREAM THE REST. (8th Week)	Glenn Miller, Tommy Dorsey.
CHATTANOOGA CHOO CHOO. (6th Week)	Glenn Miller.
ELMER'S TUNE. (4th Week)	Glenn Miller, Dick Jurgens.
PIANO CONCERTO. (3d Week)	Freddy Martin.

COMING UP	
THIS LOVE OF MINE.	Tommy Dorsey.
WHY DON'T WE DO THIS MORE OFTEN?	Kay Kyser, Freddy Martin, Andrews Sisters.
B-I-BI.	Horace Heidt, King Sisters.
THE WHISTLER'S MOTHER-IN-LAW.	Bing Crosby.
JEALOUS.	Andrews Sisters.
THIS TIME THE DREAM'S ON ME.	Woody Herman, Glenn Miller.
TIME WAS.	Jimmy Dorsey.

Music Items

Publishers and People

OKAY MUSIC, youngest ASCAP house, has purchased *Sweet as Honey* from Sam Boston, and *Lolita*, a Latin tune, from Griff Williams. O'Kay is located in Chicago.

Irving Siegel, Wisconsin writer, has landed five more of his efforts in the BMI catalog.

Ben Barton will publish *One Foot in Heaven* thru his Keystone Music. Recordings already made by Vaughn Monroe, Sammy Kaye and Count Basie.

Gene Warner, president of Chart Music, Chicago, is touring Texas, contacting radio stations.

Jimmy Durkin has been added to the professional staff of Colonial Music. Will start work on Colonial's latest, *Halli-Halli-Hallo, I Want a Million Bucks*.

E. B. Marks recently got a letter from England which said that there is still a great demand for American pop tunes. Biggest thing there right now is "Amapola," which has reached the 150,000 mark.

Songs and Such

HUCKLEBERRY FINNEGAN is the title of a new novelty waltz written by Ben Ryan and Lou Handman, two former vaudevillians.

Happy in Love, Let's Say Goodnight With a Dance and Oh, Auntie!, by Jack Yellen and Sammy Fain, are being published by Leo Feist, Inc. Tunes are from score of new Olsen and Johnson show, *Sons o' Fun*.

Rose o' Day is bringing plenty of flattering offers to its writers, Charley Tobias and Al Lewis.

Glenn Miller is in the process of writing a book on arranging technique. To be published by Mutual Music. Will not be one of those "How To Be an Arranger" affairs, but will be directed to more experienced readers.

Philly Pickings

Max E. Kendricks back at his post playing the ditties for Paramount and Famous Music after an absence of seven months because of the radio situation.

Ray O'Day set his latest tune, *As Long as You Remember*, with Mills Music. Also getting Joe Frassetto, WIP-Mutual maestro, to revive tune he wrote years ago with Billy Hays, *When I Write a Song for You*.

Bobby Lyons, piano pounder at Harris's Tavern, goes original in penning *Piano Rhapsody*, and Billy Hey, featured at the same instrument at Lou's Moravian Inn, attracting attention with his *Moonin' at Standown*.

DES MOINES, Nov. 22.—Henry Busse turned in the second best gross of the season for Tom Archer's Tromar Ballroom here Saturday (8) with \$1,650 paid by 2,200 dancers. Artie Shaw was the only band to top this at the Tromar this fall.

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 50 - 3.00 40x60 - 3.50
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 AN IDEA FOR YOUR NEW BILL
 50 reproductions of billing created by us for America's leading bands, including Kay Kyser, Wayne King, etc.—MAILED FREE positive proof we serve top-notchers. Get in this class by using CENTRAL art posters. Write NOW for date book and samples.
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ATTENTION

Wanted—A legitimate Music Publisher, Record Recorder to take over this number.
"AMERICA, MY AMERICA"
 (The Sweetest Words of All to Me)
 A catchy patriotic Fox Trot penned by Clara Vervoort, of Burt, Michigan, and currently featured by Her All-Girl Orchestra. (A Song That Will Stay in the Heart of Every True American.)

Greetings, You-All!
KENTUCKY MUSIC SERVICE
 P. O. Box 1113 Louisville, Kentucky
 A. F. of M. License No. 2220

Boogie on the Green

McKEESPORT, Pa., Nov. 22.—There were some discordant notes in the air hereabouts the other day when a truck loaded with pianos overturned and the contents spilled. Six baby grands and 10 uprights were strewn over the lawn of the Hammer Hotel. Mrs. Earl Hammer, wife of the hotel proprietor, gave an impromptu recital on one of them.

Cafe Owners Liable For SS Musiker Tax

PHILADELPHIA, Nov. 22.—Restaurant and cafe owners must pay the social security taxes for members of bands and orchestras under a ruling of the U. S. Bureau of Internal Revenue, it was brought out here last Friday (14) in a civil suit filed in the U. S. District Court. The department holds that restaurant and cafe men, not the leaders of the musical groups, are the employers and consequently liable for the security assessments.

The General Wayne Inn, at suburban Merion, Pa., sought, thru its operator, I. Newton Smith, to reverse the bureau's ruling and hold that cafe and restaurant owners are not required to pay the tax. Smith sued for a refund of \$1,081.84 he had paid under protest on the salaries of the musicians of six bands which played in his establishment between January, 1937, and May of this year.

D'Artega Inked for Hit Parade Airings

NEW YORK, Nov. 22.—American Tobacco Company has signed D'Artega to lead an augmented *Hit Parade* ork in two salutes to Latin America on the weekly CBS *Lucky Strike Hit Parade*.

D'Artega has long been a holdout against playing Latin music, but signed with the ciggy show in order to be able to lead the 62-piece band which will be used for the two Latin ditties.

Mark Warnow will continue as conductor of the pop portion of the program.

Tony Di Pardo Wows Fort Worth Patrons

FORT WORTH, Nov. 22.—Tony Di Pardo pulled out of the Hotel Texas Den here Wednesday (19) after one of the most successful hotel dates in local history.

Di Pardo came into the Texas September 11, booked for three weeks, but did so well that he drew several holdovers. Probably could have stayed another couple of months without wearing out his welcome.

Den has week night cover of \$1.10 per couple, \$1.80 Saturdays. During Di Pardo's stay, the spot, which holds 225 people, was always at least two-thirds full.

Nick Stuart ork followed Di Pardo.

Big Nut Makes Kyser Buffalo Date a Weekie Financially

BUFFALO, Nov. 22.—Kay Kyser's performances (afternoon quiz show and dance in evening) November 15 at the Memorial Auditorium drew around 7,000 persons for both sessions, but still didn't make profit because of low admish rates and the high overhead. Ducats sold for \$1.10 advance and \$1.38 at the gate for adults. Students were encouraged for afternoon show, paying only 40 cents advance and 50 cents at the door.

Estimated expenses were set at \$6,000, with \$3,000 going to Kyser as guarantee. The remainder went for hall rental, union help employed at Auditorium, advertising and promotion.

Montana Poison to Fio Rito

HELENA, Mont., Nov. 22.—Ted Fio Rito grossed a weak \$500.40 playing here November 4 in the Civic Center Ballroom to a scant crowd of 542. Admish was 55 cents, including tax, and 2,023 10-cent dance tickets were sold. Fio Rito, brought here by the Helena Fire Department Relief Association thru Music Corporation of America, went over big with the dancers.

ET's Out of Doghouse as Name Orks and Others Lap Up Plugs

NEW YORK, Nov. 22.—Lesser names and novelty orks are flocking to the transcription studios now, figuring that the radio turntables are their best chance for a higher rung on the success ladder. Most outfits on the outer fringe seldom get a location date with air time, and when they do the coverage is usually local. Many are unable to land pop disk contracts either, so, without the air waxes, this leaves plenty of bands without a wide medium of coverage and consequently hampers chances for theater dates or one-nighters outside local territory.

Transcriptions have been turning the trick recently for plenty of smaller outfits. A series of ET's sent out to a group of wax consuming air outlets has been found to pave the way for theater and ballroom dates a few weeks later. Stan Fritts, helmsman of the Korn Kobbler, reports that a recent swing down the seaboard found the novelty ork playing to packed houses, and boys were amazed to find the customers requesting numbers that the Kobbler had transcribed weeks before. In the crossroads burg of Logan, W. Va., boys hit the local theater for one day and

played to 2,000 people for the four shows. Pull of transcriptions has also been demonstrated to many big name orks, who used to turn an icy shoulder toward the ET jobs. During the ASCAP-BMI fracas, several name orks found themselves on the air with ASCAP music despite the ban, which did not affect some outlets. On other stations, the transcriptionists serviced with BMI ditties. This situash has not changed much, the ET studios still cutting about 25 per cent ASCAP only, because many indie stations have not yet signed with ASCAP.

Name leaders used to hide their ET efforts under nom de plumes, but today they want to make sure that, besides the money from the studio date, they also get the publicity from the stuff being played. Transcription execs state that they have no more trouble getting names; in fact their recording schedules are usually full.

Some maestros have found, too, that a tune waxed for transcription will very often set up a big request market for the tune on the phono recordings. Many have landed pop disk contracts in this manner.

Selling the Band

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

Monroe Comes Home

JIM McCARTHY, press agent for Vaughn Monroe, made capital of the fact that the maestro's home town, Jeannette, Pa., is in the Pittsburgh suburbs. When Monroe was booked into the smoky town's Stanley Theater for a late September week, McCarthy took advantage of every home-coming angle. Tying in with *The Jeannette News-Dispatch*, he got a two-page co-op ad from local merchants welcoming Vaughn home. Spread broke on opening day of the theater date, newspaper also carrying a full page of pictures and blog material on the maestro. Also, he rounded up a dozen Monroe fans in advance to assist him in circulating a petition around town welcoming Monroe. Even got the high school kids to sign a petition of their own.

Last evening at the Stanley was designated as Jeannette Night, at which time the town mayor gave Vaughn a stack of 12,000 signatures, the high school principal also coming up on the stage to add another 1,400 names.

McCarthy had every civic and social organization in town send flowers to the theater. At each show different flowers were on the stage, and McCarthy had Joe McKenna, comedian on the bill, point out the flowers and mention the group that sent them.

McCarthy also rounded up Jeannette's 12 leading citizens, headed by the mayor, to give the maestro a welcome-home dinner at the William Penn Hotel in Pittsburgh.

College Tie-Ins

Monroe's being an alumnus of Carnegie Tech made for another series of tie-ins. One night was designated as Carnegie Tech Night, the school paper plugging the feature. For that evening Vaughn included a medley of college songs, highlighted by the dean of the music school presenting the maestro with an honorary music degree. McCarthy also arranged for all freshmen and fraternity pledges to be "commanded" to go to the theater that night. The Carnegie Tech Bag-Pipers were added to the show.

Toy Teasers

SPENCER HARE, New York go-getter publicizing the "Take It Easy" music of Mel Marvin, is using toy novelties to attract attention to the band's opening nights on location stands. Last month, for Marvin's bow at the Flagship, near Union, N. J., Spencer scraped together two dozen toy battleships, carrying the label, "The S. S. Flagship—Mel Marvin, Musical Admiral." Simulated scrolls were gotten up, appointing each newspaperman an honorary admiral of the Flagship. Earlier in the year, for Marvin's opening at the Pelham Heath Inn, New York, Hare distributed toy rocking chairs, label pasted on the seat reading, "Take it easy with Mel Marvin and his orchestra, opening Pelham Heath Inn."

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A beautiful lover's lullaby that's on its way to long life everywhere throughout the nation! It's another big HIT of the year by the publishers of "DADDY"! Let

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 Wilton B. Hayes, 319 E. Gregory St., Pensacola, Fla.
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(Routes are for current week when no dates are given.)

A
 Agnew, Charles (Sherman's) San Diego, Calif., c.
 Albani, Pedro (President) Atlantic City, h.
 Alberto, Don: (El Chico) NYC, nc.
 Albin, Jack (Stacy-Trent) Trenton, N. J., h.
 Allan, Bob (Arcadia Grill) Canton, O., nc.
 Alpert, Mickey (Cocoanut Grove) Boston, nc.
 Altmiller, George (Moriarty's Grill) Upper Darby, Pa., nc.
 Arthur, Leonard (Roadside Rest) Oceanside, L. I., N. Y., nc.
 Arturos, Arturo (Boulevard) Elmhurst, L. I., N. Y., ro.
 Ashford, Lois (Jiggs) NYC, nc.
 Astor, Bob (Tantilla Gardens) Richmond, Va., nc.
 Auranat, Dick (Music Box) San Francisco, nc.

B
 Bandshu, Neil (St. Anthony) San Antonio, h.
 Bardo, Bill (Paxton) Omaha, h.
 Barker, Art: (Warwick) NYC, h.
 Barnett, Charlie (Apollo) NYC 24-27, t.
 Barnett, Arnie: (Harry's New Yorker) Chi, nc.
 Barron, Blue (Edison) NYC, h.
 Bartal, Jenio (Lexington) NYC, h.
 Bassile, Joe: Roanoke, Va.; (Hahn Dept. Store) Newark, N. J., Dec. 2-5.
 Baum, Charles (Copacabana) NYC, nc.
 Bergere, Maximilian (Versailles) NYC, nc.
 Bernie, Ben (Colonial) Dayton, O., 24-27, t; (Stanley) Pittsburgh 28-Dec. 4.
 Bestor, Don (Netherland Plaza) Cincinnati, h.
 Bisset, Billy (Casa Manana) Albuquerque, N. M., nc.
 Black, Charlie (Studio) Phila, b.
 Borr, Mischa (Waldorf-Astoria) NYC, h.
 Bowman, Charles (Wibson) NYC, re.
 Bowman, Johnny (Gibson) Cincinnati, h.
 Bradley, Will (Orpheum) Minneapolis 24-26, t; (Riverside) Milwaukee 28-Dec. 4.
 Bradshaw, Tiny-Lil Green (Mosque) Richmond, Va., b.
 Breeze, Lou (Chez Paree) Chi, nc.
 Brigade, Ace (Lantz's) Dayton, O., nc.
 Brown, Les (Blackhawk) Chi, nc.
 Brucato, Dick (Elks' Log Cabin) Brooklyn, nc.
 Busce, Henry (Palace) San Francisco, h.
 Byrne, Bobby (Trianon) Toledo, O., 27; (Univ. of Chicago) Chi 28; (Chernot) Omaha 30, b.

C
 Cabin Boys (Plantation) Niagara Falls, N. Y., nc.
 Calvet, Oscar: (Casa Marta) NYC, nc.
 Cappello, Joe: (Jimmy Kelly's) NYC, nc.
 Carlo, Don (Club Gaucho) NYC, nc.
 Carper, Don: Quartet (Roger Smith) Washington, D. C., h.
 Carper, Buddy (Albany) Denver, h.
 Carr, Al (La Marquise) NYC, nc.
 Carroll, Irv: (Dempsy's) NYC, re.
 Cartwright, Bob (Pere Marquette) Peoria, Ill., h.
 Casino, Del (Commodore Perry) Toledo, O., 4-Dec. 1, h.
 Cavallero, Carmen (Carlton) Washington, h.
 Chavez, Alfonso (5 o'Clock Club) Miami Beach, Fla., nc.
 Chester, Bob (Log Cabin Farms) Armonk, N. Y., 6-Dec. 1.
 Chiasta, Don (Ye Olde Cellar) Chi, c.
 Chiquitto (El Morocco) NYC, nc.
 Christensen, Chris (Glenn Rendezvous) Newport, Ky., nc.
 Clark, Ozzie (Chez Paree) Omaha, nc.
 Clarke, Buddy: (Park Central) NYC, h.
 Clarke, Merle (The Ship) Detroit, nc.
 Clifford, Bill (Bal Tabarin) San Francisco, h.
 Coates, John (Hildebrecht) Trenton, N. J., h.
 Codolan, Cornelius (Russian Kreichma) NYC, nc.
 Coe, Jay (Warwick) Phila, h.
 Coleman, Emil (Ambassador) NYC, h.
 Collins, Bernie (Newman's Lake House) Saratoga, N. Y., re.
 Collins, Joe (Blue Mirror) Baltimore, nc.
 Columbus, Christopher (Harlem Rendezvous) NYC, nc.
 Conde, Art (Homestead) NYC, h.
 Coniff, Ray (Nick's) NYC, nc.
 Contreras, Manuel (Henry) Pittsburgh, h.
 Cooke, Joe (Ferdinando) Hartford, Conn., nc.
 Correa, Eric (Club 18) NYC, nc.
 Courtney, Del (Stevens) Chi, h.
 Cox, Charles (Avalon) Chi, b.
 Crawford, Dick (Flamingo) Sheyogon, Wis., c.
 Crosby, Bob (Trianon) South Gate, Calif., b.
 Crowley, Ted (International) Boston, c.
 Cugat, Xavier (Adams) Newark, N. J., 27-Dec. 3, t.
 Cummins, Bernie (Cleveland) Cleveland, h.
 Curbello, Herbert (La Martinique) NYC, nc.

D
 D'Amico, Nicholas (Le Coq Rouge) NYC, nc.
 D'Arcy, Phil (Monte Carlo Beach) NYC, nc.
 Dale, Marvin (Oh Henry) Chi, b.
 Dale, Tony (Club Barkley) Brooklyn, nc.
 Dalton, Hank (Club Tag) Phila, nc.
 Davis, Eddie (Larue's) NYC, re.
 Davis, Johnny (Scar) Pittsburgh, t.
 Daw, Freddie (Paradise) Chi, b.
 Day, Oscar (The Avenue) NYC, nc.
 DeLeon, Pedro (Palmer House) Chi, h.
 Dennis, Dave (Hurricane) NYC, nc.
 Devodi, Don: (El Morocco) NYC, nc.
 Donahue, Al (Windsor) Bronx, N. Y., 28-30, t.
 Donahue, Sam (Coral Gables) East Lansing, Mich., b.
 Donríguez, Juana (Rogers Corner) NYC, nc.
 Dorsey, Jimmy (Meadowbrook) Cedar Grove, N. J., 21-Dec. 11, nc.
 Dorsey, Tommy (Strand) Brooklyn 27-30, t.
 Duchin, Eddy (Waldorf-Astoria) NYC, h.
 Duffy, Al (Kitty Hawk Room) La Guardia Airport, N. Y., nc.

Orchestra Routes

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

TRADE SERVICE FEATURE of Billboard

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.

E
 Eddy, Ted: (Iceland) NYC, nc.
 Ellington, Duke (Troadero) Los Angeles, nc.
 Elliot, Russell (Penn-Atlantic) Atlantic City, h.
 Emerick, Bob (Cypress Cafe) Pismo Beach, Calif., nc.
 Ennis, Skinnay (Paramount) Los Angeles, t.
 Ernie, V.L.: (La Rue) NYC, nc.
 Ernie & His Norsemen: (Casteholm) NYC, re.

F
 Falcey, Jack (Rudy's) Trenton, N. J., c.
 Feminine Notes, Five: (Radio Franks) NYC, nc.
 Fernandez (Embassy) Phila, nc.
 Fiddle Bow Bill (48th St. Music Hall) NYC, mh.
 Fisher, Freddie (Idle Hour) Minneapolis, c.
 Fisher, Mark: (5100 Club) Chi, nc.
 Fisk, Charlie (Peony) Omaha, Neb., b.
 Fitzgerald, Ella (Royal) Baltimore 24-27, t; (Palace) Cleveland 28-Dec. 4.
 Flacco, Jules (Weber's) Camden, N. J., nc.
 Flora, Jimmy (Pennsylvania) NYC, h.
 Foster, Chuck (Baker) Dallas, Tex., h.
 Funk, Larry (Madrid) Louisville, nc.

G
 Gaines, Charlie (Carroll's) Phila, nc.
 Garber, Jan (Beverly Hills) Newport, Ky., cc.
 Gasparre, Dick (Plaza) NYC, h.
 George, Milton (Fox & Hounds) Boston, nc.
 Gilbert, Jerry (Cawthon) Mobile, Ala., h.
 Gilberto (Havana-Madrid) NYC, nc.
 Goodman, Benny (New Yorker) NYC, h.
 Gordon, Don: (Olde Cedar Inn) Brookhaven, N. Y., re.
 Gordon, Paul (Moonlight Gardens) Saginaw, Mich., nc.
 Grant, Bob (Savoy Plaza) NYC, h.
 Gray, Chauncey (El Morocco) NYC, nc.
 Gray, Glen (Totem Pole) Auburndale, Mass., b.
 Green, Jack (Vienna Plaza) Zanesville, O., re.
 Greene, Murray (Horseshoe) Sunnyside, L. I., N. Y., c.
 Greer, Jimmy (Florentine Gardens) Beverly Hills, Calif., 17-Dec. 2.
 Grey, Tony: (Bal Tabarin) NYC, nc.
 Grimes, Don (Westwood) Richmond, Va., nc.
 Groom, Eddie (Kit Kat Klub) San Antonio, Tex., nc.

H
 Haney, Myron: (Child's Spanish Gardens) NYC, re.
 Hardy, Bob (Lenox) Boston, h.
 Harris, George (Rio Casino) Boston, nc.
 Harris, Jack (La Conga) NYC, nc.
 Harris, Ken (Biltmore) Atlanta, Ga., h.
 Harrison, Ford: (St. Moritz) NYC, h.
 Harvey, Ned (Queens Terrace) Woodside, L. I., N. Y., nc.
 Hart, Joe (Seven Gables) Milford, Conn., h.
 Hawkins, Erskine (Earle) Phila 24-27, t; (Palace) Akron, O., 28-Dec. 1.
 Haywood, Eddie (Village Vanguard) NYC, c.
 Heath, Andy (Dinty's Terrace Garden) Cohoes, N. Y., nc.
 Heath, Billy (Rainbow Gardens) Wichita Falls, Tex., nc.
 Heatherton, Ray (Green's) Pittsburgh, nc.
 Heckscher, Ernie (Fairmont) San Francisco, h.
 Henderson, Fletcher (Grand Terrace) Chi, nc.
 Hendricks, Red (Tampa Terrace) Tampa, Fla., h.
 Henry, Bill (Shoreroad Casino) Brooklyn, nc.
 Herbeck, Ray (Auditorium) Stevens Point, Wis., 26; (Danceland) Cedar Rapids, Ia., 27.
 Herman, Woody (Strand) NYC 20-Dec. 10, t.
 Herold, Lou: (Bal Tabarin) NYC, nc.
 Hill, Tiny (Rainbow Rendezvous) Salt Lake City, nc.
 Humber, Richard (Edgewater Beach) Chi, h.
 Hoagland, Everett (Muehlebach) Kansas City, Mo., 24-Dec. 4, h.
 Hodes, Art (Agi's International Casino) NYC, nc.
 Hoefflinger, Al (Gruber's) Clementon, N. J.
 Hoff, Rudy (Piccadilly) Pensacola, Fla., c.
 Holmes, Herbie (Lake Club) Springfield, Ill., c.
 Horton Girls (Andy's Supper Club) Fayetteville, N. C., nc.

I
 Howard, Ralph (Rotisserie) Jackson, Miss., nc.

J
 James, Harry (Paramount) NYC, t.
 James, Jimmy (Beverly Hills) Newport, Ky., cc.
 Jarrett, Art (Washington University) St. Louis Dec. 5.
 Jerome, Henry (Childs Paramount) NYC, re.
 Johnson, Benite (Southern) Lawton, Okla., nc.
 Johnson, Cee Pec (Rhumbogee) Hollywood, Calif., nc.
 Johnson, Wally (Lookout House) Covington, Ky., nc.
 Joy, Jimmy (Casa Loma) St. Louis 24-27, nc.
 Jurgens, Dick (Coronado) Rockford, Ill., 2-3; (Palace) South Bend, Ind., 4, t; (Konosha) Konosha, Wis., 5, t.

K
 Kardos, Gene (Zimmerman's Hungaria) NYC, re.
 Karson, Maria, Musicals (Onesto) Canton, O., h.
 Kassel, Art (Bismarck) Chi, h.
 Kavelin, Al (Belmont Plaza) NYC, h.
 Kay, Chris (Casino Russe) NYC, nc.
 Kay, Herbie (Peabody) Memphis 22-Dec. 3, h.
 Kaye, Sammy (Essex House) NYC, h.
 Kenner, Dave (Paradise) Brooklyn, c.
 Kent, Peter: (New Yorker) NYC, h.
 Kenton, Stan (Palladium) Hollywood, Calif., nc.
 King, Henry (Biltmore) NYC, h.
 Kinney, Ray: (Lexington) NYC, h.
 Kirby, John (Cafe Society Uptown) NYC, nc.
 Knight, Clyde (Rainbow) Denver, b.
 Kole, Shelley: (Butler's Tap Room) NYC, nc.
 Korn Kobblers (Pelham Heath Inn) NYC, nc.
 Kristal, Cecil (Surf) Sarasota, Fla., nc.
 Kurtze, Jack (Flynn's Cocktail Room) New Orleans.

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.
 Laporte, Joe: (Old Roumanian) NYC, nc.

Bands on Tour—Advance Dates

LAWRENCE WELK: Modernistic Ballroom, Clinton, Ia., Dec. 15; Trianon Ballroom, Chicago, Dec. 25 (indefinitely).

DICK JURGENS: Crystal Palace Ballroom, Coloma, Mich., Dec. 6; Indiana Roof, Indianapolis, 7; Inglaterra Ballroom, Peoria, Ill., 10; Chase Hotel, St. Louis, 12.

ART JARRETT: Lindenwood College, St. Charles, Mo., Dec. 6; Danceland, Cedar Rapids, Ia., 11; Memorial Hall, Racine, Wis., 16; Nightingale Ballroom, Kaukanna, Wis., 14; Coliseum, Oelwein, Ia., 16.

HARRY JAMES: Strand Theater, Brooklyn, Jan. 9 (week).

MICHAEL LORING: Flatbush Theater, Brooklyn, Dec. 11 (week); Windsor Theater, Bronx, 17-21.

M
 Lardon, Ted (Gelde's Inn) Centerport, L. I., N. Y., nc.
 Lazala, Ramon (Park Central) NYC, h.
 Leonard, Hal (Trianon) Chi, b.
 LeRoy, Howard (Iroquois Gardens) Louisville, nc.
 Lewis, Ted (Stanley) Utica, N. Y., t.
 Lilly, Gerry E. (Smitty's) Pennsylvania, N. J., c.
 Lishon, Hank (Colosimo's) Chi, nc.
 Lombardo, Guy (Roosevelt) NYC, h.
 Long, Johnny (Earle) Washington 24-26, t; (Earle) Phila 28-Dec. 4, t.
 Lopez, Vincent (Taft) NYC, h.
 Love, Ross (El Rio) El Cerrito, Calif., nc.
 Lucas, Clyde (Benjamin Franklin) Phila, h.
 Lunceford, Jimmie (Adams) Newark, N. J., 24-26, t; (Metropolitan) Providence 27-30, t.

N
 Nagel, Harold (Astor) NYC, h.
 Neval, Nik, Trio (Lavin) Buffalo, nc.
 Newman, Ruby (Copley-Plaza) Boston, h.
 Nichols, Red (Auditorium) Texarkana, Tex., 26; (Taylor's Inn) Poteau, Okla., 27; (Ballroom) Longview, Tex., 29.

O
 Oliver, Eddie (La Martinique) NYC, nc.
 Onesko, Senya: (Commodore) NYC, h.
 Orlando, Don (Barone's) Chi, nc.
 Osborne, Will (Capitol) Passaic, N. J., 27-Dec. 3, t.
 Owens, Harry (Roosevelt) Hollywood, Calif., h.

P
 Pablo, Don (Palm Beach) Detroit, nc.
 Paisley, Eddie (Hollywood Beach) Hollywood, Fla., h.
 Palmer, Skeeter (Royale) Detroit, nc.
 Panchio (Ben Marden's Riviera) Fort Lee, N. J., nc.
 Parfums, Joe: (Belmont Plaza) NYC, h.
 Parks, Bobby (Madison) NYC, h.
 Parodi, Wilbur: (Le Montparnasse) NYC, nc.
 Parrish, Charlie (Harbor) Muirkirk, Md., nc.
 Paul, Toasty (Olson's) Chi, c.
 Paulson, Art (New Yorker) NYC, h.
 Pedro, Don (Rumba Casino) Chi, nc.
 Perez, Milo (Rumba Casino) Chi, nc.
 Perry, Ron (Kitty Hawk Room) La Guardia Airport, NYC, re.
 Pierson, Thal (Patio) Cincinnati, nc.
 Pineapple, Johnny (Kitty Hawk Room) La Guardia Airport, NYC, re.
 Poppe's, Art, Cavaliers (Tampa Terrace) Tampa, Fla., h.
 Powell, Walter (Royale) Detroit, nc.
 Prima, Leon (Butler's New Room) NYC, nc.
 Prussin, Sid: (Diamond Horseshoe) NYC, nc.

R
 Ramos, Bobby (Chez Paree) nc.
 Ramos, Ramon (Drake) Chi, h.
 Rank, George (Crosby) Beaumont, Tex., h.
 Rearick, George (Silver Moon) Brawley, Calif., nc.
 Reichman, Joe (Cadillac) Detroit, until Dec. 14, h.
 Rey, Alvino (Palladium) Hollywood, Calif., b.
 Reynolds, Howard (Palumbo's) Phila, nc.
 Rhode, Karl (Westminster) Boston, h.
 Richards, Jimmy (Vanity) Detroit, b.
 Rizzo, Vincent (Philadelphia) Phila, h.
 Roberts, Eddie (Lido) NYC, b.
 Rogers, Dick (Roseland) NYC, b.
 Roberts, Red (Dellwood) Buffalo, b.
 Ross, Artie (Oceanview) Revere, Mass., 28, b.
 Roth, Don (Yacht) Pittsburgh, nc.

S
 Sacasas (Club Ball) Phila, nc.
 Sanders, Sid (Rainbow Inn) NYC, nc.
 Saunders, Hal: (St. Regis) NYC, h.
 Scott, Raymond (Brunswick) Boston, h.
 Senators, Four (Roosevelt) Pittsburgh, h.
 Shaw, Artie (State) Hartford, Conn., 27-30, t; (Met.) Providence 4-7, t.
 Sherwin, George (Yar) Chi, re.
 Shelburn, Pat (Evergreen Casino) Phila, nc.
 Seiser, Rudy (Fairmont) San Francisco, h.
 Sissle, Noble: (Diamond Horseshoe) NYC, nc.
 Smith, Bob (Knotty Pines) Alhambra, O., nc.
 Smith, Earl (Ambassador East) Chi, h.
 Smith, Russ (Rainbow Grill) NYC, nc.
 Smith, Stuff (Queens Terrace) Woodside, L. I., N. Y., nc.
 Spanier, Muggsy (Arcadia) NYC, b.
 Spearer, Harold (Biltmore) NYC, h.
 Stamos, Spiros: (L'Aiglon) Chi, re.
 Starney, George (Village Barn) NYC, nc.
 Stower, Jules (18 Club) NYC, nc.
 Straeter, Ted (Fefe's Monte Carlo) NYC, nc.
 Sylvio, Don: (Bertolotti's) NYC, nc.

T
 Teagarden, Jack (Sherman) Chi, h.
 Terrace Boys (Cora & Irene's) NYC, nc.
 Thompson, Lang (Syracuse) Syracuse, N. Y., 21-Dec. 6, h.
 Thornhill, Claude (Glen Island Casino) NYC, nc.
 Torres, Raymond (Rainbow Inn) NYC, nc.
 Trace, Al: (Ivanhoe) Chi, nc.
 Trester, Pappy (Park Recreation) St. Paul, p.
 Trini, Anthony (Village Barn) NYC, nc.
 Tucker, Orry (Palace) Cleveland 25-27, t; (Shubert) Cincinnati 28-Dec. 4, t.
 Tucker, Tommy (Meadowbrook) Cedar Grove, N. J., nc.

U
 Ufer, Eddie (Cocoanut Grove) Toledo, O., b.

V
 Valero Sisters (Rainbow Room) NYC, nc.
 Varrell, Tomny (Club Ball) Brooklyn, nc.
 Vazos, Eddie (Park Plaza) St. Louis, h.
 Venuti, Joe (Paramount) Toledo, O., t.
 Viera, Al: (Ivanhoe) Chi, r.
 Villanyi, Bella (Cafe Grinning) NYC, c.

W
 Wallace, Jack (Queen Mary) NYC, re.
 Walter, Cy (La Martinique) NYC, nc.
 Warren, Arthur (5 o'Clock Club) Miami Beach, Fla., nc.
 Wasson, Hal (Wm. Ferry) Grand Haven, Mich., h.
 Weeks, Anson (Claridge) Memphis, h.
 Weeks, Ranny (Mayfair) Boston, h.
 Weems, Ted (Casa Manana) Culver City, Calif., b.
 Welk, Lawrence (Orpheum) Minneapolis 27-Dec. 3, t.
 Wharton, Dick (Philadelphia) Phila, h.
 Whiteman, Paul (Florentine Gardens) Los Angeles, nc.
 Wilde, Ran (Sir Francis Drake) San Francisco, h.
 Williams, Claude (Kelly's Stables) NYC, nc.
 Williams, Griff (Palmer House) Chi, h.
 Wilson, Dick (Cafe Bagatelle) NYC, nc.
 Wilson, Teddy (Cafe Society Downtown) NYC, nc.
 Wolke, Charles (Fox & Hounds) Boston, nc.

Y
 Yellman, Duke (Brown Derby) Chi, nc.

Z
 Zarnow, Clarence (Blue Circle) Streator, Ill., nc.

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WHAT IS MINKA?
 See Music Section, page opp. MUSIC POP. CHART. See Amusement Machine Section, page opp. Pt. 1
RECORD BUYING GUIDE.

JOHN GOLDEN

Beginning Sunday Evening, Nov. 16, 1941

LITTLE DARK HORSE

A comedy by Andre Birabeau, adapted by Theresa Helburn. Directed by Melville Burke. Setting designed by John Koenig, constructed by Nolan Bros., and painted by Jules Laurents Studios. General manager, Chandos Sweet. Press agent, Fred Spooner. Stage manager, Cledge Roberts. Assistant stage manager, Arthur Anderson. Presented by Donald Blackwell and Raymond Curtis.

Agatha Wauna Paul
Dr. Roubert Rolfe Sedan
Louise Monfavet Leona Powers
Madame Onzain Cecilia Loftus
Catherine (Cathy) Anita Magee
Jean-Pierre (Jipe) Raymond Roe
Patrick (Patoche) Edmond Abel
Madame Vellenaud Kathryn Givney
Madame Monfavet Ann Mason
Emil Onzain Walter Slezak
Noel R. V. Whitaker
Francois Monfavet Grant Mills

The Action Takes Place in the Living Room of the Monfavet House in Provincial France, Some Years Before the Present War.

ACT I—Early Evening. ACT II—The Next Morning. ACT III—Late the Following Day.

If you wander into the Golden Theater toward the end of the second act of *Little Dark Horse*, the Theresa Helburn adaptation of an Andre Birabeau play that Blackwell & Curtis presented there Sunday night, you'll see an act and a half of charming, delicate, tender, amusing and deeply thoughtful comedy, a bit messily constructed perhaps, but still thoroughly admirable. Unfortunately, tho, most theater audiences stubbornly insist on arriving at the beginning of the first act; and such die-hards, before they begin to enjoy themselves, have to wade thru an act and a half of stupid, stilted, cheap and boring farce.

Seldom has there been a play split down the middle as sharply as this one. Some of the effect may have been caused by last-minute cast changes and a postponed premiere—but not all.

Francois Monfavet is thought to be dying, and his wife and mother-in-law, discovering thru his brother-in-law, Emil, that he has an illegitimate boy, send Emil for the left-handed offspring so that Francois may bid it good-by. The boy arrives—a little colored lad, lovely, charming and spirited but with deep chocolate skin. Francois, it seems, had spent three hardly wasted years in French Africa.

Consternation, of course, follows—particularly when Francois suddenly recovers and finds out that everyone knows. The child, Noel, is to be sent back to his military school immediately; and then, with about half the play gone, Francois' three legitimate children decide that they like their little dark-skinned brother, and decide to keep him in the family. The oldest lad tells Francois, and Francois, in a touching and lovely father-and-son scene, keeps his children's love, but explains why it would be better for everyone, Noel included, that the little boy go away. Then the children ask their paternal grandmother, who lives in another town, to take their brother—and she decides that she will,

New Plays on Broadway

Reviewed by Eugene Burr

thus nullifying most of the sorrow that Francois' wife, a thoroughly "good" woman, has caused by her cold and selfish insistence on doing her duty and bringing the child home in the first place. Then it's discovered that the town has already learned of the youngster—but thinks he's the child of Emil. And Emil agrees to accept this sudden paternity by proxy, thus giving Francois' mother an excuse for taking the child.

A synopsis, can't suggest half of it—the acute psychology that probes motives both good and bad and administers well-deserved stripes to the world's "good" people; the direct simplicity and honesty of the children, not yet smudged by adult codes, that cuts thru questions of color, creed and smug morality; the tenderness of treatment and constant humor, kindly and never-offending.

Nor can a synopsis suggest the frightful incompetence of the early sections, with their cheap farce, silly dialog, unbelievable emotions and painful, stock situations, complete even to a determinedly comic (and infernally annoying) country doctor.

Melville Burke, the director, does nothing to alleviate the pain of those early sections, staging them heavily-handedly and obviously; nor does John Koenig's drab and dowdy setting help much either. But Mr. Burke, faced with the children's scenes, handles them with delicate beauty. His work is as sharply divided as that of the authors.

The four children concerned do marvelous acting jobs, with little Edmond Abel, the younger legitimate son, standing out. A tiny tot, he displays amazing insight and lets loose with polished comedy readings whose pace and timing might be the despair of many adult performers. Raymond Roe, now grown to adolescence, does lovely work as the older boy, and Anita Magee ably seconds him as the daughter. Little R. V. Whitaker as the tiny, dark-skinned intruder, gives a charming, delicate, graceful and sincere performance that is altogether lovely.

Some of the adults rate equal praise, with Walter Slezak doing the best work I have ever seen him do, richly comic and finely detailed, as Emil; with Leona Powers giving a typically honest and forthright performance as the wife; with Grant Mills doing a quietly excellent job as Francois, particularly in the difficult father-and-son scene; and with Ann Mason, in the relatively small role of Francois' mother, walking off with most of her scenes with her suave, polished, altogether charming performance.

Cecilia Loftus, as the mother-in-law, slows the pace constantly and does a job of marathon mugging that is practically a record, since it continues all the time she's on stage. Rolfe Sedan, as the burlesqued doctor, is reminiscent of Weber and Fields; Wauna Paul is unobtrusively capable as the family servant.

The play itself remains an inexplicable dramatic Jekyll and Hyde. Unfortunately, Dr. Jekyll never does manage to make the stronger impressio

thinks they ought to do something—anything—about the miserable penury in which they live. Son Salvatore is a pure and honest young man given to the snide outbreaks of the righteous. His wife, Carmela, is a buxom 19-year-old busily occupied in having a baby they can't afford. Son Gino is a devil-may-care tough lad with a good heart, who eats live goldfish (a psychological compensation for not having gone to college?) and passes counterfeit money made by Lou, a neighboring Roumanian who is doing it all for the wife and kids. They are, incidentally, probably the most casual counterfeiters in the annals of crime, since the whole neighborhood knows about them and discusses them freely. Daughter Grace is a violent unionist who has left her husband and is given to making up pro-labor endings for nursery rhymes. She has deserted husband Luigi because he, jobless and supported by her for three years, has dared to accept work as a scab. She loves him, but loves the shining Deity of William Green even more.

Anyhow, they all work hard at being extremely unhappy, their sorrows punctuated only by Gino's gay excursions to the goldfish bowl and his good-hearted fights with his brother. Momma Theresa, in order to bring happiness (money) to the family, enlists with Gino and Lou in the passing of phony bills; the family finds out, and Poppa and Salvatore are terribly upset; and, while everyone's still getting over the shock of Momma being a crook, Gino and Carmela, Sal's wife, discover that they love each other terribly. Whereupon Gino picks a coal from the stove with his bare hand, holds it until it burns into the flesh, and then flops on the couch with Carmela. Why he does this is not quite clear, unless he's obsessed with the quixotic idea of giving himself as much pain as he's giving the customers. Poppa Ilio finds them on the couch, whereon Carmela runs out and Gino stands gazing at his hand, all dripping with blood, a bit like Macbeth after the murder only not so picturesque. This gives Mr. Greendale his second-act curtain.

In the third act, Gino and Carmela tell Momma and Poppa of the terrible urgency of their love, and Momma is upset because for some reason she feels she's to blame. Salvatore comes in with his own hand torn by a rusty nail or a rusty cliché or something (this is probably supposed to be Symbolism), and Momma, a highly successful counterfeiter, is about to turn over to Grace's Luigi the \$300 that will buy him a livery stable and set him on his feet. (Mr. Greendale's evidently trying to imply that Chicago is still in the horse-car era.) But just then Lou dashes in with word that they've been betrayed by another confederate, and he and Gino will have to fly. So the \$300 goes to them, and they leave. Gino first exchanging his hat for dear brother Salvatore's cap. (As you can see, Mr. Greendale is simply filled with Symbolism). Then Carmela says, quite understandably, that Gino suddenly seems very far away; and Momma and Poppa say they won't tell Salvatore about the unfortunate episode on the couch. Luigi, without the livery stable, can't stay with Grace (who really seems worse than a livery stable to live with); and Momma says she knows now that her way of finding happiness was wrong and Grace's is right.

The spider suggested by the title seems to be Life or Fate or maybe even the Bosses. Grace has written a new ending to the nursery rhyme, telling how all the little human flies join hands and thus break the evil spider's web.

The synopsis is given in some detail because the plot is really too good to be missed. But you have no faint hint of the lush depths of the dialog, which sounds like a self-conscious combination of Odets and Saroyan at their unutterable worst. Nothing is ever said directly; speeches are clothed in ridiculous and determinedly earthy verbiage that is seemingly the author's idea of fine writing. And, to show his modernity and freedom, he has his people indulge in some of the most unnecessarily disgusting expressions and attitudes ever to sully a stage. Mr. Greendale has evidently outgrown his fence and is now trying to write his words on theater walls.

The actors trapped in all this acquit themselves gallantly, but are mown down one by one. Rosina Galli and Silvio Minciotti bring dignity and what belief they may to Momma and Poppa, except when the lines make this humanly

impossible. And almost all the rest do what little any actors can to make the brew palatable. Nicholas Conte, as Gino, however, offers a second-rate imitation of John Garfield—the why anyone should want to imitate John Garfield is beyond my understanding. Hildegard Halliday painfully over-burlesques an incidental role, and a pretty lass billed as Rachael Millay (she happens to be Mr. Minciotti's daughter) does a charming and lovely job in a tiny bit. More should be heard of her.

Mr. Greene has himself directed in the best traditions of 1890 melodrama. On second night the house was so empty that the voices of the unfortunate actors echoed as tho they were in a cave. They might better have been.

PLAYHOUSE

Beginning Monday Evening, Nov. 17, 1941

RING AROUND ELIZABETH

A play by Charl Armstrong, starring Jane Cowl. Directed by William Schorr. Setting designed by Raymond Sovey, executor uncredited. Company manager, Irving Cooper. Press agents, J. D. Proctor and Peggy Phillips. Stage manager, Ben Kerr. Assistant stage manager, Gilbert O. Herman. Presented by Allen Boretz and William Schorr, in association with Alfred Bloomingdale (Miss Cowl's appearance by arrangement with Dwight Deere Wiman).

Laurette Carpenter Styles Katherine Emmett
Hubert Cherry Herbert Yost
Mercedes Marilyn Erskine
Vida Ruth Chorpennig
Jennifer Katharine Bard
Elizabeth Cherry Jane Cowl
Irene Oliver Diantha Pattison
Harriet Gilpin Lea Penman
Ralph Cherry McKay Morris
Andy Blayne Barry Sullivan
Policeman Gilbert O. Herman
Dr. Hollister Edwin Cooper

The Action of the Play Takes Place in the Living Room of Elizabeth Cherry's House, in a Small American City. The Time Is Early Autumn.

ACT I—Scene 1: Late Afternoon. Scene 2: The Next Morning. ACT II—A Few Hours Later. Evening. ACT III—Scene 1: Evening. About a Week Later. Scene 2: The Next Morning.

On the surface, Charl Armstrong's *Ring Around Elizabeth*, which Allen Boretz and William Schorr, in association with Alfred Bloomingdale, brought to the Playhouse Monday night, is a family comedy of the *Skidding* or celluloid *Jones Family* type—than which there can be nothing more depressing. Actually, tho, it's a good deal more than that; and it's a pity that Mrs. Armstrong chose family-comedy stencils not only for her milieu but also for a good part of her action.

Actually, *Ring Around Elizabeth* is a wise, tender and acute attack upon the muffling mantle of domesticity that hangs like a pall around almost all middle-class American families—an atmosphere composed of shams and compromises, of emotional makeshifts, of taking things for granted and subterfuges to avoid hurting the feelings of others. It's true that Mrs. Armstrong does herself no good by pointing her big speech toward a defense of the harried American Mother. This sort of thing was a bit less obnoxious when Al Jolson sang it; but in general Mrs. Armstrong keeps to her point. In addition, she's provided a quick succession of amus-

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FORREST

Beginning Wednesday Evening, Nov. 19, 1941

WALK INTO MY PARLOR

A play by Alexander Greendale. Directed by Luther Greene. Setting designed by Paul Morrison, built by William Kellam & Company, and painted by Centre Studios. Company manager, James Troup. Press agents, J. D. Proctor and Peggy Phillips. Stage manager, B. D. Kranz. Presented by Luther Greene.

Theresa Rosina Galli
Ilio Silvio Minciotti
Salvatore Duane McKinney
Carmella Rita Piazza
Gino Nicholas Conte
Grace Helen Warren
Nick Lou Polan
Luigi Joseph De Santis
Rose Hildegard Halliday
Aurora Rachel Millay
Dadish Joseph Julian

The Action Takes Place in the Living Room of the Sarellis in an Italian Section of Chicago. The Time Is the Present.

ACT I—Friday Evening. Late Fall. ACT II—The Following Sunday Afternoon. ACT III—The Next Evening.

Broadway got its Thanksgiving turkey Wednesday night at the Forrest Theater, where Luther Greene presented Alexander Greendale's *Walk Into My Parlor*.

It's all about an Italian family in Chicago. Poppa Ilio is, to set the mood, an ex-anarchist who believes implicitly in law and order. Momma Theresa

BROADWAY RUNS

Performances to Nov. 22 Inclusive.

Dramatic Opened Perf.

Arsenic and Old Lace (Fulton)	Jan. 10	363
Blithe Spirit (Morosco)	Nov. 5	22
Candle in the Wind (Shubert)	Oct. 22	38
Claudia (Booth)	Feb. 12	326
Corn Is Green, The (National)	Nov. 26, '40	415
Cuckoos on the Hearth (Morosco)	Sept. 16	79
Junior, Miss (Lyceum)	Nov. 18	7
Land Is Bright, The (Music Box)	Oct. 28	31
Life With Father (Empire)	Nov. 8, '39	854
Little Dark Horse (Golden)	Nov. 13	8
Macbeth (National)	Nov. 11	15
My Sister Eileen (Biltmore)	Dec. 26	380
Ring Around Elizabeth (Playhouse)	Nov. 17	8
Seventh Trumpet, The (Mausfield)	Nov. 21	3
Spring Again (Henry Miller's)	Nov. 10	16
Theater (Hudson)	Nov. 12	14
Walk Into My Parlor (Forrest)	Nov. 19	6
Watch on the Rhine (Beck)	Apr. 1	271
Wooker, The (Plymouth)	Sept. 10	86

Musical Comedy		
Rest Foot Forward (Barrymore)	Oct. 1	61
High Kickers (Broadhurst)	Oct. 31	27
Lady in the Dark (2nd engage.) (Alvin)	Sept. 2	95
Let's Face It! (Imperial)	Oct. 29	30
New Hollzapoppin' (Winter Garden)	Dec. 11, '39	816
Pal Joey (2nd engage.) (St. James)	Oct. 30, '40	96
Panama Hattie (46th St.)	Sept. 1	446

ing incidents—too quick a succession for serious belief—and has tricked it all out in fast-moving dialog that is constantly amusing. Add a superb portrayal by Jane Cowl and some of the season's finest direction from Mr. Schorr, and you have a thoroughly entertaining evening, despite the script's constant gravitation toward a medium that's essentially beneath it.

The tale is concerned chiefly with the tribulations of Elizabeth Cherry (nee Styles), married 20 years and about to receive a small inheritance. Her family takes her for granted, along with her efforts to keep feelings from being trampled and egos uncrushed. Her mother, a whining beldame who makes herself a habitual martyr in order to get her own way, wants a new furnace. Elizabeth's younger daughter wants to go to Chicago to study. The elder daughter wants to go away with an older man who, in turn, is willing to go away alone if Elizabeth will give him money enough to set up as a West Indian trader. Ralph, Elizabeth's husband, wants a new fishing boat and a loan for his business. Ralph's father simply wants no part of the entire family, a wise wish but one that creates difficulties, since he lives with them. The maid habitually threatens to quit. And an old school chum, visiting, sees little evidence of the once clear-headed Betty Styles in an Elizabeth who runs in frantic circles trying to make things easy for everyone.

So Elizabeth, awakened, pretends to be a victim of amnesia, and confronts her family as clear-headed Betty Styles, 16 years old, who remembers nothing that has happened since—and, with the honesty and clarity of adolescence, she solves all the problems. They're simple enough, once the muffling mantle of accepted habits is thrown off—a question of telling off the more selfish ones, of making Ralph court her all over again, of deciding to go off herself with her daughter's swain, thus letting the lass see that all he really wants is money. But, in the end, Elizabeth is almost hoist on her own petard. The family, realizing its

faults, feels that it can't justifiably prevent her from leaving if she wants to; but she, knowing that the mesh of troubles from which she has broken free is also a net that holds the most precious things in her life, wants them to ask her to stay. In the end, of course, they do.

Mr. Schorr's brilliant direction makes all of this much more effective than you could reasonably expect. Setting a beautifully maintained pace, it gets sharply pointed laughs from both characters and lines, creates fully rounded human beings instead of the author's frequent caricatures, and actually manages to bring legitimate pathos and deeply sympathetic drama to the valentines of the last act. It's a many-sided and altogether beautiful job.

Under it, the cast performs excellently, turning in a series of careful and finely effective performances—McKay Morris as Ralph, Herbert Yost as his father, Ruth Chorpenning as the maid, Diantha Pattison as the school friend, Katherine Emmett as Elizabeth's mother, and Barry Sullivan, whose final scene, as the man with whom Elizabeth almost goes away, is one of the most beautifully acted and directed bits of the season. Outstanding even in so fine a cast are Marilyn Erskine and Katharine Bard as Elizabeth's daughters—small and chubby Miss Erskine doing amazingly fine work as the younger, and Miss Bard, with an oddly tentative, almost oblique approach, making an immensely appealing human being of an author's stereotype, as the elder.

As for Miss Cowl herself, she has a field day, offering an expansive, warm-hearted, beautifully projected performance. She seems to be having almost as good a time as the customers.

LYCEUM

Beginning Tuesday Evening, Nov. 18, 1941
JUNIOR MISS

A comedy by Jerome Chodorov and Joseph Fields, based on the stories by Sally Benson. Staged by Moss Hart. Setting designed by Frederick Fox, built by T. B. McDonald Construction Company, and painted by Triangle Scenic Studio. Company manager, Max Siegel. Press agents, Samuel Merin and Jack Charash. General press agent, Nat Dorfman. Stage manager, Henry Ephron. Assistant stage manager, Irving Schneider. Presented by Max Gordon.

- Philip Ober
- Joe ... Kenneth Forbes
- Grace Graves ... Barbara Robbins
- Hilda ... Paula Laurence
- Lois Graves ... Joan Newton
- Judy Graves ... Patricia Peardon
- Fuffy Adams ... Lenore Lonergan
- J. B. Curtis ... Matt Briggs
- Ellen Curtis ... Francesca Bruning
- Willis Reynolds ... Alexander Kirkland
- Barlow Adams ... John Cushman
- Western Union Boy ... James Elliott
- The Men in Lois's Life:
 - Merrill Feuerbach ... Peter Scott
 - Sterling Brown ... Robert Willey
 - Albert Kunody ... Jack Manning
 - Tommy Arubuckle ... Walter Collins
 - Charles ... Jack Geer
 - Henry ... John Hudson
- The Men in Judy's Life:
 - Haskell Cummings ... Billy Redfield
- The Sense Is the Graves Apartment.
- ACT I—Scene 1: An Evening Late in December. Scene 2: Three Hours Later. ACT II—Scene 1: Christmas Morning. Scene 2: New Year's Day. ACT III—The Following Evening.

Jerome Chodorov and Joseph Fields seemed like a terrific comedy-writing team when their *My Sister Eileen*, based on the Ruth McKenney stories, appeared last season. Now they've written *Junior Miss*, based on stories by Sally Benson, which was presented Tuesday night at the Lyceum under Max Gordon's sponsorship and Moss Hart's direction—and one of two things seems evident. Either the hilarity of *My Sister Eileen* depended much more upon Miss McKenney than upon Messrs. Chodorov and Fields, or else Miss Benson's stories are so bad that not even the co-operative genius of Messrs. Fields and Chodorov can lift them. The new play is a sort of hit and miss affair—from strictly box-office indications, it's a hit, but it's a miss in this reporter's opinion. And not a *Junior Miss* either; with Mr. Hart's slipshod, burlesqued and amateurish direction and with incompetent performances in at least two of the three leading juvenile roles, it's an unequivocal, solid, senior miss for my money.

Cut yourself a piece of plot: Grace and Harry Graves, evidently rather nice people, have a couple of daughters who are supposed to be amusingly adolescent, but are actually a pair of brats. Lois, the 16-year-old, is dated by a long succession of stupidly caricatured young men and is disgracefully impudent to her father when he tosses some of them out of the house. Judy, the 13-year-old, (See *NEW PLAYS* on page 29)

FROM OUT FRONT

A Birthday, a Bull Fiddle and a Boner

BY EUGENE BURR

THIS reporter is peculiarly cursed; he never manages to get to the parties he most wants to attend. According to legend, he didn't even manage to get to his own first birthday party, being quarantined with whooping cough at the time. So it was probably only natural that he should have been prevented from attending anything but the tag end of William Schwenk Gilbert's birthday party Tuesday (18) at the Cherry Lane Theater. It was, according to plans and later reports, a very swell party, jointly sponsored by the Savoy Opera Guild and the Gilbert and Sullivan Society. But this corner, dutifully reviewing an uptown production during the better part of the evening, managed to pant up to the door of the Cherry Lane just as the last guests were leaving.

There had been community singing led by Robert Hood Bowers (my voice, the most sensationally off-key baritone in the known world, would have rendered the tacits brilliantly); excerpts from many of the operas sung by the members of the amazingly fine Savoy company that presents its repertory at the Cherry Lane Thursdays, Fridays and Saturdays; a speech by Hugh M. Foster, president of the G&S Society; anecdotes of Gilbert told by Robert Vivian, who knew him; doughnuts and cider provided by the Society—and, after the rest was over, a shirt-sleeved rehearsal of *Iolanthe* by the Savoy group, which opened in it later in the week. If there's an earthward loophole in whatever topsy-turvy heaven Gilbert happens to be occupying at the moment, he must have had a good time, too.

Incidentally, the Savoy Opera Guild, now going into its eighth astounding month of week-end operation, remains one of the most astonishing, inspiring and generally lovable groups in the history of the theater. Its members, who work at other and more mundane jobs in the daytime, form about the best Gilbert and Sullivan troupe I've ever heard (and that includes the adulated D'Oyly Cartians). The difficulties it has overcome are amazing, including the postage-stamp size of the Cherry Lane stage and the fact that the entire orchestra is composed of a single piano. Lewis Denison, the stage director, designs the settings, and he and the cast members build them. Costumes are also designed and made by members of the cast. And the esprit de corps is startling and heart-warming. For example, the troupe has three leading sopranos, and the story goes that they lend each other costumes, bits of business and even all possible co-operation—and, when two of them were alternating in a single role, with my own eyes I saw the one who wasn't singing that night sitting in the audience and applauding like mad for the work of the other. I don't expect Edward Johnson, generalissimo of the Met, to believe that, but I actually saw it. And when I finally wandered away from the Cherry Lane some time after 12 Tuesday night, Mr. Denison, the director, was preparing to put in three or four hours building the scenery for *Iolanthe*.

If there were 10 more troupes like it scattered around town—doing many things other than G&S, of course—there'd be no worry about the health of the American theater.

IN CASE you wonder what happens to ace bull-fiddlers when they retire, I can report that they climb inside bull fiddles. At least that's what Happy Masefield did.

Happy, who played with Whiteman and other top names, is now proprietor of a cocktail lounge out on Baxter Avenue in Elmhurst, L. I.—and loves it. It's called the Bull Fiddle, and Happy's in it most of the time. He's happily married, has a handsome young son (whose picture occupies the most prominent position over the bar), and has even turned his famous stutter into a sort of business asset or trademark. His cards read: "F-f-fiddle your t-t-time away at th-th-the Bull Fiddle."

Happy wouldn't get back into the ork ranks for anything, but when Frank Papile, the accordionist who provides the spot's entertainment, gets going on an evening, Happy will tote out the old bull fiddle and plunk away. And, under proper provocation, he'll pull out a trumpet and, always with mute in place, tear off a few. His tone's terrific, but he insists that he isn't good enough to let it go without the mute.

Most drinke shoppes in such outskirts of civilization as Elmhurst and Jackson Heights are so determinedly quaint they make you feel you're drinking your Scotch at a soda fountain, or else the spot looks like a vacant store in which somebody happened to leave a bar. The Bull Fiddle, on the other hand, is a welcome oasis of show business in Suburbia. Happy and Frank both make nice talk as well as nice music.

Frank has been at the spot for weeks and will probably stay weeks more. He's played with Lopez and others, was for years on the NBC house staff in Chicago and is a terrific squeeze-box artist. Once in a while there's a "special added attraction" like Ace Newill at the ivories, and on such occasions you can be sure that Happy joins in with bull fiddle and horn. A muted horn, of course.

SOME time ago, in writing about the plan to establish a permanent stock company, under Equity auspices, to put on plays primarily for the school trade, I said that Alfred Harding originated the idea. Miss Vera Rowals, of Hollywood, writes in to correct me, and, tho I still think Mr. Harding's plan far different from and more extensive than the one she describes, I'm only too glad to give due credit to another who has helped tremendously in interesting high-school students in the theater—Albert Vees.

"The plan," says Miss Rowals, "had been conceived by Albert Vees, a member of Equity, in 1938, who prevailed upon the Federal Theater authorities to assign him three gigantic professional groups to present the classics in the high schools. Harry Thomashefsky directed the companies, and the repertoire was selected by vote of the first assistants in English at the various schools. Prior to the closing of the Federal Theater, the following plays were produced: *Macbeth*, *She Stoops To Conquer* and *An Enemy of the People*. Several more were in preparation when the project was liquidated."

I still think Mr. Harding's plan is quite different, but I'm only too glad to make due reparation, however late, to Mr. Vees, who is a distinguished and admirable gentleman of the theater, both on and off the stage.

OUT-OF-TOWN OPENING
"Chills and Fever"

(The Playhouse)
WILMINGTON, DEL.

A comedy written, staged and presented by Harlan Thompson. Cast includes Jess Barker, Diosa Costello, Bert Wilcox, Richard Irving, Lester Allen, Ray Mayer, Barbara Wooddell, Helen Raymond, Whitner Bissell, Michael St. Angel, Kathleen Comegys, Patricia (Honeychile) Wilder.

Chills and Fever, it seems, means chills of disappointment and a fever of desire to be elsewhere.

Advertised as "a laugh-a-line" comedy, it's dirty without being funny. The laughs clocked here were far apart, and

what's between was pretty much a bore.

Central figure in the alleged plot is a young man who prefers horticultural to feminine beauty, much to the disgust of his robust Texas father, who hires a scientific experimenter to dose the unromantic son with male hormones. What little fun all this provides comes from the laboratory technician's pal, who takes the wrong hormones and loses virility instead of gaining it.

Lester Allen, as the pal, wins all the laughs possible, but the rest of the cast has virtually no chance.

Harlan Thompson wrote and staged the play. (Why?) The yacht salon set won appreciative applause, and the costumes were attractive, but there was little else of merit in *Chills and Fever*.

Henry L. Sholly.

Review Percentages

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

"Dark Horse"—0%

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

"Ring Around Elizabeth"—0%

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

"Junior Miss"—89%

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

"Walk Into My Parlor"—6%

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

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Atlantic City Clubs Cut Talent Budgets; Gaming Ban Blamed

ATLANTIC CITY, Nov. 22.—Holiday season, with large floorshows and bands, will be no go this year. Following the outbreak of gang warfare earlier this month, lid has been placed tightly on the town.

Without games of chance, night clubs don't stand a chance. Talent budgets have been cut to the bone, usually allowing for only a two-piece band and a solo singer or dancer. Added acts for week-ends are no go any more.

Round the World Room of the Hotel President has not only cut out its show but even its band. Now the room invites patrons to dance to recordings, emphasizing Xavier Cugat. Club Nomad continues as the only year-round spot with production quality shows, offering Howard Montgomery, Helen Francis, Tiny Kaye and Mlle. Bori.

Colored Show To Reopen Coast Troc

HOLLYWOOD, Nov. 22.—The new Trocadero will reopen later this month with an all-colored show titled *Septia Symphony*, with words and music by Harold Arlen and Ted Koehler, who did the scores for Cotton Club revues in New York, says Felix Young, operator of the spot.

Katherine Dunham Dancers will headline, with Duke Ellington and orchestra playing for dancing and the show. Others will include Hall Johnson Choir, Lena Horne, the Four Step Brothers, Dorothy Dandridge, Nicodemus and Shelton Brooks.

Philly AGVA, Musicians Start One-Year Agreement

PHILADELPHIA, Nov. 22.—Frank P. Liuzzi and A. Rex Riccardi, president and secretary respectively of the local musicians' union, will address a meeting of agents and actors Tuesday (25) at the Commodore Hotel. Conclave is to give explanation of the one-year alliance effected by the musicians with the AGVA local.

Agents will be notified not to book performers not holding AGVA cards, else musicians will not play accompaniment. Performers will be given details of a new system of fines and penalties set up for those violating the pact.

"Models" Hits Camps

NATCHEZ, Miss., Nov. 22.—En route to Hattiesburg, Miss., Irvin C. Miller's *Brownskin Models*, 22 people, played several successful one-nighters in Louisiana at Camps Livingston and Claiborne near Alexandria, La., and at Ritz Theater in Alexandria.

Show, which features Clarence Metcalfe, dancer; Ada Cotton, Evelyn Harvey and Margaret Sims, is all colored.

Unit travels in busses and has been playing Louisiana, Missouri, Iowa and other States.

Hosea Sapp and his eight-piece jazz band are also featured.

EMA Airs Hall-AGVA Tiff

CHICAGO, Nov. 22.—Entertainment Managers' Association here advised George Hall, local agent and member of the group, that he will have to straighten himself out with the American Guild of Variety Artists, which placed him on the unfair list for alleged underscaling. EMA has an agreement with AGVA which calls for co-operation. Unless Hall is replaced on the fair list, EMA has to revoke his membership.

Ruth Craven Draws Them

SAN FRANCISCO, Nov. 22.—Ruth Craven, headlining the 365 Club, is breaking records. Spot has been doing turnover business since her opening October 16.

BOB HOPKINS, emcee at the Club Royale, Detroit, received injuries when he partially wrecked his car after swerving it to avoid a collision. Most obvious injury, a black eye, did not interfere with his carrying on at the Royale.

Club Talent Seven Vaude Units Set To Tour Camps; Three Package Shows, Four Are Individually Booked

Chicago:

FRANK PAYNE is the first act to draw a holdover at the Trocadero, Evansville, Ind. Set with him in the new show, thru Eddie Elkort, of MCA, are Georges and Jo Ann and the Tryon Sisters. . . . BELLE BAKER is the latest former Chez Paree act to work the Hi Hat, coming in December 25. . . . THE DUANOS will play a return date at the 885 Club, opening December 5.

Philadelphia:

JACKIE MILES, emcee at Jack Lynch's Walton Roof, skedded to head the spring show at the Chez Paree, Chicago. . . . FRANKIE RICHARDSON, playing local niteries for years, called back to Hollywood by Director David Butler of 20th Century-Fox. . . . HARRY ROSE makes his bow as new manager of the Swan Club, with a 10-act revue headed by Mac Pepper and Jack Curtis and Beth Calvert. . . . STELLA TRACEY staging comeback with the *Gay Nineties* revue at Minstrel Tavern.

Here and There:

JOE FRISCO set for the Glenn Rendezvous, Newport, Ky., starting November 24. Maxine also in the line-up. . . . MARC BALLERO going into Earl Carroll's, Hollywood, December 25, along with Gali-Gali. . . . HELEN KANE started at the Hi-Way Casino, Westport, Conn., Sunday (23). . . . DIPLOMETTES OF RHYTHM, girls, remain at the Showboat, San Diego, Calif., until November 28. . . . DAVE PIERSON now in his second year as emcee at Weber's Hofbrau, Camden, N. J. . . . NICK LUCAS now in a return date at the Bank Club, Ely, Nev. . . . BUSTER AND BILLIE BURNELL are holdovers at El Morocco, Montreal. . . . BERNICE MARSHALL, vocalist, leaving the Club Royale, Detroit, to open in a New York spot after two weeks in Milwaukee.

CONNELLY AND RADCLIFFE are in their second week at the Talk of the Town Club, Peoria, Ill., set by Paul Marr, Chicago. . . . LANDRE AND VERNA opened Friday (21) at the Club Royale, Detroit. . . . BOBBIE LA RUE, impersonator, is current at Club Maxine's, Hollywood. . . . DON GREENWOOD AND THELMA, after a week at Kin-Walow's Chinese-American supper club, Toledo, opened November 11 at Nebiolo's, Detroit.

Four Comerford Houses Booking Christmas Circus

NEW YORK, Nov. 22.—Joe Feinberg Agency is setting an indoor circus show for four of the Comerford Circuit houses it books—Wilkes-Barre, Scranton, Williamsport, in Pennsylvania, and Binghamton, N. Y., for Christmas week.

Indoor circus had been staged annually at Fay's, Providence, but was discontinued this year because of that house's new band policy. The holiday indoor circus policy subsequently was shifted to the four houses listed above.

Suburban Club Sends Bus For Patrons Without Car

PHILADELPHIA, Nov. 22.—Lido Venice plans to offset the cold weather keeping away patrons not anxious to drive their buggies. Carmen Torrente and Alan Gale, operating the spot, are arranging for a bus to meet nitery patrons at the terminal of the city's trolley lines.

Philly Hotel Latin Show

PHILADELPHIA, Nov. 22.—George H. O'Neill, managing director of the Benjamin Franklin Hotel, brought in an all-Latin show for the first time at the hostelry's Garden Terrace. Revue includes Marquita and Pancho, Marie Morales, Delle Norella, Pancho and his orchestra. Booked thru Music Corporation of America.

DC Troika Picketed

WASHINGTON, Nov. 22.—Strikers have been picketing Helen Hamilton's Troika since Halloween, when waiters and bartenders walked out. Mrs. Hamilton, owner of club, said the strikers were asking as much as 100 per cent wage boosts.

(Continued from page 4)

Va. Cast includes Meroff's band, Ken and Roy Paige, Al Davilo and Company, Deanna Abbey, Rita DeVere, Dowling Trio, Mae Clark, Billy Morosco, Deanna Moore, Al Spiro, Marion Oliver and the Copelands. Meroff will receive a flat \$3,000 and transportation for the unit, which was sold intact.

Harry Howard also sold a package show for \$3,000, the *Beachcomber Revue*, opening November 27 in Seattle with a line-up consisting of Vic Hyde, Rio Brothers, Hudson Sinclair Dancers (6), Martin and Allen, Les Scott, Lee Kelson, Joe Young, Charles Kaye and a line of 14 girls. Howard is readying another unit for Camp Show circuit.

Ada Leonard and her band, with a complete unit, was sold to the circuit for \$2,500. Layout also includes Shirley Lloyd, Three Sophisticates, Mary Sawyer and the Blossom Sisters. Unit opens on the same date at Camp Elliott, San Diego, Calif.

Other units were produced by Delmar on individual bookings. They include *Follow the Crowd*, opening November 27 at Camp Clairborne, Alexandria, La., including Ross and Stone, Paul Nolan and Company, Shain and Armstrong, Ken Whitmer, Six Vocalettes, the Ghezzi's, Katherine Harris and a line of Gae Foster Girls.

Bring On the Girls opens December 2 at Camp Barclay, Abilene, Tex., including Milton Douglass and Company, Faine and Foster, Bob Ripa, Willie Sola, Grace Darling, June Lorraine, Neetin and Dane and a line of Gae Foster Girls.

Laugh Parade opens December 4 at Camp Forrest, Tullahoma, Tenn., headed by Lew Parker. Rest of cast includes Ginger Manners, George Prentice, Three Smart Girls, Del Mio and Dell, Monroe and Grant, Gale Sextet and the Reed Sisters.

Thumbs Up opens December 4 at Fort Bliss, El Paso, Tex., with Don Cummings, Jim and Mildred Mulcahy, Linda Moody, Grace Drysdale, Stubby Kaye, Gloria Grafton and the Milray Dancers.

My Sister Eileen, now in rehearsal, opens at the army camp in Charleston, S. C.

Unlike the mobile units, which played the camps all summer and part of the fall under the same auspices, shows will be given in theaters, which are being built in every army camp in the country, and an admission of 20 cents will be charged, in contrast to the free admission in the past. Performers will now be on their own as far as room and board is concerned.

Advance men will precede each show and scout up hotels, lodgings and eateries for the casts, but they'll have to pay for it. Previously, performers were put up in officers' quarters, bunks and other army lodgings on the camp grounds proper, and had their meals with the officers. Camp show headquarters explained that salaries have been hiked upward of \$25 a week to take care of the room and board proposition. Performers' salaries range from about \$75 to a \$350 top.

Each unit will carry four key musicians (rest of the music will be made up by army bands), two electricians, wardrobe mistress, an advance man and a manager. In addition, units will carry their own scenery, drops and electrical equipment. Theaters, some of which are still under construction (the word comes from the army that all will be ready by December 15), will seat 1,250. Two shows will be given a night. Army will collect the admissions and turn them over to the camp show offices direct.

Delmar said that very few bookings have been made direct, most of them coming from agents who collect their commissions from the acts themselves. No fee is paid to Delmar or the office. Agents are collecting the standard 10 per cent, but some have come thru with magnanimous gestures and are taking only 5 per cent, because acts usually take short money compared to their regular salaries.

Meantime, acts are dead against a committee of bookers that Camp Shows is contemplating to pass on acts and units before they do the army circuits. Salary books would be open to them, and performers fear that the bookers will later attempt to hire them at the same money they are getting from the

USO. Acts were told they would be out about 26 weeks.

Actors' Equity obtained an agreement last week for the Associated Actors and Artistes of America that only performers holding union cards in one of the sister unions (AGVA, AGMA, BAA, etc.) would be hired for camp show performances.

Delmar is in charge of vaude and revue productions at 8 West 40th Street, and legit productions are being handled out of Eddie Dowling's office in the St. James Theater Building.

Colored Vauder Urged for Philly; No House Set Yet

PHILADELPHIA, Nov. 22.—Pointing to the fat grosses piled up at the Earle Theater in weeks that feature colored acts and bands, local Negroes have started movement to open a colored variety house in town. Town has been without such a house for many years. Petition was circulated to induce Mo Wax, lessee of the Lincoln, to reopen the long-dark vaude house.

Wax operates four movie houses in the city catering to the Negro population. Local Negro press has taken up the campaign to reopen the Lincoln to colored shows, but outlook is none too good. Pigmeat Markham and George Wiltshire offered to produce the shows, but Wax was still not interested.

Follies Theater, recently a burlesque temple, may reopen with colored shows. Sam Stiefel, operator of the Pay's Theater, may operate the Follies. However, Stiefel denies the rumor.

LaSalle Reopening Nitery; Latin Idea

CHICAGO, Nov. 22.—John Powers, manager of the La Salle Hotel, will reopen the Blue Fountain Room, once a prominent spot, as the Pan-American Room around December 4.

Small, individual rooms will be constructed in drugstore booth fashion, each decorated to represent a Latin country. Entertainment will include a musical foursome (fronted by Eddie Fritz) and Suzanna Cantu, singer, booked thru Charles Richter here.

Billy DeWolfe Repeats

NEW YORK, Nov. 22.—Billy DeWolfe has been signed for his third Rainbow Room appearance in 10 months, starting February 18 for seven weeks. Prior to the RR date, De Wolfe is set for a theater tour to include Loew's State here December 4; Hippodrome, Baltimore, December 11, and the Earle, Washington, December 18.

Dates set by Music Corporation of America.

Ex-Vaude Now Assistant

BRIDGEPORT, Conn., Nov. 22.—William (Billy) McDermott, in vaude and musical comedy for years, is now assistant manager of the Loew-Poli-Palace Theater here.

Coast Cafe Society Folds

HOLLYWOOD, Nov. 22.—Cafe Society, Red McCullen's spot, has folded. Show here included Billie Holiday and Bob Laine's orchestra.

EDDIE WHITE in Philadelphia from the West Coast for a throat operation, following which he will return to Hollywood under sponsorship of Abbott and Costello, with Eddie Sherman agenting.

SYLVIA AND CLEMENCE will replace the Ambassadors with Orrin Tucker's band during its run at the Paramount, New York, opening December 10. Stem house stage is not roomy enough for the Ambassadors act.

Chez Paree, Chicago

Talent policy: Production floorshows at 8:30, 11:30 and 2:30; show and dance band; intermission band. Management: Mike Fritzel and Joe Jacobson, operators; Fred Evans, producer; Bob Curley, publicity. Prices: Minimum \$3 except Saturdays and holidays (\$3.50).

No spot in town has been more severely affected by the shortage of new night club names than this nitery. Having educated patrons to expect nothing but the best, Fritzel and Jacobson are troubled these nights trying to find decent material for new shows.

That the new layout of acts falls short of Chez standards is no reflection on the operators' judgment but rather a commentary on cafe talent conditions. While the set-up looks great on paper, it is a disappointing hodge-podge on the floor.

Show includes such standards as Lou Holtz and Ethel Shutta, supported by the Rossilianos, the Six Willys and Lois Harper. The Adorables, shapely line of 16, repeat numbers of the old show.

Holtz, a veteran here, failed to provide much new material and as a result the act is woefully weak. True enough, his style is unique, but he must offer some new and good stories. He is trying to get away too easy.

Miss Shutta hasn't been in town for quite a while and everything she does is new, but unfortunately not enough of her songs are sock. Her familiar quivering voice still carries some appeal, but she needs strong material. Did special arrangements of *Let's Be Buddies* (in which she unwisely pleads for tolerance of her appearance and age). *Bewildered Am I, I Could Write a Book, These Were the Things I Loved* (reminiscences of London) and a strip-tease satire.

The Rossilianos, Polish dance team, are spotted badly. Their authentic mazurka and polka (in the first show) are flashy and colorful, but would have been more effective in front of a suitable production number. In the late show they work in ballroom outfits and offer a tango, polka and waltz.

The Six Willys do abbreviated versions of their juggling (clubs, hoops) and acrobatic act. Their work is good, but the act, as it stands, is not for night clubs.

Lois Harper, radiant tapper, follows the opening line number with a couple of good routines to *Deep Purple* and *A Ghost Goes to Town*. She apparently enjoys her work and it is easy to watch her.

The girls stand out in three well-staged and nicely dressed numbers—a *Clarinet Polka*, fantasy to *Dream Dancing* and a Czech peasant medley. Lou Breese still on hand for dance and show music (he plays a fine show). Bobby Ramos fronts the intermission rumba and tango band and contributes vocals during dance sets and in show productions. Sam Honigberg.

Rainbow Room, New York

Talent policy: Dance and show band; Latin band; floorshow at 9:15 and 12:15. Management: John Roy, managing director; Edward Seay, publicity. Prices: Dinner from \$2.75; cover \$1 after 10, except Saturdays (\$2).

Most interesting angle to John Roy's newest program November 19 are Ruth Page and Bentley Stone, both standard concert dancers new to night clubs. Again Roy pioneers, going outside con-

Night Club Reviews

ventional night club talent circles for something different. (His last show here had dancers Miriam Winslow and Foster Fitz-Simons).

Miss Page is a veteran ballerina who has appeared thruout the world with first-rate ballet companies and in concerts. Her partner is a young, handsome fellow who has toured with her in recent seasons. Their opener for the dinner show was a classic ballet piece to Schubert music, full of pictorial poses and slow, gentle movements. They returned later for two solos; first Stone as a punch-drunk boxer and then Miss Page as a "deb just returned from the Orient." Both are comic pieces. Lively and shrewdly satirical. For the late show they feature an eight-minute duo dance to Wagner's *Liebsteht*. They are obviously excellent dancers; their music and costuming are fine, and their dance conceptions arresting, altho not applause winning.

Russell Swann is back after a successful run at Fefe's Monte Carlo, and patrons here responded just as enthusiastically as before to his lusty, loud, brash comedy that employs magic tricks. Swann is a good magician, and his comedy effects keep getting better all the time. Did 20 minutes of fun with rope, card, milk, egg, rabbit, collapsing chair, growing flower plant, guillotine tricks, emphasizing laughs of all the time.

Betja Milskaya, Continental song-talker, very attractive in a hooded white gown, rippled thru three fast special numbers, delivering the saucy lyrics with personality and clear no-mike voice. Gets away from the conventional.

Matty Malneck and the Velerio Sisters bands, held over from the last show, are still okay in every way. Malneck's eight-man smooth outfit does a few numbers in the floorshow. Theirs is a closely knit, versatile combo. The Velerio girls are brunet beauties who sing nicely and front the Latin band, shaking the maracas or beating the drums and the claves on rumbas and congas.

Dr. Sydney Ross, in his sixth year, is still available as table entertainer, and Gene Gowing leads the square dances Monday nights. Paul Denis.

Casino Urca, Rio de Janeiro

Talent policy: Dance bands; floorshows at 9:30 and 12:30. Management: Sr. Joaquim Rolla, managing director; Jorge Marjorie, booker; A. D. A. Ltda., publicity. Prices: Dinners from 10 milreis; supper, 30 milreis minimum.

Business continues steady here. Management's attempt to stimulate interest with new attractions, usually every two weeks, has met with excellent results. Policy this past season has been one of mixed talent, acts being booked from all corners of the Western Hemisphere and a few from Europe.

Show has three standard U. S. turns, Kenneth and Norris, double bar act, who opened August 29 and are on their last two weeks. Boys expect to enter military service on their return to U. S. Four Jansleys, who opened October 14, and Three Martells and Mignon, who opened October 25, are in the show. Lee Brody, U. S. organist who arrived November 6, will open when her Hammond organ is installed and will be featured

along with Leslie Miller, currently at the Novacord.

Aquila Sisters, Mexican singers, coming up from Buenos Aires, opened November 7. Management is carrying over the Carnival number from the previous show. The entire cast appears in the number, vocalists at various mikes, dancers on stage and dance floor, and in addition to musicians on stage, the pit elevator brings up another group of musicians with plenty of chucalho, tambourine and maraca shaking and drum beating, as waiters pass out serpentines to customers. It is a number built for the tourist trade.

Dinner show opened by Urca Girls (Brazilian line of 10) followed by Vic and Joe, Brazilian male acros, who are slow. Boys do some neat tricks, but speed would greatly help them. Alvaranga and Ranchinho, two Brazilian boys accompanying themselves on guitars, give out their usual gags and songs. Kenneth and Norris are still going strong in their 11th week.

Agula Sisters, Mexican singers, offer *Amor, Raacho Alegre* and *Desesperadamente*. Girls were in fine voice. Encored with *Hijos de Buda* and could have done more.

Late show got under way with Urca Girls doing number from pic *Zanzibar*. Madeline Rozay, Brazilian ballerina, offered an interpretative native dance that clicked solidly.

Four Jansleys, carried over from the previous show, drew plenty of applause. Linda Batista and Grand Otelo, colored comic, also holdovers, offer gags and two numbers.

Three Martells and Mignon, adagio foursome, start with two boys and girl. Following a few preliminary tricks, third male appears and girl gets plenty of tossing, overhead spins, airplane spins. Closing trick, two boys on stage tossing girl onto dance floor into the arms of partner, brought heavy applause.

Pan-American number, including playing of *Stars and Stripes*, provides grand finale.

Carlos Machado emceed the dinner show and Leo Albano the late show. Andreozz Coleman's band played the show music, alternating with Carlos Machado's band for the dance music, with added dance sessions by Leslie Miller on the Novacord. James C. MacLean.

St. Regis Hotel, La Maisonette, New York

Talent policy: Show and dance band; dance band; floorshow at 10 and midnight. Management: Vincent Astor, hotel owner; Gaston Laurysen, managing director; Jane Hunter, publicity; Auguste Prete, Maisonette maitre d'. Prices: A la carte.

This luxury hotel's informal downstairs room, dark the past couple of years, reopened October 22 as a Continental atmospheric club. Once the Maisonette Russe and later a Hawaiian room, it returns to the Russian idea in a half-hearted way. It is now a mixture of French, Russian and gypsy entertainment, with the room itself being scrambled in design and color. With foreign nations falling in and out of public favor so quickly nowadays, apparently the St. Regis felt it was smarter not to make this room too distinctly Russian or French. A vague blend obviously is safer.

The music on hand is just right. Nicholas Mathey and 10 musicians provide show accompaniment and concert gypsy. Russian, Continental melodies, highlighted by Mathey's own fine fiddling. His music makes swell listening, evoking the proper romantic mood and also permitting table conversation without the need of shouting. A smaller unit, under sax man Mort Reid, breaks off for American dance music that's okay.

The floorshow features Eva Ortega, last seen locally in a musical show, who is an arresting personality and shrewd singer of Spanish, French and American songs. Offers a Spanish ditty and a "14th century French ballad," encoring with *The Latin in Me* in English and a French torcher about, naturally, "l'amour." Compels attention and holds it all the way. Excellent. Yasha Nazarenko emsees with dignity, and strums a guitar to accompany his basso voice in singing Russian tunes that range in traditional Russ style, from mournfulness to gaiety. Fits in with the room well. Tina Andruva, young and curvy, displays a nice soprano voice in slugging Russian songs. Her encore was her best. Paul Denis.

Hotel Gibson Rathskeller, Cincinnati

Talent policy: Shows at 7:30 and 11:30; dance band. Management: Gene Jaeger, manager; Bill Murphy, assistant; Charles Gillett, publicity. Prices: Dinners from 75 cents; drinks from 25 cents; no cover or minimum, except Saturdays, \$1.

This spacious basement room has since the repeal of prohibition been one of the town's most popular downtown spots, its pop prices and semi-name bands and two-act floorshows drawing a goodly share of spenders. Floorshows, out for the summer, resumed early in September. Johnny Bowman's orchestra, local combo, here four months, is slated to be replaced in a few weeks by a traveling ork, Bobby Peters.

Current layout is given a pleasant opening by Valley and Lyne, mixed dance pair, who add guitar and mandolin music to their hoofing. Dance and play their way first thru a straight tap, then switch to a *Wooden Soldier* session. For a finale, they bring on an electrical contraption of their own invention which has their shoes wired for sound, with their taps registering on their own p.-a. system. Off to a nice hand.

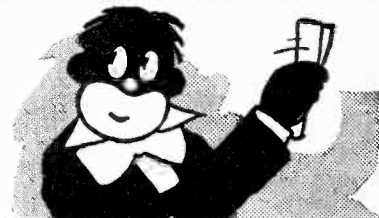
Myrus, mentalist, working single, bowled this crowd over with his highly effective turn. Handles the answers to the usual line of questions in a showmanly and inoffensive manner, his calling out of full names bringing awe and amazement to the patrons. Turn also packs numerous laughs. Myrus worked 25 minutes and could have remained much longer.

The Johnny Bowman ork contributes much entertainment during its regular sessions and does a high-grade job on the dance melodies and show music. Bill Sachs.

Arabian Nights, Chicago

Talent policy: Shows at 10:30, 12:30 and 2:30; dance band. Management: M. White and C. Sohn, operators; Paul Marr, booker. Prices: No cover or minimum; popular food and liquor prices.

A German neighborhood cafe, remodeled and redecorated. Entertainment policy has nothing to do with the name of the place, following pretty closely the lines of a typical nabe nitery. Has a good chance of doing a profitable business, as employment conditions are good



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and the prices are low enough to attract the average worker. And, too, the atmosphere is informal and the shows, for patrons who seldom visit leading Loop cafes, are adequate enough.

Show has four acts, augmented by an eight-piece band (Correy Lynn) and its vocalist, George Moore, interpretative tap dancer, emsees. He can easily cut some of the polished announcements, for they mean little and only slow up the bill. Not a bad dancer, tho, concentrating on a modern style.

Helene Carol is a good character dancer, offering, in two spots, Spanish and bolero routines. Her spins are well executed. Winston and Lolette, musical comedy dancers featuring hard tricks, stick to worn-out themes and work harder than it is really necessary. Pleased the opening night gathering, tho.

Tony Marks, seen in Loop spots, repeats his familiar magic turn. Works with cards and thimbles. Felicia, attractive band vocalist, did her bit with *Yours* and *Green Eyes*. Has a nice enough voice to be encouraged to improve her showmanship.

Correy Lynn fronts three saxes, one trumpet and three rhythm instruments, in addition to his own guitar. Play fair dance music and do a nice job on the show.
Sam Honigberg.

Club Royale, Detroit

Talent policy: Dance and show band; floorshows at 9:15 and 12:30. Booker: Phil Tyrrell, of Chicago. Prices: 50 cents cover charge, \$1 Saturdays; drinks from 50 cents; dinners from \$1.50.

With strong emphasis on variety tal-

ent, show opens with the Six Taft Kretlow Dancers in a flowingly rhythmic Oriental bit, opening with half-veils that are later discarded. Their finale is a wittily conceived *Gay Nineties*, winding up with each girl getting a patron as partner in a novelty *Pop Goes the Weasel*, rating high on laughs.

Jerri Vance has some acro and contortion work, first on the floor, then more effectively on a table. One gay individual bit is achieved as she rests with her chest on the table and waves one foot around back of and beside her head as tho it were another person's arm.

Bernice Marshall, a pleasing brunette with a full contralto and expressive style, ranges from contemporary ballads, such as *I'm a Fool for Romance*, to romantic classics, like *Kiss Me Again*, and timely patriotic tunes. Has a flair for comedy bits as well.

Lydia and Joresco have a smooth, well-balanced way of working their ballroom numbers, opening with a gay bit of *Alexander's Ragtime Band* and continuing with a lively whirling and balancing routine done to special chime-like music. Very effective and different.

Gali Gali, Egyptian magician, is fast with both patter and sleight of band. He has some baby chick productions that fool everyone and a somewhat Oriental style that heightens the effect.

Skeeter Palmer and band, new here, work the show effectively, with Bob Hopkins suavely emseing. Sammy Morris, of Rogers and Morris, a visitor, did a volunteer bit with a vocal and some gags.
H. F. Reves.

Rice Hotel, Empire Room, Houston

Talent policy: Dance band, floorshows at 1, 8:30 and 11:30 p.m. Management: Manager, R. Bruce Carter; head captain Empire Room, Bert Bayer; chef, Camille Monsch; publicity, Henry G. Morris. Prices: Luncheon, 85 cents and \$1; dinner, \$1.50 and up; cover charge, 75 cents, and for Saturday, \$1.

The popularity of the Empire Room increased considerably with the advent of an ideal floor show. The unit, entitled *First Little Show*, with five girls and one boy, sang and danced its way into a solid hit opening night and continues so thruout the engagement.

Starred are Collette and Barry. This is their first engagement in Texas, but it is far from their last, judging by the enthusiasm with which they were received.

With the Peck Kelley-Lee Waters-Albino Torres musical aggregation for a background, Collette and Barry, with their four equally photogenic girls, present a tuneful extravaganza. It speeds smoothly along in a medley of songs, dance and comedy. Among the best numbers is the *Gay Nineties Revue*, with all in colorful costumes. It is complete, even to sound effects, produced by Lee Waters. A graceful *Blue Danube* waltz is another feature by this lovely quintet, with Collette and Barry doing a bit of graceful jitterbugging for contrast.

The finale is a *Gay Nineties* number built around *My Merry Oldsmobile*. Costuming and pantomime make the piece realistic and funny.

Peck Kelley is the boogy-woogy artist at the piano and Billy Smith is drummer boy-songster.

A new floorshow moves in this week, with Glen Carr and his 12-piece band.

Collette and Barry moved on to the Baker in Dallas this week.
K. Evans Houston.

Cocoanut Grove, Ambassador Hotel, Los Angeles

Talent policy: Dance band, floorshow at 11:15 p.m. Management: Ambassador Hotel Corporation: Michael Chumo, headwaiter; Hammond Beall, publicity. Prices: Dinner, \$2 up; drinks, 40 cents up; cover, \$1, and \$1.50 Saturdays.

Cocoanut Grove has established a reputation for well-rounded shows staged by Mitchel Leisen, film director. Shows are unique and arty and they click with the patrons here.

Ray Noble and orchestra play for dancing and show. Jimmy Brierly sings the announcements. Show is titled *Has It Ever Happened to You?* and acts are built around some predicament. First is predicament of girl working up an improper frame of mind only to find the guy is a stick. Six Startlets' dummy dance (See NIGHT CLUB REVIEW on page 29)

DEAN MURPHY



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Gives the Rhumba Casino its best show to date.

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HERALD-AMERICAN
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NAT D. RODGERS
Evangeline Hotel Alexandria, La.

WHAT IS MINKA?
See Music Section, page opp. MUSIC POP. CHART. See Amusement Machine Section, page opp. Pt. 1 RECORD BUYING GUIDE.

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

A
Adams, Margaret (No. 1 Bar) NYC, nc.
Albins, The (Roosevelt) New Orleans, h.
Alexander, Cecil (Grand) St. Louis 24-27, t.
Allen, Cliff (Spivy's Roof) NYC, nc.
Allen & Kent (RKO Keith) Boston, t.
Alvarez, Anita (La Martinique) NYC, nc.
Ambassadorettes (Palace) Cleveland, t.
Ammons, Albert, & Pete Johnson (Cafe Society Downtown) NYC, nc.
Anderson, Dolores (Ben Marden's Riviera) Fort Lee, N. J., nc.
Andrew Sisters (Stanley) Pittsburgh, t.
Annette (Moulin Rouge) NYC, nc.
Ashburns, The (Rainbow Grill) NYC, nc.
Austin, Virginia (Palmer House) Chi, h.
Aviles, Chico (Penthouse Club) NYC, nc.

B
Baker, Bonnie (Palace) Cleveland, t.
Baker, Jerry (Cinderella) NYC, nc.
Baldwin & Bristol (Graystone) Mansfield, O., nc.
Ballero, Marc (Bowery) Detroit, nc.
Banks, Sadie (Old Roumanian) NYC, re.
Bara, Cappa, Boys (Blackhawk) Chi, nc.
Barbary Coast Boys (Roger's Corner) NYC, nc.
Barcelo, Victoria (El Chico) NYC, nc.
Barker, Art (Warwick) NYC, h.
Barr, Ann (Kelly's Stable) NYC, nc.
Barrett Roy (Foyland Famous Barr Store) St. Louis.
Barrett, Sheila (Beverly Hills) Newport, Ky., cc.
Bart, Jan (Agid's International Casino) NYC, nc.

Beekman, Jack (State) NYC, t.
Belasco, Frankie (Evergreen Casino) Phila, nc.
Belline, Clem (Iceland) NYC, re.
Bell's Hawaiians (Oriental) Chi, t.
Belmont Bros. (Colonial) Detroit, t; (Mayfair) Lansing Dec. 1-6, nc.
Bernard, Freddy (Old Roumanian) NYC, nc.
Bernard, George, Dancers (Schroeder) Milwaukee 2-29, h.
Bernie, Al (Orpheum) Minneapolis, t.
Bernier, Peggy (Capitol) Washington, t.
Berry, Connie (Cafe Society Downtown) NYC, nc.
Beuvel & Tova (Iceland) NYC, re.
Birch, Paul (La Conga) NYC, nc.
Blackwell, Carlyle (Diamond Horseshoe) NYC, nc.

Blaine, Vivian (Belmont Plaza) NYC, h.
Blaire & Barnett and Hazel Kennedy (Silhouette Inn) Chippewa Falls, Wis., nc.
Blakstone, Nan (Moulin Rouge) New Orleans, nc.
Blanchard, Jerry (Queen Mary) NYC, re.
Boles, John (Mainstreet) Kansas City, t.
Bolger, Ray (Paramount) NYC, t.
Bongard & Dooley (Jack & Bob's) Trenton, N. J., nc.
Boone County Jamboree (Shubert) Cincinnati, t.
Boran, Arthur (Cameo) New Rochelle, N. Y., 22-Dec. 3, t.
Bourne, Charlie (Park Central) NYC, h.
Bouvier, Yvonne (Moulin Rouge) NYC, nc.
Brandon, Jerry (Music Hall) NYC, t.
Brent, Harriet (Queen Mary) NYC, re.
Briants, The (RKO Keith) Boston, t.
Bricktop (Cerutti's) NYC, re.
Brown Twins (Little Harlem) Buffalo, nc.
Brown, Wally & Jean (Hi-Hat) Chi, nc.
Bruce, Linda, Dancers (Leon & Eddie's) NYC, nc.

Burke, Kay (Sawdust Trail) NYC, nc.
Burnell, Buster & Billie (El Morocco) Montreal, Can., nc.
Burns & Lynn (Casanova) Detroit, nc.
Burns & White (Adolphus) Dallas, h.
Byton, Dorothy, Dancers (Adolphus) Dallas, h.

C
Callahan Sisters (Loew's Capitol) Washington 20-26, t; (Glenn Rendezvous) Newport, Ky., 28-Dec. 11.
Canestrellys (State) NYC, t.
Carla & Fernando (Havana-Madrid) NYC, nc.
Carol, Helene (Arabian Nights) Chi, nc.
Carlos & Carita (La Conga) NYC, nc.
Carole & Sherod (Belmont Plaza) NYC, h.
Carpenter, Imogene (Essex House) NYC, h.
Carroll, Irene (51 Club) NYC, nc.
Carroll's, Earl, Vanities (Riverside) Milwaukee, t.
Carter, Joe (Jimmy Kelly's) NYC, nc.
Cassard, Frances (Music Hall) NYC, t.
Castaine & Barry (Jack Lynch's) Phila, nc.
Casto, Jean (Number One Bar) NYC, nc.
Ceri, Alysce (606) Chi, nc.
Chanticleers, Four (Cerutti's) NYC, re.
Charles & Barbara (Mayfair) Boston, nc.
Claire, Carcella (Bill Bertolotti's) NYC, nc.
Clark, Beverly (Paramount) Toledo, O., t.
Claudet, Marguerite (Iroquois Gardens) Louisville, nc.

Coca, Imogene (La Martinique) NYC, nc.
Cole, King, Trio (Kelly's Stable) NYC, nc.
Coleman, Adelaide (Kelly's Stable) NYC, nc.
Collette-Barry & Dancers (Baker) Dallas, h.
Colomo, Aurelia (Cafe Bagatelle) NYC, nc.
Commanders, The, with Blanche Bradley (Chicago) Chi, t.
Condos Bros. (State) NYC, t.
Conville, Frank (Mainstreet) Kansas City, t.
Cook, Aileen (Montparnasse) NYC, nc.
Cook, Ralph (Harry's New Yorker) Chi, nc.
Cocapabana Revue (Netherland Plaza) Cincinnati, h.

Copp, James III (Le Coq Rouge) NYC, nc.
Coral, Tito (Beachcomber) NYC, nc.
Cordova, Edna (Fifth Ave.) NYC, h.
Cornell & Nester (Nixon) Pittsburgh, c.
Covarro, Nico (Bal Tabarin) NYC, nc.
Crane, Carol (Hi Hat) Chi 17-26, nc.
Cross, Criss (Biltmore) NYC, h.
Cunningham, Paul & Florrie (Village Barn) NYC, nc.

D
D'Amore, Franklin (Paramount) NYC, t.
D'Arcy, Jeanne (McAlpin) NYC, h.
Dagmar, Great (Capitol) Binghamton, N. Y., 26-28, t; (Feely) Hazleton, Pa., Dec. 1-3, t.

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(For Orchestra Routes, Turn to Music Department)

TRADE SERVICE FEATURE OF THE Billboard

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.

Dale, Jan (Park Lane) Buffalo, h.
Daniels, Billy (Kelly's Stable) NYC, nc.
Daniels, Marge (Jack & Bob's) Trenton, N. J., nc.
Daniels, May (Jack & Bob's) Trenton, N. J., nc.
Daro & Corda (Show Box) Seattle; (Cave Club) Vancouver, B. C., Can., Dec. 1-6.
Davidson, Ken, & Hugh Forgie (Music Hall) NYC, t.
Davis, Eddie (Leon & Eddie's) NYC, nc.
De Angelo & Porter (Book-Cadillac) Detroit, h.
Deans, Three (Edgewater Beach) Chi, h.

CHEENA DE SIMONE DANCERS

6th Wk. WALTON ROOF, Phila.
Dir.: Sol Tepper, RKO Bldg., N. Y. O.

Debs, Three (Park Central) NYC, h.
DeCruz, Netha (McVan's) Buffalo, nc.
De Flores, Felipe (Havana-Madrid) NYC, nc.
Delahanty Sisters (Sam's Grille) Phila, nc.
DeLudo, Carrie (Embassy) Phila, nc.
DeMarco, Isobel (Teddy's L'Aiglon) Chi, nc.
De May, Moore & Martin (Shoreham) Washington, h.
Denise, Diane (Riviera) Fort Lee, N. J., nc.
Dennis & Sayers (Madison) Baltimore, nc.
D'Ray, Phil (100 Club) Des Moines, Ia., nc.
DeWolfe, Billy (Earle) Washington, t.
Dey, Steve (Casa Manana) Culver City, Calif., nc.
Don & Cassandra (Trocadero) Detroit, nc.
Don & Mario (Indiana) South Bend, Ind., 6.
Doral (Casino Russe) NYC, nc.
Dorben Dancers, Dorothy (Edgewater Beach) Chi, h.

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

Douglas, Milton (La Martinique) NYC, nc.
Douglas, Roy (Kaufman's) Buffalo, nc.
Drayton, Jack (Steveadoris) Detroit 17-2, nc.
Drye, Bill (Maison Louis) NYC, re.
Duke, Marilyn (Commodore) NYC, h.
Dumont, Marie (Crisis) NYC, nc.
Dunbar, Dixie (Glenn Rendezvous) Newport, Ky., nc.
Durant, Jack (State) NYC, t.
Dvorak, Margie (Savoy) Brownsville, Pa., nc.
Dyer-Bennet, Richard (Ruban Bleu) NYC, nc.

E
Eames, Peggy (Golden State) Bishop, Calif., c.
Eberle, Ray (Pennsylvania) NYC, h.
Eckler, Hilda (Music Hall) NYC, t.
Eddy, Val (Madison) Baltimore, nc.
Estelita (Copacabana) NYC, nc.
Estelle & Leroy (La Martinique) NYC, nc.
Evans, James (Beverly Hills) Newport, Ky., cc.
Everett & Conway (Roxy) Cleveland, t.

F
Falls, Reading & Boyce (Mainstreet) Kansas City, t.
Faludys, The (RKO Keith) Boston, t.
Fassler, Fred (Cafe Old Europe) NYC, c.
Faye, Danny (Fifth Avenue) NYC, h.
Fern, Pearl, & Eddie (Red, White & Blue) Akron, O., nc.
Fields, Benny (Hi-Hat) Chi, nc.
Fields, Leon (Barone's) Chi, nc.
Finnell, Carrie (Le Ruban Bleu) NYC, nc.
Fitchette, Jack (Indiana) South Bend, Ind., c.
Flowerston, Consuelo (La Marquise) NYC, nc.
Foley Sisters (Charles) Baltimore 17-29, nc.

Advance Bookings

SYLVIA AND CLEMENCE: Paramount Theater, New York, Dec. 10.
LAWRENCE WELK: Capitol Theater, Madison, Wis., Dec. 17; Rialto Theater, Joliet, Ill., 18; Orpheum Theater, Springfield, Ill., 19-20; Paramount Theater, Hammond, Ind., 21.
WILLIE SHORE: Chez Paree, Chicago, December 24, two weeks, options.
THE McNALLY SISTERS: Hi Hat, Chicago, December 11, two weeks.
BELLE BAKER: Hi Hat, Chicago, December 25, two weeks, options.
THE DUANOS, John Tio, Hal Monte: 885 Club, Chicago, December 5, four weeks.
TONY MARTIN: Chicago, Chicago, Dec. 12 week.
GEORGE WHITE'S SCANDALS: Capitol, Salt Lake City, Dec. 6-7.

Folies Bergere (Palace) Columbus, O., t.
Fontana, Georges (Diamond Horseshoe) NYC, nc.
Forbes, Ann (Bill Bertolotti's) NYC, nc.
Forest, Rochelle (Jack & Bob's) Trenton, N. J., nc.
Francis, Jeanne, & Jerry Grey (Loew's Capitol) Washington 27-Dec. 3, t.
Frank & Lee (Jimmie's) Miami, Fla., nc.
Franklin, Cass (Fifth Ave.) NYC, h.
Froos, Betty (Cora & Irene's) NYC, nc.
Froos, Sylvia (Rumba Casino) Chi, nc.
Fulton, Jane (Book-Cadillac) Detroit, h.

G
Gali, Gali (Royale) Detroit, nc.
Galante & Leonarda (Biltmore) NYC, h.
Gallagher, Ruth (Ringside) NYC, nc.
Galvan (Rumba Casino) Chi, nc.
Gardner, Grant (Rivoli) Seattle, t; (Capitol) Portland Dec. 1-6, t.
Gary, Margaret (Moulin Rouge) NYC, nc.
Gay, Shirley (Blackhawk) Chi, nc.
Georges & Jalna (Waldorf-Astoria) NYC, h.
Georges & Jo Ann (Club Trocadero) Evansville, Ind., nc.
Gilbert, Ethel (Gay '90s) NYC, nc.
Golden Gate Quartet (Cafe Society Uptown) NYC, nc.
Gordon's, Al, Dogs (Earle) Washington, t.
Gould, Caroyl (Famous Door) NYC, nc.
Grant, Rosalie (Cafe Old Europe) NYC, c.
Grauer, Bernie (Gay '90s) NYC, nc.
Gray, Gary (Alexander) Columbus, O., nc.
Gray, Gilda (Diamond Horseshoe) NYC, nc.
Gray, Willie (Oasis) Baltimore, nc.
Green, Jackie (Glenn Rendezvous) Newport, Ky., nc.
Green, Ginger (Wonderbar) Springfield, Mass., nc.
Guizar, Tito (Waldorf-Astoria) NYC, h.
Gypsy Trio (Rainbow Lounge) Passaic, N. J., nc.

H
Hadley Dancers (Bismarck) Chi, h.
Hager, Clyde (Diamond Horseshoe) NYC, nc.
Hale, Geoffrey (Park Central) NYC, h.
Hall, Dale (Chez Paree) Sioux City, Ia., nc.
Hall, Keith (Palmer House) Chi, h.
Hamory, Ernest (McAlpin) NYC, h.
Harper, Lois (Chez Paree) Chi, nc.
Harris, Edna Mae (Harlem Rendezvous) NYC, nc.
Harrison, Spike (Gay '90s) NYC, nc.
Hartmanns, The (Palmer House) Chi, h.
Hawaiian Nights (Paramount) Toledo, O., 24-26; (Colonial) Dayton 28-Dec. 4, t.
Hays, Virginia (Bossert) Brooklyn, h.
Haywood, Billy (Spivy's Roof) NYC, nc.
Hayworth, Seabee, Revue (State) Greenville, N. C., 26, t; (Carolina) Wilson 27, t; (Academy) Lynchburg, Va., 28-29.
Healy, Jane (Kaufman's) Buffalo, nc.
Henny, Adele (Colosimo's) Chi, nc.
Hild, Dorothy, Ballet (Chicago) Chi, t.
Hildegard (Savoy Plaza) NYC, h.
Hollenbeck, Dr., & Co. (Evelyn's) Mount Vernon, Ill., 17-29, nc.
Hollywood Blondes (Chicago) Chi, t.
Holmes, Marion (Bismarck) Chi, h.
Holtz, Lou (Chez Paree) Chi, nc.
Hoveler, Winnie, Girls (Hi Hat) Chi, nc.
Howard, Bunny (Park Central) NYC, h.
Howard, Joe E. (Diamond Horseshoe) NYC, nc.
Howard, Willie (Rumba Casino) Chi, nc.
Hutton, Marion (Pennsylvania) NYC, h.
Hyers, Frankie (Club 18) NYC, nc.

I
Harrison, Spike (Gay '90s) NYC, nc.
Hartmanns, The (Palmer House) Chi, h.
Hawaiian Nights (Paramount) Toledo, O., 24-26; (Colonial) Dayton 28-Dec. 4, t.
Hays, Virginia (Bossert) Brooklyn, h.
Haywood, Billy (Spivy's Roof) NYC, nc.
Hayworth, Seabee, Revue (State) Greenville, N. C., 26, t; (Carolina) Wilson 27, t; (Academy) Lynchburg, Va., 28-29.
Healy, Jane (Kaufman's) Buffalo, nc.
Henny, Adele (Colosimo's) Chi, nc.
Hild, Dorothy, Ballet (Chicago) Chi, t.
Hildegard (Savoy Plaza) NYC, h.
Hollenbeck, Dr., & Co. (Evelyn's) Mount Vernon, Ill., 17-29, nc.
Hollywood Blondes (Chicago) Chi, t.
Holmes, Marion (Bismarck) Chi, h.
Holtz, Lou (Chez Paree) Chi, nc.
Hoveler, Winnie, Girls (Hi Hat) Chi, nc.
Howard, Bunny (Park Central) NYC, h.
Howard, Joe E. (Diamond Horseshoe) NYC, nc.
Howard, Willie (Rumba Casino) Chi, nc.
Hutton, Marion (Pennsylvania) NYC, h.
Hyers, Frankie (Club 18) NYC, nc.

THREE SAILORS: State, New York, Dec. 18 week.
KANAWAS: Hippodrome, Baltimore, Dec. 29 week.
CIRO RIMAC: Empire, Fall River, Mass., Dec. 11, 3 days.
THREE STOOGES: Palace, Cleveland, Dec. 12 week; Hippodrome, Baltimore, Dec. 25 week.
CASA LOMA: Central, Passaic, N. J., Dec. 18 week.
CARMEN AMAYA: RKO, Boston, Jan. 2 week.
CRISTIANI TROUPE: Palace, Cleveland, Dec. 19 week; RKO, Boston, Jan. 2 week.
DAVE APOLLON: Earle, Washington, Dec. 5 week.
SHYRETTOS: Capitol, Washington, Dec. 4 week.

Iles, Steven (Weylin) NYC, h.
Ink Spots, Four (Earle) Phila 24-27; (Palace) Cleveland 28-Dec. 4.
Irene & Duval (Fifth Ave.) NYC, h.

J
Jason, Bobbe (Old Roumanian) NYC, re.
Jewels, Juggling (Capitol) Washington, t.
Jones, Beth (Cora & Irene's) NYC, nc.
Jones, Joe (Cafe Society Uptown) NYC, nc.
Jordan, Betty (18 Club) NYC, nc.
Jordy, Claudi (Embassy) Phila, nc.
Jose & Mona (Village Barn) NYC, nc.
Joyce, Ginger (Fifth Avenue) NYC, h.

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Joyce, Marian (51 Club) NYC, nc.

K
Kaaihue's Hawaiians (Syracuse) Syracuse, N. Y., h.
Kalmus, Bee (Beachcomber) NYC, nc.
Karyl, Iris (51 Club) NYC, nc.
Kay, Beatrice (Lookout House) Covington, Ky., nc.
Kay, Dolly (Harry's New Yorker) Chi, nc.
Kennedy, Mae (Swing Club) NYC, nc.
Kent, Avis (Stevens) Chi, h.
Keogan, Jim (Spivy's Roof) NYC, nc.
Kim Loo Sisters (Loew's State) NYC 24-27, t.
King, Carol (Rumba Casino) Chi, nc.
King, Charles (Diamond Horseshoe) NYC, nc.
King, Mary Lou (Iceland) NYC, re.
Kirby, Louise (Le Coq Rouge) NYC, nc.
Krieger, Norma (Leon & Eddie's) NYC, nc.
Knoll, Great (Night Owl) Canton, O., 25-30, nc.; (Convention) Chi Dec. 1-3.
Kuznetzoff, Adia (Russian Kretchma) NYC, nc.

L
La May, Penny (Trans-Atlantic) Phila, nc.
Lamb, Gladys (Colosimo's) Chi, nc.
Lamb, Gil (Chicago) Chi, t.
Lambot, Edith (Bill Bertolotti's) NYC, nc.
Lameroux, Lorraine (Hurricane) NYC, nc.
Lane, Larry (Jack & Bob's) Trenton, N. J., nc.
Lang, Wilson (Park Central) NYC, h.
Laurie, Helen (Jack & Bob's) Trenton, N. J., nc.
Laurie, Jack (Club Frolics) NYC, nc.
Lawrence, "Baby" (Kelly's Stable) NYC, nc.
Le Brun Sisters (Bordewick's) Tuckahoe, N. Y., nc.
Lee, Peggy (New Yorker) NYC, h.
Lelder, Vicki (Casanova) Detroit, nc.
Lemmo, Jerry (Arcadia Grill) Canton, O., nc.
Leslie, Frances (Queen Mary) NYC, re.
Lester, Great (Evergreen Casino) Phila, nc.
Lewis, Buddy (Colosimo's) Chi, nc.
Lewis, Dorothy (St. Regis) NYC, h.

Lime Trio (Beverly Hills) Newport, Ky., cc.
Lind, Della (Diamond Horseshoe) NYC, nc.
Lit, Bernie (Miami Club) Baltimore, c.
Long, Walter (Beachcomber) NYC, nc.
Loper, Don, & Maxine Barrat (Copacabana) NYC, nc.
Lopez, Chana, Dancers (Riviera) Columbus, O., nc.
Lopez & Lynnton (Bal Tabarin) NYC, nc.
Lorrier, Patricia (Embassy) Phila, nc.
Louis & Cherie (Beacon) Vancouver, Can., 24-27, t; (Palomar) Seattle Dec. 1-6.
Louise, Phyllis (Utah) Salt Lake City, h.
Lowe, Hite & Stanley (Strand) NYC, t.
Lucas, Nick (Ranch) Salt Lake City, nc; (Gladstone) Casper, Wyo., Dec. 1-6, nc.
Lynn, Correy (Arabian Nights) Chi, nc.
Lynn, Royce & Vanya (Orpheum) Minneapolis, t.

(See ROUTES on page 34)

DRAMATIC AND MUSICAL

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

Admiral Had a Wife (Playhouse) Wilmington, Del., 27-29.
Arsenic and Old Lace (Court Sq.) Springfield, Mass., 26; (Bushnell Aud.) Hartford, Conn., 27; (Klein Aud.) Bridgeport 28; (McCarter) Princeton, N. J., 29.
Blossom Time (Grand O. H.) Chi.
Cantor, Eddie (Colonial) Boston.
Claudia (Selwyn) Chi.
Claudia (Royal Alexandra) Toronto.
Cornell, Katharine, in Doctor's Dilemma (Biltmore) Los Angeles.
Eis, John, Rip Van Winkle: Akron, O., schools.
Gilbert & Sullivan (Majestic) Boston.
Hellzapoppin (English) Indianapolis 26-29.
Louisiana Purchase (Erlanger) Chi.
Lunt and Fontanne (Auditorium) Tyler, Tex., 26; (Music Hall) Houston 27-29.
Mr. and Mrs. North (Harris) Chi.
My Sister Eileen (Cass) Detroit.
Native Son (Studebaker) Chi.
Papa Is All (Wilbur) Boston.
Play With Fire (Nixon) Pittsburgh.
R. A. F. (National) Washington.
Rio Rita (Forest) Phila.
Rivals, The (Hartman) Columbus, O., 25-26; (Taft Aud.) Cincinnati 27-29.
Separate Rooms (Hanna) Cleveland.
Sons o' Fun (Shubert) Boston 24-26.
Student Prince (Ford) Baltimore.
Sunny River (Shubert) New Haven, Conn., 27-29.
Tobacco Road (Orpheum) Waterloo, Ia., 25-26; (Paramount) Hammond, Ind., 27-29.
Veloz and Yolanda (Chateau) Rochester, Minn., 26; (Lyceum) Minneapolis 27-28; (Auditorium) St. Paul 29.

ICE SHOWS ON TOUR

Ice-Capades of 1942 (Arena) New Haven, Conn., 24-26; (Coliseum) Springfield, Mass., 27-Dec. 4.
Lewis, Dorothy (St. Regis Hotel) NYC.
Star-Spangled Ice Revue, Dorothy Franey's (Madrid Club) Louisville Nov. 11-Dec. 8.
Winterland Ice Revue of 1942: Portland, Me., 25-30.

WESTERN UNION

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Brazilian Dancer to MGM at 1G a Wk.; U. S. Acts Still Coming to Rio Clubs

RIO DE JANEIRO, Nov. 15.—Eros Volusia, creator of Brazilian dances, sailed November 6 for New York. Goes to Hollywood for MGM on a one-pic assignment, set by Sol Shapiro, of the William Morris New York office, at a reported salary of \$1,000 weekly. Miss Volusia, an outstanding attraction on this continent, has appeared in leading casinos and clubs. Shapiro, here earlier in the year, made a survey of Brazilian talent, this being his first importation.

Jack Cole, Marion Lawrence and Florence Lessing concluded a nine-week engagement at Copacabana and sailed November 6 for New York. . . . Bertay Sisters, U. S. acro duo, wound up an additional two weeks at the Grande Hotel Casino Guarujá in Santos and left for New York.

The S. S. Brazil arrived from New York November 5 with talent for all three casinos. Patricia Bowman and Paul Haakon open at the Copacabana November 7; Elsworth and Eleanor, dance team, go into the Casino Atlantico, opening the same night, and Lee Brody, organist,

opens in the Urca the latter part of November.

The Copacabana Girls, U. S. girl line currently at the Copa, will carry on in the new show. Girls, under the captaincy of Madelyn Cole, are Mary Lou Graham, Billee and Betty Lou Graham, Shirley Sheldon and Gaye Vaughn. Miss Vaughn, out of line-up due to an emergency appendectomy, will be discharged from the hospital November 12, but will not return to line-up for some time.

Minn. Vaudefilmer Having Pic Trouble

MINNEAPOLIS, Nov. 22.—Gordie Green, manager of the New Hopkins Theatre at Hopkins suburb, has resigned. The new house, opened this summer is owned by Abe Engler, and is unable to get pictures. Week-end vaude, introduced six weeks ago, did not hype the gross enough.

Minnesota Theater, dark since Walt Disney's *Fantasia* showed there early this year, may reopen with vaudefilms.

Opens Without Liquor License

WASHINGTON, Nov. 22.—The Balalika, new luxurious Russian night spot, has opened despite the liquor license being held up by Thomas E. Lodge, chairman of the Alcoholic Beverage Control Board. Owner Misha Bess, who had sunk \$50,000 into alterations and equipment, decided to open without a license.

Originally, neighboring citizens protested the granting of a license, but withdrew complaints on learning that the supper club was high class. Nevertheless, the ABC chairman refused to consider the retractions. There is no appeal from refusal decisions of the ABC.

Ork Instruments, Acts' Costumes Lost in Fire

LANSING, Mich., Nov. 22.—A \$150,000 fire here Wednesday razed Dick and Tillie's tavern.

Loss by the operators, Charles (Dick) Woodworth and Lela Hurley, was estimated at \$500 to \$1,000. All instruments and equipment owned by members of Martin O'Neil's orchestra were also burned, and members of the floor-show lost all costumes.

Armstrong Opener For Colored Vaude

DETROIT, Nov. 22.—Louis Armstrong and band have been booked to open the renamed Paradise Theater for Ben and Lou Cohen, week of December 26. House will use colored attractions. Andy Kirk band has been booked the second week, with Bill Robinson and Jimmy Lunceford's band penciled in the fourth week. Deal for the third week not set.

The spot will aim at drawing patronage from 300,000 Negroes in Detroit, as well as whites. Admission, 55 cents.

More Niteries for Wilkes-Barre Area

WILKES-BARRE, Pa., Nov. 22.—Live talent is requested more and more by night clubs in this era. An indication of the growing popularity of live talent is the fact that Tony Grant, dancing school operator here for many years, has taken out a state agency license.

Among the night spots using live talent are Shard's in Yatesville, the newly opened Fogarty's, outside of Luzerne; the Fela Bar and Grill in Lee Park; Pat Toole's Cafe, Herm Van Campen's Park Inn, Fernbrook, and Pomicter's Green Lantern Tavern.

Both local hotels, the Redington and the Sterling, booked orchestras Saturday nights. Hotel Altamont in Hazelton has added live talent policy in its three night spots.

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Paramount, New York

(Reviewed Wednesday Evening, Nov. 19)

House is celebrating its 15th anniversary and was filled to overflowing first night, what with its being Thanksgiving eve, perfect weather and the marquee holding Harry James's ork, Ray Bolger and the Paramount filming of *Sky-lark*.

The James band, with featured vocalists Helen Forrest and Dick Haymes, consumed the major portion of the hour and 10-minute stage offering, doing an absolutely top job. Ork has become one of the best in the biz, even showing stellar improvement since James's appearance at this theater a few months ago. It's a big aggregation, sporting a four-member string section besides five brass, four reed and four rhythm. Audience reaction at show caught was most enthusiastic. Good arrangements were knocked off on *Dodgers' Fan Dance* (hot version of *Dance of the Hours*), *This Love of Mine*, *You Made Me Love You*, *Music Makers*, *Trumpet Rhapsody* and a feature for tenor saxist Corky Corcoran, *Honeysuckle Rose*.

Helen Forrest thrashed three numbers in a sultry but clear-voiced style. She's one of the few fem band chirpers who really sings. Dick Haymes pipes a trio set of ditties, *Minka*, *A Sinner Kissed an Angel* and *Ol' Man River*. A romantic lyricist and goes over big. James rides out on solo choruses thruout with his trumpet and is all by himself with that instrument. Addition of the three fiddles and cello gives the outfit a fullness and flexibility not encountered in many jazz crews today. Good example at show caught was concert arrangement of *This Love of Mine*. Swell stuff.

Franklyn D'Amore, with his "Man and a Bag" billing, is on after the ork's first two numbers. Does his standard slapstick acro work with his fem partner after carting her out in a gunny sack. Clothes-change while she stands on his head, and his back-bend and arm lifts of the gal over the back of a steel chair are good stunts and go over.

Ray Bolger opens with a satirical impression of a politician congratulating the Paramount on its anniversary. Gags and panto stuff interspersing his eccentric footwork all make for good comedy. His routine with an imaginary Latin tango partner put the customers in belly rolls. Finishes with a burly cavalcade of the dance since 1926, Charleston, Black Bottom, Boogie-Woogie and an "I've Got Rhythm" hop. Had to beg off.

James ork closed with the national anthem, then hopped over to the Lincoln Hotel, where they're doubling. (Orrin Tucker, Walter Dare Wahl and the Crosby musical film, *Birth of the Blues* move in here next.)

Harold Humphrey.

Vaudeville Reviews

Oriental, Chicago

(Reviewed Friday Afternoon, Nov. 21)

Plenty of entertainment on this bill. It features the Reddingtons, Paul Winchell and the Three Stooges in the first half, with Bell's *Hawaiian Follies* consuming the second 30 minutes.

The trampoline antics of the Reddingtons are still highly commercial. Mrs. Reddington pitches in a sock selling job, while her husband and a capable, attractive blond (who replaced June Reddington after the latter married) display an array of flashy tricks. The audience participation stunt is cleverly handled and a natural entrance for Reddington's funny stuff on the con-
traption.

Paul Winchell has a good ventriloquist turn. His flirting dummy is made to order for a mass audience. The material itself is not strong all the way, but Winchell handles it well enough to garner encouraging response. His impressions of Lionel Barrymore and Donald Duck (later thru the dummy) remain high spots.

The Three Stooges still dig 'way down for their comedy material and you either like it or you don't. The opening show audience ate it up. The boys haven't changed the act any during their last several appearances in the Loop, and the customers, obviously, are not complaining.

Bell's Hawaiian show is an admirable antidote on this bill. It is nicely staged and contains enough variety to sustain continued interest. Act has six men (five guitars and a bass) and four women, two of whom are featured, in show and fast hulas that are a treat to the eyes. They all sing, concentrating mostly on authentic tunes. The ensemble ceremonial dances look real and impressive. Every one in this act works hard and well.

On screen, Republic's *Sailors on Leave*, funny and made to order for this house. Biz, capacity. Sam Honigberg.

Loew's State, New York

(Reviewed Friday Evening, November 21)

With Martha Raye as the stage drawing card; a first-rate picture, Fred Astaire-Rita Hayworth's *You'll Never Get Rich* and the Thanksgiving holiday crowd swarming Broadway, the State has been pulling SRO business since the opening show.

Flesh layout is built around la Raye, as *Martha Raye's House Party*, which, unfortunately, looked as tho it was being held in the kitchen. Stage was very cheap-looking and barren, with Ruby Zwerling's house band (13) spread out all over it, behind skimpily curtained frontpieces that were supposed to resem-

ble bandstands, and no other furbishing adornments that would have given the stage a semblance of being full. In addition, Emsee Jack Beekman was very grating with a Hubert Museum style of act introductions. "We have gone to extremes to bring you the next attraction," piled on with a lot of other emsee schmaltz that tortured audiences in days gone by.

Opening are the Canestrellys (5), unsupported ladder-balancing act (three women, two men, two dogs), who do fine tricky balancing work. Routine encompasses ladder walking, balancing dogs on heads and a trapeze bar slung across the ladders. Finished off with a double balance to enthusiastic applause.

Nelson's Novelettes were also firmly greeted in their expose marionette work, including a monkey on a trapeze, a drunk and some fluorescent puppets that provided unusual effects. Following were the Condos Brothers, a pair of unexciting tap dancers. They might have gone over better if they didn't have to compete with Fred Astaire on the screen.

Jack Durant show-stopped with excellent imitations and acrobatic work worked into special talk material. Durant goes in for tremendous self-abuse and practically scuttles himself between gags, but its obviously worth it.

Martha Raye, a dynamic saleswoman and showman, managed to overcome a cold very nicely, and had to beg off after a series of show-stopping hands. In addition to singing *There's a Great Day Coming Manana*, *Mrs. Paganini* and *Five o'Clock Whistle*, she is showing signs of developing into a female Milton Berle—on both delivery and gag swiping. Her comedy is very low—but very funny. Sol Zatt.

Music Hall, New York

(Reviewed Thursday Evening, Nov. 20)

Thanksgiving Day (New Deal) opener here has sufficient sock for the scheduled two-week booking, and may be held beyond that. Stage presentation is satisfying, and pic, *Suspicion*, endowed with a superior performance by Joan Fontaine and the drectorial genius of Alfred Hitchcock, got critical raves.

Orchestral presentation consists of Ravel's *Bolero*, arranged for 12 pianos and ork. The dozen grands rise from the pit, with the symph on stage to back them up. Under this set-up, *Bolero* accentuates the monotony written into it. In the orthodox performance of the piece, the various solo instruments infuse color, since the rides that the instruments take are written in difficult keys. But the pianos failed to give this arrangement the necessary flash. Nevertheless, no matter how presented, *Bolero* is an exciting piece and never fails to carry away a huge hand. The grands disappear into the pit upon its conclusion and later in the program the remarkable MH stage facilities haul the ork back to its usual position while Erno Rapee conducts a Gershwin medley.

The Glee Club, after doing *A Gay Ranchero* with its accustomed proficiency, serves as a vocal background for Frances Cassard, of statuesque appearance, who does *Estranita*. Miss Cassard's voice is well developed and projection is okay.

Gene Snyder has given the Rockettes one of their flashiest routines in several weeks with an ingenious faruca. Routine and costuming are exciting and execution perfect.

The novelty of this occasion is the badminton players, Ken Davidson and Hugh Fergie, with Jerry Brandon doing the announcements. Pair play a nine-point game demonstrating speed, skill and deception. Audience took to it and gave the participants a big hand. Brandon tied himself up almost inextricably on occasion.

Robert Shanley, fronting the Glee Club, does *Birth of the Blues* as an intro for the Corps de Ballet's smoothly patterned item with blues musical background. Hilda Eckler's solos were nicely designed. Staging takes place on a huge turntable which revolves during the latter part of the piece. Joe Cohen.

Orpheum, Los Angeles

(Reviewed Thursday Afternoon, Nov. 20)

Entertainment here this week is put squarely on the shoulders of Duke Ellington and orchestra. Show, with screen fare, *Mercy Island*, drew a full house at opening. Bill opens with ork behind gauze curtain, with Ellington at the piano in front of band. He reels off a few chords from such Ellington favorites

as *Sophisticated Lady* and *Mood Indigo*, with Herb Jeffries clicking on *Brown-Skin Girl* in the *Calico Gown* and *Flamingo*.

Ork (six brass, five reed, four rhythm) then hits it out on *Stomp Caprice*, by Mercer Ellington, to bring on Al Guster's solid fast tap. Ben Webster, tenor sax man, scores on *Cotton Tail*. Band's versatility is displayed by Rex Stewart, cornet; Ray Nance, violin; Webster, sax; Joe Nanton, trombone, and Barney Bigard, clarinet, when they set the hep cats' hearts throbbing with *Concerto for Klinkers*. Ivie Anderson wins the crowd with *The One I Love Belongs to Somebody Else* and *Give Me a Man Like That*, with drummer Sonny Greer doing the heckling. Band's *Take the "A" Train* clicked handsomely.

Made to Order, from *Jump for Joy*, got a big hand for Pot, Pan and Skillet. White trio's forte is Harlem stepping and they grabbed a big hand. Joe Turner puts his blues numbers over in easy manner and goes to town on *Rocks in My Bed*, with a quick encore on *Rebecca, Rebecca*.

Program finishes with Miss Anderson wowing on *I Got It Bad and That Ain't Good*, and Johnny Hodges doing neat work with his alto sax. Show is well rounded and unusually well presented. Sam Abbott.

Fay's, Philadelphia

(Reviewed Friday Evening, November 21)

This West Philly emporium still depending on the burly belles to make for the marquee magic. But once inside it's the round of standard variety turns along with the Gay Foster-routined line of 16 Roxettes that packs all the entertainment. It's a house-produced unit shaped together by Manager Sid Stanley that builds solidly for the full

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hour. Girl prancers give it a gingerly start. Strutting as Greek soldiers, gals put in fancy footwork and drill formation to bring on June Taylor, from the peel wheels. Tall and plenty toothsome, it's a slow walk as she sheds her habiliments to wilt the pew holders. Sammy White, first of the standard acts, gives an excellent account of himself once his languid comedy patter is put out of the way. His take-off bit is a classical howl. Mimes a Russo ballet mistress taking a bath, with a medley of symphonic music to match choreography.

Jim and Mildred Mulday go over nicely with an exhibition of their harmonica virtuosity. Play both the pops and semi-classics, with *Carnival in Venice* the most striking selection.

Line of girls back for an impressive butterfly ballet, paving the way for the mixed adagio team of Anthony, Allen and Hodge, two men and a girl. Start off legit and then turn it into a hilarious travesty on the tossings of adagio team, building it to a thrill finish. Peaches Strange, vet of the burly boards, carries on the dancing interlude. Blond belle is a shake queen, quivering the uppers and posterior lowers to preface her peel. Mixed team of Lewis and Ames take over and make for a comedy click with their round of gags and patter. Clinch the impression with *We Know a Thing or Two*, duo's standard novelty ditty. Roxyettes bring down the rag with an engaging military tap drill, with the girls garbed as Northwest Mounties. Ropes up and crowd standing for seats at early supper show caught.

Moon Over Her Shoulder is the screen filler. Maurie Orodenker.

Strand, New York

(Reviewed Saturday Afternoon, Nov. 22)

Show is jamming them in this week. Woody Herman and his hand that plays the blues is on the stage, and Errol Flynn is on the screen. Flynn's piece, *They Died With Their Boots On*, shows Warner Indians on a rampage, finally putting the hex on that old Indian killer, Custer. When this nonsense is over, Herman takes over. Woody's rhythms are pulsating and persuasive, a delight to exponents of modern music. His excursions into blues have an authentic stamp, and his meanderings into boogie-woogie and straighter forms of swing show taste and musicianship. A crowd of youngsters filled the theater and none were let down. Best of the tunes were *Blues in the Night*, *Golden Wedding* and some boogie woogie played by the Four Chips—combo including clarinet, bass, piano and drums. Vocalist Caroline Grey, attractive girl and fair warbler, did *Chatanooga Choo Choo* and *Melancholy Baby*.

Billie Rogers, introduced as from the University of Montana, sings a hot song and plays a hot trumpet. Delivered two, one of them *Yes, Indeed*. Woody Herman himself, however, is better than any warbler on the bill.

Remaining acts were Wally and Verdyn Stapleton, ballroom team, and Lowe, Hite and Stanley, comedy knockabout trio. The Stapletons are a good looking couple, the girl being an attractive blonde, slim and svelte. Stressed tap, first being a fast number fashioned around the tune *Dardanella*. Second a novelty, depicting a boy meets girl episode. Much panty used here. Graceful and showy steppers.

Lowe, Hite and Stanley, their sizes ranging from the midget to a giant, are an amusing novelty. Comedy is fashioned around the variation in the size of the trio. It's fair comedy, and this, together with the initial impact of the trio's unusual appearance, carries the act very well. Did the usual falls, hoofing, and closed with a military routine. Paul Ackerman.

Chicago, Chicago

(Reviewed Friday Afternoon, Nov. 21)

A two-week show, thanks to the strength of *A Yank in the R. A. F.* Due to the school holiday opening day (21), six shows were scheduled to accommodate the tremendous business. One of the three production numbers was cut to cram in the extra shows.

The Dorothy Hild Girls, when caught, opened and closed the revue, starting

with a rhythmic college dance to a medley of pop gridiron tunes. They are joined by the Commanders, a group of 16 singers, and Blanche Bradley, charming soprano, who remain for a set of well-arranged musical comedy hits framed with a fragment from *Rhapsody in Blue*. Group, here several times before, has never worked so well.

The Hollywood Blondes (3) score with a brief but sock roller-skating turn that is loaded with sensational tricks. An act that is plenty flashy and plenty fast.

Gil Lamb works in two spots and offers a new act. His first specialty, a take-off of a French gigolo, is not good enough for a performer of Lamb's caliber. His second offering, an impression of a jitterbug in a theater, is highly amusing and great stuff for a house using name swing bands. At this showing he didn't revive a single bit from his standard vaude turn.

The Nicholas Brothers went big, as usual, with their polished acrobatic taps and falling splits. The shorter and more personable of the duo gives out with Latin tunes that are sold almost as well as the dance routines. Act has a real value in theaters, having been featured in dance numbers in several big film musicals.

The girls and the Commanders close with a dramatic interpretation of *Glory Road*. Good staging and expert lighting share equal honors with the vocal and dance departments. Sam Honigberg.

Colonial, Dayton, O.

(Reviewed Friday Afternoon, Nov. 21)

Ben Bernie brings a good show to furnish the final week of vaude before the house goes into a temporary picture policy for four weeks, reopening December 26 with the combination stage-film fare. A good 15-piece band, with the brasses under control, is on stage throughout the running.

Ben kids the band boys as they open with *Elmer's Tune*, which gives the various band members a chance to do their bits. Later the band goes exhibitionist with *Concerto in E*, giving Joe Rann, pianist, a chance to demonstrate his skill.

The two Bailey Sisters, who joined Bernie here 18 months ago, have boosted their stock considerably since. They are great favorites here. Open with *Yes, Indeed*: give a smart rendition of *The Man Who Comes to Our House* and set the house in ecstasy with their two well-known recorded numbers, *Li'l Abner* and *Fraidy Cat*.

Don Saxon, band vocalist, is a personable chap and displays a good voice in singing *Old Man River* and *I Don't Want To Set the World on Fire*.

Jerry Withie proves a snappy tapper, and a trio from the band, Art Van Damme, accordion; Bert Hill, bass, and Walter Kamin, guitar, dubbed the *Three Tune Poets*, please mightily, Van Damme getting exceedingly hot on the squeeze box.

Another trio, this one a vocal hillbilly group consisting of Bob Atcher, Bonnie Blue Eyes and Brother Randy, are A-1 in their line. Opening with *Cool Waters*, they steer into one of their best recorded numbers, *You Are My Sunshine*, and conclude with *Texas Plains*. Between group numbers Randy puts on *The Crying Song*, which he has recorded.

The two Calgary Brothers, who do acrobatics and a fight in slow motion, proved a distinct hit. They conclude with a Russian dance that has more rough fun than dance steps.

It's a swell show all the way thru, even to the Winchell cracks from which Ben evidently could not refrain.

Bob Adams.

Stoll, Kingsway, London

(Reviewed Monday Afternoon, Oct. 13)

This week Bernard Delfont brings to the former Hammerstein Opera House his "Anglo-American Rhapsody" titled *Hello, America*. Reason for this name is left unto the end, when one-half of backcloth of *A Friend in Deed(s)* scene depicts London Parliament building. Peggy Stone sings *America I Love You*; girls step out in Uncle Sam costumes; panels in cloth light up to reveal John Bull and Uncle Sam holding phone conversation. Rest of show follows usual British revue lines, with production scenes, comedy sketches and individual turns.

In the cast America is represented by the uncommon hand-balancing act of the Two Valeros, and Wilson, Keppel and Betty, whose individual spot routine shows a variation. A spear combat

dance, adhering to the team's principle of burlesque, replaces the staircase number now used in the show's opening quayside scene, with Wilson and Keppel working as sailors.

In three comedy episodes Betty Knox successfully essays speaking roles. Comedian Nor Kiddie's quiet inconsequential style registers high on each of his many appearances. By contrast Berel and Ostran's more lively efforts impress modestly. Gordon Ray's eight-girl line, the Yankee Clippers, bring some distinction to more or less standard routines. Additional acts for the week are Iris Sadler, with an occasionally daring and at all times funny lecture on astrology, and zany comics Syd and Max Harrison. Business at this house thin.

Edward Graves.

Paramount, Los Angeles

(Reviewed Thursday Afternoon, Nov. 20)

Continuing its policy of offering name bands, the Paramount brought in Skinny Ennis's orchestra (five brass, four sax and four rhythm); Herb Schriener, harmonica humorist; Mavis Mims, dancer, and the Three Jays, trampoline act, for a well-rounded and entertaining program. *Skylark* is on the screen.

With Ennis emceeing, show opens with *Got a Date With an Angel* and a medley of *Yours, Be Honest With Me* and *Piano Concerto*. Maestro demonstrates his breathless singing on *I Don't Want To Set the World on Fire* to a big hand. Ork then offers *Whistler's Mother-in-Law*, with clarinet, trumpet trio and reed section featured. Four reed men do well on *Saxophobia* and the group clicks on imitations of Glenn Miller's playing of *Elmer's Tune*, followed by Dick Jurgens and Kay Kyser's boogie-woogie versions of it. Outstanding is guitar work of Sonny Dawson, who also does well with his Western yodeling of *T for Texas* and *Elmer's Tune*. Band leans heavily on the brass throuout.

Miss Mims does a fast rhythm tap. Timing is good and she works hard, deserving the applause she gets. Schriener puts his Hoosier humor across in good style. His material is good, as is his harmonica playing. He does a top-flight job on *Nola* and encores with *Chinatown*. Had to beg off.

The Jays add novelty to the program with their trampoline antics. Act includes a girl and two men, one whom wows with back and front somersault thru hoop while jumping rope. Girl offers some nifty back flips. Show ends with Ennis singing *Boy, a Girl, a Lamplight* and ork going into *Got a Date With an Angel* for the finale.

House filled when caught.

Sam Abbott.

Review of Unit

"Stardust Revue"

(Reviewed at the Tabor Theater, Denver, Wednesday Afternoon, November 19)

This locally assembled unit, using a line and four acts, offers a nice holiday filler.

Line opens with a rhythm tap. Eight gals are youthful, nicely costumed and, altho their routines are average, they co-ordinate nicely. Earle and Fortune sold their comedy ballroom turn. Earle encores with a single screwball stint and is joined by the gal for a hand finish.

Bill Warner emcees in a capable manner: his intros are good for laughs and his timing proves he is a veteran. With partner, Margie, Warner has the next spot and the pair go thru fast comedy. Altho some of their gags are trite, they manage to hold audience thru delivery and timing. Warner has a nice novelty wind-up, getting bass violin tones from a cord put thru a bass drum.

Line returns for conga capers, in which costuming is particularly effective. Joe and Eddie Dayton, knockabout comedians follow. Work hard for their laughs and are most effective in their falls. With diminutive size and general features an asset, pair could score better with more socko lines. Wind-up of harmonica-guitar duo preceded by phonograph stint gets good hand.

Nelson and Nelson, acrobats on stilts in clown attire, sell better than average acro act due to stilt novelty. Rolls and dancing on stilts particularly good. High spots were bar work of one lad while other held bar and remained on stilts, and somersaults on stilts.

Line starts finale with soft shoe number, but finale is a bit jumbled due to conflict with final line number.

Herb Truckman.

ADV.

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It is not economical to limit messages to the minimum number for which a charge is made when more words are required to express adequately and fully the thought the writer wishes to convey. Of what value is a telegram which leaves the recipient in a state of doubt or uncertainty because of a too energetic effort to save on the number of words? It is true economy to express messages clearly and fully, just as it is pure waste to use extra words which do not add to clarity of expression. In fact, Western Union employees are trained to suggest eliminating unnecessary words and often are able to point out a more economical service which will serve the patron as well as the one first selected. Such service saves the patron money.

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WHAT IS MINKA?
See Music Section, page opp. MUSIC POP. CHART. See Amusement Machine Section, page opp. Pt. 1 RECORD BUYING GUIDE.

Chi Grosses Soar; "Yank" 46G; Bell Unit, Stooges 20G

CHICAGO.—A big three-day week-end, starting with Friday (21), a school holiday, will help send grosses into the higher and profitable regions again this week. The combo houses in the Loop shared in the extra take, competing on the market with strong attractions.

Oriental (3,200 seats; \$13,500 house average) did capacity business Friday (21) with a double stagershow, including a vaude layout and Bell's *Hawaiian Follies*. Vaude acts include the Three Stooges, the Reddingtons and Paul Winchell. Its \$3,000 opening day biz looks like a big help to an estimated \$20,000 gross for the week. On screen, *Sailors on Leave*. Week ended November 20, house took in a very big \$21,100 with Harry Howard's *Beachcombers of 1942*, starring Willie Howard, and *Flying Cadets* on screen. Thanksgiving (20) brought the biggest single-day gross since house reverted to a combo policy again.

Chicago (4,000 seats; \$32,000 house average) has a powerful box-office stimulant in the picture, *A Yank in the R. A. F.*, which is set for a two-week run. Accompanying presentation show will not keep 'em away either, boasting of such acts as the Nicholas Brothers, Gil Lamb and the Hollywood Blondes. Started with six shows Friday (21). Should take in \$46,000 the first week. Week of November 14, Orrin Tucker's band with Bonnie Baker and Universal's *Unfinished Business* grossed a fine \$44,000.

Carroll, White Units Tops in KC

KANSAS CITY, Mo.—S. Bernarr Joffe's Tower Theater, without competition for four years, is booking names since announcement of the opening of the Mainstreet Theater with vaude.

Smiley Burnett headlined the show for two days week of October 17, with Hoosier Hot Shots in the remaining five days. Gross was \$10,000. Pic was *Down Mexico Way*.

A production show, *Fall Fun Festival*, followed, pulling \$6,000. Pic was *Badlands of Dakota*.

Earl Carroll *Vanities* came in October 31 week, pulling \$14,000, top gross of the month. Film, *Moon Over My Shoulder*.

Major Bowes' *Seventh Annual Revue* followed at regular 30-cent admish, drawing \$8,000. Pic was *Last of the Duanes*.

George White's *Scandals* closed Thursday night (20), having pulled \$14,000, playing thru Thanksgiving. Admish scale was not boosted for the show. Pic was *Man at Large*.

McCoy \$6,500 in F. W.

FORT WORTH.—Clyde McCoy, headlining a stagershow touring the Interstate Circuit, grossed \$6,500 for the Worth Theater November 8-11. Tickets, sold to 15,000 patrons, were priced at 50, 40 and 11 cents. Acts on the bill were Freddie Stewart, Bennett Sisters, John and Diehl, Texas Jim Lewis and His Lone Star Cowboys and Dolores Gay.



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Vaudefilm Grosses

See Big 65G for James Ork, Bolger; Herman Ork 50G, Raye 28G, Very Good

NEW YORK.—Thanksgiving Day week-end, bringing lots of visitors to town and giving the homefolks a chance to take in a show, brought up Broadway vaude-film grosses. New good films at most of the houses aided considerably.

The Paramount (3,664 seats, \$37,000 house average) opened Wednesday (19) with Harry James ork, Ray Bolger and pic, *Skylark*. Looks forward to \$65,000 for the first week. Last week bill with Jimmy Lunceford, Bill Robinson and *New York Town* got a passable \$32,000. Budget of bill made this a profitable show.

The Strand (2,758 seats, \$33,500 house average) is in the chips again with the show which opened Thursday (20), including Woody Herman band and *They Died With Their Boots On*. Expected to do a big \$50,000. Last week the single session of Teddy Powell's ork and *International Squadron* pulled an okay \$27,000.

The Roxy (5,836 seats, \$36,000 house average), with the lone holdover in town, is going into the third week with *A Week-End in Havana* and expects a good \$38,000. Last week pulled \$44,000 and opening session chipped in \$55,000. Stage bill includes Archie Robbins, Joey Faye, Marion Bellet and English Brothers, and Diane Davis.

The Music Hall (6,200 seats, \$84,000 house average) is expecting a sizzling \$100,000 as a result of *Suspicion* and stagershow with usual MH staff, which opened Thursday (20). Crowds ran heavily opening days. Last week the lone stanza of *One Foot in Heaven* and stage

Colonial, Detroit, Has 2 Off Weeks

DETROIT.—At the Colonial (1,500 seats; house average, \$15,000), standby of all-week downtown vaude, Al Samuels and Company drew only moderately well on a three-day engagement, with straight no-name show put on for the other four days, to a total week's gross of \$5,700.

Don Bestor and band followed in last week and did a little better on the week, grossing around \$5,800, but still below house average.

Brief spell of warm weather after a rainy week was held partly responsible.

Mainstreet, K. C., Vaude Start Good

KANSAS CITY, Mo.—Aided by defense money plus well-handled shows the recently opened Mainstreet Theater concluded its first two weeks successfully Friday (21).

The gross on the first week's show, entitled *Hi Neighbor*, was \$16,500. *Chili Con Carnival*, second production, pulled \$9,500.

Eddie Mansfield, manager, and Will J. Harris, in charge of production, are continuing their "make yourselves at home" policy, with entire cast coming down into house to mingle with audience at some time during each performance.

Britton, Bacon OK \$9,500 in Dayton, O.

DAYTON, O.—Milt Britton and Faith Bacon, heading a pleasing show at the Colonial week ended November 20, pulled down a good \$9,500.

Following Ben Bernie, the house goes into a temporary picture policy November 28, resuming the combination stage and screen fare December 26.

bill with Stuart Morgan Dancers pulled a fine \$85,000.

Loew's State (3,327 seats, \$22,500 house average), with Martha Raye and Jack Durant on stage, along with *You'll Never Get Rich*, is leaning toward a strong \$28,000 week. Last bill, with Carmen Amaya, Lew Parker and Lydia, failed at \$16,000.

Martin's 2d Para L. A. Week Brings 26G; Orph Fair 9G

LOS ANGELES.—Local vaude patrons showed conclusively that they want name bands when Freddy Martin rolled up a \$26,000 gross for his record week at the Paramount, with *Birth of the Blues*. Orpheum hit an average \$9,000 with a variety program, featuring Roscoe Ates, Joan Brandon, Three Macks, Four Step Brothers and Lester Harding. Harding was in his third week. Pix were *Doctor's Don't Tell* and *Two Latins From Manhattan*. House seats 2,200, with 55-cent, top.

Paramount is seeking to repeat top grosses with Skinnay Ennis and *Skylark*. House average is \$15,000. Orpheum has Duke Ellington and acts from *Jump for Joy*. Opening day business at both spots exceeded expectations.

Business Perks In Buffalo Area

BUFFALO.—Spending in the amusement line here is getting better, and local vaude houses hit good marks the past week, with Thanksgiving a real boon to the combo emporiums, despite rain and cold. Erlanger, legit house, with *Claudia*, and a big rodeo at Memorial Auditorium did okay, too. Current week sees but one live-talent layout on the main stem, namely, Marion Morgan and Tiny Fuller's revue at the Palace.

The Buffalo (seating capacity, 3,500; house average, \$11,800 for straight film bookings) is returning to a vaude presentation schedule, with Ted Lewis and his band and unit set for November 28 week. Current week, which began November 20, is devoid of flesh, but powerful in audience appeal because of strong film, *Birth of the Blues*. Companion pix *Among the Living* and a *Super Man* short. Gross points to at least \$14,000. For week ended November 19 the Buffalo did nicely with \$12,100 on two just average pix, *Feminine Touch* and *Unholy Partners*.

The 20th Century (seating capacity, 3,000; house average, \$7,300 for films only) is doing okay despite lack of live-talent hypo. Current bill offers *Look Who's Laughing*, starring Edgar Bergen and Charlie McCarthy and Fibber McGee and Molly. Expected to hit at least \$10,000. Co-feature is *The Pittsburgh Kid*. For six days ended November 19 the Century stayed above average with the Bernhard Shaw film production of *Major Barbara* and RAF's epic, *Target for Tonight*. Box office tally showed \$6,600.

Cugat Fair at Met; 'Sweater' Unit Okay

BOSTON.—Stage attractions were presented at two major houses last week for the first time in many years, drawing a total gross of over \$40,000.

The Metropolitan (4,200 seats) opened with Xavier Cugat and Larry Adler, but results were not up to expectations. The management claimed a gross of approximately \$26,000 for the week at a 75-cent top. Figure, it is understood, was closer to \$20,000. Met's next stage offering will come in around December 10. Pic was *Dr. Kildare's Wedding Day*.

The 3,212-seat RKO-Boston presented the *Hollywood Sweater Girls* unit. Gross was a good \$22,000. Pic was *Three Girls About Town*. Ritz Brothers opened a week at the Boston Friday (21).

Shaw Big \$29,000 At Philly Earle; Fay's Okay \$6,900

PHILADELPHIA.—Earle Theater (seating capacity, 4,000; house average for straight picture bookings, \$14,000) hit it rich for the week ended Thursday (20) with Artie Shaw and his large band on tap. Getting in the Thanksgiving business at the tail end of the week, Shaw built to a big \$29,000. Oran (Hot-Lips) Page, Davie Tough, George Auld, Les Robinson, Jack Jenny, Paula Kelly and Jack Connif from the band, supported by the Colstons and Bob Dupont. Screen's *Two Latins from Manhattan* contributed little.

New bill opened Friday (21) also shapes up as a biggie. Combo of the Four Ink Spots and Erskine Hawkins' ork hits last season's highest gross with \$32,500, and on this trip figures on reaching Shaw's \$29,000 or better. Has the benefit of the State's Thanksgiving Day at the tail end of the week. Ida Ames and Mitchell, from the band, supported, along with Mope and Poke and Red and Curley to make it an all-sepia bill. *The Night of January 16* on the screen.

Fay's Theater (seating capacity, 2,200; house average, \$6,900), going in for a double headliner of burly belles, hits a satisfactory \$6,900, with Diana Rowland and Marcellita for the week ended Wednesday (19). Vaude contingent included the Three Sailors, Richard Lane, Jim Wong Troupe, Eddie Shayne and Charlotte Armstrong. Gae Foster's Roxette and Billy Klais's band. *Buy Me That Town* on the screen. New bill opening on the Thanksgiving holiday (20), also a double-feature, with Peaches Strange and June Taylor, and points to a neat \$7,400 for the holiday week. Show includes Lewis and Ames, Anthony-Allen and Hodge, Jim and Mildred Mulday, and Sammy White, with *Moon Over Her Shoulders* on the screen.

Spokane Tab Okay; Post Street Down

SPOKANE.—Increased business first part of the week counteracted a drop in week-end take, due to heavy rain, according to Jack Birkland and George Featherstone, operators of the Rex tab show. Gross for week ended November 16 was near the \$1,000 mark for the little house (335 seats). Beatrice Hall and fan dance was featured. *Thief of Bagdad* and *Lone Wolf Keeps a Date* were main pix.

The rain was blamed for a \$50 drop in receipts at the Post Street November 14-16. Acts were the Rexolas, Germaine and Johl, Baron and Bedford, Louis and Cherie, Kolb and Tersita. Films were *Hello, Sucker* and *The Big Boss*.

All Seattle Biz Up 15 to 20 Per Cent

SEATTLE.—Jerry Ross, manager of the Palomar (1,450 seats), says the house is now doing 30 per cent better than last year. Film houses report business is up from 15 to 20 per cent. Department stores sales are up 33 per cent.

Palomar grossed \$7,200, to go \$2,200 over the weekly average. Vaude had Elizabeth Talbot Martin, Tates Dogs, Van and Arvola, the HI-Hatters and Bob Whaling.

On screen, *Top Sergeant Mulligan* and *Sailors on Leave*.

"Black-White" Good

SPRINGFIELD, Mass.—Good crowds attended all shows of *Black and White Revue*, which closed three days at the Court Square November 15. On the screen, *Ladies in Retirement*.

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WHAT IS

MINKA?

See Music Section, page opp. MUSIC POP. CHART. See Amusement Machine Section, page opp. Pt. 1 RECORD BUYING GUIDE.

Magic

By BILL SACHS

MAGIC CIRCLE of London has awarded its Gold Medal to Cecil Lyle, English magician. Presentation took place recently on the stage of the Aldwych Theater, London, where Lyle's *Cavalcade of Magic* continues its run. It is the fourth such medal conferred upon a magician in 40 years. . . . **WILLARD THE WIZARD** is currently appearing under his mammoth tent theater in San Antonio. Woolridge the Magician was a recent visitor on the Willard mystery opy. . . . **ELMAR** is rearranging his kiddies' program in anticipation of a big holiday season in the Texas territory.

. . . **DOUG AND LOLA COUDEN** are playing school assemblies in Western North Carolina. They do their own booking, give previews, and do about six shows a week, running about 50 minutes each, with Lola's Punch and Judy and Doug's juggling, vent, rag pictures and magic bits. . . . **GRAVITYO**, juggler-magician, closes next week with the Bill Hames's carnival in Texas, after which he heads back to the Ohio country. . . . **SERGT. LEE ALLEN ESTES**, magician and ventriloquist and member of the Kentucky State Highway Patrol, came in for a two-page story, with photos, in the October issue of *Kentucky Peace Officers' Magazine*. The article lauded Estes for the fine work he is doing in presenting his magic and vent in conjunction with his safety-first lectures in Kentucky schools. . . . **AL FLOSSO** is keeping busy on club dates in and around New York. . . . **DR. FRANCIS G. BENEDICT** recently lectured on magic, with demonstrations, before the Rotarians and Rotary Annex at Calais, Me. . . . **MRS. HARRY HOUDINI** and Edward Saint were guests of honor at the recent meeting of Parent Assembly, Society of American Magicians, New York. Following the meeting the magi and their guests hid themselves to the Barbizon-Plaza Hotel for an informal dinner party. On the same evening, the SAM's National Council voted to hold the 1942 SAM convention in New York, at a date to be decided later. . . . **PAUL FLEMING** is booked for the World Adventure Series at the Detroit Institute of Arts in December.

KNIGHTS OF MAGIC, New York, at a dinner at Chin's on Broadway November 16, installed the following officers: Max Katz, president; Samuel Saffronoff, first vice-president; Meyer Brown, second vice-president; Dr. Aaron Weiss, treasurer; Richard Patter, secretary; Edwin A. Call, corresponding secretary; Irving Kotch, sergeant at arms; Arnold Kay, warden, and Lew Dick, archivist. Theo Anneman addressed the Knights of Magic on "Mental Magic" November 9. His guest of the evening was Walter B. Gibson. . . . **HARRY CECIL RING**, No. 22, International Brotherhood of Magicians, was organized recently in Detroit, with the following officers: Dr. Zina Bennett, president; Al Tabor, vice-

president; Del Raymond, secretary; Louis Peters, treasurer; Girard Rafferty, sergeant at arms, and William Heisel, J. Hall Smith, Harold Sterling, Bob Ungewitter and Dr. George Bowles, directors. Meetings will be held the 1st and 16th of each month at the Polish Century Club, Detroit. . . . **MERRILL'S GHOST SHOW** left Troy, N. Y., recently to play schools and halls under auspices thru Northern New York and New England. . . . **EDWARD LISKI** has added his magical feats to the revue at Venice Cafe, Philadelphia. . . . **WILLIE DEE** and Willie Jr. are on tour with Harry Berry's *Sunkist Vanities* unit. . . . **HOUDINI CLUB** of Philadelphia recently held its third annual magic contest for the Houdini Memorial Trophy given by Mrs. Harry Houdini for the most original and best performed trick. With Mrs. Houdini and Dr. Edward Saint, in from Hollywood, and John Mulholland, editor of *The Sphinx*, and LePaul as judges, the contest was run off with nine contestants. Don Olsen won the award with a novel version of the Clippo stunt. Ernie Ruth and Ken Nickerson received honorable mention from the judges. Among other guests of the evening were the Maginis, who were appearing at Hotel Philadelphia, Philadelphia, and Dorothy Wolf, of *The Sphinx* staff.

SUGAR'S DOMINO

(Continued from page 4)

that the new and untried stuff is permitted to gather dust or go elsewhere. It is this characteristic failing of the major offices that has made it possible for the small agent and manager to maintain a fairly secure existence.

It is important to the show business for sound economic reasons that the small man be permitted to ply his trade. The small man can render a service to talent that it is impossible for a large, impersonal office to attempt. We are not interested in showing the small man out of the picture. We doubt whether the large offices are so inclined. We contend that if the major offices were to reorganize their set-ups to make provision for the more efficient handling of new material that they would gain incalculably thereby; the business would benefit and there would still be a place for the small man because of the unique function he serves.

It has happened more often than not that acts, attractions or individuals have approached one or several of the major offices to handle them. It has happened just as often that one of these offices has taken such items under its wing (signing contracts being the most prodigious activity of major offices these days), with the result that the contracts have eventually been broken thru lack of performance or the offices released the talent voluntarily because they couldn't see their way clear to do anything for them. What all of this amounts to is that most of the large offices sign them up right and left, hoping to guard against being caught short if a talent famine takes place, but the office set-up is such that the greatest good cannot be dispensed to the greatest number.

The story can be told from accounts given by the comparatively few performers that have come up from the bottom in recent years. With few exceptions they went thru the familiar routine of being tied up to one or several of the offices with nothing happening. That is until by pure accident, perhaps, one of the offices discovered that they had something or until a small agent or manager decided to roll up his sleeves and go to work for them. The talented performers eventually wind up with the major offices anyway, but the poor handling of new material results in seasons wasted. In more cases than it is possible to determine, persons with talent have left the business because the talent professors failed to pick out a good thing even when shoved in front of their noses.

If the major offices would take a bit from us they would invest a very small portion of their resources in a complete revamping of their new talent bureaus. These bureaus should be manned by men or women who know talent; who are closely linked with the men who do the selling. Encouraging and unearthing talent requires intelligence, sympathetic treatment, patience and, more important than all, close co-operation from other factors in the organization that have to do with the selling of material. A major office can have the shrewdest man in the business handling its new talent bureau and he will wind up as a benevolent parasite if the channels are not cleared to permit passage of the gold he unearths.

AGVA Quits Picketing of Hotel After Failure To Pull Out Cast

NEW YORK, Nov. 22.—After almost a year of picketing the Park Central Hotel, punctuated by unsupported threats of a general hotel strike, the American Guild of Variety Artists succumbed to pressure of the AFL Central Trades and Labor Council and withdrew its pickets this week.

Termination of the picketing, however, was no indication that AGVA was giving up the fight to organize the hotel. For the past eight months, AGVA officials have been living in hopes that the teamsters union would strike and sew up deliveries against the Coconut Grove, where the floorshow is intact. Gerald Griffin, exec sec of AGVA, intimated last week that the teamsters were going to strike Tuesday, but this never came off.

Meanwhile AGVA had been trying to yank out the 10 principals and 16 chorus girls, without success. AGVA office sent telegrams to the cast telling them of strike, but nobody, including AGVA members, did. Bill Russell, a member of the Chicago board of AGVA, was one of those who refused to walk out. Other AGVA members in the spot include Dora Maughm, Eleanor McConville, Carl Rosini and Elaine Jordan.

Cast apparently has been against AGVA, joining the Park Central in refusing to enter into negotiations. Miss Maughm, spokesman for the cast, said

Alan Corelli, secretary of Theater Authority and AGVA officer, told her and Miss McConville that if they didn't leave the hotel they would never work again in the United States. "Everything that was wrong with the American Federation of Actors," said Miss Maughm, "is wrong with AGVA."

Miss Maughm also said that the cast went to AGVA and asked it to meditate the dispute, but that the union refused. Hotel apparently could not, even if it wanted to, negotiate with the stagehands union because the union is not in the Hotel Trades Council, with which most local hotels have an agreement. The stagehands union investigated the picketing in an effort to force a union spotlight man in the hotel, and later persuaded the AGVA to join its picketing campaign.

Murray Lane, of the Actors Betterment Committee addressed the cast Wednesday night and urged them to fight for the one big union idea, pointing out that the AFL itself expressed disapproval of the organization set-up of the Associated Actors and Artists of America.

KC Mainstreet To Book Attractions

CHICAGO, Nov. 22.—The recently reopened Mainstreet, Kansas City, Mo., is planning to switch to units beginning November 28 week, to compete with the costly attractions booked into the competitive Tower. Jack Kalcheim, of the William Morris Agency, booking the house, is shopping for names and good exploitation shows.

House reopened with vaude November 6, with Will J. Harris, local producer, handling the production job. First show did okay business. Second fell off, due to the competition of George White's *Scandals* at the Tower. Kalcheim is now negotiating with Jack Fine for his *Jumbo Circus Revue* and with the Laurel and Hardy unit.

Osborne for Strand

NEW YORK, Nov. 22.—A booking shift has Will Osborne opening at the Strand Christmas Day instead of Jimmy Dorsey, who was originally scheduled. Dorsey goes to the Palace, Albany, N. Y., for six days Christmas Day.

Dorsey's date at the Strand has been moved to January 2.

ACT-OF-GOD

(Continued from page 3)

sequence the New York opening, scheduled for November 26, was pushed ahead at least three weeks. When Miss Bankhead recovers, the Philly week will be played out before the Broadway preem.

At press time the star's condition was reported "slightly improved and satisfactory," altho she still had a temperature of 102 degrees. According to the most conservative estimates, Miss Bankhead will be in the hospital for two or three weeks, followed by a short period of convalescence, depending on how she responds to treatment, before she will be permitted to return to the stage.

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Burly Back in KC After Eight Years

KANSAS CITY, Mo., Nov. 22.—Circuit burlesque will return to this city after eight years. Kaycee audiences, branded as "cold" in yesteryears, have been softened up under the influence of defense money, and this time burlesque should definitely find a place here.

The old Missouri Theater, dark for nine years, will reopen with burly next month. A 10-year lease for the theater has been signed with the Folly Amusement Company, a Missouri corporation, and the theater will be on the First-Midwest Circuit. Name will be changed to Folly. The lease was arranged with the 12th and Central Corporation by H. C. Edwards and Company. Warren B. Irons will be manager.

As the Century, the theater used burlesque 20 years ago. In 1923 it was taken over by the Shuberts, who renamed and remodeled it, offering stageshows and stock until 1932, when it closed.

Detroit Vauders Not Definitely Set As Yet on Policy

DETROIT, Nov. 22.—Vaude policies at major local theaters are far from set, despite a few bookings. Personal appearance of Abbott and Costello at the Fox for Thanksgiving was in connection with a world premiere of their new film, *Keep 'Em Flying*.

At the Michigan *Folies Bergere* unit opens November 28, to be followed by Eskine Hawkins and the Ink Spots December 5. However, no subsequent bookings are set.

Major difficulty here, according to management of the house, has been lack of names to feed a steady policy of quality stageshows in either house.

Dorben Dancers for Havana San Souci

CHICAGO, Nov. 22.—Dorothy Dorben Dancers, a fixture of the Edgewater Beach Hotel shows, will leave the end of December to open an eight-week run at the San Souci in Havana January 15. Booking was made direct with the spot's operator, M. Miro, thru Ray Lyte, of the Dave O'Malley office here.

Contract calls for options if the girls succeed. Mario, of Liliane and Mario, who have been working that spot for over a year, will stage the show using the Dorben Dancers. Miss Dorben is rehearsing a new line for the hotel job.

Recently Merriel Abbott sold a line of her girls to the Copacabana in Rio de Janeiro, where they appeared with Eddy Duchin's band, remaining for 10 weeks.

★ ★ ★ ★ ★

NEW!

★ ★ ★ ★ ★

Dainty



DEONE PAGE

Recently closed two lengthy and pleasant night club engagements at Harry's New York Bar and Colosimo's, Chicago.



SINGING • TALKING
DANCING • STRIPPING
Current With the Hirst Circuit

Burlesque Notes

(Communications to New York Office)

NEW YORK:

DEONE PAGE, with Hirst unit 21, is another Manhattan first-timer. Comes by her singing, talking and dancing talents by inheritance. The late Gilbert Mack, straight man, and June (Peggy Mack) West, retired and living in Chicago, are her parents. Both former Columbia wheel greats. . . . GEORGE LEWIS, comic, has authored a new skit, *Pants Store*, which he introduced at the City November 9 week, with Jack Coyle straight. . . . BETWEEN shows Mandy Kay is making leather wallets for friends with his own machinery; June Taylor knits, an art she acquired recently; Bert Grant takes pictures with his new camera; Mae Brown is crocheting a spread for her two-year-old son, Stephen (Tinker) John, and Mary Grant is playing a new portable radio, gift from an Indianapolis friend. . . . MARIAN (LORENZO) MORGAN had a birthday November 10, and ditto Buster Lorenzo. The double-header was celebrated at the Claridge Hotel bar. Louis Susskind of Newark contributed the cake.

ANN CORIO, following her week at the City, November 9-15, went to the Howard, Boston, for week that included three midnighters and doubling in other midnighters at the Globe. Thence to Casino, Pittsburgh; Empire, Newark, N. J., and Dayton, O. Next to rehearse for a play, *Sleep It Off*, for Addiss & Rorke in association with Harlan Thompson. Has also an offer from MGM for the film, *Tortilla Flats*. . . . JACK COYLE, straight man, forced to turn down an offer from *High Kickers* because of a Hirst contract. . . . GAUITY in newly carpeted, and picture displays out front and marquee have been remodeled. . . . SAM BRISKMAN'S City Theater, week of November 9 with Ann Corio, grossed \$7,200; the usual is between 4 and 5G. . . . CARRIE FINNELL back at Le Ruban Bleu nitery, pending start of rehearsals of *And So to Bedlam*. . . . MAR-RONE AND GALLA, new-to-burly dance team, opened at the City, November 9, on a Hirst tour.

TIRZA, wine bath dancer, has become a member of Plumber's Local No. 2, for which she became eligible because of her designing, building and assembling six different types of fountains registered in the U. S. patent office. Calls herself a combination plumber, inventor, physical culturist and interpreter of the dance. . . . MITZI MONTAY, dancer; Rudy Cafey, singer, and Bogosh and Bardine, comedy drunks, were added to Hirst unit 28 in Philadelphia. . . . RED BUTTONS still another burly comic to go legit. Rehearsing for Jose Ferrer's comedy, *The Admiral Had a Wife*, due on Broadway December 11. . . . JODA JANES left the Eltinge Thanksgiving week for home in Kansas City. . . . SAM COHEN, manager of the Hudson, Union City, running two midnighters (Friday and Saturday) this season. . . . BEN HAMILTON, with *Water Folies*, which played Chattanooga, and Birmingham last two weeks, posts the show as "going great and backing 'em in". . . . CRYSTAL AYMES, plus a new fur coat recently gifted, opened with Charnaine for a return to the Gaiety November 7, replacing Jessica Rogers, who moved to Carroll's, Philadelphia, and Julie English.

MARY GRANT now knows November 5 is her lucky day thru winning a cedar chest filled with perfume and powder in a lottery. . . . MARCELLITA opened at Fay's, Philadelphia, last week, coming from the Club Caravan, Greenwich Village. . . . LOUISE ROGERS threw a double birthday party, one backstage of the Grand, Canton, O., and one later at the Cortland Hotel last week for her husband, Parker Gee, straight man. Both in the Bozo unit, which also has Harry Rollins, a new comic in burly; Billy Fields, Holly Leslie, and the Petty Sisters (Jean and Carroll), a new dance team. . . . LESTER MONTGOMERY, producer, now at the Follies, Los Angeles, after a long stay at the Casino, Toronto, where Beverly Carr replaced. . . . ANN LABELLE SULLIVAN and Dorothy Mason Bentley sailed November 8 on the Imperial for the Atlantic Club, Panama. . . . MURRAY GREEN and Elsa Lang, vocal team with the Grant-Foster-Mack unit, stopped shows while at the Eltinge, their version of *Donkey Serenade*. . . . GINGER BRITTON extra-attractioned at the Star, Brooklyn, then at the Eltinge, November 9-22. UNO.

MIDWEST:

STARTING CHRISTMAS WEEK, the Midwest territory will have two additional weeks for burly performers. Harry Hirsh will reopen the remodeled Alvin, Minneapolis, week of December 26, while Warren Irons and Arthur Clamage will relight the Missouri in Kansas City December 25. The Missouri will use Midwest Circuit shows. The Alvin is not set on a definite policy, altho Hirsh was in Chicago last week conferring with Milton Schuster on talent. . . . BELVA WILLIAMS and VIRGINIA JONES closed on the Empire Circuit and are now looking over the nitery situation in Columbus, O., and Chicago, respectively. . . . DIANE RAYE will be featured at the Rialto, Chicago, Friday (28). . . . TERRY KING has been set by Milt Schuster into the Avenue, Detroit, opening Friday (28). . . . JACK LAMONT joins the Empire Circuit this week. . . . JOAN DARE, long a feature at the Brown Derby, Chicago, is currently on the Stella Mills show at the Rialto in that city. . . . MARION MORGAN returns to the Rialto, Chicago, December 12. . . . FIELDS AND GEORGIE close a 12-week run on the Midwest Circuit in Indianapolis, November 27. . . . MARCIA BLUE added to the Empire Circuit, starting in Akron, Friday (28). . . . GLORIA GALE opened at the L&L Cafe in Chicago.

PHILADELPHIA:

MAX WILNER, who formerly operated the Follies Theater, is in town. Follies is without a tenant again. . . . HAPPY ARNOLD and Jack La Mont, new comedy team, trying night clubs here. . . . JESSICA ROGERS, headlining at Carroll's, posed for Earl Moran for 1942 calendars. . . . PATRICIA PAIGE, returned from her honeymoon, has quit show business.

Review

New Gayety, Minneapolis

(Reviewed Saturday Evening, Nov. 15)

Considering the price schedule, excellent entertainment value is offered. Management claims the house receipts for three shows a day, plus third-run pix, is an indication the city wants low-priced, modified burly. Prices are 15 cents to 2, 20 to 5, and 25 until closing, plus tax. Saturday midnight show is 55 cents, plus tax.

Show is produced by Billy Gordon, old-time burly comic, with Helen Mack in charge of dances.

Comedy is handled by Gordon and a newcomer, Freddie Frampton, who is funnier in one-customer wardrobe than some comics are with a dozen costume changes. Straight man Ed Ryan isn't the best in the business, but could be much better if he paid more attention to his cues.

Strips are Jewel Gordon, beautifully-torsoed gal, billed as feature attraction. She's got all the movements and tease of the big-timers. She also works in the blackouts. The other peeler, Billie Burns, is just a so-so gal who steps out of the line. She lacks wardrobe and looks.

Five-girl line is well coached by Miss Mack, herself an ex-burly queen. Parker and Ardelle, man-femme terpers, are definitely the class of the show. Why they're playing this house, already in their sixth week, is a mystery. The girl is talented, has looks and quite a figure. Parker, who also does bits in the scenes, handles his partner very well in their ballroom, acro and swing numbers.

Three Echoes, father-mother-son balance trio, score heavily. The less said about Doro, conga dancer, and Lancelle Lansette, singer, the better.

The scenes are all conventional burly pieces, with Billy Gordon and Frampton carrying the heavy end of all of them.

Shows are changed Sundays and Thursdays. Col. L. T. Lewis, house manager, expects to add more principals within the next several weeks. Shows run little better than an hour. Five-piece pit ork is headed by "Hutchie" Axilrod. Jack Weinberg.

AL GORDON is set to open at the Radio City Rainbow Room, New York, May 13. Now working vaude in the East, set thru Hatti Althoff.

Agents Lose Appeal In Suit Vs. Yvette

NEW YORK, Nov. 22.—The New York Court of Appeals has unanimously dismissed the appeal of Maurice Duke and Robert Lee, who sought damages against Yvette, singer, for an alleged breach of contract. No written opinion was given.

The suit was instituted when Yvette, a minor, repudiated her contract with Duke and Lee last January. Justice Ferdinand Pecora upheld her former managers in their plea that Yvette's mother did not carry out her part when she failed to get approval of the Surrogate's Court, citing an alleged misrepresentation in the mother's claim that she was Yvette's legal guardian when she was only her natural guardian. The Appellate Division of the Supreme Court dismissed both counts. Wednesday's decision re-affirmed the Appellate Division's findings.

Attorneys who argued the case were Jack Goldberg, of Goldberg & Goldberg, for Yvette, and Morton Miller for the plaintiffs.

Vaudeville Notes

STONE AND VICTOR open for a week at the National Theater, Louisville, November 27. . . . PROF. CHER, described by Robert Ripley as "the man with the xylophone head," has quit the act in which he was partnered with El Cleve and Miss Keller for eight years, and is now doing a single comedy turn. Now on the Coast, he is slated to return to the East soon. . . . THE TIFFANYS, back on the Coast after two years in the East, are current at the Rivoli Theater, Seattle, with the Post St. Theater, Spokane, and the Beacon, Vancouver, B. C., to follow.

WILL AND BOBBY MORRIS, father and son comedy bicycle turn, are with Sonja Henie's *It Happens on Ice* at the Center Theater in Rockefeller Center, New York.

Talent Agencies

BOB TANK is the new manager of Jim Roberts's cocktail unit department in Chicago. He moved over from the Central Booking Office, that city.

BERNIE ROTHBERG, of the Jolly Joyce Theatrical Agency, Philadelphia, booking the Gangler Bros.' Circus for theaters during December and January.

BIMBO JUINTOLI, operator of the 365 Club, San Francisco, was in Chicago last week looking for talent. . . . JOE JACOBSON, co-owner of the Chez Paree, Chicago, back from a vacation in Hot Springs.

JOHNNY KING, of the Central Booking Office, Chicago, is back from Florida, where he made booking contacts for the coming season. He set Bernard and Henrie for the Carousel, Miami, opening December 11 for four weeks.

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Original Showboat Destroyed by Fire In Savannah Harbor

SAVANNAH, Ga., Nov. 22.—The Original Showboat, formerly the James Adams Floating Theater, which for 31 years brought entertainment to the Chesapeake Bay sector and the Eastern coastal towns, caught fire in the Savannah River near the Seaboard wharves last Friday afternoon (14) and burned to the water's edge. Cause of the blaze, which quickly spread from stern to stern, is unknown.

The belief was expressed that oil and gasoline might have leaked from the generator motors into the boat's bilges, causing the flames to spread the whole length of the boat. No one was injured in the fire. Late Friday night, after the tide dropped, only a few smoldering timbers in the mud remained of the once popular showboat.

The floating theater was owned by E. H. Brassell, of the Brassell Towing Company here, who bought the boat at auction, together with two tugs, some six months ago for \$6,000. The boat had previously been managed by Milford Seymore, who operated the boat for several seasons with his mother. Unable to sell the showboat, Brassell was planning to strip her of her superstructure and use the hull as a barge. She was being towed across the river so that work could be done when the fire broke out.

The showboat had been berthed at the Thunderbolt Yacht Basin here the last five months and about two weeks ago was brought up into the Savannah River and moored near the foot of Barnard Street. The boat, built by James Adams, had a seating capacity of 488 persons, and it was on this craft that Edna Ferber spent some time while writing her novel *Show Boat*. After buying the boat Brassell renamed the boat the S. S. Playhouse.



GLORIA SADLER, 19-year-old daughter of Mr. and Mrs. Harley Sadler, is a senior at Hardin-Simmons University, Abilene, Tex., where she is majoring in medicine. She recently was elected Bronco Queen, the highest honor for a senior. Gloria is entertainer with the popular Hardin-Simmons Cowboy Band, and recently represented her college at Earl Carroll's State Pageant of Queens at the State Fair of Texas, Dallas, where she went into finals.

camp and banquets in that section. . . . FRANK CAGGAN pens that he's vacationing in Lamont, Fla., with Mr. and Mrs. J. J. Baxter and Mr. and Mrs. Billie Boughton. Caggan says that Baxter bought a new tent two weeks before closing, as well as a new 25-foot trailer. The season just ended was the best for the Baxter troupe since 1929, says Caggan. The Baxters, the Boughtons and Caggan renewed acquaintances with

Winstead's Tenter Ends 32-Week Trek

HAMLET, N. C., Nov. 22.—Winstead's Mighty Minstrels closed its canvas season here last Saturday night (15), winding up a tour of 32 weeks. Business here was only fair, cold weather keeping the natives away.

Early-season business was poor for the show, but around midseason business struck a more satisfactory level, with the last 12 weeks giving the troupe its healthiest box-office play in its many years on the road. Only one man was lost all season, when Freddie Benit asked leave to join Uncle Sam's Army. Following the closing, most of the members of the company caught the Seaboard Airline train out of here Sunday morning.

The various members of the Winstead organization disbanded as follows: James (Pot Liqueur) O'Neil, to Augusta, Ga.; Lemar (Sugarfoot) Lamkins, to Chicago; Charles Perkins, Fayetteville, N. C.; Red Jernigan, Norfolk, Va.; Stafford Swain, St. Louis; Frank Sloan, Charlotte, N. C.; Willie Jones, Fayetteville, N. C.; F. Harlee, Newport News, Va.; W. B. Dixon, Macon, Ga.; "Shadow" Hooks, Rightsville, Ga.; William H. Harris, Richmond, Va.; Alex McLavrin, New York; Brother Freeman, Detroit; Henry Freeman, Atlanta; H. C. Johnson, Fayetteville, N. C.; J. C. Johnson, Reidsville, N. C.; Mickey Martin, Goldsboro, N. C.; John Jackson, Maysville, Ky.; Walter Price, Durham, N. C.; Witty Wyles, Detroit; Margaret Durham, Detroit; Viola Harris, Richmond, Va.; Viola Kemp, Wilmington, N. C.; Hannah Johnson, Freeport, La.; Eva Sims, Wilson, N. C.; Willie Freeman, Detroit; Pearl Draper, Martinsville, Va.; Virginia Jones, Chicago; Ruth Parker, Annapolis, Md.; Dorothea Johnson, Rocky Mount, N. C., and Dot Fiester, Newport News, Va.

C. E. McPherson, agent, hopped to Plymouth, N. C., and from there will go to Florence, S. C. David Wyles and Ted Hubbard are taking out a motion picture unit to play the South.

members of Billroy's Comedians at Monticello, Fla., when the Billroy troupe showed there November 14.

Barnstorming Days

Sometimes of an evening, when I'm sitting all alone,
My truant thoughts go capering back
to days that I have known.
Memory's gates swing open and let in
a flood of rays
That cast a tender spotlight on the old
barnstorming days.

It's a pleasant retrospection floating
down on memory's stream,
To close my eyes and weave those dear
old days into a dream—
Weave them into webs of romance with
a mellow, golden glaze,
For there was charm and magic in those
old barnstorming days.

Oh, it wasn't all bright sunshine—we
had our ups and downs;
We had our share of trials, and Fate
gave us some frowns.
There were times of joy and feasting,
and times that told the ways
Of fasting and privation, in those old
barnstorming days.

But there were many noble friendships,
loyal, firm and stout;
There was charity and feeling for the
fellow down and out,
They were God's own kind of people—
human in their ways,
But by the world misunderstood in the
old barnstorming days.

How many of the great ones who have
won fame and renown
Look back to when they trouped it in
the coal-oil circuit town?
And tho they shine on Broadway, their
names in brilliant blaze,
They salute their alma mater—the old
barnstorming days.

Tho I've won my share of comfort; some
fame I've earned in time;
I've played 'em big and little in almost
every clime:
I wouldn't trade for what's enshrined
in mem'ry's mystic maze—
The griefs, the blows, the joys, the woes
of the old barnstorming days.

By Will H. Locke.

Bowman, Phil Rainey, Louie Meredith,
Pete Carillo and their partners.

INQUIRIES WERE RECEIVED last week on Jack Glenn, Clyde Wood, Smitty Inman, Chad Alviso, Earl Harrington, Phil Rainey, Mario Allesandro, Monte Hall, Marvin Ellison, Kenny Gruwell, Frank Jansen, Charlie Richards, Adele Ballis, Skippy Skidmore, Mickey and Eileen Thayer Jr., Joe Rock, Jack Duval, Pete Carillo, Don Donnison, Jimmy Richards, Anne Schley, Bill Forte, Johnny Reid, Al Smith, Jimmy Barrie and Lloyd Hackler. How about scribbling a little info to the column?

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Rep Ripples

HARLEY SADLER shoots a flash from Post, Tex., that business is great for his tenter in that sector. . . . HOMER MEACHUM, veteran rep, minstrel and vaude performer, was a visitor at the rep desk last Monday (17) while in Cincinnati with Lillian Bennett's *Continental Hit Parade*, which he joined recently. Homer was accompanied by his son-in-law. . . . BEN AND LILLY HEFFNER, formerly with the Heffner-Vinson Tent Show and the past season with the Kay Bros.' Circus, are in Miami, where Ben is working as phone man for the Shrine Fair and Exposition being held there November 22 to December 6. The Heffners have just purchased a new 23-foot Vagabond trailer, and after the Shrine affair will go to Winter Garden, Fla., to remain thru Christmas, after which they hop to St. Petersburg, Fla., for the remainder of the winter. Ben's mother, Mrs. F. W. Heffner, of Cincinnati, and Billy's brother, Leslie Baker, of Lexington, Ky., will spend the holidays with them. . . . AL TINT posts from Kalamazoo, Mich., that he's playing a club date there for Leroy Osborne, veteran tab and rep man, who now operates a booking office there. Al who goes to Chicago from Kalamazoo, says Osborne is doing okay in the booking business. . . . POSTER GRAY recently left Baltimore for Florida, where he will play under church auspices with *The Road to the Right*, by E. P. Hannan. . . . HOWARD ROBINSON is reported enjoying success with his vaude-picture trick playing the Rutland, Vt., area under auspices. The McFarland Brothers, colored singers of folk songs, supply the flesh end.

SAM B. RUSSELL is in Veterans' Hospital, Muskogee, Okla., for treatment of a stomach ailment. He would appreciate hearing from old rep friends. Sam expects to be back on the road in 1942. . . . L. W. DWIGHT reports business favorable for his vaude-picture combination operating in the Hibbing, Minn., section. . . . JAY C. MAISON, veteran comedian whose last tent-show engagement was with the Buddy Players in Pennsylvania two years ago, has just closed the season with the James E. Strates Shows, a carnival company, and is now working as electrician at the air base at Savannah, Ga., four nights a week. He says he also has a line of five girls, the Marinettes, working clubs,

Derbyshow News

(Communications to BILL SACHS, Cincinnati Office)

N. M. Show Has Edge in Legal Battle; 6 and 1 Left

ALBUQUERQUE, N. M., Nov. 22.—Bonds of 25 walkie participants, charged with violating the State law prohibiting endurance contests, were dissolved Tuesday (18) by District Judge Bryan G. Johnson, who ordered the release on their own recognizance. However, he refused to dissolve two bonds of \$500 each posted by John T. Crowder, named as operator.

Altho Judge Johnson agreed with Scott Mabry, assistant district attorney, that his action would 'virtually dismiss the cases against the contestants, he contended that if the law had been violated the blame should rest upon the operator alone.

Waldo Rogers, representing the defendants, argued that the bonds would prevent the participants from leaving the State to appear in similar contests and "consequently deprive them of a livelihood."

Meanwhile six teams and one solo are still packing them in, with bomb-shell sprints now on schedule. Still going are Mario Allesandro and Chonie Archeluta, Roy Myers and Millie Bunger, Jack Kelly and Pat Young, Tommy Garcia and Mary Rombes, Bobby Seils and Opal Ferdig and "Rubber-Legs" Martin and Kitty Hoy. Dave White is the solo and villain. Jack (Dead Pan) Kelley and Roy Myers, assisted by Marion Allesandro, hold down the comedy end. Show is aired three times daily over Stations KOB and KGGN by Monte Hall and Lennie Paige. Wedding of Thomas (Rubber-Legs) Martin and Diane Weatherly November 12 drew a turnout house. Don King's orchestra is on the stand.

One Year Ago

COL. FRANK WEINMAN'S Morton Grove, Ill., derby had 10 teams and two

soles at the 360-hour mark. . . . CARROLL-FOX contest in Waterloo, Ia., had seven teams left, with cold weather cutting the attendance somewhat. . . . FRANKIE AND ALICE DONATO were with a carnival, working their ice act. . . . JIMMY GABLE was working night clubs in Miami and vicinity. . . . ARTIE GETZ was back home in Chicago from the George Pughe Dallas contest. . . . CONTESTANTS were drifting Chicago way as time was nearing for Sid Cohen's Coliseum walkie to open. . . . BILL MCCOY was stationed in Rantoul, Ill., serving in the Air Corps. . . . "RUBBER-LEGS" MARTIN had left the derbyshow field for a fling at night club and theater work. . . . FRANKIE LITTLE was appearing with the Jack Tavlin's holiday show at Goldblatt's State Street department store, Chicago.

MAKE IT A HABIT to watch the Letter List each week. If you see your name there, shoot in your address on a post card and your mail will be forwarded immediately. This is also the surest method of contacting your friends.

MARY FISS letters from Kansas City, Mo., that ever since the show closed there early last summer she has followed her favorite contestants thru *The Billboard*, but somehow or another her favorite, Hughie Hendrixson, has been lost in the shuffle. Mary says the Kansas City fans took to Hughie in a big way; also Johnny

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**Market for 16mm. Product
Is Growing, Hedwig Reports**

NEW YORK, Nov. 22.—The market for 16mm. product is expanding and roadshowmen are bound to prosper if they use common-sense methods, says William K. Hedwig, president of Nu-Art Films, Inc., who recently returned from a tour of the New England, Midwestern and North Central States. Hedwig states that many 16mm. projectors are being sold and that sales will spurt even more when raw materials are again made available on an unrestricted basis.

In general, Hedwig found business for roadshowmen very good in the territories visited. Interest in the 16mm. shows is definitely on the upgrade and operators are active in all fields, Hedwig declares. Hedwig said all types of films are in demand, with good action features particularly strong in New England and the Midwest. Mysteries and Westerns have a greater than average demand in Southern States.

While opportunities for roadshowmen are particularly bright, Hedwig pointed out that there are certain practices now being followed out that might tend to endanger the status of the industry. As a rule, he explained, roadshowmen want to do the right thing in presenting their programs, but sometimes they will put on a picture when they are not fully acquainted with the restrictions it carries. He recommends, in these cases, that roadshowmen get the full facts—and he urged that libraries co-operate by supplying this information whenever requested.

Misrepresentation is the paramount evil in the 16mm. field, according to Hedwig, and he warned that if roadshowmen are not careful (and this applies to libraries and distributors of 16mm. films as well) the 35mm. producers might decide to take over the 16mm. field and send their own men out in the field. It goes without question that this would be disastrous to the many roadshowmen who now make a good living by 16mm. showings. It is no secret that there has been

constant friction between the 16mm. and 35mm. fields, Hedwig explained, and roadshowmen's activities are closely watched. One of the most common practices that has roused the ire of 35mm. producers, is the practice of hanging out posters featuring major companies' names in connection with 16mm. programs. This is strenuously objected to whether location has been approved or not, Hedwig said.

There is no need at this time to list the malpractices prevalent in the 16mm. field—they are known to all interested persons. Hedwig asserted that a solution to the chief problem would be a simple matter: Let the theaters handle the regular 35mm. product, and let the 16mm. field take care of all other situations. Hedwig believes that a fair demarcation by producers and distributors could be worked out to give both factions an equal break. A mutually satisfactory settlement of the points now at issue would assure the continued expansion of the 16mm. field and increase the revenues collected by 35mm. producers from the non-theatrical field, Hedwig concluded.

**ANFA Issues Brochure
On Care of 16mm. Films**

NEW YORK, Nov. 22.—Allied Non-Theatrical Film Association is preparing a brochure on how to avoid wear and tear of 16mm. films for general distribution to roadshowmen. The information on the care and handling of film was prepared by Frank Wing Jr., of Agfa Films, especially for ANFA.

At present the material is appearing in the monthly bulletins of the association, but since the problem is one that concerns all roadshowmen, it has been decided to reprint the data in brochure form, according to Harold Baumstone, publicity representative for ANFA.

**About the Care and
Treatment of Film**

By HERMAN ROSS, President Institutional Cinema Service, Inc.

ONE of the most pressing problems in the 16mm. field is the idea of impressing upon roadshowmen the importance of properly caring for the films they handle. Due to carelessness, perhaps unintentional, hundreds of thousands of feet of film are made useless annually. The money expended for replacements runs into a considerable sum, and all this could be avoided if roadshowmen would pay a little attention to the film while it is in their hands.

Many years ago A. P. Hollis, a well-known educator who championed the cause of visual education, wrote a glowing tribute to the motion picture film, which he called "The Film Prayer." The opening sentence reads: "I am film, not steel; O, user, have mercy. I confront dangers whenever I travel the whirring wheels of mechanism."

We are wondering how we can instill into the minds of roadshowmen this important thought: the fact that film is not steel but celluloid and has to be handled as such. We quote again from the "prayer": "I am a delicate ribbon of film—misuse me and I disappoint thousands; cherish me, and I delight and instruct the world."

We add new films to our library constantly and ship them right out to our subscribers. It is discouraging when such films are returned mangled, scratched or mutilated. A new valuable film has to be discarded because a thoughtless projectionist was not on the alert. A careful and experienced roadshowman knows that he has to watch his machine at all times, clean it and oil it. During projection he has to feel the film from time to time between the last sprocket and take-up spool to see that it is running thru smoothly and that no damage is being done. In the case of new films special attention must be given, due to the softness of the emulsion.

In conclusion we extract another thought from Hollis's "prayer": "I travel many miles in tin cans. I am tossed on heavy trucks, sideways and upside-down. Please see that my first few coils do not slip loose in my shipping case, and become bruised and wounded beyond the power to heal. Put me in my own can. Scrape off all old labels on my shipping case so I will not go astray. Speed me on my way. Others are waiting to see me. The next day is the last day I should be held. Have a heart for the other fellow who is waiting, and for my owner who will get the blame."

**Third Complaint
Due in Free
Movie Lawsuit**

WABASH, Ind., Nov. 22.—The latest move by the local group engaged in giving free movie shows in this area is the abandonment of injunction proceedings and the filing of a new suit asking solely for a declaratory judgment on the "wagon show" tax as applied to operators of free movies, according to Leroy Dennis, of the Dennis Film Bureau, one of the plaintiffs in the action. Dennis said the attorney for the group is seeking to avoid technicalities which might cause a reversal in the Supreme Court.

Officials claim that roadshows come under the provisions of the old 1917 law, whereas the operators contend that free merchant shows do not constitute wagon shows and, therefore, are not taxable. In a hearing held November 13 before Judge Byron C. Kennedy, arguments regarding the jurisdiction of the court in the matter were eased by the new move, Dennis stated. Both sides indicate they expect the case to reach the Supreme Court, he concluded.

**Religious Films
In Demand Now**

NEW YORK, Nov. 22.—With the advent of the holiday season, the demand for religious pictures is heavier than usual, it is reported. It is said that the war in Europe has also brought additional demands from religious organizations for these films. According to well-informed sources it is estimated that religious pictures will increase the 16mm. business by around 10,000,000 feet during the next year.

Roadshowmen planning programs for the holiday season are investigating the possibilities of religious films, it is reported. There are a number of excellent authentic religious subjects now on the market which have proven successful in the past, according to roadshowmen specializing in these pictures.

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New and Recent Releases

(Running Times Are Approximate)

OUR LOUISIANA PURCHASE, released by Academic Film Company, Inc., is the latest in a series of planned eight two-reelers on American history. It is claimed the films in the series have been produced expressly for studies by visual education and correlated with classroom curriculum. This film deals with the purchase of Louisiana from Napoleon for \$15,000,000 and the events incident to this purchase. Running time, 20 minutes.

LIGHTS OUT IN EUROPE, released by Brandon Films, Inc. The film presents a record of the pre-war days that led to the present war. The first war moves in Poland and in England are shown. Most moving of all is the picturization of the suffering of people in Poland as seen from the viewpoint of the helpless civilian. Camera work is by Herbert Kline. Commentary is by James Hilton and spoken by Fredric March. Music composed by Werner Janssen. Running time 62 minutes.

THE BATTLE OF LONDON, released by Pictorial Films, Inc. This two-reeler, filmed during the heavy Nazi air attack against London, was issued with the sanction of His Majesty's War Office and Air Ministry. Narration is by Milton Cross. The film pictures the city's defensive battle against the German onslaughts and features actual scenes of an air battle over the streets of London. Running time, 16 minutes.

THE WIZARD'S APPRENTICE, released by Nu-Art Films, Inc., a one-reeler inspired by Goethe's *Sorcerer's Apprentice*. This musical classic tells the story of the young student of magic who starts something which he cannot stop. Only his master's timely return saves him from disaster. Running time, 10 minutes.

ALICE IN WONDERLAND, released by Nu-Art Films, Inc. The holiday season is a natural for this classic. The Mad Hatter, the March Hare, the Red Queen and all the other familiar characters come to life on the screen. Joan Bennett plays the title role, with special melodies composed by Irving Berlin for the sound version. Running time, 10 minutes.

SUCKER MONEY, released by Astor Pictures Corporation. Film gives an expose of the psychic racket. Has Mischa Auer in cast. Mystery, murder and thrills as the drama unfolds. Running time, 66 minutes.

NEWS PARADE OF THE YEAR—1941, released by Castle Films, Inc. This is the fifth annual release of this one-reel subject and covers all the outstanding news events of the year, including the sinking of the Bismarck, Russian battle-front scenes, the historic Churchill-Roosevelt sea parley, Tobruk's gallant defense, etc. Running time, 10 minutes.

52D STREET, released by Commonwealth Pictures Corporation. A nine-reel musical comedy full of melodies, dancing and comedy. Cast includes many stars of stage and screen, with Ian Hunter and Pat Patterson in starring roles. Running time, 82 minutes.

OUR DECLARATION OF INDEPENDENCE, released by Academic Film Company. One in a series of two-reelers on patriotic subjects, particularly appropriate at this time. The background of the events leading to the Declaration, including the historic Boston tea party, are portrayed and the immortal characters of the period are recreated. Running time, 20 minutes.

MISMANAGED, released by Nu-Art Films, Inc. A two-reel comedy featuring Paula Stone and Eddie Moran. Story about a manager who has his artists appear on an amateur radio program. But all's well at the end, after comedy sequences and songs. Running time, 20 minutes.

HOLD THAT LINE, released by Post Pictures Corporation. A one-reel presentation of the high spots of football, from its beginning as an ancient Grecian game to its present status as a major activity. Many prominent players are introduced by

Thornton Fisher, and there are shots showing them in action. Running time, 8 minutes.

BIG FAIR SEASON

(Continued from page 3)

had to absorb national defense taxes, as fairgoers throught the years have been accustomed to a set price and, despite Congressional elimination of tax exemptions, people are still under the impression that fairs are not bothered by tax collectors. Again, ticket sellers, due to peak business hours and difficult conditions in properly handling crowds, find it convenient to make change with one coin. To add the tax would cause considerable delay and conceivably cause traffic tie-ups on the main highways.

Many fair associations and park operators, realizing that 1942 will be more difficult, have already signed for next year. Fairs already booked with Hamid include, among others, Ottawa; Essex Junction, Vt.; Barton, Vt.; Rochester, N. H.; Flemington, N. J., and Clearfield, Pa. Parks include Selinsgrove, Pa.; Palisades, N. J.; Belmont Park, Montreal.

NEW PLAYS

(Continued from page 16)

is filled with film plots and has as boon companion a young lady downstairs, Puffy Adams, who seems to be either an unsuccessful Disney cartoon character or the latest descendant of the Kalikaks. Judy sees her father give an innocent kiss to the daughter of J. B. Curtis, head of his law office, and immediately seeks to save her happy home in terms of Hollywood—Hollywood terms in more ways than one.

She brings together the boss's daughter and her Uncle Willis, who has been away a long while (Judy, with her penchant for melodrama, thinks he's been in prison), and within a week they're married. Then Judy tells the great J. B. Curtis about it, replete with her imagined Alcatraz details, and Curtis, instead of making Judy's papa a partner in the firm as he'd intended, fires him. But Judy's first date happens to be the son of Curtis's prize client; Curtis hears of him and thinks it's the father; therefore he immediately relents, makes Harry a partner after all, and okays his daughter's marriage to Uncle Willis. And when he finds out his mistake, for some mysterious reason he does nothing about it. Inexplicably, Judy is considered a smart, heroic little girl instead of a stupid and annoying brat who inexcusably meddles in her parents' affairs.

If you can think of a more cheaply Jerry-built hunk of claptrap than this, I'd hate to have to review it. This one slides into every preposterous cliché of its type, carrying the belief of an amateur-show magician and the emotional compulsion of a children's-page crossword puzzle. About all it misses is a mortgage and a revelation that J. P. Curtis is really Judy's long-lost grandfather. Tho is has a number of laughs, its quota of humor is pretty slight. The guffaws come chiefly when such grand and seasoned troupers as Philip Ober and Barbara Robbins are onstage. The kid sections, which are evidently supposed to be hilarious, succeed only in being stupid and unbelievably annoying.

Mr. Hart's direction is strictly from the Chautauqua circuit. Everything is hyped up, overblown and caricatured. Those adult players who are excellent in themselves manage to get laughs despite the slipshod staging, but those given to obvious interpretations emerge as objects frightful to behold, and all of the kids in the show suffer badly.

As a result, in *Junior Miss*, unlike other recent shows, the adult section of the cast has it all over the children. Mr. Ober, one of the most reliable and consistently excellent players on the stage, does yeoman service as Papa Harry, bringing what little belief the piece contains and making laughs out of the most unlikely materials—jobs in which he's beautifully assisted by Miss Robbins, who gives a lovely, charming and altogether admirable performance as Grace, the mother. Miss Robbins has been away from the stage too long; it's nice to get her back—even in something like *Junior Miss*. The other adults range from adequate to the silly burlesque of a serving wench contributed by Paula Laurence.

As for the children, the direction does them no good—particularly the long line of visiting young men, who are made to appear like a series of exhibits from the manic-depressive wing of the local asylum. Young Patricia Peardon, who plays Judy, shows possibilities, but she needs direction badly and doesn't get it in this one, emerging at best as a highly promising young amateur. As for Lenore

Loneragan, who plays friend Puffy, her mugging makes her look like something escaped from a marquee that's advertising a Frank Buck picture, and she speaks like a whisky tenor whose voice is changing. Her preposterous performance under Mr. Hart's direction needs only a red nose and baggy pants to make it glove-fit for a burlesque unit. A singularly unattractive young lady named Joan Newton whines affectedly thru the role of Lois and even this early appears to have clinched the season's worst-performance honors.

Savoy Opera Guild Presents "Iolanthe"

NEW YORK, Nov. 22.—The Savoy Opera Guild, now entering its eighth month of week-end operation at the Cherry Lane Theater, added *Iolanthe* to its repertory Thursday (20), and did an excellent job of it. *Iolanthe* is in many ways the most difficult of the operas so far, in view of the limitations that the Guild has to buck. Its action and traditional staging demand far more space than the raised nook that's called a stage at the Cherry Lane, and it's particularly difficult for a single piano to meet the demands for brasses and clarinets in the accompaniment. But Lewis Denison and Arthur Lief, stage and musical directors of the Guild respectively, met the difficulties with their usual ability. Mr. Denison's action was fast-moving, and he miraculously kept the stage from seeming overcluttered; while Mr. Lief conducted brilliantly as ever, tremendously aided by Norman Secon at the piano.

Perhaps the outstanding feature of *Iolanthe* was the magnificent work of the chorus, which has tricky words and music to cope with, but which delivered better choral work than I've ever heard in *Iolanthe* before. The principals, too, were all of them excellent, with Charles Kingsley doing his finest work so far as the Lord Chancellor, and giving a splendid rendition of the intricate *Nightmare Song*; with Rush Giorloff offering the most effective Fairy Queen in my experience; with Nathalie Landes, a newcomer to the principal ranks, doing lovely work in the title role; with Seymour Penzner and Bernard O'Brien excellent as Mountararat and Tolloller, and Sylvia Cyde and George L. Headley a fine pair of Arcadian lovers as Phyllis and Strephon. Miss Cyde, heard by this reporter for the first time since last spring, did a lovely job on the music, tho showing a somewhat more marked tendency to manufacture tones in her throat. Mr. Headley, a newcomer, displayed a pleasant baritone and read the lines extraordinarily well. Wells Clary was in splendid voice as Private Willis, and Diana Grey, Vivian Denison and Betty Templeton were altogether charming as Celia, Selia and Fleta, being comparable only to that-always-remembered trio in the Winthrop Ames revival some 15 years ago.

And more than a word must be said for Mr. Denison's excellent stage settings. The picture at the opening of the second act drew a thoroly deserved round of applause.

As a matter of fact, the only thing that marred the production was a ten-

dency on the part of some of the principals to fluff the extremely difficult words of a few of the lyrics. It's the first time that that occurred—and it seems all the more a pity now that the Guild is beginning to draw real audiences and get its deserved recognition.

The house was packed last night, and tonight's performance was sold out by noon yesterday. Knocking wood violently, this reporter risks a suggestion that the miracle has finally happened; it's beginning to look as tho the New York at last has a topnotch permanent Gilbert and Sullivan company of its own. If the richly merited audience reaction last night meant anything, the Savoy Opera Guild is here to stay.

Gene Burr.

NIGHT CLUB REVIEW

(Continued from page 19)

is very good, but number moves a bit too slow.

Douglas Dean and Miss Lupino do an unusual dance, a waltz versus jive idea. Also depict a couple of American hoofers in a Rio spot. Slick lifts are featured in both turns. Patrons were generous with applause.

Outstanding are Hibbert, Byrd and LaRue, with Esco LaRue coming on the floor from a ringside table. Hibbert and Byrd do a regular ballroom waltz until LaRue joins them, and then the woman is tossed around in some excellent acro work. Trio adds flash to the show. Had to beg off.

Held over is *The Waltz Lives On* number, featuring Brierly, Dean, Miss Lupino and the Starlets. Turn is presented at a time when action is needed. Steps and vocals are tops.

Starlets are fine lookers.

Sam Abbott.

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The Final Curtain

ANDREWS—Edward Monroe, 84, founder of the Andrews Opera Company which toured the Midwest years ago, November 18 at his home in Mankato, Minn. In 1936 he directed outdoor performances of Gilbert and Sullivan operas staged by the Twin City Civic Opera Association in Minneapolis.

BARR—Charles E. 65, cookhouse and ride operator, in Redmon, Ill., November 8 of a heart attack. He and his son Glenn toured with cookhouse and rides in Illinois and Indiana. Also survived by his widow, Rose; a brother, A. J. Barr, Paris, Ill., and two sisters, Mrs. Ada Zimmerman, Paris, and Mrs. Bertha Helmer, Albion, Mich.

BARTET—Julia (Jeanne Julia Regnault), 87, French actress, in Paris recently. She starred at the Comedie Francaise, was a member of the Theater Francais, was at one time known as The Divine. Her last appearance was in *The Herodienne* in 1919.

BECK—Edwin L., 46, brother of Al C. Beck, well-known circus and carnival executive now with the Convention Shows, in Toledo November 17 of a heart attack. Interment in Memorial Park, Toledo.

BLETSCH—Roland L. (Speed), widely known pitchman, in a Poplar Bluff, Mo., tourist cabin November 11 from asphyxiation. Body was shipped to Chicago for cremation. A brother, J. W., Chicago, survives.

BOSSERT—Dr. Charles Leidy, 68, the past 36 years chief of the Atlantic City Beach Patrol, November 13 at his home there of a heart attack. Two daughters, a brother and a sister survive. Services November 17 in Atlantic City. Burial in Greenwood Cemetery, Pleasantville, N. J.

BRANDENBURG—Mrs. Sarah, 72, mother of Raleigh Brandenburg, Side Show talker, November 18 in Louisville. Survived by three other sons, Corydon R., William H. and Roy E., and a daughter, Mrs. Vitula Irwin. Services in Louisville November 21, with additional services and burial in Cedar Hill Cemetery, Corydon, Ind., the same day.

BROWN—Thomas Vernon (Peck), actor and musician, in Boston November 14 of a heart attack. At the time of his death he was with Harrison Augler's *Adrift in New York Company*. He had been with the Augler brothers for the last 18 years. He was in his early 50s and was a member of the Cecile Daylight Lodge No. 305 A. F. and A. M., Ancient Accepted Scottish Rite of Freemasonry and Ararat Shrine, all of Kansas City, Mo., and the musicians' union of Mankato, Minn.

IN LOVING MEMORY
OF MY DEVOTED WIFE

MARY V. BUCK

Who Passed on Nov. 29, 1940

O. C. BUCK

BUCK—Dr. Frederick W., vet med pitchman, at his home in Washington October 24 after several weeks' illness. His widow survives. Burial in the family plot at Flagler, Colo.

BURNS—A. M., 68, veteran orchestra leader, November 15 at his home in East Liverpool, O. Services at St. Stephen's Episcopal Church, East Liverpool. Burial in Riverview Cemetery there.

CHAMBERS—Mrs. Edna, 46, concessionaire, October 20. She and her husband, Tex, operated concessions the past 29 years, being with Rice & Dorman, Bill H. Hames, J. George Loos, Crowley's United and World of Today shows. Buried in Grove Hill Cemetery, Dallas.

D'AMICO—Peter A., 34, orchestra leader of North Adams, Mass., November 14 in that city of pneumonia.

DEVANT—David, 73, magician, in Royal Hospital for Incurables, Putney, London, October 13. In 1893 he appeared for Maskelyne at the Egyptian Hall, London, becoming his partner in 1905. Altho stricken with paralysis in 1920, he went on giving lessons and writing books until his condition became so bad in 1937 that he entered the Royal Hospital. Regarded by many as the greatest magician of all time, Devant was one of the founders of the Magic Circle. Thru revealing some of his secrets he was expelled, but later found favor again and was taken back.

FRANK—Art, 40, veteran vaude and night club performer, November 18 at Sunny Lodge Sanitarium, Ossining, N. Y., of pneumonia. He was well known for his old-man character parts. Altho most of his career was spent in vaude, he was also in George White's *Scandals* and Billy Rose's *Casa Manana*, Fort Worth. He had also appeared in Europe. He leaves his wife, Vivian, who was in his act; two sons, four sisters and three brothers. Buried in Mount Heavan Cemetery, Flushing, L. I., N. Y.

GALLUPPO—Leonard, 34, ride operator and brother of Jack Galluppo, well-known cookhouse operator, in Cairo, Ga., November 13 of pneumonia after being stricken while playing a fair at Lake City, Fla. Last season he operated a Loop-o-Plane on the Southern States Shows. Survived by his widow, two children, four brothers, two sisters and parents. Body was sent to North Plainfield, N. J.

GORDON—William G., 35, widely known pitchman, from asphyxiation in a Poplar Bluff, Mo., tourist camp November 11. Body was sent to his home in New York for burial.

GUBELLINI—Pietro, 60, operatic tenor noted for his interpretations in *Tosca* and *Pagliacci*, in Bologna, Italy, where he had been employed in a carpenter's shop.

HARTMANN—Louis, 79, former musician, recently in St. Louis. For many years he was a piano and violin instructor.

HOLTON—Warren F., 50, father and partner of Patricia Holton, child mentalist, October 25 in his hotel room in Vancouver, B. C. He was appearing with his daughter at the Beacon Theater, that city. His widow substituted for the rest of the engagement.

HOMAN—Mrs. Mary, wife of Walter Homan, of the Homan Troupe, acrobats, November 7. Burial in Reading, Pa., November 11.

HOY—Roller, sheet writer for *The Southern Planter*, recently in Harrisonburg, Va. Burial in that city.

KAHN—Victor Hyman, 58, former comedian, November 13 at the Church Home and Infirmary, Baltimore. A native of London, Kahn was brought here more than 30 years ago by Henry Savage to appear in *Little Boy Blue*. With his wife, the former Blanche Walter, he played in George White's *Scandals* on Broadway and the Pacific Coast in the early 1920s. Later they appeared thru-out the country in an act known as Kahn and Boone. About 14 years ago they retired, and Kahn opened a voice studio in New York. Besides his wife he leaves three brothers.

KING—Edward L., 56, business agent the past three years of Local 38, IATSE, Detroit, suddenly October 22 there. He was a stagehand from 1900 to 1916, when he came to Detroit. He sold stage equipment until about 1927, and was later stagehand at the Michigan Theater. Survived by his widow, Grace. Interment at Chicago.

KRAMER—Wright, 71, stage and screen actor, in Los Angeles. He had appeared with Fanny Davenport and other legit players, in addition to touring in vaudeville. Kramer appeared in *The Showdown*, *Anne of Windy Poplars*, *Dark Streets of Cairo* and *Before I Hang*. Funeral services in Veterans' Chapel, Sawtelle, Los Angeles, November 19.

LLOYD—Archie, 65, October 28 in Norwalk, Conn. He had been connected with Leo Feist, Inc., for 20 years, and later became manager of the Boston office of Irving Berlin, Inc. He retired from the music business 10 years ago because of poor health. Buried in Philadelphia.

McGIRR—Freda Gilmer, 32, former dancer and pianist, November 11 in Cooper Hospital, Camden, N. J., of pneumonia. She appeared in Ziegfeld *Follies* under the name of Marie Gilmer, and later was for three years at the Roxy Theater, New York, and Mastbaum Theater, Philadelphia. She began her career at the age of five, playing vaude on the Public Theaters Circuit. She was an accomplished pianist, and after leaving the stage assisted in professional dancing. Surviving are her husband, John J.; two sons, her parents and a brother. Services November 14 at her home in Haddonfield, N. J. Interment in Locustwood Memorial Park there.

MILLER—William J., 68, associated with theatrical and motion picture work in Pottstown, Pa., November 10 at his home in that city. He was stage manager when shows were presented at the old Opera House. A son survives.

MUNDY—Olga (Mrs. Bruce Lehman), former radio, vaude and night club sing-

er, recently at home in Pittsburgh after an illness of three months. She was one of the first singers featured over Station KDKA, Pittsburgh. After leaving KDKA she appeared in night clubs and toured the country in vaude. She leaves her husband, a prominent Pittsburgh musician; her father, three sons and a brother.

NAGEL—Hans, 49, native of Germany and since 1921 zookeeper at Hermann Park, Houston, shot to death November 17 by a motorcycle officer, who claimed self-defense. Survived by his widow, Mrs. Alice Nagel, and a brother, Walter, of Prussia. Services at Christ Episcopal Church, Houston, with Rev. J. W. E. Airey, well known in theatrical and frontier circles, officiating. Burial in Forest Park Cemetery there.

O'CONNOR—John, 71, father of the O'Connor Twins, teamed with Bert St. Clair, a dance and novelty act, November 11 at his home in Philadelphia after a short illness. Two other sets of twins survive.

PERRAULT—Oliver D., 47, cameraman, in Hollywood November 19 after an illness of three years. Survived by his widow, Jenny. Services and burial in Hollywood November 21.

ROSAIRE—Aubrey, clown, in Glasgow, Scotland, October 13. A son of Mr. and Mrs. Rosaire, he was featured as chief clown, "Silly Billy" Green, in the family circus.

SABIN—Leroy C., 53, a director of Three-County Fair Association and in charge of exhibits in the Massachusetts Building, Eastern States Exposition, Springfield, November 12, of asphyxiation. He has been in ill health for some time. His body was discovered in an automobile which had been driven into the building. Survived by his widow, two sons, two daughters and three sisters. Services and burial November 17.

SEIFERT—Walter J., 45, composer and organist at the Strand Theater, Hartford, Conn., in that city November 11. Survived by his widow and a sister.

SONTAG—Herbert O., 61, Milwaukee pianist and member of the Milwaukee Musicians' Association, November 13 there. Survived by his widow and two daughters.

STUBBS—Dewey, 43, outdoor showman, in New Bern, N. C., November 19 of a heart attack. He was with the Kaus Exposition Shows the past season. Survived by his widow, Alberta; father, M. A. Stubbs, and a sister, of Dillon, S. C. Body was sent to Dillon for burial.

THURMAN—Lula, well known in outdoor show circles, in Lynville, Tenn., recently. A sister, Mrs. E. B. Braden, also well known in outdoor show business, survives.

VINCENT—Ella (Mrs. John Charles Cheviot), 83, former actress, November 16 at Englewood Hospital, Englewood, N. J. Miss Vincent was the daughter of Leon John Vincent, veteran stage manager, and it was thru him that she made her first appearance on the stage. She played character parts for many years, appearing in *Beauty and the Beast* in New York. She was also seen with Max Strackosh's Opera Company, the Chestnut Street Theater Company, Philadelphia, and the McCall Opera Company, appearing with De Wolf Hopper, Digby Bell and Lillian Russell. In more recent years she was in the company supporting James K. Hackett, H. Beerbohm Tree and Mrs. Fiske. She leaves her husband, a resident of the Actors' Fund Home, Englewood. Buried in the Actors' Fund plot, Kensico Cemetery, Westchester County, N. Y.

VOELKER—Edward O., 31, former ride foreman and electrician with Lew Henry, in a Winston-Salem, N. C., hospital November 15 of tuberculosis. For the past four years he was with A. B. & B. Attractions and B. & B. Transfer Company, Winston-Salem. Survived by his parents, Mr. and Mrs. Samuel L. Voelker, Detroit.

WADE—"Suicide Ted," 26, stunt man with Capt. Bob Ward's Daredevil Aces, in an explosion November 16 in Galveston, Tex.

WADLEY—Ardell R. (Rube), former general agent of Wallace Bros.' Shows and more recently with Cotton State Shows, in Charity Hospital, New Orleans, November 20 of tuberculosis. Wadley at one time was a circus musician. Later he became a carnival agent and worked for Liggett's Evangeline, Strayer's Pan-American and John R. Ward shows.

WORTH—Al J., former minstrel man, November 13 at his home in Atlantic City of uremic poisoning. In recent years he operated a barber shop which was patronized by many greats of the theater. Survived by his widow, Mary,

daughter of the well-known minstrel singer Eddie Cassidy. Burial in Holy Cross Cemetery, Philadelphia, November 17.

Marriages

BELLILE-CUTHBERT—Morris Bellile, ride foreman on E. J. Casey Shows, and Karen Cuthbert, concessionaire with the same shows, recently in Holy Cross Church, Norwood, Man., Canada.

BLOW-BROGGI—Angus W. Blow, engineer at Station WMAS, Springfield, Mass., and Norma D. Broggi, secretary at same station, November 15 in North Agawam, Mass.

CAEN-MATTHEWS—Herb Caen, columnist and night club reporter of *The San Francisco Chronicle*, and Bea Matthews, of New York theatrical circles, in San Francisco November 21.

COHEN-BELL—Irving I. Cohen, nonpro, and Shirley Bell, radio actress on Station WGN, Chicago, in that city late last summer, it has just been revealed.

ELLER-MATHIAS—Quentin Eller (Professor Ace), magician, and Eileen Mathias, his assistant, November 16 at the 11th Street Church of God, Canton, O.

FLEEMAN-DeMARIS—Jessie Fleeman, ticket seller, and Violet DeMaris, whip cracker, in Greenfield, Mo., November 1. They were formerly with Bill Chalkais's Side Show.

HARRIS-YOUNTS—Woodie Harris, concessionaire with Art Lewis Shows, and Rose Anna Younts, operator of Eddie Delmont's penny pitch on the same shows, in Emporia, Va., recently. Bride is the daughter of Mr. and Mrs. William Younts, Ferris Wheel operators on the shows.

MANN-MARCUS—Nate Mann, boss candy butcher at the Roxy Theater, Cleveland burlesque house, and Syd Marcus, nonpro of New York, recently in Cleveland.

MANVILLE-EDWARDS—Tommy Manville, nonpro, and Bonita Edwards, actress, November 18 in Ridgefield, Conn.

OVERALL - KIMBROUGH—John R. Overall, Eastern sales representative of Mutual Broadcasting System, and Florence Kimbrough, nonpro, November 19 in Christ Church, New York.

PETERS-LEVON—Lewis H. Peters, nonpro, Ocean Grove, N. J., and Doree Levon, New York, in Anderson, S. C., November 7.

PRENTISS-DAVIDSON—Ed Prentiss, radio actor, and Ivah Davidson, nonpro, in Chicago November 21.

PRICE-ERVIN—Jack Price, vaude, burlesque and nitery performer, and Beulah Ervin, with Turner's Concessions, November 14 in St. Louis.

TOTTEN-HANSON—Roger Totten, projectionist at the Salem Theater, West Salem, Wis., and Jeanette Hanson, November 12 in that city.

VALOTTA-PRICE—Dominick Vallotta, assistant manager of the Richmond Theater, North Adams, Mass., and Eleanor B. Price, candy butcher at the Paramount Theater there, in North Adams November 17.

Coming Marriages

Merrill Pye, film art director, and Eleanor Powell, screen dancer, next February.

Frederick Raborg, nonpro, and Deane Janis, singer, in New York soon.

Births

A daughter, Sherry Mae, to Mr. and Mrs. Nat D. Rodgers November 20 in Alexandria, La. Father is a prominent promoter and mother is daughter of Roy E. Fox, well-known tent rep showman.

A daughter to Mr. and Mrs. Val Campbell November 11 in Detroit. Father is booker at the Betty Bryden office.

A daughter, Lynne Ella, to Mr. and Mrs. Otis Manning recently in Toledo. Father is a magician and mother a night club and radio singer.

A daughter, Ramona Louise, to Mr. and Mrs. Walt Newton November 13 at Jefferson Hospital, Philadelphia. Father is announcer at Station WIP, that city.

A daughter, Heather Ann, to Mr. and Mrs. Hal McIntyre at Mount Zion Hospital, San Francisco, November 8. Father is chief announcer of Station KYA there.

A daughter to Mr. and Mrs. Hezz Johnson in Alameda, Calif., November 15. Father is accordionist with Duke Mar (See BIRTHS on page 34)

Progress Theme For PCSA Ball

Committees complete plans as ticket sale soars—Hargrave banquet chairman

LOS ANGELES, Nov. 22.—Featuring a "20 Years of Progress" theme, plans for the annual Pacific Coast Showmen's Association's banquet and ball were completed today as the ticket sale went steadily forward. Several movie celebs have been contacted and will appear at the event to be held in the Biltmore Bowl, Biltmore Hotel, December 11. Harry Hargrave is chairman of the committee.

Tickets were placed on sale several weeks ago, with large blocks going to O. N. Crafts, Charles Nelson, Mike Krekos, Virginia Park, Moxie Miller and Harry Levine. Single and double sales have picked up the last few days, and officials predict more than 1,000 will attend the event, which will honor the Western Fair Managers' Association, which will be in convention here.

Event will start at 7 p.m., with a reception, followed by the banquet at 8 and the floorshow at 9. Entire production of the Biltmore Bowl has been engaged.

Casey 1941 Season Above Par; Indoor Attraction Clicks

WINNIPEG, Man., Nov. 22.—E. J. Casey Shows, which terminated a successful season here September 6, have been playing a number of indoor carnival dates with their Indoor Unit under War Effort Appeals auspices. Regular tour, which got under way May 14, saw the shows play 48 fairs and celebrations to above par results. Last two weeks of the trek were hampered by inclement weather, however.

Shows are making plans to play the annual Empty Stocking Fund Carnival in Civic Auditorium here and after that effort Manager E. J. Casey and personnel will vacation for several weeks. Equipment will be stored in a well-heated warehouse, and work on organization's expansion plans for 1942 will get under way after the holidays. During the season 28 of the regular personnel enlisted in the Canadian Army. Among the latest were Edward Falk, Bob Drysdale, Alexander Vandel, Wesley Bennett and Fred Antenuff.

Carl Cannel returned to Victoria, B. C., and Percy Labelle went to his skating rink in Port Arthur, Ont. Frank Buro and family went to Calgary and Napoleon Bazand joined the Mines police force at Flin Flon, Man. Fidler Vien also went to Flin Flon. Bill Siddon, Nick Sucky, Frank Wilson, George Gurr, Jack Baillie, Alf Allison, Ernie Willis, Art Curtis, Johnny Hatch, Jack Lizette, Val Jean and wife, Louie Meller, Donald Kerslake, Ted Kartenson and Dan Mandrick are wintering here.

Mr. and Mrs. John Shinn returned to Bowsman River, Man.

Max Goodman Plans 1942 Improvements

HOT SPRINGS, Nov. 22.—Max Goodman, owner Goodman Wonder Shows, sojourning here, promises a surprise announcement soon. What the announcement will be he would not divulge at this writing.

Goodman has purchased three new rides, which will be added to his line-up for 1942, and he is building new fronts for the Midget and Girl Show. For the latter he has already contracted a New York revue, operated by a prominent New York producer. Much other work is planned during the winter at quarters in Little Rock, Ark., where Ted H. Cope, shows' assistant manager, is in charge. Goodman will leave here on November 26 to attend the Chicago meetings.



HARRY HARGRAVE, prominent West Coast showman, is chairman of the committee in charge of the Pacific Coast Showmen's Association's annual banquet and ball to be held in the Biltmore Bowl, Biltmore Hotel, Los Angeles, December 11. Western Fair Managers' Association, which will be in convention at the time, will be honored in connection with the event.

Texas Club Host At Formal Opening

SAN ANTONIO, Nov. 22.—Blue Bonnet Showmen's Club, retitled the San Antonio Showmen's Club at the last business session, staged a gala formal opening party here last Saturday night. More than 300 showfolk and friends visited the new clubrooms during the festivities.

Prior to the party, membership numbered 195, and during the formal opening about 40 more applications were received. Of the 195 members, 90 are with Beckmann & Gerety Shows. Sixty-two are members of Alamo Exposition Shows, with the rest being composed of members of Texas Exposition Shows and other San Antonio showmen.

Jack Ruback, president, had Mayor Quinn, Sheriff Kilday, Police Chief Hopkins and other city officials as his guests at the party.

Seek Rube Wadley Relatives

NEW ORLEANS, Nov. 22.—Authorities at Charity Hospital here are attempting to locate relatives of Ardell R. (Rube) Wadley, former general agent of Wallace Bros. Shows and more recently with Cotton State Shows, who died November 20, regarding the disposition of the body. Anyone knowing whereabouts of Wadley's relatives is asked to have them contact the hospital immediately.

Gooding Re-Inks Saunders

COLUMBUS, O., Nov. 22.—Ora (Buck) Saunders, publicity director and assistant agent for F. E. Gooding Amusement Company this season, has been re-engaged to handle those positions in 1942. General Manager F. E. Gooding said here this week.

Complete Program of ACA in Chicago

All sessions of the eighth annual meeting of the American Carnivals Association, Inc., will be held in Room 118, Hotel Sherman, Chicago, beginning Monday, December 1, at 11 p.m. and continuing nightly at the same time and place until the business of the meeting is completed.

Opening of meeting by President Floyd E. Gooding.
Roll call of member shows.
Proof of notice of meeting.
Reading of minutes of 1940 Chicago meeting and approval thereof.
Annual reports of general counsel, Secretary-Treasurer Max Cohen and of associate counsel and approval thereof.
Reports of committees, reports of officers.
Communications.
Discussion of activities of the association for the past year.
Applications for membership and action thereon.
Unfinished business.
New business.
Election of directors until the next annual meeting.
Directors' meeting combined with membership meeting.
Election of officers.
Discussion of association's policies for 1942.
Selection of next meeting place.
Presentation of bills.
Financial report of meeting.
Miscellaneous business.
Addresses by members present on subject to be announced at the time of the meeting.
General conference on matters affecting the carnival industry.
Adoption of policies and legislative program for 1942.
Open forum.
Adjournment.

Ottawa Exhib. Signs Conklin

BRANTFORD, Ont., Nov. 22.—Following his announcement of award of Canadian National Exhibition Frolexland contract for the sixth consecutive year, J. W. (Patty) Conklin, of Conklin Shows, from winter quarters here reported acquisition of the 1942 midway of Central Canada Exhibition, Ottawa. Conklin returned from Ottawa early this week, enthusiastic about the results of his discussions and bids with the Ottawa management, headed by Herbert H. McElroy, secretary-manager.

Central Canada Exhibition has been played for a consecutive string of seasons by Max Linderman's World of Mirth Shows. Linderman was not present to make a bid, but Conklin said the Eastern showman had a bid entered.

In line with his policy at the Class A fairs of Canada, Conklin said the name to be used for amusement stretch at Ottawa is Frolic-Land. By adding Ottawa to the A fairs and CNE at Toronto, Conklin has the top events in the Dominion. Central Canada contract also includes all the concessions, Conklin stated.

MSA Annual Dance In Tie-Up With Mich. Fair Meet

DETROIT, Nov. 22.—Michigan Showmen's Association officials this week completed plans with members of Michigan State Fair Association to hold the club's sixth annual Midwinter Dance and Frolic in connection with the fair meetings, January 21-23, in Fort Shelby Hotel here. Dance will be held after the final fair session in the Shelby's Grand Ballroom.

A number of show business promoters are being lined up as principal speakers, along with State, city and county officials. Fair Secretary Harry B. Kelly and George H. Brown, MSA committee chairman, are directing the events.

Heth's 39-Weeker Ends Well in Ga.

AUGUSTA, Ga., Nov. 22.—F. R. Heth Shows' 39-week season, which saw them play the Carolinas, Virginia, Tennessee and Georgia, ended with a successful stand on Hayne's lot here last week. Near-capacity crowds prevailed at the close, despite cold weather.

Shows are stored in a fireproof warehouse here, with Joe Sorenson in charge. Plans are being mapped for construction of five new show fronts for 1942, while reconditioning of other equipment will get under way soon.

Manager F. R. Heth left for several weeks of hunting and fishing in South Carolina and Florida before starting on his spring booking tour. Charles Miller left for Tampa, and Raul Botwin went to his home in Columbia, S. C. J. J. Redman headed for Asheville, N. C., while Lou Riley will winter at his home in New Jersey.

RC in Banner Phoenix Stand

Fair execs laud midway attractions — combo to winter in Tucson

PHOENIX, Ariz., Nov. 22.—Rubin & Cherry Exposition ended a nine-day run at Arizona State Fair here November 16 to excellent business. Shows left here for Tucson, Ariz., where, after a run of several days, they will enter quarters, having leased suitable buildings belonging to the old El Paso & Southwestern Railroad there. Organization had planned to winter at the fairgrounds here, but fair commission decided against that proposal, fearing it might interfere with race meets to be held this winter and next spring.

R. L. (Bob) Lohmar, general manager, said midway and concession business during the fair was good and termed the season unusually good. Henry Kramer's midgets, he added, topped the midway. Shows presented 18 rides and 20 shows, and fair commission officials commented that the organization "had everything that they said they would have" and rated it as one of the best midways ever to play the fair from the standpoints of excellence of facilities and variety of entertainment.

A heavy rain late the afternoon of November 13 sent hundreds on the grounds home and kept thousands of prospective visitors away. En route here the show train was involved in a railroad switching yard accident at Parker, Ariz., in which one member was seriously injured and many others shaken up. Ernest Clinton Clark Jr., manager Magazine Cover Girl Show, sustained injuries which necessitated his remaining in a Phoenix hospital for observation when shows left for Tucson. Exact nature or extent of his hurts has not been determined.

Clark was thrown to the floor of the train with great force when a switch engine banged into it while on a main line siding at Parker. Nearly everyone in the train was floored by the crash, but Clark was the only one badly hurt. Railroad officials, the show management said, effected full settlement for damages while shows were here. The crash, they said, resulted in some damage to equipment, particularly neon tubing.

Lawrence Registers Best Tour; Returns To Barn in Chester

CHESTER, S. C., Nov. 22.—Altho hampered by a shortage of electric power in this sector, Lawrence Greater Shows terminated one of the best seasons in their history here and returned to quarters on the fairgrounds. One of the buildings, however, will not be available until January 1 as it is being used by the army.

Shows played 12 fairs during the 32-week tour, which got under way here April 7. Anticipating another banner season in 1942, management has engaged an extra building crew, which will start work soon after January 1. Many of the personnel have found employment locally and will winter here. Owner and Mrs. Sam Lawrence plan to spend the holidays in New York, but will return in time to open quarters. Mr. and Mrs. Fred Phillips motored to New York, where they will winter, while George Smith, who has been re-engaged as special agent, will vacation in Florida.

Louis Guerth will remain here until December and then spend the holidays in New York. Mr. and Mrs. Bill Woodall went to Steubenville, O.

Thomas To Have Negro Show

NASHVILLE, Nov. 22.—Dr. H. A. Thomas, owner Mandy Green From New Orleans Minstrel Show, said here this week that he will launch his Thomas Exposition, an all-Negro show, next spring. Organization will comprise three rides, five shows, a number of concessions and a colored free act.

Thomas plans to play large cities, and shows will be transported by motor and rail.

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Fayetteville Fair Closer for CW; To Barn in Petersburg

FAYETTEVILLE, N. C., Nov. 22.—Cetlin & Wilson Shows climaxed their 1941 tour here last Saturday with a fair week's business under Veterans of Foreign Wars Post auspices despite cool weather. Altho handicapped by a black-out all week, rides and shows registered a surprising gross. Shows returned to quarters in Petersburg, Va. Cool weather caused midway to close earlier than usual and the regular farewell parties were held during the week.

Bill Cowan entertained his employees Thursday night at a chicken dinner. In attendance were Richard Burns, Fred Karl, Mike Cambell, Rubin Kline, William (Tubba) Heiman, Fred Kelly, Benny Kaplan, Lawrence Kehoe, L. C. Langram, Mr. and Mrs. Tony Pomporini, Mr. and Mrs. Mike Farino and Mr. and Mrs. Maurice Friedenheimer.

On Friday night Mr. and Mrs. Issy Cetlin and Mr. and Mrs. John W. Wilson entertained these members at a farewell banquet: Mr. and Mrs. Carl J. Lauther, Mr. and Mrs. Woodrow Olson, Mr. and Mrs. R. C. McCarter, Mr. and Mrs. John B. O'Rear, Mr. and Mrs. Charles Cohen, Mr. and Mrs. D. C. (Bud) Cross, Mr. and Mrs. Doc Norman, Mr. and Mrs. R. S. Walters and son, Mr. and Mrs. Tommy Thompson, Mr. and Mrs. Dudley Lewis, Mr. and Mrs. Elmer O'Rear, Art Paugh, William (Bill) Cowan, George A. Harnes, Joe Longmore, Frank Neister, James Coffman, Harry Dunkel, Tony Lewis, Frank Massick and Mary B. McLane. A work crew is being retained at quarters. Owners Cetlin and Wilson left for the New York and Chicago meetings, but outlined a work program to be directed by Frank Massick and Slim Gibson.

Gooding Is Optimistic Over Next Year's Tour

COLUMBUS, O., Nov. 22.—F. E. Gooding, general manager F. E. Gooding Amusement Company, which closed its most successful season recently, is optimistically looking forward to 1942 at local quarters. Gooding feels that defense production will have been stabilized and the labor shortage adjusted in some measure before next season's opening. His organization, he said, expects to operate to capacity and has been awarded several contracts for repeat engagements.

Storage of rides and shows at 1300 Norton Avenue here was completed by November 1, facilitated by more space in the new concrete and steel additions erected last summer. New buildings house a second paint and carpenter shop. Purchases of new equipment during 1941, plus the rebuilding of used amusement devices, has made it possible to double the size of the quarters crew, comprising mechanics, painters and carpenters. Machine shop is again in charge of George Bouic, while James E. Wolfe and Harry Potter direct paint and carpenter shop activities.

Staff for next year will be about the same as in 1941, with F. E. Gooding, general manager; Kathleen Holleran, secretary; E. C. Drumm, manager Gooding Greater Shows, assisted by Mrs. Drumm, secretary-treasurer. Next year will mark Drumm's 30th consecutive one with the Gooding organization.

Managers of other units, including American Exposition Shows, will be: J. F. Enright, George Bouic, Charles O'Brien, A. D. Smith and Carl Spellman. E. W. Weaver continues as general agent. Blaine Gooding, who will be released from the army soon, will resume management of one unit in 1942.

Lofstrom & St. Eloi Show In Ga. Barn; Tour Clicks

VALDOSTA, Ga., Nov. 22.—Lofstrom and St. Eloi Trained Monkey Show moved into quarters here after a banner season, which took the unit thru Georgia, Tennessee, Kentucky, Ohio, Indiana, Illinois and Michigan. Shortly after arrival, work crew began rebuilding a new monkey house for the animals and plans for 1942 are under way, with Captain Raymond A. Audette, trainer, working out a number of new acts.

Recent visitors included Guy and Lil White, Doc and Billy Murdock, Mr. and Mrs. Doc Swain, the Crawfords, A. L. Johnson, Harvey Dickson, George Burke, Bud Smith, Ted Fedder, Tom Baker, Clyde Warbritton, Cecil Rice, Tom Rich and John B. Davis.

Sutton to Osceola Barn; Expansion Plans Mapped

PARKIN, Ark., Nov. 22.—Management of Great Sutton Shows, which wound up the season to good business here, said last week that the office-owned equipment will be stored in Osceola, Ark., at the country home of Owner Sutton, where a small crew soon will begin painting and renovating rides and show fronts in line with expansion plans for 1942. Officials said final weeks of the tour were hampered by a shortage of ride help and the fact that cotton picking was ideal, making common labor at a premium.

Despite this handicap, shows opened on schedule at each stand. Kennett, Mo., proved the best still date, with Fairfield, Ia., the poorest. Manager Sutton will leave soon on a combined business and pleasure trip in the South, returning to quarters for the holidays. Mr. and Mrs. F. J. Doyt again will winter in Texas, while Mr. and Mrs. Earl Conners will go to Ocean Springs, Miss.

Mr. and Mrs. Sternberger went to their home in Aransas Pass, Tex., and Mr. and Mrs. J. (Bill) Carner will spend a few weeks in New Orleans before returning home to Johnston City, Ill. Mr. and Mrs. Bert Brundage joined Greater United Shows in Texas, and Betty-John and Moody Cook plan to open their museum in a Southern city soon.

Patrick's Greater Winner In Arvin Despite Weather

ARVIN, Calif., Nov. 22.—Altho hampered by cold weather, Patrick's Greater Shows ended a good week's stand here tonight, under City Community Club auspices. Crowds left early but spent freely. Henry (Whimpy) James's Dope Show led shows, with Jimmie Burns's Girl Show second.

T. H. Bailey's attractions worked to good results. Capt. Eric Van Der Wall's Fighting Lions, free act, clicked. Joining here were Mr. and Mrs. Dyke, penny pitch; Mrs. John Hobday, ball game, and Mr. and Mrs. H. W. Gould, who assumed operation of Bailey's Fish Bowl Show.

Convention Scores At Greer Wind-Up

AUGUSTA, Ga., Nov. 22.—Closing a 26-week season in Greer, S. C., November 8, Convention Shows' Southern unit came in to local quarters last week. Stand at Greer, under American Legion Post auspices, was one of the best of the Southern tour. Management planned to keep a few rides and shows operating all winter, but closed in accordance with a recent OPM order to preserve electricity for national defense.

Shows contemplate an early spring opening in the South and plans are now under way whereby the organization will acquire its own power plant. Owner and Mrs. Clay Mantley left for Florida to look after their ride interests there, but will return north to line up the route in New York in a few weeks. Manager Al C. and Secretary Jean Beck left for their home in Cleveland.

Mr. and Mrs. Mary Smith, show operators, went to Miami for a brief vacation and Mr. and Mrs. Keith Johnson, bingo operators, returned to Dunkirk, N. Y. Fay Lewis and Al Barth will remain in quarters to supervise rebuilding and painting activities. James Caposella and Louis Seppe, ride operators, returned to Detroit. Marion Thomas, Ferris Wheel foreman, returned to his home in Charleston, W. Va., and Fred Stumpp will open a garage in West Virginia. Visitors at the final stand included John Tinsley, Bob McLendon and T. A. Stevens, Tinsley's Rides. Many visits were exchanged with personnel of the World of Mirth Shows, playing the Augusta Fair.

Norman Good for Hall Bros.

WASHINGTON, Ark., Nov. 22.—Hall Bros.' Shows, recently organized by George Hall, successfully closed a week's stand in Norman, Ark., last Saturday despite cold weather. Rides did fair business, as did McJunkin's concessions. Hall plans to play defense project towns in Southern Arkansas and Louisiana all winter. Recent visitors included Mr. and Mrs. Harry Zimdars and several members of Golden Belt Shows, wintering in Hot Springs.



Do Not Forget
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The Salvation Army
for the Needy
at Christmas

Weather Hampers Buckeye's Finale; Trek Satisfactory

LAUREL, Miss., Nov. 22.—Hampered by inclement weather, Buckeye State Shows closed the season in Hattiesburg, Miss., with two of the poorest weeks of the tour and moved equipment into quarters on the fairgrounds here. Season's tour was satisfactory, however, and shows wound up on the right side. Organization covered 4,568 miles on its trek and played in six States. Personnel was about the same as when shows opened in March. All members of the executive staff have been re-engaged for 1942.

Mr. and Mrs. Date Curtis left for Florida for the winter, and Earle Crane and family went to Indian Rocks, Fla. Pete Richards took his concessions to New Iberia, La. Mr. and Mrs. McQueen, after having their trailer and car repaired, will go to Florida, while Paul Paulette goes to Miami for night club engagements. Mr. and Mrs. James McCann will remain in Hattiesburg, with James Frances and Charles Savage staying in quarters. Mr. and Mrs. Pat Brown will remain at quarters. Jack Oliver will remain in Laurel, Miss., and Russell Cooper, electrician, will go to Memphis.

Mr. and Mrs. Vic Campello will winter here, and Kack Harrison purchased a new photo gallery, which he and Mrs. Harris and Eloise Lowry will work in Alabama. Mr. and Mrs. Ray Koppelman stored their photo gallery and left for Iowa, and Mr. Peterson and family have installed their photo gallery in a local store. Homer and Evelyn Finley will remain here for a time before going to Florida. Homer has the Rolloplane on Goodman Wonder Shows and Mrs. Finley the Kiddie Rides on this show. H. G. and Lucille Starbuck will remain here and then go to Memphis and Hot Springs for the holidays. Owner Joe Galler will take Mrs. Galler to Hot Springs for the winter and then will attend the Chicago meetings. He has mapped an extensive rebuilding program for 1942. Concessionaires from Wallace Bros.' Shows joining the last several weeks included Shep and Margaret Miller and Dale Hall.

Lawrence Sunshine Club Ends Season With Party

ANDERSON, S. C., Nov. 22.—Sunshine Club on Lawrence Greater Shows, which closed their season on November 14, held its annual farewell dinner in a local restaurant last week. Final business session before the dinner, which drew 150 members, was called to order by Chairman Bill Woodall.

Seated at the head of the table with him were Mr. and Mrs. Sam Lawrence, owners of the shows and organizers of the club; J. J. Reis, secretary; Mr. and Mrs. Curly Graham, ways and means committee chairman; Mr. and Mrs. George L. Smith, special agent; Thomas Buchanan, legal adjuster; Louie Guth, electrician, and Anderson Fair Secretary Mitchell.

Lawrence thanked all with the shows for their co-operation in helping him make 1941 his most successful year. Brief talks by other members followed. After dinner dancing prevailed until early morning. Purpose of the club is to take care of indigent members.

QUARTERS notes from James E. Strates Shows by Mark Bryan from Mullins, S. C.: In the absence of Master Builder James Yotis, who is still vacationing at Savannah, Ga., Nick Bazinas has a crew overhauling the coaches. All staterooms are being modernized. Mike Olsen, master of transportation, assisted by Charles Barnes, Lew Deering and August Angus, is getting the tractors, caterpillars and ride engines in shape. Mike will spend the holidays in Rochester, N. Y. Mr. and Mrs. Fred Fournier and Tony Gordon, concessionaires, info from Charlotte, N. C., that they had good week at the food show there. Mr. and Mrs. Sky Putnam are vacationing in Sarasota, Fla. Capt. Walter Lumpkin, in charge of the shows zoo here, added four alligators to his collection. Mr. and Mrs. James E. Strates info from Elmira, N. Y., that they had an enjoyable visit with their daughters who are attending finishing school in Rochester, N. Y. The Strates will make the New York and Chicago meetings. Keith Buckingham is shipping equipment south from shows' permanent quarters in Elmira, N. Y. Dick O'Brien returned from Savannah, Ga.

Funland Chalks Good Biz At Columbia, S. C., Date

COLUMBIA, S. C., Nov. 22.—Good weather resulted in good business for Funland Shows at their week stand at Assembly and Devine streets, which ended November 8. Committee co-operated and shows opened Monday night to good crowds, which increased nightly. General Manager T. L. Dedrick was away on business, and Assistant Manager Verne Spaine handled all details. Patrons from army camps helped swell attendance.

H. L. Travis, general superintendent, is getting equipment in shape for 1942. Eddie Hayton's Rolloplane topped rides, the Ferris Wheel second. Johnny Riddick joined with his Sunflower Minstrels. Ronald Travis had his car repainted. Bobby Miller left for her home in Ohio. Bill Pinkerton joined with his concessions, and V. Hamilton is shows' new electrician.

Whitey Davis has the Ferris Wheel in good shape. Concessionaires include A. Reynolds; Earl Slusser, cookhouse and photos; Louis Heth, bingo; Mrs. Heth, E. V. Dolwity, Verne Spaine, R. L. Henderson, Mac Horse, Eddie Hayton and E. Hall. Shows are Ronald Travis's Mickey Mouse, L. Dutches's Wild Animal Circus, V. Frank's Hollywood Revue and Johnny Riddick's Sunflower Minstrels. W. C. Kaus, Kaus Shows; Mr. and Mrs. J. E. Steblar, World of Fun Shows; John Hobbs, B. & H. Shows, and Tommy Boswell and Mr. and Mrs. Cecil Purvis, Boswell Amusements, were recent visitors. Ray Sharpe, formerly of World of Fun Shows, is mail man and *The Billboard* sales agent.

B. L. (BENNIE) BECKWITH, who closed a good season with Endy Bros.' Shows in Danbury, Conn., wrote from Hot Springs: "Have been here for three weeks receiving treatment for a heart ailment and my doctor has fixed me up pretty well. There's always a colony of showfolk at the Majestic Hotel and among them now are Mr. and Mrs. Sam Solomon and William Solomon, Sol's Liberty Shows; Mr. and Mrs. Max Goodman, Mr. and Mrs. Joe Goodman and daughter, Goodman Wonder Shows; Mrs. Sam Leibovitz, Mr. and Mrs. Sam J. Levy, Helen Stock, Mr. and Mrs. Ed A. Hock and daughter, Leo Bistany; Bobby Mansfield and Mr. and Mrs. Dick Gildersorf, Dick's Paramount Shows. Frisk Greater and Golden Belt shows are wintering here."

NOTES from Mighty Sheesley Midway's Anniston, Ala., quarters by E. C. May: All equipment is stored in quarters here and Manager John M. Sheesley is making headquarters at the Jefferson Davis Hotel. After closing, Mrs. May, my brother, J. S. May, and I, visited our mother in Huntington, W. Va. We returned here, but J. S. entered the Veterans' Hospital in Huntington for treatment. Charles E. Sheesley went to his home in Harrisburg, Pa. Harry Cramer has been released from a local hospital, where he underwent treatment for his eyes, and will head for Miami soon for the winter. Robert North, who has been re-engaged as publicity director, went to his home in Lynchburg, Va.

NOTICE

TO SHOW MANAGERS, FAIR SECRETARIES, CONCESSIONAIRES, RIDE OPERATORS, COMMITTEES & FRIENDS

Due to having already booked several outstanding Fairs the

Dodson's World's Fair Shows

have not been sold nor will be sold until close of 1942 season.

Will be glad to meet and do business for 1942 season with Showmen with new ideas, Ride Operators with unusual rides, Concession People and Fair Secretaries who really desire a brand new modern Midway with thirty-five railroad carloads of super attractions.

Will be at Hotel Sherman, Chicago, Ill., week November 30.

Make Dodson Shows' Rooms Your Headquarters You're More Than Welcome

M. G. DODSON, President

ACTS WANTED

Start work December 15. High Flying Casting Act, Tumbling Acts, Horizontal Bars; other Acts answer. Send photos, photos returned. State best price for one year contract; work 6 days per week, 2 shows per day, 10 A.M. and 3 P.M. A town a day, no big jumps. Want two A-1 Advance Men. Must have good car. Want Scenery and Sign Painter. Write ACTS, Box 150, Phoenix, Ariz. Wire ACTS, Care of Western Union, Phoenix, Ariz.

Texas Kidd Does Biz On West Texas Journey

COLEMAN, Tex., Nov. 22.—Texas Kidd Shows garnered good results at their week's stand here under American Legion Post auspices. Organization came in from an exceptionally successful tour of West Texas, on which it played to good crowds and business in the cotton towns of Snyder, Anson, Knox City, Munday and Goree. Archie Hensley's well-framed cigarette gallery is doing well, and Andy Custer took delivery on some new canvas here.

Frank Stenz joined with photo gallery,

and Mr. and Mrs. Jackie Hammond were added to the rodeo attraction. Billie Basinger is making plans for her Florida vacation. Texas Kidd returned from a business trip. Elmer Weber reports good business with his four concessions. Mrs. Genevieve Nuckols is visiting her sister on Dailey Bros.' Circus. George Prichard's cookhouse is popular.

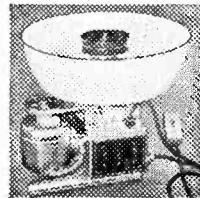
CINCINNATI, Nov. 24.—L. C. Reynolds, manager of the Reynolds & Wells Shows, wired *The Billboard* from Texarkana, Ark., that because of the death of his mother, Mrs. M. E. Reynolds, he would not attend the outdoor meetings in Chicago.

Where Are You Wintering?

Kindly give the information on this blank and mail to *The Billboard*, Cincinnati, O., for our records of circuses, carnival and tent shows in winter quarters:

- Title of Show
- Kind of Show
- Is it Flat-car, Baggage or Motorized?
- Owner
- Manager
- Winter Quarters Address
- Office Address
- Opening date and stand for 1942 if definitely set

MAKE \$50.00 A DAY ON CANDY FLOSS



Start a business of your own, make real money at any place of amusement with CANDY FLOSS, get one of our highly efficient machines now. Four models to choose from, sturdily built, easily operated. Prices to suit you. Write TODAY.

ELECTRIC CANDY FLOSS MACHINE CO. 202 Twelfth Ave., So. Nashville, Tenn.

WANTED

First class, reputable General Agent for large Motorized Carnival. Must produce results. Top salary. Address: **Box CH-63** Care *Billboard* Pub. Co., 155 N. Clark St., Chicago, Illinois

WANTED

Good Dog and Pony Man. One that can train and present Dog and Pony Act. Write all. **GEO. E. ROBERTS** Pamahasika's Circus 3504 N. 8th Street PHILADELPHIA, PA.

CAMEL BROS.' CIRCUS WANTS

Aerial, Ground and Animal Acts suitable for winter show. Salary must be low. Following people, wire: Wilsons, Ginsberg, Pat Walton, Spencer, Huntley Elephant Act. McGee wants Johnny Wall to wire. Want Canvas Men and Animal Man. All mail: **CAMEL BROS.' CIRCUS** 314 W. Seventh Texarkana, Texas

Strates Shows Will Repeat at York Fair

MULLINS, S. C., Nov. 22.—James E. Strates Shows, wintering here, have been awarded the midway contract for the 1942 Interstate Fair, York, Pa., according to word from Fair President and General Manager Samuel S. Lewis, it was announced by Dick O'Brien, assistant manager of the shows.

It will be the fifth consecutive showing at the York fair for the Strates Shows. O'Brien said additional space would be allotted the shows, and that each year efforts had been made to present an augmented line-up of attractions at York.

ROUTES

(Continued from page 20)

- McDonald, Bettie (606) Chi 25-Dec. 7, nc. MacFarland, Frank (Barney Gallant's) NYC, nc. McKenna, Joe & Jane (Beverly Hills) Newport, Ky., cc. MacNamara, Roselind (Chateau Moderne) NYC, nc. McNeil, Claudia (Kelly's Stable) NYC, nc. McNellis, Maggi (Ambassador) NYC, h. Mabely, Jackie "Moms" (820 Club) Phila, nc. Mack & Fay (Golden Gate) San Francisco; (Orpheum) Los Angeles Dec. 1-6, t. Madera, Nedra (Club Gaucho) NYC, nc. Madison, Ruby (Gay '90s) NYC, nc. Malina, Luba (Embassy) Phila, nc. Malo Trio (Yacht) Pittsburgh 24-27, nc; (Latin Quarter) Boston 30-Dec. 13, nc. Mangan Sisters (Diamond Horseshoe) NYC, nc. Mann, Betty (Agid's International Casino) NYC, nc. Marcus, A. B., Show (Tower) Kansas City, t. Marianne (Biltmore) Providence, h. Marks, Tony, & Co. (Arabian Nights) Chi, nc. Marlow, Great (Elks) Hanover, Pa., nc. Marlowe, Don (Ritz-Carlton) Phila, h. Marlowe, Selma, Starlets (Harry's New Yorker), Chi, nc. Marnee (Carroll's) Phila, nc. Marsh, Rue (Barone's) Chi, nc. Marshall, Bernice (Royale) Detroit, nc. Marshall, Jack (Chase) St. Louis, h. Marshall & Shields (Bismarck) Chi, h. Marta, Richard (Chateau Moderne) NYC, nc. Martin & Flo (Red Mill) NYC, nc. Martinez, Juan (Ruban Bleu) NYC, nc. Marvin & White (Bowery) Detroit, nc. Mason, Gil & Bernice (Glenn Rendezvous) Newport, Ky., nc. Mata & Hari (Edgewater Beach) Chi, h. Matvienko, Dmitri (Casino Russe) NYC, nc. Maurice & Maryea (Bismarck) Chi, h. Maxellos, Five (Adolphus) Dallas, h. May-Ada (Warwick) NYC, h.

- Maysy & Brach (Stanley) Pittsburgh, t. Meadows, Franklin (Swing Club) NYC, nc. Mercer, Frances (Versailles) NYC, nc. Mercer, Mabel (Le Ruban Bleu) NYC, nc. Merle & Lee (Jack Lynch's) Phila, nc. Midnight in Manhattan (National) Greensboro, N. C., 26; (Modjeska) Augusta, Ga., 27-29; (Plaza) Asheville, N. C., 30; (Bijou) Knoxville, Tenn., Dec. 1; (Noble) Anniston, Ala., 2-3, t. Miles, Jackie (Walton) Phila, h. Miller, Marion (606) Chi, nc. Mills, Jimmy (B. & C.) Detroit, nc. Miskaye, Betya (Rainbow Room) NYC, nc. Moke & Poke (Earle) Phila, t. Mona, Jean (Greenwich Village Inn) NYC, cb. Montes, Nina (French Monte Carlo) NYC, nc. Moore, Monica (Pierre) NYC, c. Moore, George (Arabian Nights) Chi, nc. Moore & Revel (Commodore) NYC, h. Morgan, Eddy (Ritz-Carlton) Atlantic City, h. Morgan, Grace (La Guardia Airport) Long Island, N. Y., nc. Morgan Trio (Kelly's Stable) NYC, nc. Morris, George (Armando's) NYC, nc. Morse Sisters (Venice Grill) Phila, nc. Mosely, Robert (Famous Door) NYC, nc. Munro & Adams (Jimmy's) Miami, Fla., nc. Murray, Steve (Butler's New Room) NYC, nc. Myrus (Gibson) Cincinnati, h.

- Nadia & Sasha (Casino Russe) NYC, nc. Na Pua (Lexington) NYC, h. Naldi, Nita (Diamond Horseshoe) NYC, nc. Nalley, Dell (Roger's Corner) NYC, nc. Nalley, Veva (New Yorker) NYC, h. Natalie & Howard (Harry's New Yorker) Chi, nc. Navarre (Casanova) Detroit, nc. Nelson Novelties (State) NYC, t. Newdahl, Clifford (No. 1 Bar) NYC, nc. Newell, Ace (Fairfax) NYC, h. Nicholas Bros. (Chicago) Chi, t. Nils & Nadyane (Shadowland) San Antonio, Tex., nc. Norman, Al (Riverside) Milwaukee, t. Nova, Yvon (Casanova) Detroit, nc. Novelle, Ron (Park Rest) Newark, N. J., nc.

- O'Connell, Alice (Lincoln) NYC, h. Ortega, Belen (Havana-Madrid) NYC, nc. Osta, Teresita (El Chico) NYC, nc. Owens & Parker (Riviera) Fort Lee, N. J., uc.

- Padilla Sisters (El Chico) NYC, nc. Page, Ruth (Rainbow Room) NYC, nc. Page & Nona (Tivoli) Sydney, N. S. W., Australia, Dec. 3-7, t. Parker, Lew (Capitol) Washington, t. Paulson, Leah (Lexington) NYC, h. Payne, Frank (Club Trocadero) Evansville, Ind., nc. Peaches, Sky Revue (Roosevelt) Jacksonville, Fla., 7-28, h. Pedro & Rafael (Grand) St. Louis, t. Penny Sisters (Rice) Houston, Tex., 17-27, h. Perrin, Mack (Cafe Sutton) NYC, nc. Peters Sisters (Congo) Detroit, nc. Phillips, Carol (Jack & Bob's) Trenton, N. J., nc. Phillips, Steven (Leon & Eddie's) NYC, nc. Pickert & Ross (Biltmore) NYC, h. Pliner & Earle (Pierre) NYC, h. Poliakova, Nastia (Russian Kreichma) NYC, nc. Pope, Glenn (Adolphus) Dallas, h. Price, Georgie (La Conga) NYC, nc. Price, Sammy (Cafe Society Downtown) NYC, nc. Princess & Willie Hawaiians (Ray Ott Club) Niagara Falls, N. Y., nc.

- Rardin, Joey (Stanley) Pittsburgh, t. Raye, Martha (State) NYC, t. Red & Curley (Earle) Phila, t. Reyes, Billy (Palace) Cleveland, t. Reyes, Raul & Eva (State) Hartford, Conn., 24-27, t. Rhythm Maniacs, Three (Black Cat) NYC, nc. Rhythm Rockets (Capitol) Washington, t. Richards, Julio (Havana-Madrid) NYC, nc. Richards, Lynne (Lincoln) NYC, t. Richey, Jean (Jefferson) St. Louis, h. Ridge, Walter (Colosimo's) Chi, nc. Ringo & Harris (Corra & Irene's) NYC, nc. Rios, Rosita (Biltmore) NYC, h. Ritz Bros. (RKO Keith) Boston, t. Rivera, Dianita (Greenwich Village Inn) NYC, cb. Roberto & Sarita (Copacabana) San Francisco, nc. Roberts, Cecil (Rainbow Inn) NYC, nc. Roberson, Orlando (Congo) Detroit, nc. Roberts, Joan (Jack & Bob's) Trenton, N. J., nc. Robins (Bal Tabarin) San Francisco, nc. Robinson, Gil (Post St.) Spokane 28-30, t; (Beacon) Vancouver, Can., Dec. 5-11, t. Rodney, Cyril (Embassy) Phila, nc. Rodriguez, Alda (Havana-Madrid) NYC, nc. Rogers, Billie (Strand) NYC, t. Rollickers, The (Flynn's Cocktail Room) New Orleans. Rollini, Adrian, Trio (Dempsey's) NYC, nc. Rolls, Rolly (Beverly Hills) Newport, Ky., cc. Romaje, Gypsy (Chateau Moderne) NYC, nc. Rose Marie (Roosevelt) Jacksonville, Fla., 23-Dec. 6, h. Ross, Lenny (Club Tag) Phila, nc. Ross, Dorothy (Cue Club) NYC, nc. Rossilianos, The (Chez Paree) Chi, nc. Rozini, Carl (Park Central) NYC, h. Rushing, Jimmy (Cafe Society Uptown) NYC, nc. Russell, Bill (Park Central) NYC, h. Ryan, Sue (Oriental) Chi, t.

- Sachs, Rusty (Jack & Bob's) Trenton, N. J., nc. St. Claire & Leroy (Congo) Detroit, nc. Salazar, Hilda (La Martinique) NYC, nc. Sandler, Harold (Casino Russe) NYC, nc. Scott, Hazel (Cafe Society Uptown) NYC, nc. Scott, Loraine (Wonderbar) Springfield, Mass., nc. Sebastian, John (Palmer House) Chi, h. Selandia, Prince & Princess (Casanova) Detroit, nc. Sexton, Al (Sawdust Trail) NYC, nc. Shadrach Boys (Beachcomber) NYC, nc. Shanley, Robert (Music Hall) NYC, t. Sharron, Olive (606) Chi, nc. Shaub, George (Jimmy Kelly's) NYC, nc. Shaw, Naleo (Lexington) NYC, h. Shaver, Buster, with Olive and George (Riverside) Milwaukee, t. Shepherd, Norma (Hickory House) NYC, nc.

- Sherman Bros. & Tessie (College Inn) Phila, nc. Shields, Ella (Jimmie Dwyer's Sawdust Trail) NYC, nc. Shutta, Ethel (Chez Paree) Chi, nc. Silvertones (Terrace) Tampa, Fla., h. Sky Liners (Rogers Corner) NYC, nc. Slate Bros., Three (Riverside) Milwaukee, t. Spiller's Seals (Fernandez Shows) Honolulu, T. H. Sporn & Dukoff (Savannah) Savannah, Ga., h. Spot, Jack (Bismarck) Chi 17-27, h. Stanley, Irene (Le Poissonier) NYC, nc. Stapletons, The (Strand) NYC, t. Stirling & Rubia (Gloria) Columbus, O., nc. Stone, Eddie "Bozo" (Wonderbar) Springfield, Mass., nc. Stone, Bentley (Rainbow Room) NYC, nc. Stooges, Three (Oriental) Chi, t. Stuart & Lea (Hipp) Baltimore 24-26, t. Sullivan, Mickey (Lido) Worcester, Mass., c. Sumner, Helen (Ivanhoe) Chi, re. Suns, Three (Picadilly) NYC, h. Swann, Russell (Rainbow Room) NYC, nc. Sybil & Sandra (Dinty's Terrace Garden) Cohoes, N. Y., nc.

- Talavera, Ramon, Dancers (Beachcomber) Providence, R. I., nc. Talley, Mary (La Conga) NYC, nc. Taubman, Paul (Penthouse Club) NYC, nc. Terry, Ruth (RKO Keith) Boston, t. Thomas, Danny (5100 Club) Chi, nc. Thomas, Eddie (Venice Grill) Phila, nc. Thomas, Shirr (Armando's) NYC, nc. Tomack, Sid (Tic Toc) Milwaukee, nc. Torrens, Fay (Havana-Madrid) NYC, nc. Torres, Alberto (Havana-Madrid) NYC, nc. Town & Knott (Village Barn) NYC, nc. Townsends, The (Fifth Avenue) NYC, h. Toy & Ming (Beachcomber) NYC, nc. Trevor, Eddie (Versailles) NYC, nc. Trixie (Orpheum) Minneapolis, t. Tryon Sisters (Club Trocadero) Evansville, Ind., nc. Tucker & Tremaine (Bowery) Detroit, c. Tufts, Sonny (Beachcomber) NYC, nc. Tune Toppers, Four (Rogers Corner) NYC, c.

- Urban, Fran (Wivel) NYC, re.

- Valda, Princess (Harlem Rendezvous) NYC, nc. Vallec, Edee (Jimmie Dwyer's Sawdust Trail) NYC, nc. Vally & Lynne (Gibson) Cincinnati, h. Vass, Emily (Biltmore) NYC, h. Venezia, Chiquita (Agid's International Casino) NYC, nc. Vermonte, Claire (Fifth Avenue) NYC, h. Vernon, Wally (606) Chi, nc. Von Dell, Cell (606) Chi, nc. Yonna (La Conga) NYC, nc.

- Wade, Bill & Betty (New Yorker) NYC, h. Walton, Jules & Joanne (Barone's) Chi, nc. Walker, Oscar (Fifth Avenue) NYC, h. Ware, Dick (Bismarck) Chi, h. Warren, Earl (Cafe Society Uptown) NYC, nc. Warner & Valerie (Silver Lake Inn) Clevelton, N. J., ro. Warrick, Leon (Three Trees) Detroit, nc. Wayne, Mildred (606) Chi, nc. Wayne, Iris (Yacht) Pittsburgh, nc. Webb, Nella (Lexington) NYC, h. Weber Bros. & Chatita (National) Louisville 27-Dec. 2, t. Wells, Peter (Lexington Casino) Phila, nc. Wences, Senor (Latin Quarter) Boston 17-29, nc. Whalen, Jackie (Beachcomber) Baltimore, nc. White, Billy (Club Madrid) Milwaukee, nc. White, Jack (18 Club) NYC, nc. White, Jackie (Ansley) Atlanta, Ga., h. White, Jerry (Bill's Gay '90s) NYC, nc. White, Madalyn (Corra & Irene's) NYC, nc. Whitney, Ann (Club Barkley) Brooklyn, nc. Whitsons, Four (Bal Tabarin) San Francisco, nc. Williams, Nora (Capitol) Washington, t. Williamson, Herb (Hillside) Houghton, Mich., cb. Willys, Six (Chez Paree) Chi, nc. Windell, Mona (Wivel) NYC, re. Wink, George (Jimmie Dwyer's Sawdust Trail) NYC, nc. Winson & Lolette (Arabian Nights) Chi, nc. Withee, Jerri (Old Roumanian) NYC, nc. Wood, Kirk (Leon & Eddie's) NYC, nc. Woodd, Napua (Lexington) NYC, h. Woods & Bray (Jefferson) St. Louis 24-Dec. 4, h.

- Yocum, Rube (Colosimo's) Chi, nc. Yola & Lysa (Valdori-Astoria) NYC, h. Yost's, Ben, Quartet (Diamond Horseshoe) NYC, nc. Young, Vincent (Belmont Plaza) NYC, h.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- Arcade: Homer, La. Arizona Am. Co.: Bowie, Ariz. Bill Joy: Hinesville, Ga.; Screven Dec. 1-6. Boswell's Am.: Santee, S. C. Central States: Slaton, Tex. Cotton States: Parkdale, Ark. Dalvine, Harry C.: Jesup, Ga. Evangeline: St. Martinville, La., 24-Dec. 6. Fleming, Mad Cody: Homerville, Ga. Funland: (Assembly & Devine Sts.) Columbia, S. C. Great Southern: Frisco City, Ala. Hall Bros.: Hope, Ark. Hughey & Gentsch: Columbia, Miss.; Pasca-goula Dec. 1-6. Magic Empire: Buckner, Ark. Mighty Monarch: (Fair) Ocala, Fla. Miller, Ralph R. Am.: Lafayette, La. Rice Bros.: Folkston, Ga. Scott Expo.: (Bedford & Merritts Sts.) Atlanta, Ga. Southern States: Valdosta, Ga. Texas: Elsa, Tex. Texas Kidd: (Peanut Fair) Rising Star, Tex. United Greater: Hemingway, S. C.; Walter-boro Dec. 1-6. Ward, John R.: Lafayette, La.; Opelousas Dec. 1-7. West Coast: (Columbia Sq. Park) San Fran-cisco, Calif.; season ends.

CIRCUS

- Cole, James M., Indoor: Kane, Pa., 25; Little Valley, N. Y., 26; Randolph 27; Cuba 28; Falconer 29; Conneaut, O., Dec. 1; Chardon 2; Hubbard 3; Willoughby 4; Zanesville 5-6. Joyce's Indoor: Visalia, Calif., 25; Merced 26-27; Modesto 28-29; Santa Cruz Dec. 2; Watsonville 3; Hollister 4; Salinas 5-7. Polack Bros.: (Civic Auditorium) Oklahoma City 27-Dec. 3. Russell Bros.: Tucson, Ariz., 25; Casa Grande 26; Phoenix 27; Ajo 28; Yuma 29.

MISCELLANEOUS

- Alexander, Mentalist (Terre Haute House) Terre Haute, Ind., 24-29. Campbell, Loring, Magician: Murray, Utah. 27; Brigham 28; Bountiful Dec. 1; Richmond 2; Malad, Idaho, 3; Ucon 4; Providence, Utah, 5. Cooper's, Al, Dixie Queen Showboat: Chatta-nooga, Tenn., 24-30. DeCleo, Magician: Marysville, O., 24-29. Francisco's Spook Frolic (Paramount) Omaha 24-27; (Princess) Sioux City, Ia., 28-Dec. 4. Gordon, Mentalist (Plaza) Weatherford, Tex., 24-26; (Tower) Wichita Falls 30-Dec. 6. Green, Magician: Denton, Alta., Can., 27-29. Long, Leon, Magician: Tuscaloosa, Ala., 26-30; Eutaw Dec. 1-2. Lucy, Thomas Elmore: Denver, Colo., 26; Amarillo, Tex., 27; Hobart, Okla., Dec. 1; Yukon 5. Marquis, Magician: Van Wert, O., 26; Bowling Green 27; Fostoria 28; Bucyrus 29; Piqua Dec. 2; Shelby 3; Norwalk 4; Athens 5; all Schine theaters. Myhres Entertainers: Arlington, Kan., 24-29. Slout, L. Verne, Theater Workshop: Canton, O., 25-26; North Canton 27; Avon 28. Virgil, Magician: Coolidge, Tex., 26; Clifton 27; Hillsboro 28; Georgetown Dec. 1; Taylor 2; Hearne 3; Bryan 4. Wassaw, Magician: White Bluffs, Tenn., 24-Dec. 6.

ADDITIONAL ROUTES

(Received Too Late for Classification)

- Daniel, B. A., Magician: Freeport, Ill., 26-27; Dubuque, Ia., 29. DeCleo, Magician: Marysville, O., 24-29. Garrick & Eloise (Club Top Hat) Toronto, Can., 24-29. Gillard, Tony, Ork. (Marine Grille) Trainer, Pa., 24-29. Jaxon, Great, & Jerry (Rex Club) Terre Haute, Ind., 24-29. Lester & Irma Jean (Commercial) Elko, Nev., 24-29. Lewis, Ralph (Lexington Casino) Phila 24-29. Manueto, Don, Ork. (Blue Mill Cafe) Decatur, Ill., 24-29. Monroe, Magician: Arlington, Fla., 25; Callahan 26; Dismore 27; Ferdinandia 28; Jack-sonville 29-Dec. 10. Rio & Rita (Mar-Jo Club) Detroit 24-Dec. 3. Romas, Flying (Fair) Ocala, Fla., 24-29.

BIRTHS

(Continued from page 30)

- tin's cowboy orchestra on Station KYA, San Francisco. A daughter, Lillian Louise, to Mr. and Mrs. Lester Walters November 16 at Lutheran Hospital, New York. Father is record librarian at Station WOV, New York. A daughter to Mr. and Mrs. Bob Hopkins recently in Detroit. Father is emcee at the Club Royale, Detroit. A daughter to Mr. and Mrs. Roxy Fiber November 20 in Willimantic, Conn. Father was candy floss machine operator on Cole Bros.' Circus the last six years. A daughter to Mr. and Mrs. Wendell G. Smith at Calexico, Calif., November 17. Father is manager of Capitol Theater there. Mother is the former Amelia Moskus, of Paramount. A son to Mr. and Mrs. Sol C. Siegel at Cedars of Lebanon Hospital, Los Angeles, November 18. Father is a Paramount producer. A son to Mr. and Mrs. Jack Kinney at Good Samaritan Hospital, Los Angeles, November 17. Father is a Walt Disney producer.

Divorces

- Mrs. Marjorie Brendel, nonpro, from Elmer Brendel Jr., former dance promoter and manager of Town Hall, Philadelphia, and son of movie comedian El Brendel, November 8 in Philadelphia. Mrs. Beatrice O. R. Carter, nonpro, from Harold T. H. Carter, radio commentator known as Boake Carter, November 7 in Philadelphia. Cleo Barr McKown, dancer, from Arthur McKown, dancer, November 6 in Camden, N. J. They appeared under the names of Cleo and Chuck Arthur. Dottie Velez, dancer on Ideal Exposition Shows, from Rudy Velez, night club performer, recently. Nina Tarasova Voss, Russian concert singer, from Stuart F. Voss, nonpro, in Reno, Nev., November 13. Clara Barrow, bit actress and stand-in for Rosalind Russell, from Alfred C. Barrow Jr. in Los Angeles November 18. Norma Dorothy Rogers from Zoda Leon Rogers, proprietor of Stork Club, Los Angeles, in that city November 18. Carol Landis, screen actress, from William Hunt Jr. recently in Los Angeles. Helen Vinson, screen actress, from Fred Perry in Los Angeles November 19.

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EXTRA Sales with the Army Civilian Religious Items for Xmas. No. 1000—Knife Key Chain (Army) Doz. \$1.75. No. 1001—Bowknot Picture Locket. Brooch Doz. 7.50. No. 1002—Cross & Chain, Asstd. Doz. 3.00. No. 1003—Initial Tie Holders, Carded. Doz. 1.00. No. 1004—Crystal Laveller & Wristlet Sets Doz. Sets 3.00. No. 1005—Men's Leatherette Brush, Comb & File Set Doz. Sets 2.25. 25% Deposit on All Orders, Bal. C. O. D. Jewelry Pocket Lighters, Pipes, Knives, etc. The Jullin line covers only fast selling, attractively priced items. For complete Lists and Prices write now for our FREE Wholesale Catalog. JULIN CO. 621 BROADWAY NEW YORK. WANTED Show Folks TO MOTORIZE While Dollars Are Plentiful. CHAS. T. GOSS Write. STANDARD CHEVROLET CO., E. St. Louis, Ill. New-Used—Trucks, Semi-Trailers—New-Used. FOR SALE PONY—Small white with markings. Beauty, mare, 4 years old, educated. Now working. Address: GEO. E. ROBERTS Pamahaska's Circus 3504 N. 8th Street PHILADELPHIA, PA.

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Business Manager

See You Again Next Season

THANKS

SEYMOUR SCLAR

4 Concessions in 1942

Thanks, Sam, for a good one in '41
—we'll be back in '42

Jack Huffines Concessions, Inc.

Mrs. C. W. Franklin, Mgr.

'MICKEY' AND 'HAPPY' HAWKINS

Diggers and Concessions

Here's wishing Sam Prell even greater success in '42

JOHN VADAY

Rolo-Plane and Long-Range Gallery

After 35 years finally with a real show now

**MATT CRAWN, Builder
DON CRAWN, Designer**

Had a good season

OCTOPUS

"AL" WESCOTT
Always with Sam Prell

TRIANGLE

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JAKE SHAPIRO

General Manager

We are the Printers for World's Fair Shows, Inc.

FRANK R. SHEPPARD

Director of Illumination

ABE PRELL

Asst. Manager

PERSONNEL



SAMUEL E. PRELL

SAMUEL E. PRELL, Gen'l Manager

ABE PRELL, Asst. Manager

CHAS. ABBOT, General Agent

EDDIE RAHN, General Agent



ABE PRELL

LEO BISTANY, Business Manager
C. W. FRANKLIN, Press and Radio
GUS SNYDER, Mail and Billboards
HERMAN JACOBSON, Secretary
DON CRAWN, Artist

CHAS. POWELL, Special Agent
THOS. RICE, Adv. Manager
GEO. CHESTNUT, Asst. Adv. Mgr.
FRANK SHEPPARD, Electrician
MAT CRAWN, Builder

FAIR SECRETARIES CONTACT US

NOW BOOKING FOR THE SEASON OF 1942

SHOWS ——— RIDES ——— CONCESSIONS

SHOWMEN WITH MODERN IDEAS, CONTACT US

ESPECIALLY INTERESTED IN MODERN UP-TO-DATE COOK HOUSE

THANKS, SAM, FOR A GREAT SEASON

CASH and GERTIE MILLER

YOU BET WE'LL BE BACK IN '42

H. W. JONES

BETTER BINGO

25 New 28-Foot International Trailers
Plus 5 More To Be Added This Winter
Purchased From

Geo. Berman, Inc.

PENNSBURG, PENN.

Will transport the World's Fair Shows in '42

Congratulations to Sam Prell

MOON ROCKET
STEVE LA GRUE

Enjoyed finishing the season with the World's Fair Shows Pitch-Till-You-Win
MRS. AGNES TROUT
"TAXI" BEAUETTE
FRANKIE RYAN
We'll Be Back in '42

JIMMY SMITH, Manager
Jumping Jive Revue

WITH SAM PRELL
16 YEARS
HENRY AND MARGIE

STEVENS
THANKS

Lou (Blooley) Simpkins
Bust the Balloons

C. W. 'CHICK' FRANKLIN, Press and Radio

This winter—Press Rep. for Cash Miller's Store Show. Formerly Press Agent for Jimmie Lynch (2 seasons) and for Max Goodman (2 seasons).

With Sam Prell 10 Years

'Sonny Boy' Campbell

Free act on the midway

Hoping To Be With Him 10 More Years

Glad To Be With America's Most Modern Show

C. W. FRANKLIN
Press and Radio

For a bigger and better season in 1942

Jack & Anna Russell

With Sam Prell Since 1927

Thanks to Sam Prell for

FROZEN CUSTARD

AL PAUL

A Profitable Closing and Looking Forward to a Big '42 With Him

"YOULEE" and "PARKEY" PARKERSON

PEANUTS AND POPCORN
Thank you, Sam, for pleasant and profitable seasons, 1936-1941, and we'll be here in '42.

Thanks for an enjoyable first season

BOB AND OLA ROYAL
PENNY PITCHES

With a great showman and for him

TOMMY RICE

Advertising Manager

GEO. CHESTNUT, Asst.

HERMAN JACOBSON

Secretary

4 CONCESSIONS 4

Congratulations to the greatest showman on earth

"OUR BOSS"

Chas. Guttermuth, Truck Mgr.
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John Cullen, Glass House
Harry Fox, Whip
Ben Cheek, Ridee-O
Stacy Knott, Ferris Wheels
George Ward, Kiddie Rides
Ray Collins, Chair-o-Plane
L. W. Easterling, Merry-Go-Round
Joe Hollander, Speed Way
Mrs. Ben Cheek, Front Gate
Jackie Chapman, Concessions
VAN NELSON, Ass't Electrician
and

one of World's Fair Shows'

best attractions

MONKEY SPEEDWAY

Thanks to Abe Wolfe, Mgr., and Geo. Johnson, Asst. Mgr.

WE'LL ALL BE THERE IN '42

So What! Or a Great Mystery Of Some Midways

By LON RAMSDELL

ONE of the great mysteries of certain midways is how some workers thereon look upon what they refer to as the town chump, boob, sucker and such. Be the townier gentleman or other than a kindly, polite soul, immediately he enters the marquee of the gayway he is stamped as "one of those town fools."

A long green car drew up in front of such a midway. Out stepped an immaculate gentleman with a family that would appear much at home in the finest drawing rooms of the land. Walking on the midway and laying down a dollar bill for this and a dollar bill for that, he went the length of the gayway buying show tickets and giving all a chance for one of the "lettuce slices." He had the appearance of a banker or perhaps a lawyer, but any way you looked at him one could tell he was doing well. Two midway workers were standing in the background. One of them turned to the other and said: "Jake, who's that guy?"

"Who's that guy?" growled Jake, thoroly disgusted. "As long as you've been around one of these things do you mean to tell me that you don't know a town chump when you see one? Can't you see by looking at the guy that he's strictly townier? Don't ever bother me with those kind of questions again!"

Later the same day a portly gentleman walked on the lot, looked around, seemed pleased with what he saw, and proceeded to have a good time at no matter what cost. Again Jake heard the same question, tho this time the voice seemed to flutter as the age-old question was asked: "And who's that guy?" "Listen," snapped Jake with some impatience, "that's another one of those town sillies. Look him over, you sap! You can see he don't know nothin'. He's never been with a carnival and probably never has been 10 miles from his own front door. Chances are 10 to 1 that he eats right in the same house he sleeps in simply because he's too lazy to get up and go out to some cookhouse. Now stop annoying me with a lot of crazy questions about those guys—those town bums."

The following day the two workers were standing together. Two shows away a man with the seat of his pants out, wearing a ragged shirt and a shoe-string tie, and with an eight-day growth of beard on his face, stuck his head out of a side-show tent and looked up and down the midway to see if there was a policeman coming. Not seeing any officer, the man dashed across the midway and disappeared behind some canvas on the other side.

"Hey, Jake, who's that guy?" boldly asked the worker who was new at the game.

"Nix, utshay your outhmay!" cried Jake with a great deal of fright. "There's the smartest, wisest guy you ever saw."

In Jake's estimation there was the smartest, wisest guy you ever saw. The man of wealth and refinement, polish and class was just a bum to Jake and others like him who ply their trade on some midways. This is the mystery! Such Jakes throught the country really believe that the townier is so beneath them that to talk to one would be to lose the respect of the whole carnival world.

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LON RAMSDELL

There's still another Jake. It's a rainy day and this Jake has been tumbled out of his berth in the workingman's car on a circus at 4 in the morning. Going to the lot, he works in the rain until most of the big top is up before he gets a breakfast of watery cereal and more watery coffee. This Jake worked around in the rain all day guying ropes and greasing axles. It begins to pour, then it's time for Jake to give them a hand with the kid top. Jake is wet! Then to the menagerie to be taken down while the towniers are sitting in the big show. It's still pouring and Jake is now wet to the skin. The main performance now being over, he trudges over in the pouring rain to do his bit toward taking down the big-show top. At 2 o'clock in the morning he is riding the last wagon to the show train, hungry and tired, besides being soaked. As he drags himself to his three-high bunk in the smelly, sweaty, laborer's car and lifts himself on his straw tick, he murmurs to himself while pulling a piece of rotten, discarded canvas over him: "This would have been an easy day if those town chumps hadn't got in my way."

It seems it will always be that way. It always has been. To the man who gets a few weeks' work a year, lives in a cheap hotel, scuffles all day long for his bread and butter, it appears the man who lives in the big white house with the Rolls-Royce in the back yard will always be the "chump."

Even the most ignorant bookie who runs a cheap horse room has too much sense to call those who place bets with him anything but customers. The merchant never fails to speak of his patrons, no matter how badly they may fall for a raw deal, as "my customers." The doctor and the lawyer call their customers patients and clients. It's too bad that the workers on some midways don't do as most of those in the amusement business, speak of the ones "who lay it down" on the box-office window as patrons and not in their snug confidence of their own worldly wisdom continue to call them chumps, boobs and suckers.

The average carnival gives the buyer more for his dollar than the downtown business man. Consider the hours a showman puts in to serve the people, the cost of his equipment to make their visit possible, and the low prices that he charges. The buyer is anything but a sucker—he's a pretty shrewd purchaser.

Name a business man who starts his day at 5 o'clock in the afternoon and works until 2 and 3 in the morning to catch a few shekels from lay people who have listened to his term of suckers for many years and therefore are afraid to patronize him!

By some carnival workers' words and actions in lo, these many years, they have only succeeded in scaring away those to whom they would cater. Their expressions of the townier get to his ears and therefore he knows he is classed as a chump the minute he walks on a midway. Whatever confidence he may have had in the show he visits is quickly scared away when some guttural voice, dripping with the sucker come-on, hollers at him as tho he were the town fool, "Hey, there, try your luck!"

Imagine a merchant standing in front of his store hollering in a commanding voice for the passer-by to come in and buy! Some men with secondhand stores do "bark" in front of their business places, but note the smoothness of their voice and the condescending manner in which they coax a person in, not almost pull him in. They tell of the bargains within the stores and give the impression that passer-by is much smarter than they are, and that before leaving their stores he will feel that he got the best of the store owners in every deal made.

The average free act can be seen for a dime. Think of seeing a man shot out of a cannon for a dime! Too, on shows with a 10-cent gate some of the greatest circus acts are offered for that dime. When a man or woman can see such acts for the small price of a dime, can they really be chumps? Show another bargain equal to it.

What other business brings in a whole trainload of show equipment with hundreds of circus and carnival people, sweating and working their hearts out to "get it up on time" so that Mr. John Public can see it all for less than a ticket to a picture show would cost? Then after the towniers arrive isn't it comical to hear some "oil monkey," with calluses on his hands like lumps, say to the same mentality next to him, "Looka, the chumps!"

It all dates back to the days of Barnum. When Barnum said, "There's a sucker born every minute," the boys with some of the tented operas took it as one of those "I-wish-I-had-said that." Barnum fooled the public, to be sure, with his "This way to the egress" and the painting of an elephant white, but not with any intent to convey to the show world the thought that all patrons are chumps. The farmer who complained about the circus because the minute he got in it played *The Star-Spangled Banner* and that when he sat down he found a cushion under him that cost a quarter for its use has probably led the workers on some shows to think they are smarter than those catered to.

Back in the old days the owners of a certain circus during their performance had ice water served free to their customers and thru this and other courtesies, altho small, sent patrons away feeling that the owners must be nice people. This circus went along year after year doing tremendous business while others billed and billed trying to get people in.

There are other circuses that have been doing a great job in killing the old bugaboo that one's pockets will be picked if he goes to the circus. The slightest crooked act of any of the employees of these shows means instant dismissal. It is to be regretted that there are still other circuses whose owners cannot see the light and insist upon "a clean bill of health."

A certain carnival company for a long time has treated its patrons as Mr. So and So, with the result that for years the owner simply mailed in a postal card that he was coming to town and committees jumped at the chance to play him, and officials of this show never met

LON RAMSDELL, well known in indoor and outdoor show circles and press representative of O. C. Buck Shows the past season, left Harvard University in 1921 to join the Buffalo Bill Shows as a programer on the No. 1 billing car. Later Major Burke, general press agent, placed him in the press department, where he remained until the shows were dissolved. He also served at various times in press departments of Hagenbeck - Wallace, Gollmar Bros., Sells-Floto, Tom Mix, Howe's Great London and Barnum & Bailey circuses.

In the legitimate field Ramsdell has represented such plays as *The Bat*, *The Pink Lady*, *The Better 'Ole*, *Omar the Tentmaker*, *Officer 666*, *Stop, Thief*, *Battling Butler*, *Rolling Home*, *Red Lights* and *Prince of Pilsen*. He has also represented all of D. W. Griffith's productions in the cinema field and has seen service in the press departments of Warner Bros., Fox, Paramount and Universal. At various times he managed theaters for Warners, Paramount and Universal.

a chief of police or had any need for meeting one. While other shows played outside the town limits, cooling their heels, the show in question settled down on the local "42d and Broadway" location and started to do business. Simply because the patron was considered and treated as a friend. There are other carnivals that have similar reputations, but still others that can't see the light.

Many of the "boys" have been out all season, saving what little money they could by getting cheaper rooms and not ordering pie with their dinner. Their clothes are somewhat ragged, their bones ache a little from the cold and rain, and the damp lots have caused them to limp slightly. There's a long winter ahead, indoor shows are scarce, and readers are tougher to get. That chill in the air causes a shiver and in their faces is the look of dread for the forthcoming months. There'll be no more of what they consider chumps in a week or two, and what to do is the big question facing them.

On the lot walks a large, fat, dark-complexioned man with a black bag in his hand. Mysteriously he wends his way from joint to joint, show to show, ride to ride. One little peek in his bag and the "wise ones" turn green with envy. "Diamonds." Yes, sir, "diamonds!" Because he has been handling "smart" money all season they can have these stones for 40 to 50 per cent off. He just sells to show people "because they know stones when they see them!" A gent who has been selling slum all season takes one envious look. "Gee, 50 per cent off!" Out comes the poke and the season's savings. The big fat man hands him a ring and the "wise guy" rushes all over the lot to let the other boys grab one of these "wonderful" bargains. The winter thoughts are nothing now. Our "boy friend" has a diamond bought at half off.

The big fat man smiles to himself as his bag gets emptier and murmurs to himself, "smart money" boys. Slum to slum pitchers."

The big fat man who wouldn't think of contacting lay people downtown strolls off the lot and on to his warm apartment, where he will while away the winter months. Behind him on the midway the "smart" carnival boys are gathered comparing their wonderful buys.

A long green car drew up in front of the carnival. Out stepped an immaculate gentleman with a family that would appear much at home in the finest drawing rooms of the land. The "clever" boys looked up as one, watched the gentleman stroll around the midway, looked at one another, and in the same old blatant voice said: "Who's the chump?"

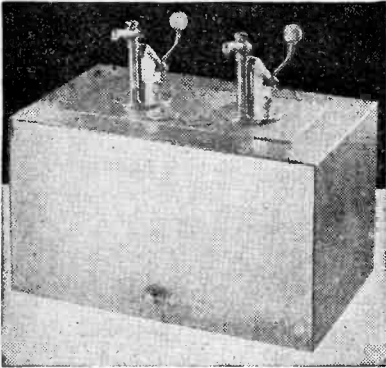
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Write for folder illustrating additional new equipment.

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**American Carnivals
Association, Inc.**

By MAX COHEN

ROCHESTER, N. Y., Nov. 22.—Since this column will be the last to appear prior to association's eighth annual meeting in Sherman Hotel, Chicago, we extend a cordial invitation to all owners, managers, executives and others interested in the carnival industry to attend the sessions beginning December 1 at 11 p.m. in Room 118 and continuing nightly at the same time and place until the business of the annual meeting is completed. Elsewhere in this issue appears the complete program.

Meeting will be featured by a review of the association's activities for 1941, formulation of a legislative program and of other activities for 1942, discussion of matters pertaining to rail and motor transportation, federal and State social security laws, tax laws and other matters of interest to the industry and association members. This year we shall go a step further in proposing for discussion several subjects of vital concern, comprising problems which appear imminent for 1942. In our opinion these problems are of great importance and should elicit much discussion.

As in past years the meetings will be held in conjunction with the annual meetings of SLA, IAFE and NAAPPB.

From the volume of mail received attendance at the meeting should be big. The writer plans to arrive in Chicago Saturday, November 29, and be available thenceforth for such conferences as may be necessary. We would appreciate it greatly if members who are desirous of discussing particular problems would contact us as early after our arrival as possible.

Secretary A. R. Hodge, National Association of Amusement Parks, Pools and Beaches, in a letter to this office extends a cordial invitation to visit this year's Trade Show as guests of NAAPPB and SLA, sponsors. Tickets for show will be issued at the registration desk on the mezzanine floor of Hotel Sherman from November 30 to and including December 5.

Please note that the show will open two days earlier than usual for the special benefit of carnival and fair men, whose convention programs in the past have made it difficult for them to conform with the regular hours of operation. The association appreciates Hodge's invitation and is pleased to cooperate with the NAAPPB and SLA.

CHI OUTDOOR MEET

(Continued from page 3)

Gooding, Charles T. Goss, Mr. and Mrs. J. E. Gould, R. E. Haney, Mr. and Mrs. C. B. Hansen, Glenn L. Snyder, Maurice W. Jencks, Mrs. Johnny J. Jones and son, Omer J. Kenyon, A. W. Ketchum, Frank H. Kingman, Morris Lipsky, Mr. and Mrs. Ralph Lockett, George H. Lax, Fred L. Markey, Mr. and Mrs. Harold Paddock, E. Lawrence Phillips, Ben O. Roodhouse, F. E. Sheldon, Mr. and Mrs. W. W. Simonds, Mr. and Mrs. Walter Stebbins, Mr. and Mrs. P. T. Strieder, Lee A. Sullivan, J. C. (Tommy) Thomas, Louis and Ned Torti, John F. White, Mr. and Mrs. C. F. Zeiger, Fred G. Barker, Victor Canares, Frank Cervone, A. R. Corey, H. A. Derenthal, Jack Downs, David B. Endy, Mr. and Mrs. Charles W. Green, Ralph A. Hankinson, Clarence H. Harneden, W. L. Hartzler, W. R. Hirsch, Carl E. Hoffman, Art Lewis, Max Linderman, Jimmie Lynch, C. W. Martin, Mr. and Mrs. Tony Martone, H. H. McElroy, Clyde S. Miller, A. L. (Dinty) Moore, S. M. Mitchell, Mr. and Mrs. C. D. Moore, Denny Pugh, Sam Rabkin, Harry L. Rapp, I. L. Rudisell, Rose Sarlo, B. B. Sawyer, C. A. Somma, Hillman Taylor, Earl (Lucky) Teter, Dan Thurber, C. A. Tinscher, Mr. and Mrs. Phil C. Travis.

We Wish To Extend

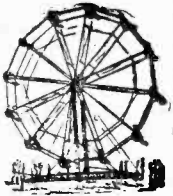
A cordial invitation to all amusement owners and operators to visit our booths Nos. 31 and 32 during the park men's and showmen's convention at the Hotel Sherman, November 30th to December 5th.

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Midway Confab

(Communications to 25-27 Opera Place, Cincinnati, O.)

CONVENTIONEERING—banqueting.
 J. H. (BINGO BILL) WOELFLE is putting on bingo and barbecue parties at Bradenton Beach, Fla.
 J. H. DAIL is presenting Billy Arnte's Pollys in schools and clubs in and around Kinston, N. C.
 FINE fronts don't hide shoddy shows.
 GENERAL AGENT of O. J. Bach Shows in 1941, Olive M. Becker has been re-engaged in that capacity for 1942.
 FRED (LITTLE SAILOR) TITUS is wintering in Marion, Ia., after a successful season with World of Pleasure Shows.



CHARLES LEWIS, who has finished his fifth year in outdoor show business as general manager of Art Lewis Shows, is operating a combined Sportland and Museum on Main Street, Norfolk, Va. Building, which is 40 feet wide and 200 feet long, is featuring neon decorations inside and out. Assisting Lewis are Don Frear, who will manage the Arcade, and Professor Kuntz, whose 10 acts will be featured in the museum.

SOON they'll be singing the "Fair Guarantee Blues."
 BOB LEITHISER, talker and lecturer with World of Mirth Shows last season, will winter in Warrensville, O.

DEE NIFONG made a jump from Leavenworth, Kan., to Pendleton, Ore., for his first trip to the West Coast.

BETTER fair booking in Chi this year. And, we hope, more conservative bookers.

HELEN JOHNSON is now living in Independence, Mo., where she and her mother are operating a business.

PAT AND BILLIE BRADY are winter-

To Their Health!

HE WAS ONE of those showmen who fed only until fair time. His ad for colored workmen was answered by some 50 who wanted to stay in winter quarters. Picking eight of the huskiest looking, the manager decided to give them a lecture to convince them that they had picked a good bet. Mounting a prop box, he started, "Here, my good men, you will get ample health-building exercises out in the pure open air, exercises that will keep your bodies fit and your cheeks ruddy with health. We will live and eat at regular hours by rising at 5 a.m., with breakfast at 5:30. You will work only regular hours, quitting at 6 p.m., with supper at 6:30. Let us all use 'Health and Happiness as our slogan.' On the first day the men went to the cookhouse at noon and saw no signs of dinner. Hailing the boss, the spokesman inquired about getting a little dinner money. "What!" shouted the manager. "Do I hear right? One of the strictest rules that we adhere to for your health's sake, is that of no eating between meals."

ing in Davisboro, Ga., after a successful tour with Blue Ribbon Shows.

FIRST billing war of the winter is on—in the Hotel Sherman lobby.

HENRY HARVEY and Ike Goldstein, former carnival troupers, are in mercantile business in Lexington, Miss.

BOB AND ALICE WICKS are wintering in their new trailer at Ocean Bay Light-house Trailer Camp, Miami Beach.

A BANNER I have never seen in the Sherman lobby, "Hope Springs Eternal."—Milo McCoof.

PROF. J. MANSFIELD and wife are wintering in Dayton, O., after a successful season with Hasson's Side Show on Ideal Exposition Shows.

WHILE on their way to Florida for the winter Jerry Reynolds presented his wife, Madame La Vern, with a Covered Wagon trailer.

THE GHOST will be walking in many rooms during the weird fair booking hours.—Muggin' Machine Mazic.

JIM STUTZ closed with Henry Bros. on W. C. Kaus Shows and is vacationing in Reading, Pa., before his winter activities.

SINCE closing with World of Today Shows R. L. Boyd, mailman and The Bill-



WILLIAM C. MURRAY, general agent and traffic manager of Virginia Greater Shows the past season, has been retained in those capacities for 1942, show management announced recently. Murray will be southern representative in the winter bookings for the shows' route for next season.

board sales agent, has been in Dallas, where he will winter.

THERE is little sympathy dealt out at fair meetings. Winners are too busy celebrating to listen to the woes of losers.

RUTH AND MARY WILLIAMS will join Royal American Shows in Tampa after the holidays, which they will spend in Harlan, Ky.

MRS. G. G. O'NEILL is visiting her parents at Louisa, Ky., after vacationing at Dearman's fishing camp near Gautier, Miss.

FAMOUS last words: "I patronized those brewery products all season, but the brewery wouldn't lend a dime after the season ended."

MR. AND MRS. FRANK AVONE, grab stand concessionaires, closed with West's World's Wonder Shows and are wintering in Chattanooga.

T. M. (TOMMY) ALLEN, well-known carnival executive, after closing with Rubin & Cherry Exposition at Phoenix, Ariz., is vacationing in Starke, Fla.

DOESN'T matter how high or low you set your admission, midway patrons will pay it as long as it isn't over or under a dime.

MRS. HAZEL GARVER visited friends

BIG ELI Customers and Friends
Come Up and See Us
 During the Outdoor Amusement Men's Meeting in Chicago, November 30-December 5. Meet our representatives at Booth 86, Main Exhibition Hall, in the Sherman Hotel. They will gladly give you information about profitable BIG ELI Products.
ELI BRIDGE COMPANY
 BIG ELI Wheels — ELI Power Units
 Jacksonville, Illinois

The Improved Kiddie Airplane Swing
 Attention, Carnival Owners and Park Managers

Plan on adding one of these rides to your present equipment. Accommodates 15 large children. Newly designed Airplanes and beautifully hand-decorated crests with no advance in price. Ride revolves from propeller power, no gears or belts to bother with. Weight about 2,000 lbs. Description and price on request.
SMITH & SMITH, Springville, Erie Co., N. Y.

Mrs. of FLAGS BANNERS PENNANTS

SPECIAL BANNERS and FLAGS for FAIRS, CARNIVALS, CIRCUSES, etc. Souvenir Pennants on Felt or Cloth Gas Station Pennants. Silk Screen Painting a Specialty.
Frank F. Smith
ADVERTISING FLAG COMPANY
 538 So. Dearborn St. CHICAGO, ILL.

GREATEST ILLUSION
 To Feature or Bally. Levitation. Complete \$37.50. Details, catalogue free.
ABBOTT'S—Colon, Michigan
 World's largest Illusion Builders

BRIGHT LIGHTS EXPOSITION SHOWS
 Booking for Season 1942
 Opens early in April in Virginia. WANT SHOWS, RIDES AND CONCESSIONS. 28 Celebrations, Fairs and Conventions booked and 7 more pending. Write JOHN GECOMA, Mgr., 1020 Empire Bldg., Pittsburgh, Pa. Phone Atlantic 6522.

SHOW PROPERTY FOR SALE
 Mechanical Show, about 400 hand-carved figures, about 800 moving parts. Made in Switzerland. Mounted in a trailer. Price for quick sale, \$700.00.
WM. HARROLD, DANFORTH, ILLINOIS

WANTED ACTS
 For our Stage Show for 18 to 22 weeks starting June 1st. Send pictures and price first letter. Also booking Shows and Concessions. Playing 3 to 5 spots weekly.
WYSE GREATER SHOWS
 Wayland, Iowa

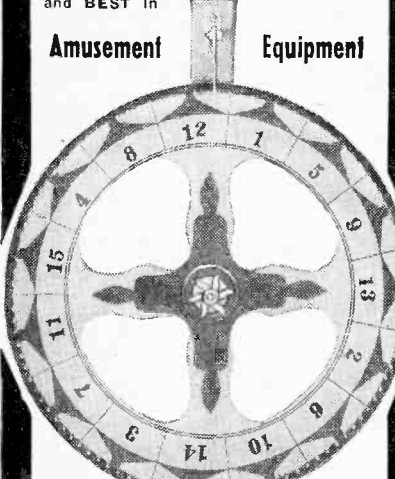
WANTED
 High Pole Single Act for 1942 Carnival season. 20 consecutive weeks starting first week in May. Send in all details when answering this ad.
THE CONNECTICUT AMUSEMENT SUPPLY
 109 Seymour St. Bristol, Connecticut

GENERAL AGENT AT LIBERTY
 FOR SEASON 1942. Know the Middle West thoroughly, especially Michigan, Indiana and Illinois, and have a large following among Fair Managers. Would like a personal interview with interested parties.
MARVIN (MOON) LAIRD
 Care of Billboard, 390 Arcade Bldg., St. Louis, Mo.

FOR SALE
 A going Ride Business with more than 15 Rides, Trucks, Trailers, etc. All equipment in good condition. Will not separate. BOX 502, Billboard, Ashland Bldg., Chicago.

EVANS
MONEY MAKERS
 Rely on the 50 years' experience of this organization for the LATEST and BEST in

Amusement Equipment



PADDLE WHEELS OF ALL KINDS
 PERFECT FOR TURKEY RAFFLES
 Also Long Range Shooting Galleries and Supplies—and everything for the Midway!

FREE CATALOG
H. C. EVANS & CO.
 1520-1530 W. Adams St., Chicago

Futures

A SUITCASE midway manager believed in making artificial promises to his help as long as they would go for them. He was never thru promising anything that he didn't have. Tho he never paid off, he "raised" wages day after day. When in the cookhouse before a good tip of diners, his voice foghorned over all, bragging about his show being the highest salaried in America.

Fair season found the show getting a break, with money flowing into the office. One of his most trusted and valuable employees demanded a pay day. To the boss's surprise, he learned that he owed the boy some \$400. "Well, well," stalled the chisler. "My! What a pretty nest egg you have for the winter! Thru my liberality you will close better than any working-man in the business. Being the big donater, I feel it my duty to make this a bonus, payable when we close."

Closing time found the boy's bonus up to \$600. After the show had been put away the boy again asked for his money. "What? Only \$600!" shouted the manager. "Why that chicken feed wouldn't last you a week. It will never be said that I ever gave such a trusted employee so small an amount." Then, turning to his secretary, he added, "Put him in my will for 10 grand."—ROAD MAP JOHN-SON.

in Jacksonville, Fla., after closing with Sam Lawrence Shows. She will winter in Nassau, Bahama.

FRANK ZORDA, side show manager, who closed a successful season with West's World's Wonder Shows, will soon open his winter season in Florida.

ONLY convention lobby jackpot orators have mastered the art of being prosperous tho broke.—Oscar the Ham.

L. B. (CHICK) OGILVIE last season with Beckmann & Gerety Shows, has returned to his former job as advertising and display manager for a store in Borger, Tex.

LEO GRANDY, past three seasons with Fred Allen and King Reid shows, has signed with O. J. Bach Shows for 1942 as electrician and *The Billboard* sales agent.

WERE these the horse and buggy days, a special agent's big job would be digging holes for hitching posts, not hunting parking space.

MR. AND MRS. J. A. MONTGOMERY and son, Trevor, of J. J. Page Shows, will spend the holidays in Philadelphia with their son and brother, and then to Florida for a vacation.

DICK SMITH returned to his Shenandoah Park camp site, Luray, Va., after a prosperous season with his Octopus ride. Truck and ride were sold to the Ellman Shows at close of the season.

IT IS considered good winter economy (not a necessity) to live in dressing rooms under grandstands of winter quarters fairgrounds.

"BOUGHT a small hotel at San Jose, Calif., and sold it two weeks later at a good profit. Just ordered a new station wagon to carry my props. Ted Buch is still at Richmond, Calif. shipyards," carded Rae-Terrill.

FRANK J. FLANAGAN, of J. J. Page Shows, will operate a toy business on the main stem in Johnson City, Tenn., during the holidays. It will be under management of Roy Carey, a concessionaire of the shows.

LIKE a breath from the past: Meeting an old ex-biggie carnival manager after a lapse of years, especially if he is doing a little stomach sticking on the booths.—Dime Jam Johnson.

MRS. RUBY DAVIS was given a surprise birthday party by her husband Vic, at El Travidor Club, Bakersville, Calif. Guests included Mr. and Mrs. W. R. Patrick Mr. and Mrs. P. Ouellette. (See MIDWAY CONFAB on page 80)

USED TENT BARGAIN

No. 1-300—Oblong Square End Hip Roof Tent, size 35x92. Made in 4 pieces to lace. Made for 5 center poles, roped every third seam. Top 8 oz. khaki drill, red and blue trim. 8'6" sidewall of 8 oz. khaki duck red trim. Condition fair to good. Top and walls

\$295

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.

SHOW PRINTING

CIRCUS -- CARNIVAL
AMERICA'S FINEST BLOCK WORK
 Stock Lithos—All Sizes.
 TENT SHOW HEADQUARTERS: DATES, POSTERS, CARDS, HERALDS, BANNERS. LOW PRICES—PROMPT SHIPMENTS.
 Write for Price List and Route Book.
CENTRAL SHOW PRINTING CO.
 Mason City, Iowa
Merry Christmas to All Our Friends

WANTED WANTED

Will book one or more Rides for season of 1942 in money towns of Western Pennsylvania. Best terms. Also booking Shows and Concessions. Write

PAUL E. FULLER
 P. O. Box 223 MEYERSDALE, PA.

RIDES AT LIBERTY

Want to book New Eli Ferris Wheel and Smith & Smith Chairplane with Carnival playing city lots.
HELP WANTED ON BOTH RIDES.
 Address: HARRY AND ETHEL HUNTING (better known as Dad & Mom)
 Care of The Billboard Cincinnati, Ohio

WANTED TO BOOK
 With Carnival for 1942 Season

Two very flashy Concessions—Carniel Corn and Pop Corn and Photos. Exclusive only considered. All mail will be answered.

E. L. RUCKER, 2014 Fox Av., Ft. Wayne, Ind.

POPCORN---1941 CROP

Why buy last year's corn when you can get new corn at the same price? For the next 15 days our price on new corn will be \$6.50 per hundred. Rush your order in now and save at least \$1.00 per hundred.

GOLD MEDAL PRODUCTS CO.
 131 E. Pearl Street Cincinnati, Ohio



MAGNIFIED

FOR BIGGER & BETTER 1942 SHOWS, RIDES & ATTRACTIONS

BYERS BROS. SHOWS

With the combining of the Byers Bros.' Shows #1 and the Byers Bros.' Shows #2 into one Big Traveling Exposition, we will be able to offer the FAIRS and CELEBRATIONS one of the largest motorized Shows entour for the 1942 Season.

GREATLY ENLARGED — GREATLY IMPROVED — MORE EARNING POWER
This Is Our Promise to Those Whom We Contract for 1942
 We are now arranging our route for the coming year, so if you want the finest Show traveling the Middle Western and Southern States, contact us.

CARL W. and JIMMIE W. BYERS
 Owners and Operators

H. P. HILL **JACK EDWARDS**
 Manager General Agent

SHOWMEN RIDE MEN CONCESSIONAIRES

We have room for several more high-class Attractions. If you have something really worth while that will meet the requirements of the GREATER BYERS BROS.' SHOWS, get in touch with us. Can also place several new and different Rides and a limited number of Concessions.

We will be at the Sherman Hotel, Chicago, during the convention, so contact us there. After that address:
BYERS BROS.' SHOWS, WINTER QUARTERS, KENNETT, MISSOURI

Announcement Extraordinary — Presenting

America's Newest and Most Modern 20 Car Railroad Show

ALL AMERICAN EXPOSITION
INCORPORATED
 Frank West, President

15 most modern Rides plus 15 Tented Attractions
 Now Booking for the Coming Season of 1942

Want Rides—Scooter, Fly-o-Plane, Silver Streak, Tilt-a-Whirl, Octopus and Rollo-plane.

Want Shows—Illusion, Midget, Animal, Snake, Monkey Circus, Fat or will frame any Show of merit. All Concessions including Cookhouse open, privilege in tickets.

Fair Secretaries and Managers contact us at the Showmen's League Convention, Chicago, Dec. 1, 2 and 3rd. Also all correspondence and wires to P. O. Box 445, New Orleans, La., will be held in the strictest of confidence. Committees and Auspices contact us also. Want Working Men and Foremen in all departments.

In this time of national emergency your country needs your help. Buy Defense Savings Bonds and Stamps regularly.

TRUCKS TRAILERS

New—Used

On hand, approximately 200 Used Trucks and Truck Trailers suitable for Carnival use.

**25 Special 22'-28'
Carnival Rack Trailers**

GEORGE BERMAN, INC.

Pennsburg, Pa.

521 — 4440

SUPPLYING CARNIVALS FOR TEN YEARS

HEADQUARTERS for INSURANCE

Room 1428

Hotel Sherman

Charles A. Lenz, Broker

See Ad on Page 51

*Holiday Greetings
from Canada*
A MERRY CHRISTMAS
and
HAPPY NEW YEAR
(To All Our Friends in Canada and United States)
WALLACE BROS.' SHOWS

Established 1917
J. P. (JIMMY) SULLIVAN, Owner | PHIL CRONIN, Mgr. Concessions
DAVE MULVIE, Gen. Mgr. | AL BROWN, Gen. Agent
BOX 442, TORONTO, CANADA
Always Glad to hear from Ride Owners, Showmen
and Concessioners

Club Activities

Showmen's League
of America



Sherman Hotel
Chicago



National
Showmen's Assn.

Palace Theater Building
New York

In Memoriam 1941

Fred N. Carneau
*L. Clifton Kelley
Herman Rudich
Jesse M. Shoat
Harry E. Thurston
Walter A. White
*Fred Beckmann
A. C. Hartmann
C. V. Starkweather
W. J. Chickering

*Indicates those buried in Showmen's Rest.

CHICAGO, Nov. 22.—All are getting ready for convention week and the many scheduled League activities. President's Party, November 29, opens activities, with Past President J. C. McCaffery in charge. On November 30 Annual Memorial Services will be held, with Bernie Mendelson and capable committee handling arrangements. Annual meeting and election of officers is slated for December 1, and on December 3 the 29th Annual Banquet and Ball, with Brother John M. Duffield as general chairman, will be held. President Frank R. Conklin is in town and will remain until the convention is over. By-laws committee met and has about completed the draft of the document for presentation.

Brother L. S. (Larry) Hogan is confined in a hospital. Brother C. D. Odom was released from the hospital and is receiving medical attention at his rooms. The 1942 Amusement World Directory committee advises that this issue will be better than ever. It will contain almost double the listings of last year. Distribution also will be much greater than before.

A. L. Dinty Moore visited en route north, and Billy Blencoe also visited. H. Y. Bary was the guest of Past President J. C. McCaffery at the rooms. John Lorman is a regular at the rooms. Mr. and Mrs. Al Reese were in town for a few days. Brother Bob Revolt is in the army and stationed at Fort Riley, Kan. Carl Berg and W. L. Humphreys were among callers at the rooms, as was Brother H. A. Russell. Al Latto returned.

Ladies' Auxiliary

Auxiliary held its regular bi-weekly meeting November 14 at Sherman Hotel, with these officers present: Mrs. Joseph L. Strelbich, president; Mrs. William Carsky, first vice-president; Mrs. Nan Rankine, third vice-president pro tem; Mrs. Jeanette Wall, secretary, and Mrs. Lew Keller, treasurer.

Dues for 1942 were sent in by Nellie Mater, Hattie Latto and Marge Kelly. (See SHOWMEN'S LEAGUE on page 80)

NEW YORK, Nov. 22.—Fourth Annual Benefit Banquet and Dance is occupying the entire time of the officers and most of the members. Advertising in the year book already exceeds last year's. Meeting of members and board of governors was held November 19. New members: Joseph E. Weil, sponsored by Lew Lange, and Alan S. Durante, sponsored by Sam Lawrence. Birthday congratulations: Samuel L. Hewett, Richard A. Bowe, Frank Seigear, Harry G. Traver, Joe Schubert, John S. Weisman, Sid Goodwalt, Jack Gordon, A. Robins.

Visitors this week were Bibs Malang, Louis Light, Bernie Renn, Milton Paer, Ross Manning, Fred Phillips, Benny Herman, Art Lewis, Sam Prell.

America's Newest SENSATIONAL TASTE TREAT!

3 New Burgers SEABURGER Made From Best Lobster & Shrimp
OYSTERBURGER Finest Oysters
OCEANBURGER Choice Florida Fish

SPECTACULAR PROFITS FOR HIGH CALIBRE DISTRIBUTORS

Up from Florida Coast, where Sea Food—lobster, shrimp, oysters, pompano and all the other delicious varieties, are so much more savory, come these miraculous, new taste discoveries! Three New Burgers—so delectable, so different, so appealing to the appetite of every American, nothing like them has ever been consumed or relished! They'll be served and sold by every hotel, restaurant, hamburger stand, drug store and place serving food, in addition to every grocery store, delicatessen and department store. Their popularity is destined to sweep the country! Along with the "hot dog" and the hamburger, the new Seaburger, Oysterburger and Oceanburger are predicted to become the national food craze for now and all the time. Thousands of little eat shops exclusively serving the new healthful taste thrills to a clamoring public are going to spring up over night. Money is going to pour into cash registers of all who serve and sell the three NEW BURGERS.

You can share in the gigantic profits right now. If you are a capable, high grade man, and if you are selected as our distributor, your exclusive, protected 10-year contract should make you \$2,000 monthly. You'll have absolutely no competition. National advertising is already contracted for and manufacturer will also participate and share in local advertising introducing these products. Registered trademarks protect you. No complications of any kind to stand in your way to extraordinary top profits. Control as much territory as you are financially able to handle. But you must act at once. Write, airmail, or wire for full details.

DEPARTMENT 5
163 Stockton Street, Jacksonville, Fla.



**WRITE
SIOUX TIRE
& BATTERY CO.**
SIOUX FALLS, S. D.
Buy on Our
Easy Terms.

**WHAT! PACIFIC COAST SHOWMEN'S ASSOCIATION
20TH ANNUAL BANQUET AND BALL**

**WHO! THE "WHO'S WHO" OF THE SHOW WORLD
HONORING THE WESTERN FAIR MANAGERS' ASSOCIATION
CONVENTION—DEC. 10-11-12**

**WHERE! BILTMORE BOWL, BILTMORE HOTEL,
LOS ANGELES, CALIFORNIA**

WHEN! THURSDAY EVENING, DECEMBER ELEVENTH

MAKE RESERVATIONS NOW! \$5.25 PER PLACE—INCL. TAX
HARRY H. HARGRAVE, Chairman, Banquet and Ball Committee,
623 1/2 So. Grand Ave., Los Angeles.

Pacific Coast Showmen's Assn

623 1/2 South Grand Ave., at Wilshire, Los Angeles

LOS ANGELES, Nov. 22.—President Joe Glacy, Secretary H. A. (Pop) Ludwig and Second Vice-President Roy E. Ludington were on the rostrum at Monday night's meeting. New flag and blower were presented the club by Brother Louis Sallee. Secretary Ludwig read a telegram from Sam Dolman thanking fellow workers for assisting him in obtaining 100 new members.

Treasurer Ross Davis said arrangements have been made for grave markers to be installed at Showmen's Rest before December 1 in ample time for Memorial Services December 7. J. Ed Brown reported that Brother Joseph Patrick Shanley's condition is critical. Brother Jimmy Dunn reported on the condition of Frank Redmond, Bert Warren and Charlie Guberman. Ted LeFors said the most outstanding Memorial Services in club's history are planned for December 7.

New members and reinstatements included Lon D. Hartsell, Hal Compton, H. D. Clark, Al Sand and Harold C. Landaker. Brief talks were made by Louis Glasman, Frank and Bill Mesina, Carl Martin, Ted Levett, Roy Barnett, Frank Ward and Bill Jessup. Refreshments

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 of 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, Loose, \$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

were served with Custodian Ben Beno in charge. Frank Murphy assisted him.

Ladies' Auxiliary

President Allerita Foster presided at the November 17 meeting, which drew 64 members. Hazel Fisher advised she will enter a hospital soon. Sister Betty Van Cott is also ill. During recess Stella Linton passed the penny box and it was filled. Week's award went to Sister May Ward, and Rose Westlake won the door (See PCSA on page 80)



Heart of America Showmen's Club

Reid Hotel
Kansas City

KANSAS CITY, Mo., Nov. 22.—Regular meeting drew a large crowd. Meeting was opened by Acting President Brother Chester I. Levin, with Secretary G. C. McGinnis and Treasurer Harry Altshuler also in attendance. A communication was received from Showmen's League of America calling attention to its annual Banquet and Ball on December 3. One new member was elected. Arriving recently were Brothers Mel Vaught, Roger Haney and Paul Van Pool.

Brother and Mrs. Noble C. Fairly visited while en route to visit his mother, who is ill. Brother Hakan visited. Following the meeting a delightful luncheon, which had been prepared by the Ladies' Auxiliary, was served in the recreation room, with Brother W. Frank Delmaine as emcee. Brother and Mrs. George Howk returned from their trip thru the South.

Several reservations were made for annual Banquet and Ball, which will be (See HEART OF AMERICA on page 79)



Michigan Showmen's Assn.

156 Temple Street
Detroit

DETROIT, Nov. 22.—Regular November 17 meeting was called to order by Vice-President Stone. Also attending were Vice-President O. A. Baker, Past President Harry Stohl, Treasurer Louis Rosenthal and Secretary Bernhard Robbins.

Meeting was well attended and lunch and refreshments were served at adjournment. Chairman Harry Stohl of the housing committee reported new quarters will be ready in two weeks. House Committee Chairman Art Frayne is planning an attractive program for the grand opening. Brothers Sam Wilson, Marshall Ferguson, Louis Stone, Art Frayne, Emil Knodel and Irving Rubin are regulars at the meetings.

Club voted to invest surplus cash in Government Defense Bonds. Nomination of officers for 1942 will be held in the rooms the first Monday in December and all members are urged to attend the meeting. Don't forget your dues.

Missouri Show Women's Club

Maryland Hotel
St. Louis

ST. LOUIS, Nov. 22.—Irene Burke was hostess to club members on November 6. Games were played followed by sandwiches and coffee, with members of International Association of Showmen partaking of the lunch. Award, donated by Nell Allen, was won by French Deane. Sister Jane Pearson is ill in the Effingham (Ill.) Clinic and flowers and messages were sent. President Judith Solomon passed thru the city on her way to Hot Springs, Ark., for a vacation. Dorothy Hayes, Francis Bros.' Shows, will winter here, and Secretary Grace Goss returned from Texas, where she visited several members of Dee Lang's Famous Shows. Sister Mabel Baysinger came in from Poplar Bluffs, Mo.

Regular business meeting November 20 was presided over by First Vice-President Nell Allen. Also on hand were Secretary Grace Goss, Treasurer Gertrude Lang, Second Vice-President French Deane and Third Vice-President Ethel Hesse. French Deane reports a full calendar of entertainment for the winter.

INSURANCE

for

CARNIVALS

CLEM SCHMITZ

Radio City New York

TEXAS EXPOSITION SHOWS

Our Third Annual Tour Will Start in February in Down-Town
SAN ANTONIO, TEXAS
GREATLY ENLARGED AND BETTER THAN EVER

WE WILL AGAIN PRESENT TWO OF THE WORLD'S GREATEST DAREDEVILS
AS FREE ATTRACTIONS:

CAPT. JIMMIE JAMISON
Sensational High Fire Diver

MARJORIE BAILY
Highest Aerial Act in the World.
171 Feet.

FEATURING
15 SHOWS
15 RIDES
30 CONCESSIONS 30

NOW BOOKING FOR THE 1942 SEASON

FAIR SECRETARIES

We are now arranging our Route. Will consider Fairs in Indiana, Illinois, Missouri, Michigan, Arkansas, Louisiana and Texas.

SHOWMEN

We will book any Shows of merit not conflicting with those we have. Will finance new Ideas and Attractions for Capable Showmen.

Season's Greeting to Our Friends Everywhere

Contact Us at the Sherman Hotel During the Convention. After that address:

WINTER QUARTERS: 201 AUSTIN ST., SAN ANTONIO, TEXAS.

A. OBADAL
(Owner)

ANDREW RUBIOLIO
(Manager)

HOLIDAY GREETINGS

TO ALL OUR FRIENDS—FAIR SECRETARIES AND SHOWMEN

THE E. J. CASEY SHOWS

Western Canada's Finest Motorized Carnival Shows

BIGGER THAN EVER — 7TH ANNUAL TOUR — BETTER THAN EVER

Now booking for the Season of 1942, worth-while Attractions. Clean, legitimate Concessions only need apply.

E. J. CASEY, OWNER-MANAGER, 79 CRAWFORD AVE., NORWOOD, MAN., CANADA.
—Permanent Address—

7 — "GRADE A" FAIRS ALREADY CONTRACTED — 7

ART LEWIS SHOWS, INC.

1942 NOW CONTRACTING 1942

High Class Shows—New and Novel Rides. Due to enlarging Show for coming season. Can place "A-1" Cookhouse exclusive, also legitimate Concessions. Want capable Ride Foreman. Bill Bush, contact. H. Ingram. Address: ART LEWIS, Nov. 20-28, Hotel President, New York; Nov. 30 to Dec. 5, Hotel Sherman, Chicago, Ill. Permanent address: Hotel Monticello, Suite 202-204, Norfolk, Va.

"TOPPED All Others,"

Joe Skerbeck, of Wisconsin, writes: "We have seven rides, and at the end of each season we find the No. 5 BIG ELI Wheel has topped all of them for net profits." Buy a No. 5 BIG ELI Wheel for long-term satisfaction in your investment.



ELI BRIDGE COMPANY

Builders of Dependable Products
800 Case Avenue Jacksonville, Illinois

SELL MORE POPCORN

HYCOL Golden Yellow



(Formerly Called "Nucoil")
Added to seasoning, so that when popcorn is kettle-popped it comes out a delicious and appetizing golden yellow. INCREASES SALES. Cost very small, for it goes so far. Send name of dealer and ONE-OUNCE TRIAL BOTTLE will be mailed on receipt of 10¢ cash or stamps to cover handling expense.

THE DYKEM COMPANY 2301 N. 11th St. ST. LOUIS, MO.



These Happy People saw the Vagabond Dealer!

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DE BELLE

Cane Patch, La.
Week ended Nov. 22, 1941.

Dear Editor:
What a pity that you weren't here to see how happy the bosses and their agents were when the independent show, ride and concession operators announced that they had decided to send them to the Chicago conventions. When the spokesman for the Committee To Fight for a Route First openly announced, "We want them to attend the convention looking mighty good this year and our intentions are to put some walk-around money in their pockets," the bosses' faces beamed with happiness. The committee then asked for a list of the conventioners' needs, with the promise that they would be filled.

The list was quickly made up and handed to the committee, who spent the night rechecking and penciling out such small items as a new roof for the office wagon, cocktail shaker for the pie car, new rubber for Lem Trucklow's house trailer, socks for the five brothers and silk underwear for Pete Ballyhoo. The committee voted those articles non-essential and not pertaining to the convention. Pete Ballyhoo held out for the underwear, even threatening to stay home. The committee weakened on that point, but still claimed underwear would spoil him as a manager. Besides, who would know whether he did or didn't have any on? The word silk was voted out entirely. As for the socks, the committee voted them out, agreeing that by letting out pants cuffs they, too, could be eliminated.

The bosses' wives had ideas to further their prestige. They asked the entire personnel to bring their trunks and suitcases to the private car. The hundreds of pieces of luggage brought in were carefully sorted so as to pick the best. The show's first ladies promised to return all bags before the show closed, as luggage is always considered hockable winter merchandise. Noticing the light weight of the trunks, the wives asked the owners to take them back and refill them, due to weight being as essential as flesh.

Friday evening a chartered Pullman car was parked on a siding and the wives' baggage was loaded for the trip. The 300 trunks and bags packed and jammed it to the roof, leaving no room for passengers. The convention committee then asked the show's first ladies to take only what baggage they really needed, but the ladies said, "We either travel in royal style or we stay at home." When asked what they meant by royal style they informed the committee that they, the five wives of the owners, were entitled to 60 pieces of baggage each, which is only six pieces more than the Duchess carried. A baggage car was switched in to handle the excess.

Saturday afternoon the show's three-piece minstrel band and entire personnel were at the depot to bid the staff farewell and wish them a big route. While en route the bosses spent their time checking on what they had forgotten to bring and what they had forgotten to

leave behind. It was then they discovered that they had forgotten the blank fair contracts and to leave money for the show's move. At the first stop Pete wired the show, "Mail fair contracts and hold show over by popular demand."
MAJOR PRIVILEGE.

Philadelphia

PHILADELPHIA, Nov. 22.—George E. Roberts opened his annual holiday engagement at Snellenburg's department store this week with the following bill: Roberts' dog, ponies and monkeys; Gladys Faubelle, ventriloquist; Rope Rollins, rope spinner and juggler; Horace Lair and Major Nowak, clowns; Pama-hasika's Bird Circus, and Goldie Pitts, emcee. Also at the store is Dan Irwin's Eskimo Village, with Bob White as front manager.

Lit's store presents George Fredo's Musical Trio and Professor Frazee's Punch and Judy show. Mr. and Mrs. Louis Jeanette passed thru the city this week en route to New York. They report a successful season with John H. Marks Shows. G. T. Fitzpatrick opened his Wild Life Show on Market Street to good business. South Street Museum reopened with an arcade out front. Dancing girls are in the annex, with Al Paulert as manager.

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Los Angeles

LOS ANGELES, Nov. 22.—West Coast showmen are evincing much interest in the Pacific Coast Showmen's Association's Banquet and Ball, honoring the Western Fair Managers' Association, which will be in convention here December 10-12.

Banquet will be held in the Billmore Bowl, Biltmore Hotel, December 11.

Harry Phillips is in town visiting friends. Walter (Hollywood) Towers, Beckmann & Gerety Shows, is here for the winter. Jack Joyce closed with Krekos Shows and is taking out his indoor circus. Harry Chipman is in advance. Elmer Velare is visiting Nate Miller at Long Beach. Carl Martin, Snapp Greater Shows, will leave for Joplin, Mo., soon. Bill Jessup is in town renewing acquaintances. Barney Flannagan reports things in good shape at Long Beach, Calif. Walter Newcombe is still talking about his motor trip east. Elden Frock is working on a rodeo picture at RKO. Mike Krekos is making plans to attend the PCSA banquet.

Clyde Gooding and Frank Murphy visited Steve Henry at Sawtelle Veterans' Hospital. Murphy is undergoing treatment there. Martin United Shows will play two stands here. J. Ed Brown attended the stock show in San Francisco and then left for Chicago. Ed Walsh is on a trip north. Ray Johnson is training a drum and bugle corps. Nick Saad has improved his South Main Street novelty stand and reports good business. Ross Ogilvie is at the May Company, where Jack Brooks is playing Santa Claus.

O. N. Crafts is still away on vacation. Bill Meyers is directing improvement work on Crafts 20 Big Shows. Hugh McGill to handle publicity for the local CPA tents. Ernestine Clarke is expected in soon. Walton de Pellaton has taken

an apartment here for the winter. John Miller is still talking about his vacation. I. B. McCoy is visiting shows in this section.

St. Louis

ST. LOUIS, Nov. 22.—Much activity prevails around the International Association of Showmen's Clubrooms, which are the mecca for outdoor showmen here. Lorow Brothers' Oddities of the World opens November 24 on Washington Avenue between Eighth and Ninth streets, here for a month's stand. Cash Wittse, advance agent, is here arranging the museum's appearance. Mr. and Mrs. Al Baysinger, Al Baysinger Shows, visited *The Billboard* while en route to quarters in Poplar Bluff, Mo. They purchased a new neon plant in Southern Illinois. Dave Lachman, general agent Cliff Liles' Park Amusement Company, spent a day here visiting friends, en route to Illinois.

Phil Shapiro and Sunny Bernet came down from Chicago on Monday for a two-day stay. They visited the IAS rooms on several occasions. Mr. and Mrs. Noble C. Fairly, Dee Lang's Famous Shows, passed thru the city on Tuesday en route to the Chicago meeting. While here they purchased a new car from Charles T. Goss.

Charles DeKreko returned to his home here after playing fairs in the South. He reported good business, especially at his engagements in Toronto and Dallas. Hadgie Delgarian and family visited the DeKreko home while en route to California. Gordon (Foots) Middleton, last season with Rubin & Cherry Exposition, visited *The Billboard* Tuesday en route to Kansas City, Mo. Otto Griebling and Roy Barrett, circus clowns, arrived last week to work in the toylands of the two leading department stores here.

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Ban on Milwaukee Fete, Facing Test, Illegal, Says Mayor

MILWAUKEE, Nov. 22.—Unless rescinded, Paul D. Bergen, secretary of the Midsummer Festival Commission here, has indicated he will start court action to test legality of the county park commission's action on November 14 in barring the annual festival from Juneau Park unless the commission stops operating a carnival there.

Bergen said more than 200,000 visited the carnival last summer, of which 165,000 paid to enter. Remainder were admitted by showing their festival buttons. He asserted that the festival's share of receipts this year from the carnival was nearly \$23,000, which revenue made it possible for the fete to show net profit of \$8,000.

Mayor Carl F. Zeidler, former assistant city attorney, labeled the park commission's ban illegal, contending that the city retained the right to utilize its parks for municipal functions.

Polack Again Books Cincy, Louisville

CINCINNATI, Nov. 22.—For the third consecutive year, Polack Bros.' Circus will play here under auspices of Syrian Temple Shrine. Show will again be presented in Music Hall, the dates being February 16-21.

Show will be in Louisville February 6-12. Its third engagement there under Kosar Temple Shrine. There will be a layoff period, February 13-15.

Charlotte's Annual Expo Sets New Attendance Mark

CHARLOTTE, N. C., Nov. 22.—Sixteenth annual Charlotte Exposition and Food Show drew an estimated 42,000 during its 10-day stand in City Armory here November 12-22. James B. Vogler, manager, reported. Attendance figures, which eclipsed those of former years, were boosted by holiday crowds and soldiers here on leave from maneuvers in the Carolinas. Week-end and closing night, with an automobile given away, drew the biggest crowds.

Ches Davis's All-American Folles opened the show and played the first four days. Unit included the Clyde Jordan Girls, Robinson and Bennett, novelty musicians; Chet Wiley and His Kansas Citizens; Jerry Burrell, Golden West Cowboy, and Boris Midgets. The Four Sidneys, bicyclists, were featured the final week, with local talent rounding out bill.

VET SHOWMEN F. M. Sandusky and Ray Maxwell, formerly with Golden Gate International Exposition, San Francisco, will direct the Women's Exposition, said to be the first educational spectacle of its kind booked in the South, at the Coliseum, Houston. Set-up will be a maximum of 150 booths and vaudeville acts and a series of contests will feature entertainment programs planned for each afternoon and night. Jack T. McCully, who resigned as Houston Chamber of Commerce publicity director recently, will handle the publicity. McCully handled the press at Houston stock show for four years.

Economic Set-Up Favors Canadian Indoor Events

ST. JOHN, N. B., Nov. 22.—Not since the first World War have economic conditions in the Eastern Canadian Provinces so favored indoor events under auspices as for this season. Wartime prosperity prevails, the only discouraging note being scarcity of locations for the fairs, bazaars, and expositions. Ice rinks are not available because of being prepared for the regular skating season, while the hockey seasons have opened at rinks where artificial ice is used.

Many halls now used for the events are not considered large enough and are up two flights from the street. Money is reported plentiful, particularly in St. John, Moncton, Fredericton, St. George, Woodstock, Edmundston, Dalhousie, Campbellton, Bathurst, St. Stephen and Sussex in New Brunswick; Halifax, Dartmouth, Truro, Amherst, Springhill, New Glasgow, Westville, Stellarton, Trenton, Pictou, Sydney, Glace Bay, North Sydney, Sydney Mines, New Waterford, Shelburne, Liverpool, Lunenburg, Bridgewater, Yarmouth and Kentville in Nova Scotia.

Charlottetown and Summerside on Prince Edward Island also are reaping boom-time harvests. A new wrinkle for indoor events was introduced at Sussex, where a large feed warehouse was cleared for three nights for fair purposes. A rink, destroyed by fire, had formerly been used.

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HARRY HELLER, 50 HARRISON AVE., WEST ORANGE, N. J.

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Any place large or small crowds gather is JUST the spot for a flashy Hi-Striker, and we have 4 complete 1941 outfits, all No. 3 size, all single and towers in 3 sections; the base boilerplate, top on heavy super-frame. All bright RED, numbers 3" size, aluminum painted and trimmed in black. All 25 ft. high, regular \$75.00 machines. Only 4 outfits to go at \$60 each. You can wire us the order, to be sure and send full amount or a deposit. Immediate shipment on the 4 outfits ONLY. Each outfit boxed and crated, weight 280 lbs. Remember, all BRAND-NEW 1941 machines and ONLY 4 to offer. RUSH your order NOW and WE WILL RUSH outfit to you. Tell us if express or freight. W. M. Moore, Mgr. Established 1906. **LAPER HI-STRIKER WKS., Lapeer, Mich.**

Arrest Made in Poison Case

RB Employee Is Quizzed on Deaths of Bulls

Police of Charlotte, N. C., act—witnesses said to have seen capsules given

CINCINNATI, Nov. 22.—Out of a maze of rumors and contradictions in dispatches this week regarding the arsenic poisoning of 11 Ringling-Barnum elephants, major development was arrest of a circus employee in St. Petersburg, Fla., at request of Charlotte, N. C., police.

The accused man denied his guilt, declaring he was a victim of mistaken identity.

Reports that the FBI in Washington had intimated that the National Zoo there was being watched as a result of threats made against its elephants were branded as false by officials at headquarters.

The circus is scheduled to close today in Miami and go to winter quarters in Sarasota, Fla.

Witnesses From Charlotte

CHARLOTTE, N. C., Nov. 22.—The Ringling-Barnum elephant arsenic poisoning case developed a local angle when Elwin Bolgin Michael, 32-year-old employee of the circus, was arrested in St.

HW Bulls to Sarasota

CHICAGO, Nov. 22.—J. C. Donahue, general traffic manager of the Ringling-Barnum circus, returned from the South early this week and Wednesday night left for Los Angeles to arrange for bringing 12 Ringling elephants east. The dozen bulls have been on the West Coast since closing of the Hagenbeck-Wallace Circus a couple of years ago. They have been in charge of Cheerful Gardner and have been used frequently in motion pictures. Donahue will ship the bulls to Ringling winter quarters at Sarasota to replace the animals that recently died of poisoning.

Petersburg, Fla., this week on request of Charlotte police. Four persons told Charlotte police they saw Michael drop capsules in the mouths of elephants during the stand here November 3.

Michael was arrested in St. Petersburg after O'Dell Griffie and Claud Bolic had picked him out of a group of (See *Poison Case Arrest on page 51*)

Henry Injured by Fall

HOUSTON, Nov. 22.—Arthur (Bam) Henry was injured here during a matinee performance of Arabia Shrine Circus, when a hook on a trapeze bar broke, causing him to fall 40 feet to a platform of artificial ice. When he was rushed to a hospital, his injuries were found to be three broken ribs and deep face and hand cuts. As he will be unable to work for six weeks, all bookings were canceled. He will convalesce here.

Wrecking Peru Buildings

PERU, Ind., Nov. 22.—Henry Ringling North, vice-president of the Ringling-Barnum circus, recently visited the circus farm here and made arrangements to effect some rehabilitation. He is wrecking those buildings which no longer serve any purpose and is also destroying considerable equipment which could never roll again.

Beatty for Miami Fair

MIAMI, Nov. 22.—Endy Bros. have signed Clyde Beatty with his trained wild animals to appear at Mahi Shrine Fair here for 15 days. He will be presented and featured by Endy Bros. Shows, Inc. Bee Kyle will do her high dive daily.



ARTHUR HOFFMAN, who has been contracted as side-show manager of Cole Bros. Circus for the coming season, is a veteran of the circus annex world and noted for his ability as an orator and radio commentator. The past season he successfully operated his own outdoor traveling unit and is now managing International Congress of Oddities on its indoor tour.

Records Broken At Houston Shrine

HOUSTON, Nov. 22.—Annual Shrine Circus, Arabia Temple Activity Association, closed a six-day run at Sam Houston Coliseum November 15, which broke all previous records in attendance. William H. Scott, general chairman, said. He added that Friday night attendance surpassed all attendance records for any show ever in the Coliseum. Night attendance was 12,000.

Night attendance each of the six nights, November 10-15, was 7,500 each night, which is capacity for the hall, with the exception of Friday night, when standing room was sold out and several thousand persons were turned away. An estimated 60,000 persons saw the show (See *RECORD AT HOUSTON page 51*)

Won, Horse & Upp Combined Circus

An Equine and Canine Paradox—The Show With a Leaf of Gold

By STARR DE BELLE

Wagon Rut, Ga.
Winter Quarters.
Nov. 22, 1941.

Dear Editor:

This business of getting a circus ready for the road after a six-year layoff isn't what it is cracked up to be. Altho housed in the buildings during that time, dryrot is taking its toll. To repair the wagons will cost the show not less than \$75, if not more. The shop crew has torn down only 10, with 15 more to go. Too bad that we can't find someone who would like to buy a circus so we could build a new one and save money.

On Wednesday quarters took on a gala appearance, with flags and bunting displayed on every tree and barn. What the show was celebrating we didn't know, but thought perhaps some great arenic star was being welcomed to winter quarters. From the number of newshounds and photogs who ran all over the place, we were convinced that who or what was to be honored was big.

At noon orders were given to roll out the piano wagon and to get it ready for the reception. Remember, this show had gone modern years ago by using a player piano long before canned music was discovered. Our old musical director, Stake and Chain Whitey, reported that the roll music on hand was outdated and so badly aged that it wouldn't squawk a note. Circumstances canceled the music. At 3 p.m. the words, "Stand at attention!" were flashed thru the entire quarters. Both crews of men (one to a crew) dropped their tools and abided by the order.

Now we knew that some great general or perhaps the governor was about to be

Cole Zoo Draws 1,000 at Opening

LOUISVILLE, Nov. 22.—Cole Bros. Circus, in quarters on the State Fairgrounds here, opened its zoo on Armistice Day and played to 1,000 Louisvillians. Zoo will be open every Saturday, Sunday and on all holidays until the spring opening.

Queenie, lioness, escaped from the transfer cage and almost stampeded the herd of 14 elephants until she was kicked into semi-consciousness by Tony, five-ton bull.

Since returning to quarters Cole show has had plenty of press and radio publicity. Ora Parks, chief press agent of the circus, landed some beautiful art of (See *COLE ZOO OPENER on page 51*)

Gainesville Prexy Names Staff for '42

GAINESVILLE, Tex., Nov. 22.—Officers and directors of Gainesville Community Circus were re-elected at the annual membership meeting on November 14, as follows: Roy A. Stamps, president; Joe M. Leonard, vice-president; G. D. Bell, secretary-treasurer; W. Alex Murrell, B. A. Dillard, Roy P. Wilson, Portis M. Sims, T. H. Chaffin, A. Morton Smith, Cecil H. Tinsley, C. B. Stringer and Emmett F. Curtis.

President Stamps announced the 1942 (See *GAINESVILLE STAFF page 51*)

Kelley Loses Elephant; More Land Purchased

MENA, Ark., Nov. 22.—Al G. Kelley and Miller Bros. Circus lost Hattie, an elephant, at Grandfield, Okla., its closing stand. Construction work at winter quarters is being rushed at top speed, with the elephant barn and bear den completed. All ring and baggage stock are on a 10-acre pasture for winter. Miller brothers purchased 15 more acres of land here.

Accompanied by her daughter, Mrs. Kelley Miller is visiting her sister in Denver. Mrs. John Grady is visiting her mother at Wagoner, Okla. Will return about December 20.

Red Cross Thanks Terrell

LOUISVILLE, Nov. 22.—The following letter was received by Zack Terrell, owner of Cole Bros. Circus, from T. V. Hartnett, roll call chairman of the American Red Cross here:

"On behalf of the entire Red Cross organization in Louisville, let me express our unstinted thanks for your marvelous co-operation in lending us your elephants for the Armistice Day parade.

"It seems that whenever anything unusual has to be done, we always somehow turn to show people to help us out. This year was no exception and the unselfish way in which you helped is further proof of the traditional generosity of show people when a great cause needs a boost."

Morton Heads Group To Put on Big Show For Miami Hospital

MIAMI, Nov. 22.—Bob Morton, with the co-operation of George A. Hamid, has been put in charge of the amusement committee to raise funds for maintenance of a hospital here for crippled children, to be first of its kind in Florida. Sum of \$280,000 has been raised to build the structure thru efforts of a committee headed by W. L. Philbrick, Miami and Miami Beach, and comprising Dr. Arthur H. Welland, Joseph J. Orr, Charles L. Sykes, Coulton Skinner, Roscoe Brunstetter, Frank Pepper, Marvin Adams, Mrs. M. K. Barton and over 1,200 prominent citizens of Southern Florida. Contractors now at work expect to finish the building early in 1942.

Chairman Morton, co-owner of the Hamid-Morton Circus Company and a (See *Morton Head in Miami on page 53*)

Santos & Artigas Will Get Under Way in Havana Nov. 28

HAVANA, Nov. 22.—Santos & Artigas Circus will open at National Theater here on November 28.

Among the acts will be Alfred Court's wild animals with Prince Hindoo as trainer; Durbin & Genders aerial act, Harold Dean, Grace and Curtis Dean Genders; Dubois Thodino; Carl and Dorothy Elizabeth Durbin; Knoyis family, equestrian act of five people; the Durmont head trapeze; Ella Bradna, high school; Cora Davis, balancing trapeze and swinging rope; Montes de Oca, hand and head balancing; Aseveras, Liberty horses; Polidor, clown; Guerrero, Cuban clown; Chocolate, Cuban clown; six sporting dogs, playing basket ball. Fred Bradna will be equestrian director.

Santos is operating a carnival and show here until December 31, when he will tour the island with the circus under canvas.

Big Biz for Fernandez

HONOLULU, Nov. 8.—Abe Goldstein, veteran clown, reports that E. K. Fernandez Circus opened here to turnaway business and has been doing capacity business during its Hawaiian tour. Goldstein left the show and is now in business operating a gift shop. He doubts that he will return to his former profession.

Program follows—Display 1: Concert by Schoenfeld Army Band. 2: The Oakies, novelty perch. Barrel kicking. 3: Miss Roberts, single trapeze with arm swing finish. 4: Stanley Behee Bears, assisted by Miss Cress. Featuring wire walking bear. 5: Clown baseball. 6: Stewart Roberts Troupe, aerial bars. 7: Bernie Griggs and clowns. Jargo. 8: Nitto wire act. 9: Bernie Griggs' funny Ford. 10: Reuben Castang's chimpanzees. 11: Clowns. 12: Spiller's Seals. 13: Clayton Behee, flying act.

Burnhan Killed by Train

SALISBURY, N. C., Nov. 22.—A coroner's jury ruled that Evan Alexander Burnhan, Meridian, Miss., circus employee, was killed by a train. The dismembered body was found near Elon College on the train tracks last Friday morning by the crew of a second Ringling-Barnum train, en route to Greensboro. It was stated at Alamance County sheriff's office that SBI Agent Powell and Captain Rose, Southern Railway detective, who was on the train when the body was found, were continuing their investigation of the circumstances surrounding the death.



With the Circus Fans

By THE RINGMASTER
CFA

President FRANK H. HARTLESS 2930 W. Lake St. Chicago
Secretary W. M. BUCKINGHAM P. O. Box 4 Gales Ferry, Conn.
(Conducted by WALTER HOHNADDEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., Nov. 22.—The home of Central Vice-President Thomas M. Gregory and Mrs. Gregory in Akron was bulging with circus atmosphere as a group of ardent Fans passed thru the main entrance for the dress rehearsal-organization meeting of new Akron Tent on November 9. It will have its formal raising on December 7 at the home of Mr. and Mrs. Murray Powers.

According to a card sent to Fans, the "front door" opened at 7 p.m., not to inspect the menagerie but to spend an hour looking over the large collection of Circusiana of the Gregorys, consisting of photo albums, letterheads, programs, route books and cards, scrap book on national CFA conventions, etc. A large banner was used on the front door. Over the fireplace was a large cutout of Pete Mardo, former clown, now a resident of Akron. Living room was decorated with toy balloons and circus photo enlargements and walls of the dining room had been repapered with circus posters for the evening. Tom had a portion of his elephant herd lined up on the dining table and another line on the mantel.

Program opened with circus movies, with music, shown by Ted Deppish, Canton, O., who also had a display of his circus posters. At the business meeting these officers were elected: Frederick W. Work, general manager; Murray Powers, ringmaster; Carl E. Elwell, secretary-treasurer. Other members of the tent are Ted Deppish, Winnie and Tom Gregory, Arthur I. Kittinger, Mr. and Mrs. Pete Mardo and Mrs. Murray Powers.

Name selected was Pete Mardo Tent, (See CIRCUS FANS on page 53)

Circus Saints AND Sinners' Club

By Fred P. Pitzer
(National Secretary)

NEW YORK, Nov. 22.—We are informed by Joe Kass, national treasurer, that the new insignia of the club is rapidly being sold. This little pin was designed by Dr. Louis D. Clement. Three members of the Dexter Fellows Tent are now with the Olsen and Johnson Sons o' Fun show and when they open in New York they will be met by a great reception of their fellow club members. Rutgers Neilson and John Mulcahy are a committee looking after this event. A big night is planned and we know that it will make Bruce Evans, Don Tomkins and Don Gautier happy.

Postal from Sergeant Les Kramer, recording secretary of the Fellows Tent from Toronto, where he is businesing. . . . Ollie Oliphant, secretary of this tent, recently received nice publicity. His name was mentioned in 25 Years Ago Today *New York Sun* October 21 and in *The Saturday Evening Post* of October 11. In looking thru the mail I find a copy of *The Adventurer*, the organ of the Adventurers' Club, and with this number Kramer is at his best . . . also an issue of *The White Tops* and Hohenadel does a swell job. Why doesn't Col. C. G. Sturtevant gather all of his historical articles on the circus and put them out in book form . . . also a nice lot of shots of Russell Bros.' Circus from my friend Phifer . . . also a postcard notice from Frank Portillo, clown. We remember the early days when Frank used to come in and chat with us and hadn't turned professional, but even then one noticed that it was in his blood and would ooze out some day.

We learn that Ed Mulhearn, Nemo, the clown, is ill in the U. S. Veterans' Hospital, Kingsbridge Road, the Bronx.

The death of Al Hartmann was a shock to all of us and I want to add my belated condolence. We always enjoyed chatting with him and received many chatty letters. However, we feel that his splendid spirit is in *The Billboard* and will remain there as long as outdoor amusements exist.

Consolvo Tent Elects

NORFOLK, Va., Nov. 22.—Charles Consolvo Tent, Circus Saints and Sinners, elected C. D. Barnard president at the November meeting. Other new officers are Frank Lawrence, vice-president; Frank A. Dusch, second vice-president; James A. Borum, treasurer; Donald C. Harrison, secretary; B. D. Melchor, a director. Installation will be held in December. Charles B. Borland, Norfolk city manager, was re-elected to membership, and Representative Winder R. Harris was accepted as a member.

5,600 at Opening Of Columbus Show

COLUMBUS, O., Nov. 22.—Hollywood Thrill Circus opened a seven-day engagement in the State Fair Coliseum here on November 17 under auspices of Columbus Association for the Blind, Inc. Opening-night attendance was estimated at 5,600, with an increase of 1,000 on Tuesday and heavy advance sale.

Joe Archer Enterprises handled arrangements with the committee for the blind and staged an extensive advertising campaign using newspapers and three local radio stations, WCOL, WBNS and WHKC. Raymond B. Dean, in charge of press and radio, gave the show an unusually large amount of art, copy and radio time.

Ray Rogers produced the big show program, with William (Bill) Tumbler as equestrian director. Program ran smoothly on opening night.

Joe Basile and His Madison Square Garden Band of 16 played the show.

The program: Display 1—Overture by Basile's band. 2—Song, Catherine Snyder, blind vocalist. 3—Comedy acrobats, Arnst Brothers, Dennis Stevens and Hartzell Brothers. 4—Head-balancing traps, Charles Arley and Alec Zavetta. 5—Principal riding act, Jaun Phillipi and Miss Orelia. 6—Erma Ward, aerialist. 7—Larimer and Hudson, bicycle act. 8—Comedy Austin, presented by Lee Lott.

HAMID-MORTON CIRCUS

BREAKS THE WORLD'S RECORD

TORONTO, CANADA—OCT. 20TH TO 25TH

GROSS RECEIPTS.....\$57,500.00
GROSS PROFITS.....\$33,500.00

World's Record for a Six Day Circus, Not Using
Automobiles, Raffles or Chance Games

ATTENTION PLEASE!!!

ALL ACTS MIAMI, FLORIDA

South Florida Crippled Children's Hospital Committee Raised \$280,000.00 to build a Hospital for Crippled Kids. We must maintain hospital after completion. Hamid-Morton have agreed to donate all services to this worthy cause.

"The Night of Stars"

BURDINE'S STADIUM, FEBRUARY 5, 6, 7

Stars from every corner of America will donate their services. We donate ours, and we call on all circus performers to donate their services. We pay your gasoline, room and meals for all out-of-town performers.

Write Now to

BOB MORTON or GEORGE HAMID

2911 INDIAN CREEK DRIVE

MIAMI BEACH, FLORIDA

"IF ONE CRIPPLED CHILD WOULD SMILE—DON'T YOU THINK
IT WOULD MAKE YOUR WORK WORTHWHILE"

FOR SALE

One 35-Ft. Pneumatic Tires Float, 25 tons, usable for circuses. Sell at very attractive figure. Large enough to haul complete half a load. Also one 17-Ft. Float on Pneumatic Tires for circus use; attractive price.

CHAS. MILLNER
MILTON OIL CO

8000 Clayton ST. LOUIS, MO.

CIRCUS SPECIALS

1905 Carl Hagenbeck Circus route, reprint, \$1.50; 1878 Sells Bros. route, reprint, \$1.50; set of six 4-Paw-Sells Photos, assorted, 5x7s, \$2.00. Assortment 12 5x7 Circus Photos of old, all types, \$3.50. Xmas Special Offer—6 Postals and Herald, \$1.00. List, sample 25¢. Wanted—Old Programs, Routes, Letters, Pix, Bills. P. M. McCLINTOCK COL-LECTION, Box 891, Franklin, Pa. Extra Special—Four 1908 Gollmar Wreck, 5x7s, \$1.75.

Circus Musicians Wanted JACK JOYCE'S INDOOR CIRCUS

Trap Drummer, Trombone, Clarinet and Trumpet Player needed at once. All-winter work. Wire—no time to dicker.

R. AGUILAR

663 Fifth Street San Bernardino, Calif.

ATTENTION, AERIALISTS

Girls—Men—Can use Performers with ability to work in organized high aerial acts. Early bookings. Send qualifications and price to

GEO. W. MANNING, The Sensational Royals, care of The Billboard, Cincinnati, Ohio.

TENTS

We have some Tents and Tent Materials and can make a Tent almost any size of goods on hand; mills are not taking orders for next year at any price. Write us what you want on new Tents—have also a few used Tents.

D. M. KERR MANUFACTURING CO.

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Brilliant—Flashy—Permanent Colors!

For more than 30 years Phelan's Circus Finishes have proven their ability to withstand the abuse and hard usage to which Circus, Carnival, and Amusement Park Equipment is subjected. They protect and add to the life of your cars, wagons, seats, etc. The biggest names in the outdoor show world order from Phelan's, year after year—there must be a reason.

Write for FREE Color Card
and Special Prices Today

PHELAN-FAUST PAINT MANUFACTURING CO.

932 LOUGHBOROUGH AVENUE

ST. LOUIS, MO.

9—Capt. H. E. Pickard's Frisco seals. 10—First concert announcement. 11—Radio Rays, aerial act. 12—Unsupported ladders, Zoppl Family. 13—Automobile crash, Luckey Lott. Intermission. 14—Buck Steel's Liberty horses. 16—Higgins, the Sky Man. 17—Wilkmir, perch. 18—Second concert announcement. 19—Seven Zavittas, bareback act. 20—Clown pile-out. 21—Wallendas, high-wire act. 22—Clown walkaround. 23—Flying Crestas. In clown alley: Emmett Kelly, producing clown; Charlie Mitchell, Danny Gordon, Albert White, Barney and Jimmy Arnst, Jimmy Foster and Dennis Stevens. Buck Steel's concert line-up: Rose Steel, Jimmy Foster, Robert Reed and Charlie Mitchell. Also in concert is Baron Richard Nowak.

Sam J. Scheidler managed the circus side show. Baron Nowak, midget tap dancer, and Buck Steele and his Wild West contingent were the concert attractions. Ralph (Specs) Cautin had charge of privileges. Stanley Dawson and E. L. (Yellow) Burnett had charge of tickets.

Visitors during the week's engagement included Orrin Davenport, Jake Newman, Don Howland; Dick Wayne Barlow, who operates the State Fair roller rink; Harry F. Logan and Nick and Jimmy Albanese, night club owners.

200 Attend 3d Annual Siegrist Club Round-Up

CANTON, O., Nov. 22.—Charles Siegrist Showman's Club held its third annual Fall Round-Up at Hotel Belden here November 16, with more than 200 members and guests attending. The affair was a welcome-home gesture to Sterling (Duke) Drukenbrod, of Canton, president of the group, who returned to his home here after completing his duties with Clyde Beatty's Circus on Johnny J. Jones Exposition. He has been president of the club since its inception more than three years ago.

The party started at 5 p.m. with a reception for visiting showmen, with Drukenbrod at head of receiving line. A social hour followed, and the banquet at 7 p.m. A vaude show followed the banquet, with Curley Burns, veteran trouper, as emcee. Others on bill were; Aline Walter, songs by DeLores Rudge; baton and acrobatic novelty, Lillian Strook; magic, Prof. Ace Eller, the club's magician.

Ted Deppish, the club's photographer, screened new movies of Ringling-Barnum circus, taken the past season. The (See SIEGRIST CLUB on page 67)

The Circus of Tomorrow

By EDWARD L. CONROY

MUCH has been said and written about the circus of today, so let's peer into the future and take a look at the circus of tomorrow.

For one thing, I predict that the circus of tomorrow will be more and more along the lines of, extravaganza. It will embrace magnificent pageantry, gorgeous presentations and spectacular effects. Truly there is no better setting for such compelling entertainment than under a circus big top.

Just as the elaborate stage presentations offered in the Publix theaters a few years ago set a pace in entertainment that was hard to follow and made the then present vaudeville bills look mediocre in comparison, so will the modern circus program far excel anything that has been passed off as white-top fare in recent years.

Admitting that there is an extensive field for newness in circus entertainment and realizing that the field is, to a great extent, practically dominated by a couple of large shows, nonetheless it does not follow that the smaller circuses must adhere to any set routines in performances, for the old routines have become rather stereotyped, threadbare and infinitesimal compared with what has been dished out in Hollywood, at the big fairs and with our No. 1 circus in the last few years.

For variety, it behooves every circus manager who calls himself a showman to exercise his imagination somewhat in bringing about new and novel changes in his show. If he is not capable in this respect he has but to call in a specialist or, in other words, a producer or director to stage his circus. Furthermore, he must call in an artist, a person who knows color harmony, style and design.

Style, design and color harmony, as well as the ultimate in electrical effects, should, of course, predominate in the circus of tomorrow. Costumes and regalia, trappings and rigging and even the uniforms worn by the workers should all be designed for color harmony as well as utility.

In several instances many of our present-day carnivals, from the viewpoint of neon tubing, tower lighting, ornate fronts and modern design, to say nothing of new, flashy riding devices, have kept abreast of the times, while our circuses, with rare exceptions, have lagged behind, offering the old program fare, a hodgepodge of equipment, nondescript costumes, which are obviously home-styled, together with the usual stuffy main tent set up on a dusty lot that is often unbearable even to the dyed-in-the-wool circus fan. In consequence, today we have around 300 carnivals, compared with a small number of real circuses.

As for thrill acts, we can see them at fairs, parks and piers. Still the circus uses flying acts, wire-walking acts, perch acts and others that should not comprise their chief stock in trade. Like high-school equine acts, unless presented differently as offered by the Ringling circus, the foregoing acts lose in their appeal.

On the other hand, the program may be studded with such engaging specialties as performed by top-line trapeze artists, dexterous jugglers, exceptionally clever acrobatic acts and even skating turns that can and should be offered as presentations with special musical settings and brilliant lighting effects. And let me add that our circuses should not stint on pretty girls. Let there be as many comely girls as the size of the show will permit. Girls to perform in ensembles, drills and formations, stunning finales and even a singing chorus.

And clowns galore! By all means let there be more clowns whose costumes run riot in colors and whose tricks and buffoonery are the height of incongruity. But clowns, too, need the guiding hand of the master producer and costumer, for far too frequently their get-ups are shoddy and their tricks timeworn.

Time has brought many changes—changes in transportation, lighting and labor-saving appliances, yet, generally speaking, there has been little noticeable change in circus tents in the past 40 years. However, it is true that we now see colored canvas in the form of tops and side walls and even striped marquees, but the old basic design is still in evidence in circus tents.

EDWARD L. CONROY, theatrical and circus press agent, was born in 1884 near Auburn, N. Y., and was educated in Syracuse schools. He handled New York theatrical attractions as agent and manager, cinema stars and vaude acts and worked on various publications. He was with these circuses: Sig Sautelle, Forepaugh-Sells, Barnum & Bailey, Cole Bros. (Martin Downs), Sparks, Rogers & Harris, Bob Morton, Sells-Floto and Tom Mix; carnivals—Narder's Majestic, Riley & Mechanic's Keystone, George L. Dobyns, Johnny J. Jones and Convention Shows; kindred attractions—Pacific Whaling Company's exhibits, Anfenger's Noah's Ark and Jack Hoxie Rodeo. This covers period from 1906 to 1940. Conroy summers at Augusta, Me., and winters at Lake Worth, Fla.

Why not a new type of tent? I believe this is possible. There has been considerable talk about discarding tent poles and other unsightly obstructions in circuses such as guy lines and stakes, still, apparently, no circus owner or manager or department head has come forth with any practical suggestions in the way of eliminating such obstructions unless it be the tower method of suspension, which I believe to be impracticable for a vast tent, and this for the reason of the extreme weight of canvas and rigging to be supported in the top center of the tent. The idea might work out very well on a tent of smaller dimensions.

One might ask, what then will replace the present type of circus tent eventually? The answer is, quite frankly, the hangar type of construction. It's as simple as that. The circus of tomorrow will transport its own great exhibition pavilion, its interior as large perhaps as Madison Square Garden, its seating capacity equally as large.

The circus "hangar," looking for all the world like the upper half of a huge dirigible, may be, in the long run, just as compact to carry as a mass of poles, canvas and ropes. Four or six central girders and three or four end girders interlocked to a ridge beam and secured in place by innumerable cross beams or rods will support the canvas covering and all the aerial rigging and traps a genius can conceive, including perhaps an overhead runway for an aerial ballet.

Made of aluminum (this item should be plentiful after the defense emergency has subsided), the girders will be built in sections, put together while flat upon the ground, and then set in place much the same as a large center pole is put up. When properly assembled the first or one of the center girders may be swung in place, possibly with the aid of a derrick and boom, the rigging of which to be propelled by a Deisel donkey engine mounted on a truck or by

elephant power. After the girders are in place and interlocked to the ridge beam, the connecting rods or braces adjusted, then the framework is ready for the canvas covering. This may be rolled up from the sides and interlaced at the top, with the usual sectional lacing.

An important factor in regard to the canvas used on the metal framework is that it need never touch the ground. It can be unfolded from tarpaulins, hung in place and when dismantled returned to the tarpaulins to be rolled into bundles for transportation. The roofing scheme offers many different but feasible means of spreading the canvas, any one of which could be easily worked out by a big-top genius, such as Capt. Bill Curtis, for instance. And, too, ventilating requirements or problems, it seems, could be readily managed by hanging one top section of the canvas at a raking angle with overlapping eaves above the lower section of canvas. The underlapping top section could be hung snugly to the curving line of the girders, or the entire top may be stoutly laced down, covering the whole structure. In this event the canvas rides on a "grapevine" of ropes or rods and may be laced down so as to withstand the most severe windstorms.

Besides supporting the fabric roof, the girders form a component part of the supports on which the seat platforms rest, thus insuring absolute stability and rigidity. In other words, platform stringers of angle iron are bolted and secured to certain parts of the structural framework. Of course, this method precludes the use of wooden seat jacks and stringers, side poles, quarter poles and, in some instances, center poles. It also does away with stakes and guy lines.

Considering the energy entailed in erecting such an all-metal framework, hardly little more labor would be required than is now used on carnival lots in setting up a pair of Ferris Wheels, any cumbersome riding device or as many as six or eight light towers.

Even if the tower suspension method is used, I believe it will be necessary to erect center poles in order to sustain the excessive top weight of rigging and canvas. It may be that end girders could be used for this purpose. In case all the poles are to be replaced by girders, and if the girder arch is quite wide and the amount of weight suspended exceedingly heavy, then steel shafts, rising from the ground to the apex of the arch, may be used as a safety measure, and at the same time as ladders for riggers or as a pin rail for rigging ropes. Moreover, these central shafts may fit into the production scheme. Circular or winding stairs of an ornamental design may extend from the ridge beam to the surface below. A catwalk may also run along the ridge beam. This can be utilized for spot and flood lamps, as a runway for acts and girl numbers, which enter unseen from outside by means of covered stairs leading from the backyard to the catwalk or bridge along the ridge beam, thus affording unusual scope for numbers and spectacular effects heretofore unseen under canvas.

We may hope for and perhaps see radical changes in the circus of tomorrow which, in addition to using considerable new equipment, stunning effects in chromium plate, may offer something sensational in the manner of a grand illusion. Surely something refreshingly new and novel in this line can be developed. What about a disappearing elephant? Or something equally mysterious.

At all odds there's the pageantry and the pantomime to be considered. Famous nursery characters of fiction offer unlimited possibilities to the circus producer. Your circus producer has the people, the space and the animals with which to work. Children and adults alike love this sort of fantasy, and in this grim war-torn world of ours, especially now, we need fantasy to ease our jittery minds.

As for equine numbers, if any producer can outdo the fascinating "An Evening in Central Park," as viewed on the Ringling circus, he will be doing something well nigh impossible. But there's old Saratoga with its colorful saga, or Churchill Downs on Derby Day, or maybe a glimpse of old New Orleans with its famous festival, the Mardi Gras.

We have seen the steel railway cars replace the wooden rolling stock as used by circuses, and there have been a few notably fine motorized circuses in the past few years, so in conclusion let me state that I predict all the foregoing and even more in the circus of tomorrow. I predict and even suggested air-conditioning to certain circus owners as early as 1928. Now, with apologies to Pearson and Allen for predicting things to come. I predict such essentials as opera chairs for the circus. Chairs with seats that automatically fold up when not in use. I also predict canopies that will cover at least half of circus midways, and illumination that will safely guide the thousands of patrons in leaving the circus grounds on the darkest of nights. Signs might also be used in this respect, for when the crowds pour out of exits other than the main entrance of a circus tent there is considerable confusion, especially after the night show.

Owners of small tent shows might, with advantage, study the construction and set-up of the GMC exhibition, a portable show that makes week stands in certain cities. The last word in showmanship and engineering, as applied to traveling exhibitions, is certainly apparent with this outfit. And small show owners will undoubtedly get no end of new ideas in show building and presentation by observing the equipment, layout and performance of the Ringling circus. It's the Greatest Show on Earth, to use the famous Barnum & Bailey slogan.

But not all shows or circuses can be Ringlings, neither can all stores be Wanamakers, Macy's or Marshall Fields. Still these little shows can be exemplary institutions in a smaller manner, keep to their own fields, present noteworthy talent, modern equipment and new dress in canvas. The result will be that the public will welcome and patronize them, for the field is by no means as overcrowded as it was at the turn of the century, when a dozen or more major railroad circuses toured the country and fought for virgin territory.

I believe the time will come when our major circuses will play more two-day and three-day stands in the key cities and longer runs in the metropolitan centers. More radio and newspaper advertising and publicity will be used by circuses, and less posting will be done in certain sections of the country. Models of the new circus layout will be spotted in centrally located shop windows. I hope also that the time will come when circuses will feature something in their newspaper ads other than animal actors, double-length trains and foreign wonders. The circus is a real American institution—let's make it 100 per cent American, with American names and acts. Hollywood has done pretty well in this respect. It is significant that every high school boy or girl can rattle off a list of noted screen stars, but who among them can name a circus star?

Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

CIRCUS sailmakers—make no sails.

LEE SMITH is clowning in Toyland at a Sears-Roebuck store in Cincinnati.

CLIFF McDOUGALL cards that Polack Bros.' Circus did nice biz at Peoria, Ill.

JOE SHORT, clown, is working Kearn's store, Detroit, for the holiday season.

FRED PFENING JR. visited friends playing the indoor circus at Columbus, O.

RINGLING-BARNUM had about 15,000 on the day at Savannah, Ga., November 14.

PAUL M. LEWIS carded from Michigan, where he was hunting, that he shot his buck on November 18.

JAY WALL and wife, who last season were in charge of Clyde Beatty's sound truck, are operating Ivey Cafe, Houlton, Me.

FRANK SOTIRO, of Mills Bros.' Circus, is handling the stage for Shrine Circus in Macon (Ga.) Civic Auditorium this week.

J. F. SNOW writes, "Ringling-Barnum circus played one day in Portland, Me. Hunt's Circus played the State about three weeks."

FLYING ROMAS have been contracted for American Legion Fair, Ocala, Fla., for week of November 24, which will make their season 41 weeks.

BILL BAER, well known Steubenville, O., showman, plans to leave for Florida to book his dog act. Act appeared at several Ohio county fairs last fall.

A BODY identified as that of James Wilbur, in private life Harry George Wyatt, is unclaimed at Texarkana (Tex.)

Circus Model Builders and Owners' Association

By RUSS T. WARNER
(Director of Publicity, 1418 Mulberry Street, Reading, Pa.)

READING, Pa., Nov. 22.—Hobby Show season has begun in Eastern Pennsylvania and quite a few builders are taking advantage of the opportunity by setting up their miniatures at these displays. The CMB of the Harrisburg district is displaying handiwork at the Model Railroad Hobby Show in Camp Hill for a week, railroad hobbyists having given it a large space. Model Builders around Lebanon, Pa., will have their circuses on display at Lebanon YMCA Hobby Show on November 27-29. Several more shows are planned and builders are on the job securing space to create more circus spirit among the public.

Russ Wagner, CMB, Harrisburg, will have his complete circus outfit on display at the Strand Theater, Pottstown, Pa., beginning November 30, for three weeks.

Sergeant Maurice C. Allaire, 12 Weymouth Street, Portland, Me., creator and builder of a complete miniature circus, has joined the CMBOA. He is building his show on 5/16-inch scale and plans two more tabloid wagons of the old Sparks Circus type.

Bert Backstein, CMB, Decatur, Ill., writes that he does not intend to be caught short on lumber for his circus. He has laid in a supply and is continually adding to his show as well as rebuilding and redesigning some of his older wagons.

Official ballots for election of officers of CMBOA for 1942 have been sent to all members and results will be published in December.

Plans are progressing for the first annual convention of CMBOA in Peru, Ind., April 1-4.

Funeral Home. Friends or relatives are asked to send information there.

S. B. RUSSELL, agent and billposter, is in Vitron Hospital, Ward B, Muskogee, Okla., and would like to read letters from friends. He expects to be out in time to troupe next spring.

QUALITY counts, whether dealing in wagon poles or acts.

KNOWN to veterans of circus and animal shows, Walter L. Main, Geneva, O., has been named an honorary lifetime member of the United States Society of Zoology.

SERGEANT ALBERT YARBOROUGH, formerly on the front door of Sparks' and Downie Bros.' circuses, is in the medical department at Camp Jackson, Columbia, S. C.

WELLS BROTHERS, comedy bar act, were on program of Retail Merchants' Christmas Show at Palace Theater, Canton, O., November 21. J. R. Malloy was managing director.

BUCK STEEL and Company, featured the past season with Hunt Circus, has returned to his farm near Dover, O., following the close of the show. He plans to work several winter dates in the Middle West the next few weeks.

WALTER McCRACKEN'S Dog, Pony and Monkey Circus is now in quarters at Oswego, N. Y. Performances are given at the farm Saturdays and Sundays. Pony ride works every day, reported Fred Timon.

DON KIDDER, formerly a lion handler with RB and other shows, is operating Don's Garage in downtown Detroit, and expects to have a number of mechanics from big shows with him for the winter season.

FOR a born showman to escape trouping, he must die young.

ROBERTA'S CIRCUS opened at May Company Department Store, Cleveland, November 15, for the holiday season. Unit was booked thru Klein's Attractions. Ed Raymond, clown is on the bill.

BARNEY AND JIMMY ARENSEN, joeys, appeared in clown alley at Columbus (O.) Indoor Circus directed by Ray Rogers, of Wallace Bros.' Circus. They are again making Canton, O., their winter home.

CIRCUSES WILL have to hunt new showgrounds at Johnstown, Pa. A large lot in the Woodvale district, used by circuses for a half century, will become a parking lot for a steel company immediately.

FOR the fourth consecutive year acts from Will H. Hill's Society Circus are entertaining in Gimbel Bros.' toy department, Milwaukee, including Tot, skating clown; performing ponies, dogs and elephants.

GIVE a rigger enough rope—and he'll hang the rigging.

FUNERAL services for Milt Taylor were held in El Monte, Calif., November 10, with entombment at Angeles Abbey Mausoleum. He is survived by his widow, Emma, aerialist and equestrienne, who accompanied the body to California.

DON SMITH, president; Walter J. Pietschman, secretary of CHS, and Herbie Head visited quarters at Peru and Rochester, Ind., November 16. They called on George Graf and visited Dolly Jacobs at Terrell's new farm quarters.

L. BLONDIN RELLIM and wife; their daughter, Joyce, and son, Neil, were guests of Mr. and Mrs. George Valentine during the Houston Shrine date. The latter are sporting a new De Luxe trailer.

DOC CANDLER closed a long season of theater, club, celebration and indoor dates thru Ohio, Pennsylvania and New York. He spent 10 days with The Order of St. Francis, (Episcopal), Lond Island, N. Y., for a rest.

EDDIE HENDRICKS, last season on Wallace Bros.' Circus in a riding act,

Toronto Great For Bob Morton

CINCINNATI, Nov. 22.—Omer J. Kenyon, in from Toronto as general representative for the Hamid-Morton Indoor Circus for many years, says that so far this season, in Boston Gardens, Philadelphia Arena and Maple Leaf Gardens, Toronto, business has been what many showmen dream of but seldom realize. There were many turnaways.

From the Toronto record-breaking business, the lesser privileged persons on the home front and the men, women and children who are holding the front line in Britain were assured \$21,167.32 in benefits thru the ninth annual Bob Morton's-Rameses Temple Shrine Circus at Maple Leaf Gardens. On Saturday night (closing) 2,500 people were standing.

At a luncheon at Royal York Hotel, given by the officers of Rameses Temple and Bob Morton officials, it was announced that the net proceeds to the Temple from the circus had been \$18,667.32. Half of this sum, \$9,333.66, is to be devoted to Temple Funds and to the crippled children's work of Rameses Temple. The other half was equally divided between The Evening Telegram British War Victims' Fund and The Daily Star Red Cross. Presentation of the checks featured the luncheon.

In addition, Morton announced that he would split \$2,500 of his net profits between the two war funds and invest a like amount in Canadian war bonds. So The Evening Telegram British War Victims' Fund received checks totaling \$5,916.38 as well as The Daily Star Red Cross Fund and the equal amount of the two funds likewise to the Crippled Children's Funds, and an equal amount by Morton to the three funds totaling \$5,000.

A total of \$22,664 was given to War Charities and Crippled Children's Funds in Toronto by the Morton Circus, says Kenyon.

Kenyon, who is on his way to New Orleans and Mexico City, said he had a fine season at Edgewater Park, Detroit.

Tribute to Gillette

By DARWIN C. HAWN

YOUR family and pals along the red wagon trails will miss your guidance along the road of circus life. Your kindly voice has been silenced by the Great Master, who has seen fit to sound the trumpet which we, your pals, are sure has opened the gates for you to enter the Great Beyond.

In life, your ever honest, beautiful example of character was a torch, flooded with radiance of light, and served as a beacon to the pathway that every trouper should follow. The early dawn dews of the grassy circus grounds will never again show the imprints of your boots as you piloted the layout gang to the right lot. Nor will you ever again study worldly maps, jotting down here and there the cities and hamlets you knew so well for your loved circus to play.

You may have passed from this earthly vale in the flesh, but we are sure your spirit has entered into Heaven and will have all the torches burning to show your pals the way, when our turn comes to knock gently on the doors that lead the way to your Heavenly Palace. In the meantime, the prayers of your earthly pals are sure that you have found everlasting peace in the realm of Our Lord. (Luther Canfield Gillette, 71, died at Pensacola, Fla., October 30.)

who is at his home in Menominee, Wis., will soon report to the Selective Service Board for final examination. He visited Albert White and Lee Smith in Cincinnati.

CIRCUS styles change but the style chasers never tire of racing to "keep up."

VELMA ZIEGLER, Canton (O.) aerialist, is now teamed with Mrs. J. R. Malloy as Flying Malloys, doing a Roman ring (See UNDER THE MARQUEE on page 53)

The Corral

(Communications to 25-27 Opera Place, Cincinnati, O.)

BEN, RODEO TAILOR, has been visiting the shows in New York, Boston and Buffalo and renewing acquaintances with his many friends.

OKLAHOMA CURLY ROBERTS, former well-known rodeo performer, was a visitor to the corral desk last week, taking time off from his chores at the Queen City's Cat and the Fiddle nitery, where he presented his trick and fancy roping and whip acts. Curly, who was accompanied by Mrs. Roberts, said he has been playing theaters and niteries the past year to good results. He came into Cincinnati after a successful stand at Roxy Theater, Cleveland.

GOVERNOR PAUL JOHNSON of Mississippi had a night show dedicated to him by T. E. Robertson All-American Rodeo which opened for three matinee and seven night performances in Municipal Auditorium, New Orleans, November 21, Pat Flynn, publicity director reported. Crescent City event was sponsored by the police department for its relief fund. Milton Hinkle was associate producer. Flynn used posters, auto bumper cards, five radio stations and Louisiana, Mississippi and Alabama papers to plug the show. Contract performers included Vaughn Craig, Alice Adams, Fay Kirkwood, Rosita, Alice Sisty, Juan Silvesti, Andrew Becerril, Cecil Cornish and Hoyt Heffner. John Lindsey, Swede Johnson and Clyde Kline, clowns, and Tad Lewis, Line-up includes Robertson and Hinkle, producers; Alice Adams and Tad Lewis, timers; Jose Cavazos, contact man; Charles Broodnet and Hughie Long, judges; H. D. Binns and Lynn Buetler, arena directors; Elrey Buetler and Tom Hogan, pick-up men, and Jack Story and Ray (Pete) Adams, announcers. Stock was furnished by Clyde Miller, Buetler Brothers, Red Line and McLemore and Griffin. Rodeo, which is under RAA and SRA rules, is New Orleans' second in about 20 years.

LSU Rodeo Draws 28,000

ABOUT 28,000 attended the two matinee and six night performances of the second annual All-American Rodeo at the Fifth Annual LSU Livestock Show, Rodeo, and East Baton Rouge Parish Fair in Louisiana State University arena, Baton Rouge, November 11-16. Final and day money results were: Bareback (See THE CORRAL on page 53)

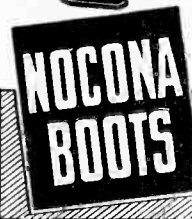
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ALBERT SPILLER, MGR. CAPT. SPILLER'S SEALS and His Assistant, MISS JUDY SPILLER

Wish All Our Friends a Merry Christmas and Happy New Year

Special Greetings to My Friends, MR. AND MRS. IRVIN POLACK, MR. LOUIS STERN, EUGENE RANDOLPH AND FAMILY, of Polack Bros.' Circus, My Very Good Friends, MR. AND MRS. RUBIN CASTANG, My Sincere Wishes and Thanks to MR. FERNANDEZ for the Nice Engagement on the Hawaiian Islands.

Trade Show Open to Industry

Banner Meet Is Set by NAAPPB

Social side of Chi conclave will be emphasized—banquet Friday night finale

CHICAGO, Nov. 22.—Park, pier, pool and beach men and concessionaires from all over the country are packing their grips preparatory to departing for Chicago to attend the 23d annual convention and trade show of the National Association of Amusement Parks, Pools and Beaches. Some from distant parts are already on their way. Reservations from all over the country have been pouring into the secretary's office the past few days, and from present indications the forthcoming meeting is to be a banner one in the association's history.

Upon instruction of the board of directors, the secretary's office has issued invitations to all members of the fair and carnival industries to visit, without charge, the exhibition halls, which will be open, starting on November 30 at 2:30 p.m. and continuing until the curtain falls on the convention on Friday, December 5.

Program Called Outstanding

Program committee, consisting of Fred L. Markey, chairman; Edward L. Schott, vice-chairman; Harry A. Ackley, A. R. Hodge and Paul H. Hudepohl, and the beach and pool committee, consisting of Paul H. Hudepohl, chairman; Bert Nevins, vice-chairman; Vernon D. Platt, J. O. Ziegfeld, and Chauncey Hyatt, adviser, have done an outstanding job, and the special pictorial section under the direction of Norman Bartlett is expected to be an outstanding feature of the convention.

More stress has been laid on the social side of the convention than ever before, and the reception and social committee headed by Roy Staton has been busy for weeks planning for the entertainment of delegates and guests in a most elaborate manner. Penthouse club will be operated on even more elaborate lines than last year. There will be two sessions each day, starting Tuesday, December 2, in the Crystal Ballroom, one floor above the exhibition halls. Hours will be 6 to 7 p.m. and 10 p.m. to 2 a.m. There will be no admission charge to the early evening sessions.

Floorshow at Banquet

Banquet and frolic committee will stage a banquet as the finale of the convention Friday evening, December 5, in the Bal Tabarin. In addition to the dinner an outstanding floorshow will be (See NAAPPB MEET IS SET on page 51)

Nagel, Houston Zoo Head, Shot to Death in Quarrel

HOUSTON, Nov. 22.—Hans Nagel, zoo-keeper at Herman Park here since 1921, was shot to death Monday at 5 p.m. by motorcycle officer Harold M. Warren, who claimed self-defense. Six shots entered Nagel's body. Warren was charged with murder and made bond of \$2,500.

Warren said he fired after a quarrel with Nagel, started when he found Nagel watching two boys and a girl, who were talking in a parked car. He said he told Nagel that keeping watch on people was the duty of police and that he tried to take Nagel to the park office to settle the dispute, but that Nagel refused to go and started to draw a pistol. The two boys in the car signed statements that Nagel reached for his gun. Park Superintendent Clarence Brock said he had written Nagel about a year ago, ordering him to confine his activities to the zoo, after Nagel had disturbed parked couples.

Mayor Neal Pickett has asked J. Allston Clapp Sr., close friend of Nagel and amateur zoologist to supervise the zoo temporarily. J. Leonard Davidson, geophysicist, who has contributed many animals to the zoo, was named temporary co-supervisor. Further details in the Final Curtain.



A SPECIAL FEATURE of the 23d annual convention of the National Association of Amusement Parks, Pools and Beaches to be held in the Hotel Sherman, Chicago, on December 1-4 is previewed here. "Best Promotions of 1941" will be subject of an open forum recently announced by Program Chairman Fred L. Markey and Special Chairman Cy D. Bond, both of Dodgem Corporation. Photo shows Chairman Bond in his schoolmaster role with charts and pointer.

Detroit Zoo Gross Up 20% Philly Zoo Pleads for Funds

DETROIT, Nov. 22.—Detroit Zoo closed on November 16 after drawing an estimated 2,000,000 during its five and a half month season this year, according to Director John T. Millen. It will reopen around Decoration Day. Total receipts from concessions, including refreshment stands, parking lot, chimpanzee theater and miniature railway, were \$133,474.50, about a 20 per cent increase over the 1940 total of \$110,026.90.

CANTON, O.—Clyde Beatty's Zoo at Fort Lauderdale, Fla., will reopen on December 12, according to Sterling (Duke) Drukenbrod, who handled the front door of the Beatty Circus on the Johnny J. Jones Exposition this season and who recently returned to his home here.

PHILADELPHIA, Nov. 22.—Zoological garden here cannot operate next year unless city council gives it more money, Dr. Williams B. Calwalader, zoo head, told councilmen sitting as a committee on the 1942 municipal budget. His plea produced no immediate result, council giving him the same \$50,000 as this year instead of \$75,000 asked. The \$25,000 was asked because of rising costs, zoo directors pointing out that if prices go much higher and more money isn't forthcoming it will mean cutting down on food and heat for animals. It was also hoped that an increase would allow for several minor improvements and increases in salaries. Salaries are paid out of gate receipts, but zoo directors admit they've never been able to pay salaries that compare with those of most major zoos.

Complete AREA Program in Chicago

Seventeenth annual meeting and third annual dinner, West Room, Hotel Sherman, Monday December 1, 7:30 p.m.

- 9:00—Address of Welcome, President A. W. Ketchum, National Association of Amusement Parks, Pools and Beaches.
- 9:10—Doing Business in a Changing World, Secretary A. R. Hodge, NAAPPB.
- 9:20—President's Annual Address, Vice-President R. E. Chambers.
- 9:30—Taxes on Penny Arcades, William Rabkin.
- 9:40—Converting an Amusement Ride Factory to Defense Work, George H. Cramer.
- 9:50—Effect of OPM and Priorities on Our Business, OPM representative of Chicago district.
- 10:00—Discussion by membership, first speaker to be Raymond Lusse.

EXECUTIVE SESSION

- Resolution for late President C. V. Starkweather, John Wendler Jr.
- Report of Membership Committee, R. E. Chambers.
- Report on Installment Selling, Ben Roodhouse.
- Report of Treasurer, W. F. Mangels.
- Report of Finance Committee, Fred L. Markey.
- Report of Convention Exhibit Committee, C. D. Bond.
- Report of Nomination Committee, W. F. Mangels.

Complete Program of NAAPPB in Chi

SESSIONS IN THE HOTEL SHERMAN

PROGRAM SESSIONS of the National Association of Amusement Parks, Pools and Beaches. (Grand Ballroom, mezzanine floor.)

Wednesday, December 3

- 2:00 p.m.—Star-Spangled Banner, Arthur F. Briese, accompanist.
- Invocation, R. S. Uzzell.
- Chins Up and Looking Ahead, President A. W. Ketchum.
- Announcements and communications.
- Greetings from the Showmen's League of America, President Frank R. Conklin.
- Reports of Convention Committees—General Program, Fred L. Markey; Pictorial Section, Norman Bartlett, Special Beach and Pool Program, Paul H. Hudepohl; Entertainment and Banquet, Roy Staton; Reception and Social, Roy Staton; Location and Exhibits Arrangements, Herbert F. O'Malley.
- Report of Public Liability and Fire Insurance Committee, Norman S. Alexander, chairman.

(See COMPLETE PROGRAM page 50)

Palisades Sold On Long Season; Plans Big Outlay

PALISADE, N. J., Nov. 22.—One of the most successful innovations ever tried at Palisades Park here was lengthening of the 1941 season by two months, according to officials, who reported that in following up that policy it is planned to begin the full-time 1942 operating schedule on Easter Sunday. That the innovation was successful is seen by the fact that the 1941 season was a record-breaker and the management's announcement that a heavy improvements outlay is planned in 1942.

The 1941 season ran 22 weeks, whereas 14 weeks were formerly considered a comprehensive schedule. According to Irving Rosenthal, co-operator of the park with his brother, Jack, "I have long felt that there is no particular reason why the season need necessarily begin on Decoration Day week-end and end Labor Day. Our success with a longer season has shown that it can be done if events are planned to draw them in. We have also discovered," he said, "that different rides have varying degrees of success in cool and warm weather. Most successful attractions in chilly weather are participation features, such as Motor Boat ride, Auto Scooters, archery and ball throwing features."

3,000,000 Attendance

Attendance of over 3,000,000 in 1941 was largest in history of the park. Since the Rosenthals took over in 1935 their best season had been 1937, when about 2,000,000 passed thru the gates. Another gratifying feature of 1941 operations was the fact that 33 1-3 per cent of customers were New Yorkers. In 1935 only 5 per cent of business was attributed to that area. Percentage this year was figured from ticket stubs made out (See Long Palisades Season page 51)

Drive On for Houston Zoo

HOUSTON, Nov. 22.—Herman Park Zoo has been assured of at least one animal to replace 16 lost recently during an anthrax epidemic there. This became certain when actor Johnny Weismuller sent \$25 as start of a Tarzan Club to raise money for rebuilding the zoo. Children are to be made members of the club at a dime apiece. Zoo hopes to buy a kinkajou, Mexican porcupine, Australian wild dog, small baboon, several species of monkeys and an elephant, with the possibility of getting a hippo and a giraffe if the drive is successful enough. These are not the same species as lost, but the zoo figures they would be better attractions.

PHOENIX, Ariz.—Coney Island Amusement Center here is slated to open soon with rides in operation, reported Joe Weber. Park is near four new air bases and has a drawing population of 122,500.



HARRY A. ILLIONS, widely known ride operator, who has announced that he will install new devices for the 1942 season in Belmont Park, Montreal, and in Seaside Park, Virginia Beach, Va., having already purchased a new ride to add to those in Belmont Park. During a long operating career he has been with carnivals, in parks and at fairs and expositions.



An Amusement Device Purchased Now! May be Required To Last for Many Future Years!
LUSSE BROS., INC., AUTO-SKOOTER CARS ARE BUILT TO LAST!

There is no short-cut to experience. Eighteen Years of CONSTANT ENGINEERING EFFORT by LUSSE BROS., INC., have resulted in PRODUCING the BEST AUTO-SKOOTER we've ever built.

The 1942 AUTO-SKOOTER CARS are so ADVANCED in PERFORMANCE and STREAM-LINED BEAUTY, that AMUSEMENT SEEKING PATRONS will be ATTRACTED and EAGER to RIDE Them for MANY YEARS TO COME.

OWNERS EVERYWHERE tell us the AUTO-SKOOTER RIDE is the most POPULAR and CONSISTENT MONEY PRODUCING INVESTMENT they ever made in the Amusement Field.

The "WATER-SKOOTER" Ride for 1942 is a TRIED and PROVEN MAJOR ATTRACTION since 1930 which will ENHANCE the BEAUTY and EARNING POSSIBILITIES of YOUR PARK or LOCATION for MANY FUTURE SEASONS.

Choose either the AUTO-SKOOTER or WATER-SKOOTER Ride or BOTH for GREATER CONTINUOUS EARNINGS on YOUR DOLLARS INVESTED!

We have a surprising amount of ORDERS ON HAND for Next Season's Delivery, and URGE YOU to PLACE YOUR ORDER IMMEDIATELY, as the Available 1942 Production Schedule is Limited.



We will be glad to see you at the NAAPP&B and SHOWMEN'S League of America Conventions, Sherman Hotel, Chicago, Ill.,

Nov. 30-Dec. 5, 1941

WRITE FOR BOOKLET!

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American Recreational Equipment Association

By R. S. UZZELL

This year's meeting in Chicago will be historic. Never before have so many vital problems affecting our industry pressed us for solution. No other solutions have been so far-reaching as those which are to have the attention of the ablest men in the amusement park business and its allied interests.

Priorities Cause Inventiveness

The coming generation which is to take our places some day will look back on this year and say, "After all, priorities was the mother of invention."

In 1919 nine of us met in Chicago to decide the momentous question of whether we were to carry on or fold. The determined men resolved to stick together and put it over. Things were not encouraging. There was no money in the treasury and there were accumulated debts. This year there is no talk of throwing in the sponge, but of training to win the bout. The problems are unavoidable and must be met and solved for us to survive.

A new building for a store was in progress when no more material was available, nor could any relief be obtained. The purpose and application was changed to a bowling alley when it was granted, because amusements are essential to keep up morale. Fortunately the owner did not despair but courageously faced the facts and got out of all of his trouble yet remained within the law. The faculty of our *Amusement College of Experience* is going to have some hard nuts to crack, but you may be sure they will not evade the issue. All of the faculty have gone thru the mill and speak from experience instead of theory. Of one thing you may be sure. If they cannot answer they will admit it and all will seek an answer.

"College" Is Privilege

This is an extraordinary privilege which none of us enjoyed when we had to find our way in the dark several years ago when there was no organization to

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 *No successful Penny Arcade can be complete without such famous stand-bys as these Mutoscope products: PHOTOMATIC, MUTOSCOPE MOVIE MACHINES, MUTOSCOPE "LIGHT UP TOP" CARD VENDORS, SKY FIGHTER, DRIVE-MOBILE, ACE BOMBER, PUNCH-A-BAG, LIFT-O-GRAPH, FORTUNE TELLING MACHINES, DIGGERS, HOCKEY GAMES, AND MANY OTHER FAMOUS MONEY-MAKING MACHINES. FREE Architect Service and Complete Guidance in Successful Arcade Operation. WRITE, WIRE, PHONE IMMEDIATELY... IT'S AMERICA'S BIGGEST OPPORTUNITY!
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 See us at the SHOW!
 see INTERNATIONAL MUTOSCOPE'S 1/2 page ad—Coin Machine Section, this issue

"BREAD and BUTTER"
 Sim Smeer installed a No. 16 Wheel at his Park in Houston, Texas, in February. "I would not trade it for any ride manufactured," he writes. "It is not a sensation to be killed in a few years with another sensation. One thing I have learned: This No. 16 BIG ELLI Wheel will always be bread and butter for me."
ELI BRIDGE COMPANY
 Builders of Dependable Products
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AMUSEMENT DEVICES & RIDES
 OUR BOOTHS AT THE BIG CONVENTION — HOTEL SHERMAN, CHICAGO, WEEK OF DEC. 1ST WILL BE LIVELY WITH EXHIBITS OF INTEREST TO PARKMEN — SHOWMEN — FAIRMEN
 Our new catalog available at Convention, or by mail on request

which we could go for accumulated experience and without cost get the best advice the industry had to offer. It is an outgrowth of the quiz periods of the past three years, but is now thoroly organized and even prepared in advance on some questions that have already been submitted. It is hoped that many more written questions will be submitted before the meeting on the last day of the convention.

There is a possibility that our American Museum of Public Recreation will find a home with the aquarium that is to be removed from the Battery in New York to the old Dreamland location at Coney Island. The drawing power of the aquarium should help the museum. Under the new set-up the aquarium would charge an admission which will get the patrons in the mood of paying. Here-
 (See AREA on page 51)

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

"In Union There Is Strength"

Not being a good historian, having always cut my history classes in school for Kelly pool, I can't tell you who first uttered those memorable words. But you don't have to be a Kieran to know that there's plenty of sense to the phrase. Each page of the new and attractive brochure released by the National Association of Amusement Parks, Pools and Beaches, heralding the forthcoming convention, bears that slogan in red ink, and while it might seem trite, nevertheless truer words were never spoken.

Pool men, those who operate outdoor tanks alike, must get together and they must do it quickly. Oh, sure, there are divisional organizations like the Pennsylvania Pool Owners' Association and the New York Pool Owners' Organization and a number of operators belong to the NAAPPB, but that's not enough.

There's must be more action in this union. In other words, "In Union There Is Strength" is right, but if that union means nothing but a lot of get-togethers and gassy confabs, nothing good will come of it.

Late last summer a dreadful epidemic broke out thru the East which definitely affected aquadromes in that area. It was only by the grace of heaven that it didn't come earlier, or entire season for many would have been ruined. Well, what did the PPOA do about it? And the New York pool group? Yes, and even NAAPPB? You tell me. All right, I'll tell you, nothing with a capital "N."

A few years ago when the New York park commissioner started building numerous municipals, apparently without regard to proximity of commercial plunges, what did all your organizations do then? Again nothing with the same capital "N."

Ironically enough, the NAAPPB pam-

phlet outlines aims of the association, to wit: "To co-ordinate the activities of our great industry so as to best safeguard its interests in these times of stress and to help individual operators in the solution of countless problems which confront us because of the world economic condition."

All of which reads swell. But it's got to be put to work. Don't misunderstand me, I'm all for the NAAPPB. I think its officers are to be congratulated for fine work they are doing and again I repeat that I believe this year's meetings will be humdingers and should be attended by all who can make trip to Chi. But at the same time I think that too much stress is laid upon the annual convention and not enough upon all-year-round activity. Now this may not be so for park members, but it's certainly so for pools and beaches.

Let there be as much talk as possible at the confabs. Pro and con discussions are fine. But let there also be committees formed, especially among pool owners, that will work all year for betterment of the industry. Apropos of this, may this department humbly suggest that in appointment of committee chairmen of NAAPPB takes into consideration that outdoor amusement men are a very busy lot in summertime and that therefore members be put on committees from the same territory. You can't expect one operator from Portland, Ore., to be able to work very closely with another from Springfield, Mass., when it would be simpler to appoint two men from Portland or Springfield to work out a particular problem.

Maybe all this seems elementary, but I've seen it work out that way in the past. Another suggestion that can be taken for what it's worth is for NAAPPB to attempt to entice associate membership from pool managers, lifeguards and even water performers. Each group is an integral part of the swim biz and yet they have no official org representing them. Al Hodge might consult Sam Ingram. The latter stages the annual Aquatic Forum in Fort Lauderdale, Fla., each winter and directs the swim coaches' association. Those boys are do-

ing something for advancement of swimming. And men who run pools and beaches should certainly work with them.

Tax Problem

Far be it from me to come out at this late date and remind you of the problem you're going to have with new taxes next summer at pool or beach. Same went into effect just at close of the outdoor swim season, but enclosed nata-toriums are, of course, encountering the situation at present. I refer, of course, to that tax on admissions in units of 10 cents. All of which would probably involve children's admissions or matinee prices. There's been an amusement tax on tariffs over 40 cents for the last few years.

Big difficulty seems to be change and handling of pennies on crowded days. In line with this it might be wise to remind pool operators to consider the addition of various penny machines in lobby and pool corridors. For there'll be plenty of pennies around and attractive devices will entice 'em.

As a matter of fact, as has been suggested here some time ago, regular Penny Arcades run in conjunction with outdoor and indoor H-2-Oriums should go very well while the tax is in effect. Of course, a certain amount of space for such operation is required. If you're planning such a move, by all means arrange for coin-operated machines now and don't wait till spring.



Dots and Dashes

Fred Leach, accountant for a number of New York outdoor pools, is a fishing bug, but I've yet to see one of those big ones landed! . . . Looks like there'll be a new set-up next summer at Bronx's Metropolitan Pool. . . . What's this I hear about Will B. Johnstone, Scripps-Howard cartoonist, being selected prettiest man in a bathing suit at Ambassador indoor tank, Washington, D. C., during his recent visit there? . . . Don't forget your overcoat if you're going to Chi, for the wind blows mighty cold 'round Michigan Boulevard these days—and that's not Miami Beach Chamber of Commerce publicity either!

Complete Program of NAAPPB in Chi

(Continued from page 48)

Report of AREA Awards Committee, L. K. Chrisman, chairman.

EXECUTIVE SESSION—Roll call, reading of minutes, annual report of secretary, annual report of treasurer, report of finance committee; report of committees; historians, legislative, music royalty, nominating, priorities, resolutions; unfinished business, new business, good of the order.

Announcements and communications.

Pictorial—*Toronto Exhibition, Froleland and Glimpses of the Grandstand Show*, J. W. Conklin, commentator.

Note: Thursday and Friday program sessions will start at 1:45 p.m. with special pictorial exhibitions.

Thursday, December 4

1:45 p.m.—Pictorial: *Taking the Human Risk Element Out of Roller Coaster Operation*, William B. Schmidt, Riverview Park, Chicago.

2:15—*Recipe for Rejuvenation*, Edward J. Carroll, Riverside Park, Agawam, Mass.

2:30—*Billboards as Business Boosters*, Rex D. Billings Jr.

2:45—*Inexpensive Modern Fronts—Illustrated*, William Riseman, William Riseman Associates.

3:05—Pictorial: *Presentation of Best Promotions of 1941*, Palisades (N. J.) Park, Irving Rosenthal, commentator; Buckeye Lake (O.) Park, A. M. Brown, commentator; Pontchartrain Beach, New Orleans, Harry J. Batt, commentator.

3:30—*Promotional Ideas for 1942 Gleaned From 1941 Events* (a score of "live" possibilities), C. D. Bond, special chairman.

4:00—*Can Amusement Parks Be Operated on a Budget?*, Herbert F. O'Malley, Playland, Rye, N. Y.

4:10—*The Acute Chlorine Situation*, Paul H. Huedepohl, Jantzen Beach Park, Portland, Ore.

4:20—News and Views on Timely Subjects: *ASCAP-BMI Situation*, Joseph Malec, Peony Park, Omaha, Neb.; *The Gasoline Curfew*, R. S. Uzzell, R. S. Uzzell Corporation, New York; *Special Rates for Servicemen*, Harry J. Batt, Pontchartrain Beach, New Orleans.

4:30—Pictorial: *South America*, L. Luzern Custer, commentator; *Building Roller Coaster Receipts*, Frank P. Harris, Long Beach, Calif., commentator; *Royal American Shows*, Carl J. Sedlmayr, commentator.

Friday, December 5

1:45 p.m.—Pictorial: *Carnivals on the West Coast*, Lee Eyerly, commentator.

2:15—Amusement College of Experience or "Headache Clinic"—an open forum for discussion and consideration of any park, pool or beach problem that any member wishes to bring before the meeting. J. E. Lambie Jr., Euclid Beach Park, Cleveland, dean; N. S. Alexander, Woodside Park, Philadelphia; John J. Carlin, Carlin's Park, Baltimore; F. W. A. Moeller, Waldameer Beach Park, Erie, Pa.; Fred W. Pierce, Fred W. Pierce & Company, Inc., Detroit, faculty, and Advisers John L. Campbell, insurance; A. R. Hodge, organization; Paul H. Huedepohl, swimming pools; A. B. McSwigan and Charles S. Rose, park operation; Leonard B. Schloss, legislation; H. P. Schmeck, manufacturing; R. S. Uzzell, historian.

Some topics for discussion: *How Do You Propose to Change Your Admission Prices Under the New Admission Tax Law?*; *Special Lessons Learned From Wartime Operation*; *What About the Labor Union Situation?*; *Has the Drive-In Theater a Place in Amusement Parks?*; *Competition of Other Amusement Industries*; *Will Priorities Stifle Amusement Park Operation in 1942?*; *Priority—The Mother of Invention*; *Are Fixed Opening and Closing Hours an Asset or a Liability?*; *Do You Favor All Holidays on Mondays?*; *Are Summer Stock Companies With Stage and Picture Stars Profitable?*; *What Method of Cooling Bottled Drinks Has Been Most Successful?*; *Has Any Attempt Been Made To Remodel Shooting Galleries?*; *Are Darkened Walk-Thru Features Productive of Much Interest?*; *How Can Roller Coasters 8 or 10 Years Old Be Rejuvenated?*; *What Is Your Price Limit for a Good Ride?*; *Itinerant Venders*; *What Type of Walks Are Found To Be the Most Satisfactory?*; *On What Basis, if Any, Are Bonuses Granted to Operators?*; *Are Any Methods Now Employed for Checking In and Checking Out Employees of Amusement Parks?*; *Social Security and Unemployment Taxes on Orchestras*.

Note: If you have any particular problem that you wish to have discussed, here is your chance.

4:15—Pictorial: *Playland-at-the-Beach*, George Whitney, San Francisco, commentator; *Belmont Park, Montreal*, Rex D. Billings, commentator; *Salisbury Beach, Mass.*, Fred L. Markey, commentator.

Report of Service Awards Committee, Harvey J. Humphrey, Euclid Beach, Cleveland, chairman.

Announcements and communications.

Meeting adjourned.

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PALISADES AMUSEMENT PARK

NEW JERSEY

in 1942

Greetings from:

Jack & Irving Rosenthal, Owners & Operators,
and Bert Nevins, Publicity Director.

AERA

(Continued from page 49)
 tofore it has been admission free. Two smaller places outside of New York are bidding for our museum.
 The meeting of the trustees of the museum at Chicago on Wednesday following the regular program in the afternoon should be attended by all of the trustees so as to give us the benefit of their advice.

Our charter has been extended for two more years, but there is much to be done to keep this worthy institution growing. It is really unfortunate that more amusement men have not seen it. A fine descriptive pamphlet may be had gratis by a request to any trustee, W. F. Mangels, director, or R. S. Uzzell, secretary.

It is hoped that all delegates to the convention and all visitors will give the exhibit room a visit long enough to really know what is there and to have some time for the exhibitors.

These exhibitors would like to get at your requirements while you are at Chicago so that it will not compel them to incur additional expense of later going to your home city to see you.

NAAPPB MEET IS SET

(Continued from page 48)
 presented and a well-known orchestra will furnish music for dancing.

In spite of the many handicaps encountered, the NAAPPB, in co-operation with the Showmen's League of America, will present a fine trade show with most of the leading firms of the industry represented.

Those who have not already made arrangements to attend the convention are urged to do so, as they can not afford to miss the opportunity for assuring better business results in the 1942 operating season as well as to obtain the solution to countless knotty problems which confront operators.

LONG PALISADES SEASON

(Continued from page 48)
 by visitors for September automobile giveaways. About 250,000 soldiers also visited the park, said to have been the first amusement enterprise in the metropolitan area to offer servicemen free admission.

200G Improvement Outlay

Plans are under way to spend over \$200,000 on 1942 improvements. A great portion of that sum will be spent on general maintenance, such as repair of pavements, modernization of lavatories and beautification of grounds. Other improvements will include creation of a new midway. Boomerang will be removed and the Miniature Railway will be relocated near Kiddyland, making room for the new midway. Edward Shoeppe, park designer, is drawing plans for remodeling of the pool's diving platform. Eight boards will extend from the center island.

"We believe we cater to a higher type customer than do most parks," Rosenthal said, "our average being persons in the \$1,500 income bracket. In order to encourage this type of trade we spend a great deal on improvements that won't realize a cent immediately, but we feel that in the long run our class of people will improve and pro rata spending will go up."

Many special attractions are planned for 1942, with Bert Nevins again handling publicity and advertising and Charles (Doc) Morris in charge of picnic bookings. Among most successful promotions of 1941 were the diaper derby for crawling youngsters and the Mrs. America contest for married women. Because of tremendous success, the latter is being put on a national scale. It is undecided whether finals will be held here in 1942. New scheme scheduled for next year, besides presentation of regular George A. Hamid free acts, is the building of productions, somewhat in Broadway theater style, around name bands playing the resort weekly.

It is expected that with lengthening of the season and addition of many attractions the 1942 season will be one of the biggest in Palisades history.

POISON CASE ARREST

(Continued from page 44)
 250 in the circus cookhouse as the man they had seen giving capsules to elephants here, police said, Mr. and Mrs. T. P. Hargett, Charlotte, informed police that on Sunday, November 2, they had seen a man on the circus grounds administer a capsule to an elephant. Chief of Detectives Frank N. Littlejohn, handling the case, said efforts would be

made to indict Michael for malicious injury to property, a separate count for each elephant that died.

Michael waived extradition hearing, but denied his guilt. "Those two who were positive I was the one were wrong, and I don't know what I can do about it," he said. "It's the funniest situation I was ever in. I ain't mad at anybody." He left St. Petersburg for Atlanta in custody of Capt. S. W. Roper, Georgia Bureau of Investigation, to face questioning there. Charlotte officers went to Atlanta to bring him here to face charges.

A native of Grettinger, Ia., he joined the circus June 18 in Springfield, O., as a member of the train crew.

Washington Angle Pops Up

WASHINGTON, Nov. 22.—Local interest in the Ringling-Barnum elephant losses in the South mounted this week as rumors indicated threats to pachyderms at the National Zoo, here. Newspapers printed reports that the FBI had indicated, to John Ringling North, that the Washington zoo was on the calling list of a mysterious poisoner. Dr. William M. Mann, director of the zoo, said he would investigate the report and take precautionary measures. When FBI headquarters were questioned it was declared that the story had been the "product of someone's imagination, and that Florida newspapers had misquoted President North."

RECORD AT HOUSTON

(Continued from page 44)
 during the run. These included some 1,500 underprivileged children and all servicemen in uniforms who marched in the Armistice Day parade, making approximately 58,500 paid admissions.

Leo Hamilton directed the circus. Victor Robbins, of Cole Bros., was band director with the Shrine band as the official band. John Andrews, manager of Houston Municipal Auditorium, Music Hall and Coliseum, booked the acts.

Booked Thru The Billboard

Every act was booked thru *The Billboard*. Mr. Scott said an ad was run in this publication early in the summer.

The show was a three-ring affair with top-flight artists in every ring. Roy Chapman was present as personal representative of many of the performers.

Earl Shipley and his clown band, including Arthur Borella and Joe Lewis, presented joey numbers. There were 14 clowns with Shipley.

The program opened with a colorful tournament parade. Leo Hamilton was equestrian director.

The Shriners entertained the performers and others with the circus at the Coliseum on Friday night. A program was staged by the Shrine members for the performers and then the circus people staged an impromptu program for members of the Shrine.

The Program

Display 1: Band concert. 2: Grand entry. 3: Arthur Borella, spot the cow; Rays, January act; Clark's dogs. 4: Bill Erwin, tables; Cook and Cook, comedy act; the Rays, comedy juggling. 5: Eva May, cloud swing; Great Arthur, loop walking; Miss Whiteside and Valentine, ladders. 6: Miss Zeffa, lady principal act. 7: Harrison Duo, bicycle act; Gus Lind, unsupported ladders; Virginia Lynne, balancing act. 8: Clown band. 9: Henry Duo, wire; Maximo, wire; Whiteside, wire. 10: Rays, foot juggling; Rook Duo, perch; Gus Lind, foot juggling. 11: Menage. 12: Ethel D'Arcy, teeth slide; Great Leon, foot slide; Edwards, head slide. 13: Clown firecracker. 14: Dekohl, juggling; Corriell, juggling; the Henrys, globe. 15: Loyal-Repensky, riding act. 16: Clown wedding. 17: Whiteside, Loop-the-Loop. 18: Webber Brothers and Chatita, wire act. 19: Ethel Marine, traps and web; Harry and Violetta, head balancing; Eva Lewis, traps; Corriell, web. 20: Great Siegfried, ski jump. 21: Blondin Rellin, wire act. 22: Corriell, acrobats; Repensky Troupe, acrobats; Eight Rays, acrobats; Arabia Shrine Circus Liberty horses. 23: Clown walkaround. 24: Valentine, flying act; Baehrs, flying act; Great Fussner, spiral tower. Exit march.

COLE ZOO OPENER

(Continued from page 44)
 the Dempsey private car in the Sunday rotogravure section of *The Louisville Courier-Journal*. Col. Harry Thomas, radio director of the show, who will remain in that capacity thruout the winter, is airing the zoo tri-weekly over Station WINN, on NBC-Red network, each Monday, Wednesday and Friday at 6:30 p.m. Parks turned his press duties over to Thomas while on his vacation.

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Coney Island

New York

Thomas landed a six-column front page spread of the zoo, with art of baby animals across the entire top of the sheet. Circus is giving away a Chetland pony colt in a kid essay writing contest, which is attracting city-wide attention.

The shops are active with repair work for next season, about 100 men having been retained by Owner Zack Terrell. The training barns are also teeming with activity. Horse trainers Adolph Delbosq and John Smith are working on new high-school and Liberty horses daily. Boss bull man Alonzo Dever has gone to Detroit for some new animals for the menagerie and his duties in quarters have been assumed by Ted White. Cap Seymour, after seeing it safely "put away," has gone to Rochester, Ind., and Orville (Curly) Stewart is in charge of quarters. Jean Allen is working new horses daily in the ring barn, and will remain in Louisville all winter. Office is in charge of Robert DeLochte, L. M. Russell, and Herbert Leeman, who has charge of the front door at the zoo.

tendent of personnel; John W. Nay, musical director; G. L. Mitchell, public-address system; Murrell, general superintendent; Verne Brewer, lot superintendent and 24-hour man; William Blanton, ring stock; Mrs. O. P. Ryan, wardrobe superintendent; Dr. Houston H. Terry, medical department; Paul McGehee, boss canvasman; Foster Renfro, chief mechanic; Lloyd Roane, head usher; J. B. Saylor, producing clown; Henry Skaggs, boss hostler; O. P. Ryan, steward.

Stamps, Smith and Murrell were in Houston on November 10 and witnessed the dress rehearsal of the annual Arabia Shrine Temple Circus. Verne Brewer and his eight-horse Liberty act and Brewer and Gerry Murrell, menage riders of the Gainesville circus, were on the program.

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GAINESVILLE STAFF

(Continued from page 44)
 staff would include Joe M. Leonard, assistant manager and general agent; Curtis, legal adjuster; Stringer, front-door superintendent; C. C. Patterson, reserved seats; Tinsley, superintendent of transportation; Stamps, equestrian director; A. Morton Smith, program director and announcer; G. R. McKissack, superin-

Swim Pool Promotion and Methods--

(I May Be Wrong)

By RALPH W. BEECHNER



RALPH W. BEECHNER

YES, water holds an irresistible lure and fascination for both children and adults. It is easy to recognize in most human beings a love for the water. We may term this love a basic instinct. We find man is born the most backward of all animals to get along in the water. Yet we find millions of people who love the great outdoors and like the idea of finding recreation in a good clean swimming pool. Twelve-year-old youngsters and gray-haired grandmothers still love to get in and play in the water. It is our business as swimming pool operators to give to the public the last word in pool satisfaction and promotion.

It is my belief that several weeks before the swimming season opens a single-page "newspaper" with facts as to water filters, housing facilities and safety measures in and about the pool should be used to bring before the people the idea that the swimming season is here. There should be pictures of the filter plant, lifeguards, diving towers, sand beach, eating facilities and all other such information. This paper should be delivered to every home in the city and surrounding territory from which you may draw patrons.

The swimming public is primarily interested in the bacteriological and chemical condition of swim-pool water. It is well that the public be informed as to how many times daily the chemical condition of the water is tested. The bacteriological count should be taken every day and results posted in the lobby so that everyone may view results of the tests. Most swimming pools check their water at least three times daily for chlorine count and invite city and State authorities to make daily tests. This procedure has gained confidence of the swimming public at many of the pools with which I am acquainted. It is the right kind of advertising for a pool when people boast about the condition of the water in which they swim.

Constant Advertising Counts

Constant advertising in local newspapers should bring out social advantage of the pool. We need patrons who will make swimming their utmost concern. Swimming as an exercise should be elevated in the minds of the people. A scheme which has gained nationwide momentum is that on Sunday afternoon or, in fact, every afternoon, as the management desires, a physical education teacher takes 10 or 15 minutes' time to give various exercises to the general public. You will be amazed as to how many people will participate in setting-up exercises and general physical education work. Chinning bars, parallel bars and other such equipment with proper supervision are fine additions to a physical education program which can be carried out successfully at almost any pool.

A season membership plan is a great advertising scheme as well as financial protection for a swimming pool. It has been the experience of many pool operators that season-ticket swimmers usually bring friends with them who many times become daily patrons. Many pools throughout the country have family memberships which encourage family recreation and bring many groups. Success of this plan depends entirely upon cost of family membership. In figuring out a correct price, it is well to find out what local country clubs charge for swimming accommodations. You can well afford to look into this family membership plan; it has worked wonders. At various pools in the Middle West bargain season tickets giving 20 or 30 swims at a reduced rate have gained favor. To successfully promote sale of season tickets or bargain tickets one may give a small fee to ticket sellers for selling tickets. I find that many boys and girls will cover the entire city, trying to earn a season ticket.

Special days are indeed a necessity, as there are some weekdays when business slumps consistently. Boy Scout Days,

Camp Fire Girl Days, Church Days and many other such group swimming parties are excellent revenue makers for off days. Many large department stores, where hundreds of men and women are employed, can easily be won over to the idea of swim classes and regular swim hours. It is easy to get such classes, even the members work in air-conditioned buildings. Pool operators must be ever mindful of the competition that air conditioning is giving us. A few years back the only method of getting relief from heat was a plunge in a swim pool. Today there are thousands of air-conditioned buildings, theaters, homes and numerous other recreational activities which are carried on under air-conditioned units. We must bring out to the public the many advantages of being in the outdoors and the exercise gained while following swimming activity. Advertising must be carried on throughout the summer to stimulate and carry on interest

Bargain Rates Help Gross

Toward the latter part of the season special bargain rates will add greatly to gross receipts. However, I do not like to start bargain rates early in the season. Managers of stores that have large swim apparel departments can be easily made to see the advantages of advertising the pools in their city. Under one plan which has worked out successfully an admission or ticket is given with the purchase of every bathing suit. This idea will bring patrons to particular pools and will give a department store a sales advantage over those that do not participate in the plan. The plan should be started at the opening of the season.

The annual Learn-to-Swim campaign is the finest method of obtaining regular patrons that I know. Teach a person to swim in your pool and you have the finest booster obtainable. A lot of our fine swimmers are those that we taught in our pool. Success of the Learn-To-Swim campaign is that there are classes for all ages. Classes should be held in the morning for children, and in the afternoon for boys and girls of teen age and a class or two for mothers. In the evening business girls' and business men's classes should be held, and mixed adult classes are gaining favor throughout the country. When newspapers sponsor Learn-To-Swim Week publicity is given to almost every home in the city as to when, why and wherefore of Swim Week. Yes, you can well afford to have two or three Swim Weeks during the season.

Noonday business men's groups are an essential part of pool business. Men who have not much time for recreation

will take the noon hour for a little group exercise and swimming. Get a group started and watch it grow. Lunch may be served at your refreshment stand. It has been found that it will pay dividends to put in a special locker system where such men can be given some special attention to lend more of a country club atmosphere for this particular group. Men like to associate with other men of their own age and get considerable enjoyment out of a little extra attention. The physical education idea with a little instruction will add much to this part of a program.

It has been our pleasure to bring in nationally known figures, such as the Hungarian Olympic swimming team, Ambassador Hotel swimming team; Mickey Riley, Olympic diving champion, and many other Midwestern stars and teams. A feature attraction can be staged every Sunday afternoon by giving local boys a chance to be in a special exhibition. Comedy diving, high diving, special synchronized swimming, relays and individual contests delight spectators. We often draw as high as 2,000 to see this regular event. We are never short of material for these exhibitions.

Lifesaving instruction and what to do in case of water emergency are eagerly and enthusiastically received by spectators. Most people want to know what to do in case of emergency. A most interesting race is one for kiddies where they have a chance to show their parents and friends what they can do. Chinese lifesaving (a take-off on regular lifesaving methods) is a scream and people like to be entertained in this manner. Where there are outstanding athletes it is well to put on comedy relay racing, such as nightshirt relays, carrying a candle in the water across the pool and other events which we stage. A local tumbling team or balancing act goes well on a sand beach.

Water Pageant Popular

A water pageant can be sponsored by any swimming organization and radio station. The radio station should accept full responsibility for promotion of the event. The past season we presented a water pageant which lasted one hour and 15 minutes with a Hawaiian background. Popular demand was for a continued yearly program. The publicity gained did much for our pool and will do the same for others. Thousands were turned away on the evening of the performance because of lack of seating capacity. Success of this event depends upon the participation of every swimming pool in the city. The more performers, the larger the interest will be. All relatives and friends of those participating will be on hand to see the spectacle. It takes a lot of work to organize one of these pageants but they pack great color and enthusiasm.

Crowning of a city swimming queen at a pageant of this kind also holds great interest. Voting for a beauty queen adds much to a water pageant. Bathing beauty contests are not things of the past, as many would have you believe. People always like to view such contests and we find that many girls are eager to participate in them. To create interest for everyone swimming tests from beginners to expert swimmers are advisable. Weekly swim meets for interested competitors have worked out to great advantage. Swim teams toward the last part of the season can do much to bring pools before the public.

Uniformed help and careful selection of employees are imperative for a good season. All help should be fully instructed as to operation and have complete knowledge of pool policies. Obvi-

RALPH W. BEECHNER is manager of Capitol Beach Swimming Pool, Lincoln, Neb. It is one of the few natural salt water pools in the country and, under direction of Manager Beechner, has been given nationwide publicity for its cleanliness and efficient operation. Swim promotions have long been conducted and unusual attractions presented at the pool. The content of salt in the water is 4.5 per cent. Pool has been under Beechner management 12 years.

ously, the pool itself must present a pleasing appearance. Algae, scum lines and all other eyesores must never make an appearance. They cause whispering campaigns which are always disastrous and are unnecessary if an operator is doing his job. The manager should be at a pool most of the time, as his personal attention to management requires undivided interest and attention. The reputation of a pool can be traced to the policies as outlined by the operator or manager. His selection of policies requires a great deal of thought and time and his job is not merely one of four or five months but, continued throughout the off season, will do much for the success of a pool.

Emphasis on First Aid

Placing of a first-aid room will also do much for a pool in the interests of safety as seen by the general public. Restrooms should be thoroughly inspected and maid and porter services are an absolute necessity for successful operation. Arrangement and system of checking clothes, etc., are important in success of the operation of getting the public ready to swim. Rules of a bathhouse should be posted and adhered to. Cleanliness being next to godliness, full attention should be given to it for the betterment of the public's welfare in and about swimming premises.

A loud-speaker system and use of music should be regular parts of a pool program. It is the duty of an operator to bring before the public the ideals and the unusual features of a pool and to explain the operation that keeps the water up to a drinking-water standard.

Provide plenty of color. Ping-pong tables, volley ball courts, basketball courts, jungle gyms, badminton courts, quoits and horseshoe equipment make excellent recreation activity for patrons. These should be placed so as not to bother patrons who do not care for such activities. Plenty of shade and space should be planned for non-swimmers. Most mothers will enjoy card tables and places where they can read, knit and converse with friends. Refreshment facilities should be easily accessible. I am sure that one could write an article pertaining only to refreshment ideas for pools. Many managers differ as to location and advisability of having such facilities about the pool proper.

It is the duty of a pool manager to pay particular attention to daily reports, which should be examined and filed. Filtration operator, lifeguards, custodians, office manager and other employees should make out daily reports. This will certainly simplify the job of managing a pool. Those to whom authority is delegated should be made absolutely responsible for their duties. Every employee should be ever alert for ideas regarding picnics, birthday parties and all groups that will help boost a pool and bring in dividends. Operators should always remember that they are selling water that is clean and recreation that is wholesome. We must be alert to meet competition of all kinds. We must promote new ideas and make them appeal to the public. We must be ever thoughtful of correct advertising and be enthusiastic to improve services to patrons.

With the Zoos

CINCINNATI.—Two cubs born November 12 to Aurora, zoo polar bear, were deserted by the mother and died the following two days. Their combined weight was three pounds. Keepers rescued them from the den and tried hand feeding. One suffocated in a blanket. The other died in the home of a citizen, sent there in the belief it would get better care.

MADISON, Wis.—Since October 11 the stork has brought eight bundles to Henry Vilas Park zoo here, according to Director Fred Winklemann. On that day three cubs were born to Prince and Princess, lions. Later a baby was born to Sarah, West African green monkey; three puppies were born to the pair of dingoes, and Sadie, another green monkey, had an offspring.

LONDON.—Due to staff shortages and reasons of economy, Zoological Society closed part of Regents Park Zoo on November 1. Exhibits in the closed area mainly mammals and fowl. They are being transferred to the main area.

CIRCUS FANS

(Continued from page 45)

No. 34. Pete and Mrs. Mardo were circus performers up to their retirement about 10 years ago, when they became connected with the Firestone Country Club of Akron, Pete as manager and Mrs. Mardo as hostess. Akron is Pete's home town, where he learned to tumble. He joined out from there and spent about 35 years with white tops, working mostly in clown makeup. He was with Sparks, Barnum & Bailey, the Big One and Hagenbeck-Wallace.

It was decided to have a regular meeting on the first Sunday of each month. Following the meeting the flag was seen flying over the "cookhouse", the kitchen having been fixed up for this feature. Tables were covered with red-and-white checked cloths. A delicious buffet supper was prepared by Mrs. Gregory. Over the salad table was a large colored umbrella with toy balloons festooned on the rib ends.

CFA First Sergeant Elmer C. Lindquist, Hartford, Conn., now with the 118th Observation Squadron, visited the Big One in Greenville, S. C., on November 4 in a big way. He first made known his presence by a flight over the grounds, giving the personnel a great thrill. Before leaving the vicinity he dropped a note for his friend, Bluch Landolf, advising him he would report for duty as soon as he landed, some miles away. When Elmer arrived back at the lot, this time on terra firma, practically the entire personnel turned out to welcome him, and a number of newspaper reporters were on hand to interview him. He spent a busy and enjoyable afternoon visiting many friends, later having supper with Bluch in the cookhouse. It was Elmer's first visit on a circus since he left Hartford early in the year.

LOS ANGELES, Nov. 22.—Bi-monthly meeting of Joseph Andrew Rowe Tent, No. 6, Circus Fans of America, was held Saturday night at the Wooden Shoe in Hollywood, Stan Rogers presiding. There were informal talks on circuses, circus music on records and dinner. Dick Lewis, who was in charge, brought his phonograph to furnish music.

Lewis was named lot superintendent to arrange for future meetings, next to be in February. With Frank Hartless, CFA president, and Frank Magin, Detroit, expected to be on the Coast at that time, the meeting may be set to coincide with their visits. Hugh McGill was named to handle organization publicity.

Attending the dinner-meeting in addition to Rogers and Lewis were C. W. Nelson, Jessie Lewis, Ban Messick, Glenn and Mrs. Harrison, Philip H. Bailey, Josephine Boulger, Larry Boulger, John V. Shabazian, Ivan M. Christy and Lou Johnson.

THE CORRAL

(Continued from page 47)

Bronk Riding: Grant Marshall, \$66; Eddie Curtis, \$49.50; Way Clesing, \$33; Vic Schwarz, \$20. Saddle Bronk Riding: Texas Kid Jr., \$100; Eddie Curtis, \$75; Louis Brooks, \$50; Vic Schwarz and Andy Curtis split fourth, \$12.50 each.

Bull Riding: Ken Hargis, \$148; Buck Killough, \$111; Orville Stanton and Byron Lisonbee split third and fourth, \$55 each. Steer Wrestling: Louis Brooks, \$162; Jiggs Burke, \$121.50; Dub Phillips, \$81; Jamies Irwin, \$40. Calf Roping: Jess Goodspeed, \$150; Jack Skipworth,

\$112.50; Earl Moore, \$75; Amy Camblin, \$37.50.

Harry B. Nelson, association director, announced after the shows that a contract had been signed to bring back the Homer Todd-produced rodeo in 1942 and 1943. He credited the rodeo with playing a large part in an increase in sale of livestock in Louisiana. Charlie Schultz clown. Cecil Cornish, Norma Schultz, Lorraine Boltman, Billie Lawson, Helen Kirkendale and Mike Pribble were among contract performers. Mac Akers was assistant director; Donald Lindee, announcer, and J. F. Percy was in charge of rodeo parades. S. A. York was sent to a hospital with two fractured ribs when a bull charged him as he distracted for Sammy Stuart, bullfighter.

MORTON HEAD IN MIAMI

(Continued from page 44)

resident of Miami Beach, was asked to direct the first annual outdoor show to procure funds to maintain the hospital. He has formed a committee to present "A Night of Stars" at Burdine's Stadium on February 5-7. He said stars from all over the country would appear gratis. He has asked circus performers and members of outdoor attractions to join the movement by donating their services.

On his committee are the honorary chairman, Spessard L. Holland, governor of Florida, serving with mayors of surrounding municipalities; Jack Dempsey, Paul Whiteman, Harry Richman, Ted Lewis, Milton Berle, Sophie Tucker, Al Jolson, Joe Louis, Harold Lloyd, Walter Winchell, Ramon Runyan, Frank Katzentine, Jack Bell, Fred Snite, Sailing Baruch, Lou Tendler, John Duff, Sam Barken, Art Childers, Mike Jacobs, Bernarr Macfadden and John and Henry Ringling North.

Stadium, which seats 30,000, has been donated for the show. General admission will be \$1. There will be no extra charge, as all seats will be reserved. Boxes will be sold at higher prices. Receipts will be turned over to *The Miami Herald*, which is acting as treasurer. This daily and *The Miami Daily News* are sponsoring the enterprise. No commissions will be given promoters or salesmen, it being, said Morton, a 100 per cent proposition for the hospital.

UNDER THE MARQUEE

(Continued from page 47)

routine. Jack Malloy, who with his wife presented the act for several years, is devoting his time to producing and presenting his circus unit.

"RUSSELL BROS.' Circus played to a well-pleased crowd, the new to Midland, Tex., patrons. With a football game, Halloween celebration and T. J. Tidwell Shows as opposition, afternoon and night houses were near capacity," reported John R. Truss Jr., Midland.

FIRST important question about a circus, "What will we feature?" Second, "Will it draw?"

MR. AND MRS. GEORGE P. MANSFIELD (the Parentos), who retired from show business five years ago, are visiting in Cincinnati. They spent over 50 years in the profession. They will return to their home at Tididoute, Pa., after the holidays.

GEORGE REARICK, manager of Colonial Club orchestra, entertained members of Rubin & Cherry Exposition and some of the old guard of Al G. Barnes during the 1941 Los Angeles County Fair. Rearick's band was playing the Idyl Wild Club.

CHARLES AND RUTH UNDERWOOD, a number of seasons with Billroy's Comedians and who also had their own show, are now in Macon, Ga., where they are conducting Resthaven, one of Macon's most modern tourist homes, on Macon-Atlanta Highway No. 41.

DURING the horse age the army watched to see how the circus moved. And with the mechanized here it is studying circus methods for fast moving.

"VISITED all departments of Ringling-Barnum circus at its Rocky Mount, N. C., stand. Met Joe Boyton, Lew Woodruff, John Brice, Paul Jerome, Paul Jung and many other old friends. Show had two packed houses here," writes Herman Joseph, former clown with the Big One.

"TRA M. WATTS Circus is reported doing good business in Louisiana with only two nights of rain. The natives didn't seem to mind it as much as we did and turned out, much to our sur-

prise, to crowd under our waterproof big top," writes Hazel King.

BILL COLLENDER advises, "Because of a heart ailment, I have canceled all bookings for my animal act and returned to my home in Bay City, Mich. Acts will return to dates as soon as I can break in someone to work the animals. Charline Morgan, handling advance, had the show booked until March 15."

CHARLES AND MARTHA HART caught Cole Bros.' Circus in Buffalo May 25; Lewis Bros.' Circus, Batavia, N. Y., June 8, spent the afternoon at the Ringling-Barnum circus in Rochester, N. Y., July 18, caught Wallace circus in Lockport, N. Y., July 19, and James M. Cole Circus in Albion, N. Y., November 8.

ONE good thing about trouping is that we can enjoy the beauties of nature without the heavy spending in railroad fares, meals and hotels. Some even pay you for it.

E. ANDREW BARR, former bandmaster and orchestra leader, visited with H. V. (Al) Harris, cornet soloist with the Ringling-Barnum circus in 1936; with Fred Jewell, bandmaster of Gollmar Bros.' Circus in 1921, and with G. W. Gates, who at one time was a cornetist with the noted Brook Chicago Marine Band.

ELECTION of R. R. Johnson, former Salem, O., mayor, is expected to remove a limit on circuses in that city. Present administration had been limiting permits to one circus a year and usually the same one. Johnson, when he was mayor 20 years ago, welcomed circuses to Salem. Regulations on carnivals also will be modified under the new mayor, it is said.

MODERN streamlining has practically eliminated time setting. We just start putting it up and trust to luck that we make the matinee before the crowd leaves the lot.—Stake-and-Chain Whitey.

JAKE DISCH, veteran performer, reports: "Saw Ringling-Barnum, Hamid-Morton and Polack Bros. in Milwaukee; Cole Bros. at Racine. First season that I did not run into a truck circus. I

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worked Upper and Central Wisconsin and some of Illinois all summer. Some of the larger cities in Wisconsin saw no circus the past season. Kay Bros. came thru Middle Wisconsin and jumped north, but didn't stay long."

"HAD a fine chat here with 'Hi-Brown' Bobby Burns, formerly with the Main show and other enterprises. Bobby is featuring Joseph Meier. I caught two circuses in Maine this year—the Hunt show at Waterville, and Ringling-Barnum at Portland. Visited 12 carnivals in the State. For the first time we had two big railroad carnivals here in the same year. World of Mirth and Art Lewis," writes Don Rockwood from Waterville, Me

IAFE Preps Thoro Chi Array

Secs To Cover Range of Field

Group sessions and affiliate to consider problems, including war economy

CHICAGO, Nov. 22.—Topics of wide divergence yet of high interest-bearing content are to be discussed by leading fair men here on December 1-3, when members of the International Association of Fairs and Expositions gather in the Louis XVI Room of the Hotel Sherman for their 51st annual convention. Program announced by Executive Secretary Frank H. Kingman, Brockton (Mass.) Fair, is perhaps the most comprehensive ever attempted by the IAFE, touching upon every conceivable phase of fair operation, including impact of war economy on fairs of this country and Canada, a subject which has flagged the attention of fair officials everywhere.

Following the Sunday morning, November 30, meeting of the IAFE board of directors, delegates will attend annual (See IAFE ARRAY THORO on page 61)

Federal Exhibits On Wheels for 1942

WASHINGTON, Nov. 22.—Negotiations between Treasury and army officials are on to develop self-propelled defense displays for exhibition at 1942 fairs, it was learned this week. Units would include armored scout cars, jeeps, tanks, field artillery, anti-aircraft guns, sound detectors, field kitchens and booths for sale of Defense Bonds and Stamps. Units would be booked thru the Treasury Defense Savings staff and be available for split weeks, depending upon bookings.

Only eight showings by the Treasury Department were arranged this year, because, officials stated, this phase of defense savings publicity did not get under way until late. There were showings at State Fair of Texas, Dallas; Ak-Sar-Ben Exposition, Omaha; Eastern States Exposition, Springfield, Mass.; Iowa State Fair, Des Moines; South Carolina State Fair, Columbia; Arizona State Fair, Phoenix; National Defense and Auto Show, Baltimore, and Denver Automobile Show.



DAN THURBER, new secretary-manager of North Montana State Fair, Great Falls, succeeding Harold F. DePue, now general manager of Grand National Livestock Exposition, San Francisco, is no stranger to the field. He has been connected with the annual since its inception, serving as superintendent of agricultural and 4-H Club departments. He managed the 1941 annual when DePue was unable to assume his duties because of injuries sustained in an auto accident.

Dufour Mystery Solved; Heads Up Health Expo for Armories, Fairs; Support by Newspapers

NEW YORK, Nov. 22.—Since October, 1940, when the New York World's Fair closed, the activities of Lew Dufour, widely known exposition showman and erstwhile partner of Joe Rogers, have been shrouded in the deepest mystery. While Joe Rogers was invading the local restaurant field, opening Rogers' Corner last Christmas, Dufour was toying with ideas and in the spring one of them was adopted for execution.

This week Dufour, now operating as Louis E. Dufour Associates, announced from his Radio City office that he had

Phoenix Bid Big for Black

ARIZONA STATE FAIR, Phoenix, November 8-16. Z T. Addington, chairman; Paul F. Jones, secretary. Gate admissions: 25 cents plus tax; autos, 25 cents. Grandstand: 50 cents plus tax. Midway: Rubin & Cherry Exposition. Horse racing, nine days. Auto racing, one day.

PHOENIX, Ariz., Nov. 22.—Arizona State Fair here, November 8-16, proved highly successful from the standpoint of attendance, altho it will not be determined until outstanding bills are audited whether it finished in the black, said Secretary Paul F. Jones. Expense of re-organizing the fair was heavy, he pointed out. It was revived last year after an eight-year lapse.

Secretary Jones placed total paid attendance at 85,400. There were 82,000 paid admissions in 1940.

Daily horse races proved highly successful financially, take of pari-mutuel machines totaling \$367,000, a 50 per cent increase over 1940. Of that total the fair commission receives 9 per cent as operator of races and 4 per cent goes to the State general fund. On closing day pari-mutuel receipts totaled \$70,889, as compared with the top figure of \$51,000 last year.

Rain on Wednesday cut attendance to about 2,900, lowest during the fair. Weather during the remainder of the (See PHOENIX GATE UP on page 56)

Old Saginaw Annual Grows To Opulence

SAGINAW, Mich., Nov. 22.—In reporting an all-time attendance record of 171,000 at 1941 Saginaw County Fair and Michigan Farm Products Show here, Secretary-Manager Clarence H. Harnden, who also has charge of grandstand attractions, included some interesting data on growth of the annual since the society's incorporation as a non-profit organization in 1914. Its record is all the more remarkable in view of the fact that no city or county aid is available and that the State pays only half of premiums which average \$16,000 annually.

At time of inception tents were used on rented property. Today the 70-acre plant, located in city limits, is owned by the society, which has consistently maintained a strong financial position. Well-kept facilities, including a \$63,000 concrete grandstand erected in 1939, are valued at \$300,000. Receipts in 1941 totaled \$80,600, and included \$25,600 from the gate; \$3,100, parking, and \$15,889, grandstand. Expenses were \$57,000, exclusive of \$15,000 paid on the grandstand.

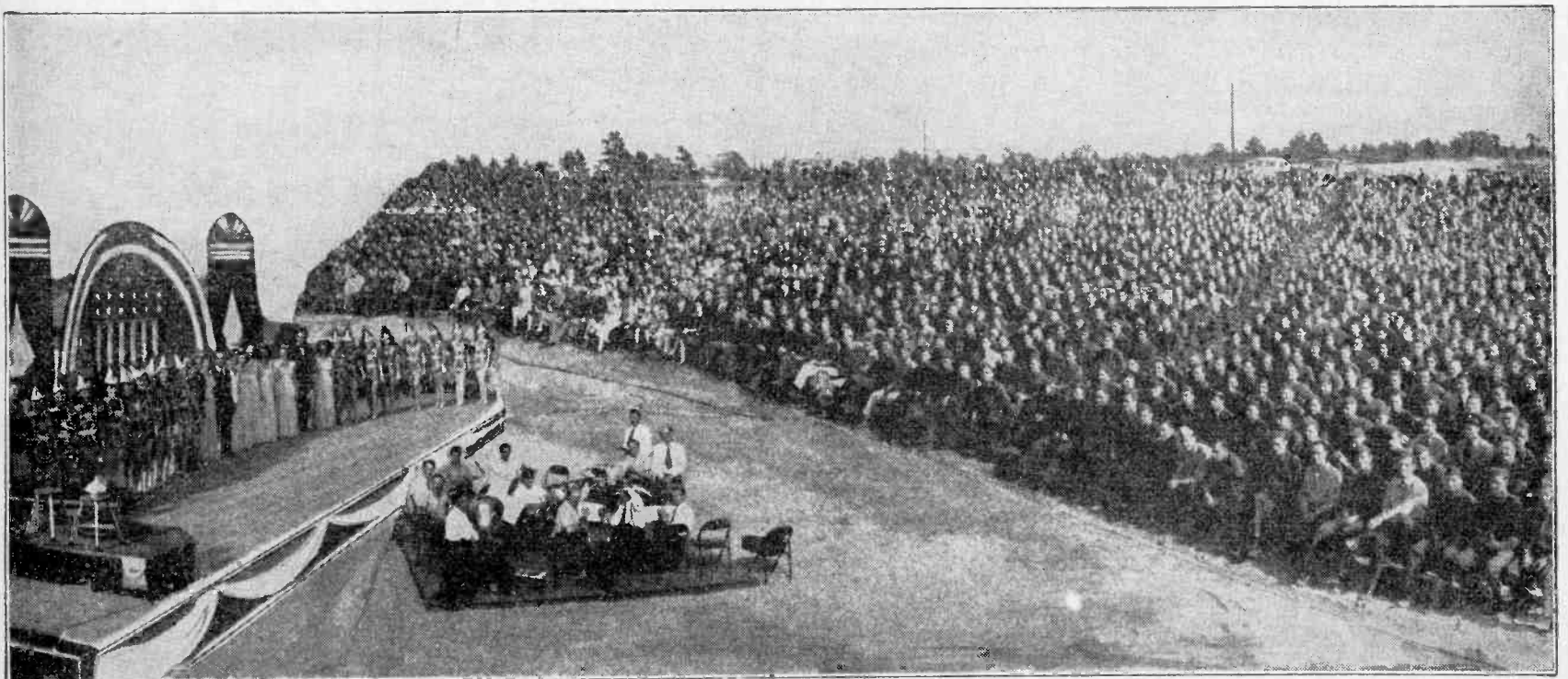
Furnishing entertainment in 1941 were F. E. Gooding, shows and rides; John (See GROWTH IN SAGINAW page 56)

Jax Gate Rises; Rain Takes Toll

JACKSONVILLE, Fla., Nov. 22.—Duval County Fair and Exposition here, November 6-16, was biggest since inception eight years ago despite two days of unfavorable weather and a one-day counter-attraction. Attendance was somewhat ahead of last year. Cold weather on Armistice Day, which officials expected to be biggest of the run, kept crowds at a minimum. All-day rain on Friday (14) was a deterrent, while on the following day the Ringling-Barnum show bucked the fair.

Exhibits in swine, dairy and poultry departments were of high quality and in greater number than last year. Good support from governmental departments was in evidence. Florida commission of game and fresh water fish had a good exhibit. Jacksonville park department (See RAIN TOLL AT JAX on page 56)

OTTAWA.—H. H. McElroy, secretary-manager of Central Canada Exhibition, has been named president of the Ottawa Kiwanis Club. He has been a member for years.



CO-OPERATING WITH UNITED SERVICE ORGANIZATIONS, George A. Hamid took the program of North Carolina State Fair, Raleigh, to the boys at near-by Fort Bragg, Fayetteville. Show included Roxettes, Four Sailors, Bogash and Bodine, Reg Kehoe and Marimba Queens, Bruce Norman, Rulon's Dogs and George Ventre band. Draftees were also entertained in grandstands of Columbia, S. C. Three performances were given in convalescent hospital at Fayetteville.

Grandstand Attractions

By LEONARD TRAUBE

For and About Bookers, Buyers, Performers, Producers, Promoters

About Thrill Shows

FROM Chicago, where the cream of the industry is set to gather for the amusement conventions, B. Ward Beam writes about his 1941 season and offers some views. His unit played seven still dates with a rodeo-circus-thrill combination, doing three days at each stand. Weather report: Rain at five stands. "But we made some money on the stills," Beam says, and continues as follows:

Our fairs were marvelous this year. We did not have as many as the year before because from experience I have learned that it is not good business to split our show. By keeping the whole crew together we give better shows and make more money.

"I believe the thrill show business will be good for some time if those in the game do not spoil it and if the fairs book standard shows that know how to bring the crowds in. There are too many beginners who are trying for fairs on cut-rate. These boys mean well, but they just do not know what it is all about—and, of course, some fairs buy them because they think they are cheap.

"For example, two years ago we played a fair on opening day and grossed \$2,700. Next year the fair insisted that we work without our necessary "first money" clause, which we did not think good policy to accept as all other fairs were paying it. Anyone who has any amount of experience in the game knows that a show needs this first money to get out the stream of advertising and publicity necessary to put a fair over. Well, they bought someone on a 50-50 basis. The party who took it no doubt had good intentions, but he just did not know the publicity build-up or the advertising, and with a fine day his total gross was \$900, the fair losing \$650 in revenue. We played it back again and grossed \$2,833.35.

"Had the fair accepted a show that had men who were capable of handling it properly, there would have been a far different story. There are enough

good shows in the country to do a good job, but some fairs insist on cheapness, with no thought of where and what it leads to."

Letter 2

From Dayton, O., comes this one, penned by Norman Witte, secretary of the contest board, Central States Racing Association:

"On behalf of the officers and membership of this association, allow me to offer my sincere thanks for the very nice things you had to say covering our endeavors in your timely and much appreciated column." The customers will please forgive our yielding to the awfully good temptation of accepting flowers from one customer.

"We have just started to do a job which we believe others in our field of many years' standing have failed to do, and I believe our first attempt on a national basis, judging by the record year 1941 bagged by those affiliated with our body, will bear that statement out. This year was only the beginning. Since we know what is required, our plans will be enlarged upon.

"Not only did we enjoy having the National Speedways and those two ambitious and successful youngsters, Al Sweeney and Gaylord White, who head that company, in our membership in their entrance to the fair field this year, but we also had the genial Ralph Hankinson, who has been operating 31 years with both speedway and fair-date auto racing, conducting CSRA-sanctioned races exclusively during the past season.

"Again I wish to thank you for bringing our endeavors to the attention of fair officials and other readers whose interest it is to know our position in the 'new order.'"

Letter 3

From Jerry D. Martin (Jaydee the Great), en route in South Carolina: "My high trapeze act will close the most successful season in 20 years on November 22 in Brunson, S. C., after 31 consecutive weeks with only one week canceled for reasons beyond control. Schedule included 11 weeks with carnivals, 3 weeks for booking offices and 17 weeks of independent dates. After Brunson I'll return to Rochelle Park, N. J., and in 1942 will be out with new truck, trailer and car. Spending the holidays with my daughter in Boston and will then play club dates already booked."

Letter 4

"Auto race press agents may be interested to know that Anthony J. McKeelin, veteran sports editor of *The Raleigh* (N. C.) *News and Observer*, has been promoted to the post of managing editor to succeed the late Frank Smet-hurst," writes C. A. (Abe) Upchurch Jr., editor of the news service for North Carolina State College of Agriculture. "McKeelin is famous for his edict that auto racing is not a sport and should not be carried on the sports pages, a practice to which he rigidly adhered to the amazement of the dirt-track publicists who have been forced for over a decade to deal strictly with the city desk. Sam McDonald is the new sports editor, but Tony, as managing editor, still is boss.

Central Canada Exhibition, Ottawa, has again signed with George A. Hamid for the 1942 grandstand show. . . . G. Higgins, Sky Man, reports a successful season. Closed at Blytheville, Ark.

Mid-South Gets 10-12G Net; Bigger '42 Program Planned

MEMPHIS, Nov. 22.—Stockholders of Mid-South Fair here on November 14 heard a preliminary report on the 1941 Annual, which went between \$10,000 and \$12,000 in the black, said C. C. Cartwright, committee chairman.

Secretary-Manager Henry Beaudoin reported \$139,740 in receipts, including the National Dairy Show, held in conjunction with the fair. This included gate, concessions, rentals on the Casino and grandstand admissions. Gate receipts totaled \$76,583, of which \$31,267 came from advance sales. Grandstand receipts were \$15,384. President Raymond Skinner said everybody was pleased with the fair and agreed that a bigger program should be laid out for 1942.

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Sept. 1-2-3-4, 1942

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NOTE TO CONVENTIONEERS:

Albert Ardmore, Personal Representative for Montie Montana, will be at the Chicago Convention to arrange 1942 Bookings.

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WEEK OF JULY 20TH, 1942

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Season's Greetings

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Centerville, Ind., Aug. 4th to 10th, 1942

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Names on Program Of Des Moines Meet

DES MOINES, Nov. 22.—Governor George A. Wilson; Kirk Fox, editor *Successful Farming*, and Dean H. H. Kildee, Iowa State College, will be among featured speakers at the 24th annual convention of the Iowa Fair Managers' Association in Hotel Savery here on December 8 and 9.

Sessions will open Monday afternoon, with an address by Dean Kildee on *Agriculture's Part in National Defense* and a discussion on *After Effects of the War on Agriculture* by J. S. Russell, farm editor of the *Des Moines Register and Tribune*. Open discussion of fair problems will feature a 6 o'clock dinner.

Tuesday's session will include the annual address of President J. H. Peterson, Spencer; a discussion on federal taxes by G. A. Kenderdine, of the federal tax department, suggestions on how to keep young people interested in county fairs by Kirk Fox; business methods for fairs by Harry I. Rodman, Monticello, and an open forum question box led by E. W. Williams, Manchester.

Annual banquet will be held in the Venetian Ballroom Tuesday night, with President Peterson acting as toastmaster. There will be a welcome to fair managers by Arthur Brayton, secretary of the Des Moines Convention Bureau, and Governor Wilson's address.

International L. S. Show Offers 100G Prize Money

CHICAGO, Nov. 22.—When the 42d annual International Livestock Exposition opens next Saturday at the International Amphitheater there will be more than \$5,000,000 worth of animals on exhibition, according to B. H. Heide, general manager. A record number of entries is expected. In addition to cattle, sheep, swine and draft horses, which are main attractions, horse show and hay and grain show also will attract interest. More than \$100,000 is offered exhibitors.

Coming at the time the International Association of Fairs and Expositions is holding its annual convention, the livestock show will be visited by most of the leading fair managers of the country.

PHOENIX GATE UP

(Continued from page 54)

period was sunny and warm. Approximate attendance by days: Governor's and Sheriff's Day, Saturday, November 8, 8,000; Fraternal Day, Sunday, 15,000; Civic Day, Monday, 3,000; National Defense Day, Tuesday, 27,300; Women's Day, Wednesday, 2,900; Teachers' Day, Thursday, 3,200; Children's Day, Friday, 8,000; Pioneer's Day, Saturday, 10,000; Stockmen's Day, Sunday, 8,000.

Exhibits averaged about one-third more in number in all departments than last year and were of better quality, particularly in livestock, agriculture and fine art departments. Cattle, swine, poultry and sheep departments drew record numbers of entries, including some from California and Washington.

Fair commission officials are wary about making any prediction regarding the fair's financial status until the last penny has been accounted for and the last bill paid, remembering the embarrassment of a former commission which, on conclusion of the 1940 fair, announced that it had been a financial success and with ceremony, publicly burned guarantor notes signed by local business men who underwrote the fair. Later a special audit ordered by Governor Sidney P. Osborn showed the 1940 fair lost nearly \$10,000.

In addition to horse races, a special Armistice Day auto race was run. For the second successive year Hal Cole, Southgate, Calif., captured top honors in the auto race. Driving an Offenhauser, Cole led the time trials with 31.50 seconds and also won the Defense Day dash, a five-lap contest matching the four fastest drivers entered, and the Copper State sweepstakes, in which eight machines were entered. Rajo Jack, a coast driver, lost control of his machine and crashed thru the track's inner guard rail but escaped injury.

Except on the fair's one rainy day, Rubin & Cherry Exposition did good midway business with 18 rides and 20 shows. Its standards of entertainment and equipment were praised by Secretary Jones and commission members, including Chairman Addington, G. E. McDonald, Harry L. Nace, W. L. Smith, Henry Rubenstein, John M. Scott and Fav Rabb.

Visitors included Ruth Hussey, screen actress, and Marshall Neilan, former ac-

tor in silent films, who came here as guests of Commissioner Nace, operator of a State-wide chain of theaters.

Horse racing was supervised by Mason King, presiding steward, and Steve Brodie, racing secretary.

GROWTH IN SAGINAW

(Continued from page 54)

Mulder, game concessions; Charles Napolitano, novelties and guess-your-age and weight; Barnes-Carruthers, grandstand attractions; Thearle-Duffield Fireworks Company, and L. L. Hall, grandstand privileges.

Officers are Jacob DeGues, honorary president; John Rauchholz, honorary vice-president; Charles Girmus, president; William J. Kirchner, treasurer; J. M. Brooks, vice-president in charge of cattle; William L. Otto, vice-president, grandstand; J. P. Ward, director; B. B. Sawyer, director of concessions and midway; A. E. Williams, commercial exhibits; Robert Caldwell, sheep exhibits; Dan Maxwell, swine exhibits; William F. Nehmer, gates; Langeley Foote, public relations, and Alfred Grueber, dairy products.

RAIN TOLL AT JAX

(Continued from page 54)

showed an array of potted plants and shrubbery grown at city nurseries. Exhibit of crops raised at the county prison farm drew attention and Duval County home demonstration department displayed a variety of canned foods.

No grandstand show was presented, but Dodson's World's Fair Shows provided plenty of entertainment. Midway attractions included many rides and shows. Several new devices, Spitfire, Flying Scooters and Fly-o-Plane, got big play. Free acts were Edmundo Zachinni's cannon act, which appeared twice daily, and Teeter Sisters, high trapeze performers and slide for life. Both acts drew crowds and favorable comment.

President Bob Milligan and Secretary-Manager E. Ross Jordan handled details capably.

DUFOUR HEALTH EXPO

(Continued from page 54)

ing manager of Madison Square Garden, 1925-'35; Frank J. Kennedy, director of personnel, General Motors exhibit, World's Fair; John Alexander Pollitt, director of copyright and license division, Golden Gate International Exposition, San Francisco; Paul Hillis, health lecturer; Wiley Paden, consultant designer; Karl Gress, artist; J. Allen Darnaby, promoter of specs and expositions; Arthur Wallace Marks, lighting technician, and H. H. Oberhammer, architect who designed many of the commercial and show buildings at the World's Fair.

Collaborators are Dr. John Grimley, deputy commissioner New York City department of hospitals; Frederick M. Bannon, physician; Barnett Kessler, dentist; B. W. Weinberger, orthodontist; Frank H. Netter, physician; Paul M. Massmann, Rosenwald Museum of Science and Industry, Chicago; Prof. John Michael Schliesser, sculptor, former curator of Museum of Natural History, Berlin; Franz Frohse and Max Brodel, who prepared charts and colored illustrations, and Prof. Werner Spalteholz, supervisor of human transparencies and anatomical models. Statistical data for the "Road to Health" were supplied by the United States Department of Health and U. S. Department of Agriculture.

Dufour said the investment up to this point is past \$100,000. He was readying to attend the convention of International Association of Fairs and Expositions in Chicago beginning on November 30.



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Late Chattanooga Dates Hit by Rain; Hennies Biz Okay

INTERSTATE FAIR, Chattanooga, November 4-11. Joe W. Engel, president. W. M. Broxton, general manager and superintendent of concessions and attractions. Mrs. A. T. Atwood, secretary. Gate admissions: Adults, 30 cents; children, 5 cents. Grandstand: Adults, 40 cents; children, 20 cents. Grandstand booker: Gus Sun Agency. Midway: Hennies Bros.' Shows.

CHATTANOOGA, Nov. 22.—Interstate Fair here on November 4-11 was marked by wet and cold weather that put attendance records in reverse. Opening day was fair but chilly and the 6,000 who passed thru the gates was the high for the week. Attendance figures for succeeding days are not yet available, but they are known to have registered new lows when compared with all past records.

Fair was originally scheduled for September 15-20, but was postponed when city-county health authorities closed all gathering places in an effort to stem the spread of polio which was prevalent here at that time.

Church Protests Bucked

For the first time and in spite of heated protests by the Chattanooga Pastors' Association, the fair was allowed to remain open on Sunday, but neither Sunday nor Armistice Day proved to be the eventful days that were expected to bring out crowds and boost receipts.

Only two grandstand shows were given, one on opening day and one on Friday. Free attractions advertised included Jinks Hoagland's Hippodrome spec, *Let Freedom Swing*, Society Horse Show, Watkin's Animal Circus; Tarzan, giant chimp, and the Hanneford Family, featuring Poodles. Fireworks and all kinds of racing were skipped this year.

Midway in Black

Only the midway of Hennies Bros.' Shows, consisting of 14 rides and 10 shows, was reported to have closed on the right side of the ledger. According to Manager Ralph Clawson, the shows made money in spite of the bad breaks, but no figures were given out.

Exhibits, said to have been best since 1935, were augmented by a seed display from University of Tennessee, Knoxville, according to Mrs. A. T. Atwood, secretary, who also said that all the premiums, which amount to \$5,000, will be paid. Since Joe W. Engle took over operation of the fair in 1938 he has increased the premium budget by \$1,000 each year.

Around the Grounds

XENIA, O.—Greene County Fair here had record attendance and after payment of bills there was a balance for 1942 use, said Mrs. J. Robert Bryson, secretary. Exhibits were good and swine and sheep shows were unusually large. An attention-drawer was a horse show.

FOND DU LAC, Wis.—Fond du Lac County Agricultural Society has 1941 balance of \$716.88, one of the largest in years. Receipts in 1941 were \$11,902.50 and expenditures were \$11,185.62. Grandstand receipts totaled \$1,568, while cost of entertainment was nearly \$3,300. It was suggested that admissions be reduced.

MARIETTA, O.—Secretary L. E. Apple, Washington County Fair here, reported the 1941 annual a success, with attendance showing a 4 per cent increase and the ledger in the black. Exhibits were larger in all departments except cattle. Prominent feature was the junior fair. Despite two nights of rain, paid admissions to the grandstand, featuring the Ranger Rodeo, were largest in history.

YORKTOWN, Tex.—Features at Little World's Fair here included opening night parade, Reynolds & Wells Shows (See *Around the Grounds* on page 77)

Meetings of Fair Assns.

International Association of Fairs and Expositions, December 1-3, Hotel Sherman, Chicago. Frank H. Kingman, secretary, Brockton, Mass.

Middle West Fair Circuit, December 1, Hotel Sherman, Chicago. Charles W. Green, president, Moberly, Mo.

Fair Managers' Association of Iowa, December 8 and 9, Hotel Savery, Des Moines. E. W. Williams, secretary, Manchester.

Western Fairs Association, December 10-12, Biltmore Hotel, Los Angeles. Tevis Paine, secretary, Sacramento, Calif.

Maine Association of Agricultural Fairs, (January dates to be set), Beal's Hotel, Norway. J. S. Butler, secretary, Lewiston.

Indiana Association of County and District Fairs, January 6 and 7, Hotel Lincoln, Indianapolis. William H. Clark, secretary, Franklin.

Kansas Fairs Association, January 13 and 14, Hotel Jayhawk, Topeka. R. M. Sawhill, secretary, Glasco.

Ohio Fair Managers' Association, January 14 and 15, Deshler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, secretary, Bellefontaine.

Minnesota Federation of County Fairs, January 14-16, Lowry Hotel, St. Paul. Lewis Scofield, secretary, Zumbrota.

Western Canada Association of Exhibitions, January 19-21, Royal Alexandra Hotel, Winnipeg. Sid W. Johns, secretary, Saskatoon, Sask.

Canadian Association of Exhibitions, January 19-21, Royal Alexandra Hotel, Winnipeg. Walter D. Jackson, secretary, London, Ont.

Western Canada Fairs Association, January 19-21, Royal Alexandra Hotel, Winnipeg. Keith Stewart, secretary, Portage la Prairie, Man.

Michigan Association of Fairs, January 20-22, Fort Shelby Hotel, Detroit. H. B. Kelley, secretary, Hillsdale.

Massachusetts Agricultural Fairs Association, January 21 and 22, Hotel Weldon, Greenfield. A. W. Lombard, secretary, 136 State House, Boston.

Nebraska Association of Fair Managers, January 26 and 27, Hotel Cornhusker, Lincoln. Chet G. Marshall, secretary, Arlington.

Virginia Association of Fairs, January 26 and 27, John Marshall Hotel, Richmond. Charles B. Ralston, secretary, Staunton.

Texas Association of Fairs, February 5-7, Adolphus Hotel, Dallas. O. L. Fowler, secretary, Denton.

Association of Tennessee Fairs, February 3 and 4, Noel Hotel, Nashville. O. D. Massa, secretary, Cookeville.

New York State Association of County Agricultural Societies, February 10, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, 131 North Pine Avenue, Albany.

Ag, Stock Experience Marks Career of Great Falls Chief

GREAT FALLS, Mont., Nov. 22.—Dan Thurber, secretary-manager of North Montana State Fair here in the place of Harold F. DePue, who held the position 10 years and recently accepted the general managership of Grand National Livestock Exposition, San Francisco, has been active in Montana agricultural and livestock circles since graduation from Utah State College in 1924.

Thurber's first position was that of Smith-Hughes instructor at Dillon, where he organized the State's first FFA chapter. During that time he worked on irrigation developments. In 1929 he left Dillon to become extension agent on an irrigation project at Fairfield. He stayed there until 1934, when he became Cascade County agent. Later he was made agricultural development agent for Great Northern Railroad.

He has been actively connected with North Montana State Fair since its inception and is familiar with operation of all departments. His first appointment was as superintendent of the agricultural department, three years later becoming superintendent of the 4-H Club department. In 1940-'41 he was reappointed supervisor of agricultural display. For five years he has been sales manager for the annual sale of North Montana Hereford Breeders' Association. He managed the 1941 annual when DePue was unable to assume his duties because of injuries sustained in an auto accident.

Record Net of 16G Made by 1941 Ionia

IONIA, Mich., Nov. 22.—Profit of \$16,327 at 1941 Ionia Free Fair was greatest in history, it was reported at a meeting of directors on November 12, when all officers were re-elected. Officials said the biggest crowds attended since the fair started 27 years ago.

Receipts totaled \$82,078 and expenditures were \$65,750.32. Of the profit, \$15,385 was placed in reserve as insurance against a bad year; \$479 was credited to accounts receivable and \$462.95 was added to the cash balance, giving the association \$12,882 with which to begin 1942 operations.

Grandstand programs cost \$22,568, with \$2,000 for fireworks; \$5,777, harness racing; \$1,062, auto racing, and \$16,188 for acts, ticket men's pay and stagehands. Total of \$12,381 from receipts was used for repairs on grandstand and bleachers, blacktopping the midway and clearing a parking lot and warehouse. Other expenses were \$981, Boy Scout ticket takers on midway shows; \$556, policing grounds; \$2,214, light and power, and \$6,140, advertising.

Estimated attendance the six days and nights was 350,622, compared with 325,757 in 1940. Grandstand shows attracted 82,805 in comparison with 76,835 last year. Admissions to midway shows totaled 291,817 against 232,029 in 1940, and 20,116 automobiles were parked in paid space, compared with 14,628 last year. Exhibitors numbered 1,658 and premiums totaled \$9,486. Midway concessionaires and commercial exhibitors numbered 131.

Re-elected were Howard C. Lawrence, president; Rose Sarlo, secretary, and Leo McAlary, treasurer.

FREDERICKSBURG, Tex. — Three-day 56th annual Gillespie County Fair here drew record attendance with livestock exhibits, rodeo and horse races, officials said.

Shreveport Profit \$35,584; 44G Spent on Improvements

SHREVEPORT, La., Nov. 22.—Despite unseasonably warm weather, 1941 Louisiana State Fair here was a financial success, report submitted to the board by Secretary-Manager W. R. Hirsch showing profit of \$35,584.42 on the 10-day annual.

Attendance totaled 302,048, slightly more than 7,000 under the all-time record set last year. Had weather been more seasonable, a new attendance record would have been established, board members believe.

Improvements completed during the year cost \$44,032.83, about \$8,555 in excess of profits. Work included remodeling of the merchants and manufacturers' building, \$18,352.13, and paving, \$25,000.

Improvements contemplated for 1942 are erection of poultry and Negro agricultural buildings, improvement to interior of the child's welfare and women's buildings and further beautification of grounds.

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Names at Debut Of Bal-a-Roue; Program Is Big

BOSTON, Nov. 22.—Opening of new Bal-a-Roue Rollerway on November 7 in Medford, suburb of Boston, was attended by many notables in the roller-skating industry and took on an international flavor with the appearance of Jimmy Lidstone, British figure-skating champion, who with some United States amateur champions and professionals put on exhibitions that drew heavy applause and made encores necessary.

Fred Bergin, skate dance committee chairman of the Roller Skating Rink Operators' Association of the United States and who formerly had an interest in Skateland, Dayton, O., is financially interested in the new rink with Fred H. Freeman, RSROA president and general manager of Winter Garden and Chez Vous rollerways, Dorchester, Mass. Bergin is general manager of Bal-a-Roue, which takes the place of Lyonhurst Rollerway, Marlboro, Mass., leased by Winter Garden management the past five years. Change in location was made in the belief that operations would be benefited. Daniel McNeice, Lyonhurst manager, and Yvonne McNeice, cashier, will hold the same positions with the new rink.

Operators Attend

Among those attending the opening were Victor J. Brown, RSROA past president and operator of Hy-Way and Dreamland arenas, Newark, N. J.; Benjamin F. Morey, Pleasure Beach Park

Rinks and Skaters

By ALBERT F. SCHNEIDER (Cincinnati Office)

Rink, Bridgeport, Conn.; Raoul Bernier, Portsmouth (R. I.) Rink; Leo Doyle, Rialto Rink, Springfield, Mass.; Irving and Benjamin Ricland, Hartford (Conn.) Skating Palace, and Herbert Briggs, Springfield, Mass.

Considerable expense was involved in remodeling the building housing the rink. Workmen have been busy the past seven weeks installing new flooring, plumbing, heating facilities and electrical appliances. Walls and ceiling have been covered with acoustical material, with lower sections of walls done in knotty pine. At one end a figure-skating practice rink has been installed.

Names on Program

First on the program were Eleanor Nevulis and Charles Kennedy, Boston, national amateur junior skate dance champions, who gave exhibitions of the fox trot and Flirtation Waltz, silver medal dances. They were followed by a surprise in the form of Bobby Ryan, Dayton, national senior figure champion, who received heavy applause for his routine of free-style skating. Giving an excellent display of skate dancing were Coonie and Edna Umbach, Winter Garden professionals. Show closed with an exhibition of free-style skating by Lidstone, who with his sister, Joan, and Billy Watson made an exhibition tour of RSROA rinks several years ago. He is now an officer in the British Navy and is in this country on convalescent leave. He is visiting Victor J. Brown in Newark.

Policies and programs for Bal-a-Roue will be the same as those for the older

organizations. There will be a Medford division of all clubs and classes. All figure club classes will be part of the Fred H. Freeman Figure Skating Club, and all fees, dues and admissions will be the same. Tickets will be interchangeable.

Va. Beach 'Drome Inaugural Draws; Rollos Are Featured

VIRGINIA BEACH, Va., Nov. 22.—Rollerdrome opened recently at Seaside Park here with large inaugural attendance. It is managed by Robert Hofheimer and housed in the remodeled ballroom, to which new decorations and heating and lighting facilities have been added. As opening attraction the International Rollos played a four-day engagement.

Rink is the only one operating at Virginia Beach and is opened nightly and on Wednesday, Saturday and Sunday afternoons. Attendants include Myrtle Dupree and Claudia Llewellyn. There is a separate floor for beginners. Women are admitted free on Tuesday nights.

Canadian Officials Renamed

MONTREAL, Nov. 22.—Champlain Provencher, Canadian authority on athletic contests, was re-elected for the 12th year as honorary secretary-treasurer of the Amateur Skating Association of Canada at the 54th annual meeting of the organization in the Mount Royal Hotel here on November 15. William E. Roughton was re-elected president, while Jackson Dodds, Col. Sir H. Montagu Allan and Frank White, St. John, N. B., were elected honorary presidents. Permission was granted the Toronto A. Roller Skating Association to hold 1942 Canadian championships in figure and skate dancing. Approval was given the Winnipeg (Man.) Winter Club to stage Canadian figure ice championships there on January 30 and 31. Ice Palais Speed Skating Club, Coogee, Sydney, N. S. W., Australia, has adopted ASA rules.

Va. Spot Sold for \$26,000

NEWPORT NEWS, Va., Nov. 22.—Old Dominion Skating Rink, the last six years the only rink on the Peninsula, has been sold by its founder, William R. Tomlinson, to newly formed Indian River Amusement Corporation. Purchase price was \$26,000. While the rink continues for the present under management of Charles R. Burcher, it is reported that it soon will be turned into film theater.

COMMISSIONERS of Flint, Mich., issued a license for Madison Garden Rink after assurance that former objections had been withdrawn. Issuance was delayed when members of a church in the locality protested that noise from the rink would be disturbing. Objections were withdrawn when the rink operator agreed to take steps to lessen noises.

FOX ROLLER RINK, Dubuque, Ia., opened in new quarters on November 1. Building has been redecorated and new floor was installed. Rink will be open to the public nightly except Mondays, reserved for private parties. There will be Saturday and Sunday matinees.

WHITE PLAINS (N. Y.) Roller Rink Club will stage an amateur revue as a pre-holiday feature on December 22. Program committee, working with General Manager Roland Cioni and Mrs. Cioni, is arranging a series of specialty numbers, drills and formation skating routines. Halloween party on October 30 drew a large crowd. For a Thanksgiving party on November 19 rink's interior was done in a barnyard setting and 50 prizes were awarded in a country store program. There was also a turkey hunt.

AOW NOTES by Don Marshall: All America on Wheels-operated rinks, Mount Vernon (N. Y.) Arena, Twin City Arena, Elizabeth, N. J.; Capitol Arena, Trenton; Casino Arena, Asbury Park; Boulevard Arena, Bayonne; Perth Amboy Arena, Passaic Rink and Roseland Rink, Long Branch, drew large crowds with Halloween parties on October 30. Special games were held and prizes were awarded for costumes. Recent visitors at Passaic were Manager M. Berliner and Kenny Walsh, Paterson (N. J.) Recreation Center Rink. Capitol Arena skaters are at-

tending dance classes in such numbers that Manager Frank Morris contemplates formation of additional classes. Recent visitors at Boulevard Arena were Arrow Rollers from Town Hall Rink, Scranton, Pa. Garden State Rollers, of the Passaic Rink, will hold their second annual skating party on December 1.

GENERAL MANAGER William F. and Cap Sefferino, Sefferino's Rollerdrome, Cincinnati, staged a benefit for United Service Organizations on November 17. Rink received a good publicity break in the form of a four-column cut, showing a group of skaters and two soldiers, in the November 17 edition of *The Cincinnati Times-Star*.

MAGIC FLIERS are to introduce their skating act to Philadelphians at Wilson's Cafe.

LIGHTNING TRIO with the *Dancing Around* unit opened a tour on November 15 at the Capitol Theater, Reading, Pa.

MOE SILVERS opened his new Central Roller Rink in Trenton, N. J., on November 18. Souvenirs were distributed. Rink will operate nightly.

WHIRLING B'S, Billy, Betty and Bob, played the Lyric Theater, Allentown, Pa., on November 7 and 8, reported Bob Miller.

HALLOWEEN carnival on October 31 at Bay Ridge Roller Rink, Brooklyn, drew a capacity crowd of 1,100, reported Manager Art Launay. Prizes were awarded for costumes. Management awarded 10 turkeys at a Thanksgiving celebration on November 19.

MACK AND MITZIE, roller skaters, now playing Ohio and Pennsylvania night clubs before heading for Miami to play winter dates, report they recently completed a successful season of fairs, last four weeks of which were in the Maritime Provinces.

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How Class Work Helps Beach Rink

By BENJAMIN F. MOREY

IT HAS always been my opinion that if you interest a skater in doing something besides just skating around and around that skater will eventually represent steady income. Personally, I do not favor or encourage the giving of prizes for games or special attractions. Neither do I draw crowds with special gift nights, etc., as these features, in my opinion, only tend to attract the chance-taking individual who comes for one night.

What I give skaters is simply roller skating with instructions on how to do the various dances so as to create enthusiasm and nothing else. Occasionally a dance contest is held to create further interest and rivalry. This in turn has had a tendency to increase box-office receipts, as the skaters who already know the dances will come more frequently to practice for such a contest.

We have in the vicinity of Bridgeport, Conn., quite a number of rinks which feature special attractions and prize awards, but no dance or figure-skating instructions. Since engaging Mr. and Mrs. Jeffrey Seyfried, teachers who have passed requirements of the Roller Skating Rink Operators' Association of the United States, results have been more than gratifying, as I notice of late that we are drawing a high percentage of skaters from other localities.

30 Years of Operation

In the past 30 years I have promoted and managed several roller rinks. For the past 14 years I have devoted my time to operation of two, the Pleasure Beach Park establishment in Bridgeport and a rink in Riverview Park, Pennsville, N. J. It is very noticeable that skaters in Pennsville differ from those in New England. The former are more of the racing type of skaters, but have shown a desire to learn roller dancing. This interest, however, is dulled somewhat, for the dances require slower rhythmic movements which cramp their style of skating, altho the minority are persistent and are gaining recognition from fellow skaters for their accomplishments.

That skating revues stimulate interest, which in turn helps the box office, is an old story, but since dance, figure and free-style skating have entered this field of entertainment it has doubly increased in value, for members of clubs and dance classes who participate in these revues delight in showing their friends and relatives their accomplishments on skates.

Altho waltzing on roller skates was taught 12 to 13 years ago, the new methods of instructions are more explicit and technically improved. The issuance of dance and figure-skating instruction books by the RSROA four years ago created more interest than many an old-timer could have done with his act of fancy and trick skating, altho credit must be given such skaters. They helped the cause along by giving the average skater something new to try, thereby keeping him occupied with something besides merely skating around in circles.

Credit to RSROA Leaders

Therefore, the movement by a number of rink operators to form the RSROA in 1937 to further the sport of roller skating for the amateur has created such interest in the field that today it is one of the more popular recreational activities. I believe that much of the enthusiasm manifested has been due to the efforts of RSROA officials—Fred A. Martin, secretary; Fred J. Bergin, skate-dance committee chairman; Robert D. Martin, chairman of the figure-skating committee, and Perry B. Rawson, dance committeeman, who spent many hours in research work and compiling their notes into the dance instruction pamphlet which was distributed to skaters. That the RSROA used foresight in placing in operation a school for professionals has been proved. It is of twofold benefit in that it improves the value of the professional and allows the rink operator to devote more of his time to business angles of operation, leaving the



SINCE INAUGURATION of dance and figure-skating classes on June 1, 1941, at Pleasure Beach Park Rink, Bridgeport, Conn., Operator Benjamin F. Morey has noted a 40 per cent increase in business and reported his rink has drawn a high percentage of skaters from other localities. He is a veteran in the business, having promoted and managed several rinks in the past 30 years. For the past 14 years he has operated his own rinks at Pleasure Beach and Riverview Park, Pennsville, N. J. In the accompanying article he offers some helpful suggestions to operators who plan figure and dance class activities.

instruction end to a competent professional.

I am fortunate in having two professionals who teach in an academic way. Their system of teaching has received tremendous favor, for the older person as well as the youngster has a love for "school day" principles of blackboard and ruler types. The majority of our dance and figure classes have blackboard instructions and of late we have had quite a few complaints from students whenever the blackboard is not out on the floor and a chalk talk is not part of the class routine. I delight in telling how well the student body is trained in discipline, for when the whistle is blown one can hear the waves lap the shore behind the rink. Occasionally we have offenders, who are strictly dealt with, their punishment being inactivity for the remainder of the class. As principal, I have dismissed only one person from class, with the result that word went around on how "schooly" our classes were. This in turn interested inquisitive persons, who registered for the new class which starts every month. Class tuition is payable one month in advance and many persons attending the classes for mere curiosity soon change their minds when they find that the many subjects pertaining to the proper way of roller skating are really of an interesting nature. It is surprising that since inauguration of classes in June of this year only 6 per cent (according to records) of those who registered dropped from the classes. I attribute this low percentage to the manner in which our dance classes are taught and to a ruling that anyone dropping from a class without reason cannot re-enter another for a period of six months.

Proof that dance and figure class work has increased the regular attendance is shown by box-office receipts. The gain comes directly from the majority of class members who now attend three and four sessions each week, whereas they formerly came but once or twice weekly. To date about 88 per cent of our skaters are doing the various dances, from the simple to the more advanced. In June we had one special number consisting of four dances in which 15 to 20 couples participated. Recently we had four such dance specials as part of the regular program and in the novice dance special

it was necessary to split this number into two divisions because of insufficient floor space for all the couples who wanted to dance.

How Classes Are Conducted

I take pleasure in offering, with the approval of Mr. and Mrs. Seyfried, this article on their system of conducting classes.

Anyone wishing to join figure or dance classes must submit a membership application which gives detailed data about the applicant and which is filed for reference. Each application contains the individual's name, address, telephone number, age, date of birth, name and address of employer, individual's height and weight, information on his ice-skating activities, marital status and memberships in any RSROA clubs and also whether he is an amateur or professional. In the case of minors the application must contain the signature and address of a parent or guardian. It also contains affirmation of the applicant that he has never violated amateur status rules of any athletic organization which is a member of or allied with the Amateur Skating Union of the United States, Amateur Athletic Union of the United States or the Federation Internationale de Patinage de Roulettes and a waiver of release of all claims for damages. At the bottom is designated what classification the application is to enter—Fundamental, Novice, Elementary, Advanced, Junior Figure or Senior Figure.

Upon presentation of the application and payment of the monthly class fee the candidate receives a fundamental class membership card with his number. It is kept on file and given to him every time he attends class. It is on this card that dates of attendance and faults of the members are notated. In the event a member is absent from any one class this card is taken out of the active file and inserted in the absent file. Upon failure to report for two consecutive classes, without notification, the member's class card is filed in the dead file, and such member cannot come to another class until he has seen the principal. Members who miss a class for any reason must make an appointment with the teachers for a private lesson, such members receiving a reduced rate for the lesson. Members taking such a private lesson receive the same instructions given in the class they missed.

In the first class of the fundamental division a chalk talk is given pertaining to physics of roller skating. Remainder of the classes are devoted to aiming-leaning and side-push principles. At the last class of the month members must take a written test to be eligible to enter the novice dance division. Those that pass (99 per cent do) are issued novice dance membership and class cards, their former class cards being filed with their test papers in the "promoted file."

In the novice dance class (also for a period of one month) members are taught the Straight Waltz, Chicago Hop, Chicken Scratch and Schottische, and upon completion, with 100 per cent attendance, are given a skating test. To pass this test the student must obtain a minimum total grade of 12 out of a possible 24 points for the four dances. Members passing this test (papers and cards are again filed in the "promoted file") are then eligible for the elementary dance class division, which lasts for a period of four months. In this class RSROA bronze medal dances are taught. A skating preview is given at the end of the four-month period and passing candidate then enters the advanced dance class division, this division lasting six months. The same procedure of filing and recording of each member is followed as was the case in the fundamental division.

Calisthenics and Ballet

Any member of the novice, elementary or advanced dance class is eligible to enter the figure-skating class held on Sunday mornings. A new figure class begins every four months, culminating with bronze medal tests. Those passing the test on these figures are then eligible to enter a more advanced figure class which is held on Sunday afternoons. Calisthenics and ballet work, which are part of the figure class, have improved our dance skaters noticeably. They are more limber and have more form than the average dance skater.

Another reason our dance skaters have shown such improvement is due to a rule I have made and to which I firmly adhere. It is that all skaters who wish to join classes, no matter how advanced they claim to be or how many dances they know, must start in the fundamental class. That this rule has its value is proved by the fact that the fundamentals of roller skating are clear to our skaters. They then know what they are doing and are able to converse on technicalities intelligently.

As all our dance class divisions are of the closed type, it is possible for the teachers to keep an accurate record of each student attending. There is no confusion created by skaters who would come and go as they please or ask questions about something they missed because of absence from the previous class. Our doors open at 6:45 p.m. and close promptly at 7:05. No one is allowed to enter class after the doors are closed.

The belief that closed dance classes are detrimental to the rink business, I (See RINK CLASS WORK on page 79)

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Claude Ellis's

The Editor's Desk

CINCINNATI

THE "wheat pit" of outdoor showdom will soon be boiling on the Magic Carpet. From all points of the compass they are beginning to converge on Chicago. The great gathering of outdoor showfolk all under one roof in the Hotel Sherman has become an institution remarkable in many ways. Probably no other industry is so fully represented in an annual conclave. Certainly no other line of endeavor draws more of its big shots, to say nothing of hundreds of lesser lights, transacts more actual business and has more fun. International Association of Fairs and Expositions; National Association of Amusement Parks, Pools and Beaches; American Carnivals Association and Showmen's League of America embrace the major proportion of show biz in the great outdoors. The big trade exhibit presented by the American Recreational Equipment Association, NAAPB and SLA will be the last word in what is what in progress and development in devices, equipment and supplies. The annual banquets present a social side in their arrays of distinguished executives, seasoned troupers and always some punks and Johnny-Come-Latelys and feminine pulchritude garbed and gowned a la mode that is not hard on the eyes of even the most sophisticated of observers of the American scene. Intermingled with business contacts and meaty discussions of paramount problems in program sessions is a spirit of camaraderie that is never topped by any trade assemblage. Momus, king of mirth, is on his throne and his loyal subjects pay him generous and merry tribute in quip, jest and prank. As the old darky down yonder was wont to say, "Showfolks is almost always laughin'." Gist of this is taken from a '37 issue but, after the past season, it goes double—in diamonds!

HOW wonderful to live in a land that mourns the death of even dumb animals! With most of the earth at death grips, mass executions of human beings are considered over there hardly worth mention except as acts of horror to subdue others. New battle fronts are appearing, planes crashing, diplomats speeding across the world to avert more wars, American ships are shelled and the Congress is appropriating more billions. But the deaths of those Ringling-Barnum elephants at the hands of an alleged poisoner make page 1 of the nation's press, crowding off copy of world import. The circus or any part of it generally makes eagerly read news.

IF THE Milwaukee County park commission does not want to put the skids under the already famous and whopping Milwaukee Midsummer Festival it might consider what happened to fairs and various sponsored events after they deleted midways. Commission would bar the fete from the lake-shore Juneau Park unless operation of a carnival is dropped. The revenue of non-midway fairs became sad to contemplate before they dropped into oblivion. . . . "Why not resurrect the super war shows of yesteryear?" asks a correspondent. "War exhibits of the present conflict would certainly click." Yes, but how would you get 'em and could you compete with Uncle Sam's spectacular defense displays? . . . Showmen are not angels and fair and park men are not expected to be as circumspect at conventions as they are at home. But they don't throw water pitchers out of hotel windows, empty feather pillows in corridors, race up and down the main street raising Ned, pester town gals and upset cars parked at curbs. . . . Billing bans in some cities probably are rarely really caused by old flagging show paper, denounced as an "eyesore." Local plants that want a monopoly often are to the fore to prevent traveling shows from posting or sniping unless the plants have the contracts. Discriminatory ordinances permit certain branches of amusements to bill and to place window cards and put a ban on such outdoor work. We take it that the political billposting used by makers of such laws is not an "eyesore" but a lithographic review of the city's great and ambitious citizens!

MOST people attach a lot of value to photographs. Some that cross this desk, submitted for publication, are family keepsakes. But frequently we get one of those four-for-a-dime shots that certainly must be the worst of a batch. When they defy the engraver's art we can hardly blame the owners for getting them out of their sight somehow. They are decidedly not "\$50.10 shots. Memory: A four-minute photo concessionaire booked his booth at a pumpkin fair at a flat privilege of \$50, payable on the line. Old Jupe evidently hadn't been seen, because he poured down from opening Monday till tear-down time on Saturday. As the mugger at midnight was giving it up as a total-blank week the fair manager stepped into the booth, his raincoat shedding torrents. Seating himself, he cracked, "Make my picture, buddy; raincoat, boots and all." After the picture had been developed the fair's boss started to walk away. "Just a minute!" yelled the mugger. "You didn't pay me the dime." "Forget it," was the comeback, "it didn't cost you anything." "Cost me!" screamed the mugger. "The hell it didn't! That was a \$50.10 shot."

IN THE MAIL: Many, many letters. Especially cheery ones from Frank H. Kingman, A. R. Hodge, Max Cohen, Frank D. Shean, Art Briese, Mike T. Clark, Arch Clair, Milton Danziger, Bert Nevins, W. L. (Bill) Montague, Cy D. Bond, Ernie Wiswell, Al C. Beck, R. F. McLendon, Robert C. Zimmerman (CFA), John Ellis, Harry Kahn, Paul M. Conaway, Walter B. Fox, Edward L. Conroy, R. E. Savage, Doc Waddell, W. M. (Billy) Gear, Harry A. Illions, Bennie Beckwith, Sam J. Levy and Floyd E. Gooding.

Nat Green's

The Crossroads

CHICAGO

SOME of the boys have already had their turkey and chestnuts, or whatever their favorite dish happens to be, and some will celebrate this week. At any rate, they have real reason to celebrate Thanksgiving Day this year. With all the war alarms about us, we in America should be thankful that we still have a greater measure of freedom than any other country on the globe, and that we can gather peacefully and in our own way celebrate our many blessings. In a material way, too, most of the boys have much to be thankful for. The season has been a wonderfully good one. Not only that, but the outlook for next season is bright. We'll have plenty of problems to face and work out, but there's nothing in the picture now to cause undue alarm. Showmen are used to overcoming obstacles. It's one of the things that makes the game worth while. So when the conventions get under way next week we don't expect to see any glum faces. The boys—and their ladies—are going to have a wonderful time and will go home with pleasant memories of the '41 doings!

A CORRESPONDENT with a sense of humor writes: "Why do you put these misleading heads on stories? I picked up this week's copy of *The Billboard* and read 'Green Toastmaster for League Banquet,' and I say to myself, 'That's fine! I've always wanted to see Nat in a toastmaster's job ever since I heard him speak at a fair meeting. Then I read the story and it's another Green!' Sorry to disappoint you, old-timer, but it's a cinch you'd be more disappointed if I were toastmaster. Jack Duffield, banquet and ball chairman, picks his toastmaster with the idea of getting a man who can entertain and hold the crowd, not one who would chase 'em away. And in Charles W. Green we're sure he has a man who will fill the bill to everyone's satisfaction."

ARE the days of the "concert" on circuses past, or is it just a matter of figuring out something new that the public will go for? There never was a

Leonard Traube's Out in the Open

NEW YORK

Customer Complains

GUY WEADICK, the Canadian rodeo producer and this column's pet authority on the cowboy branch of amusements (or is it a sport?), chides us for our recent mention of him in which we said he staged a rodeo in New York in 1912. He chirps as follows from his Alberta ranch:

"Your memory was a bit faulty as to the date of the first rodeo ever presented in New York. It was in 1916, not 1912. In 1912 I produced the first stampede at Calgary." (Thanks, Guy, for giving us an out. Now the customers may assume we meant Calgary.)

Our informal history of rodeos in New York brings back memories to Weadick. "Tex Austin, not Frank Moore, produced the first rodeo at the old Garden, and the second one presented there was produced by the late Dick Ringling. The first rodeo at Sheepshead Bay was, of course, an outdoor affair, which included steer roping, stagecoach races, chuck-wagon races, cowboy and relay races and other events that have to be eliminated in a building. The very tops of the Western range country participated in that contest, including Bill Pickett, the originator of bulldogging; Clay McGonigle, Joe Gardner, Henry Grammer, Johnny Murray, tops of the steer-roping world, as well as a whole list of outstanding bronk riders, the majority being range hands who learned their trade on ranches—not in contest arenas."

This being letter week, there's one from Byron Gosh, better known as By Gosh the clown, scribbled from Foster Falls, Va., and it says: "Red Onion's" Sidewalks of New York is excellent ma-

terial and a valuable addition to your column. Why not make it a weekly habit?" Sure, and 'tis a nice way of putting us out of a job. But here are some epigrams from the Onion:

A man flatters himself when he refers to "my better judgment" and then depreciates himself when he says, "I went against my better judgment."

It is better that a man advertise his business than to have a sheriff advertise it for sale.

The present echo-comic situation clearly reveals that the law of supply and demand has not yet been repealed.

Fortunate indeed is the man who can have as much fun in his second childhood as he did in his first.

One way to become unpopular in one's chosen profession is to outthink and outwit a contemporary.

A man may well be said to be making progress in life when he gets to the point where he is a hero in the eyes of his wife.

Happy indeed must be the girl who can get her grandmother to hold the ladder while she elopes.

Lendthrifts and spendthrifts are practically synonymous.

To which we say, it's not show business, but it has more of the same than lots of show business itself.

DRIBBLES . . . Capt. Billy Reid was mused up by a lion while working free act with Cetlin & Wilson Shows at Wilson, N. C. Is this the same lion (Mewa) which worked with Sarong Lamour in *Jungle Princess*? . . . Lon Ramsdell, back from a fine season as press agent with O. C. Buck Shows, is wintering in Albany. . . . Tom (Fuzzy) Hughes cards from Los Angeles inquiring when we're coming out to that country. Just as soon as a fast freighter will get us there. . . . Hiram Walker's latest gift to circusdom is a liquor display with two elephants. . . . As usual, George P. Mahoney, owner of Bay Shore Park, Baltimore, copped a number of awards for gaited nags at the recent National Horse Show in the Garden. . . . Frank D. (Doc) Shean is on a secret mission down Virginia way and the advance dope says something will break from either Norfolk or Virginia Beach. We hope it's nothing infinitesimal. . . . That was Joe Upchurch, one of Harvey Gibson's brain-trusters at the World Fair (also the Eastern Slope Fair, North Conway, N. H.), chewing food and the fat in Rogers' Corner. At adjacent pews Lew Dufour, Murray Goldberg, Mr. and Mrs. W. S. McHenry. . . . Art Lewis and Sam Proll in from their winter quarters in Dixie. Fred Phillips in from Lawrence Greater Shows. . . . *Jungle Performers*, a new book by Clyde Beatty and Earl Wilson, has come in, about which more when deadlines are easier to catch.

(Babe) Boudinot, assistant outdoor advertising manager for the Ringling show, closed his season a week ago and is back home in Chi after a short visit with Arthur Hopper at Miami. John Brassil, manager of Ringling advertising car No. 1, is back home in L. A., and Frank Mahery, manager advertising brigade, is resting at Hot Springs before returning to Tampa, where he will again handle the billing of the Tampa Fair. . . . Mr. and Mrs. Ernest Anderson are in Chicago to remain until after the conventions. Anderson is a funhouse builder and former circus man. . . . If that Midwestern fair that has been bandied about for the last few years doesn't make a go of it in '42 the site will make a nice subdivision for the men who have put their money in it. . . . Frank R. Conklin arrived in Chicago Wednesday (19) and will remain until after the conventions.



JIMMIE LYNCH, thrill-show impresario and rancher, stopped off briefly in Chi recently on his way south after a hunting trip in the North Woods. He'll rest up a while at his Texarkana estate before returning to Chicago for the conventions. . . . George Crowder, in from the East, reports a pleasant and profitable season with Irish Horan, whose chief worry now is getting crash cars for next season. George is set to handle promotions for Horan in '42. . . . F. A.



Winter Fairs

Arizona

Tucson—Tucson Livestock Show. Feb. 16-22. Henry Boice.

California

Imperial—Imperial Co. Fair. March 7-15. D. V. Stewart.
San Bernardino—National Orange Show. March 19-29. William Starke.

Colorado

Denver—Natl. Western Stock Show. Jan. 10-17. C. R. Jones, Union Stockyards.

Florida

Bowling Green—Hardee Co. Strawberry Festival. Jan. 12-17. J. A. Albritton.
Eustis—Lake Co. Fair. March 9-14. Karl Lehmann, Tavares, Fla.
Fort Lauderdale—Broward Agril. Fair Assn. Feb. 23-28. Bert Gentsch.
Fort Myers—Southwest Fla. Fair. Feb. 16-21. C. P. Heuck.
Fort Pierce—St. Lucie Co. Fair. March 9-14. Dick Branham.
Hollywood—South Broward Co. Fair, Vets. of Foreign Wars. Jan. 17-24. Robert N. Newton.
Homestead—Redland District Fruit Festival. Feb. 6-14. E. H. Gallaher.
Largo—Pinellas Co. Fair & Rodeo. Jan. 13-17. J. H. Logan.
Melbourne—Brevard Co. Fair Assn. Jan. 26-31. C. B. Hoskins.
Orlando—Central Fla. Expo. Feb. 23-28. Crawford T. Bickford.
Palmetto—Manatee River Fair. Week of Jan. 19. Wm. Snyder.
Plant City—Florida Strawberry Festival. March 3-7. H. H. Huff.
Ruskin—Florida Tomato Festival. April 28-May 2. George Buchanan.
Sebring—Highlands Co. Fair Assn. March 3-7. Ernest R. Wilson.
Tampa—Florida State Fair & Gasparilla Carnival. Feb. 3-14. P. T. Strieder.
Vero Beach—Indian River Fruit Festival. Jan. 26-31. B. H. Phillips.
Wauchula—Hardee Co. Strawberry Festival. Jan. 12-17.
Winter Haven—Florida Orange Festival. Jan. 19-24. John A. Snively Jr.

Illinois

Chicago—Internat'l Livestock Expo. Nov. 29-Dec. 6. B. H. Heide, Union Stockyards, Chicago.

Louisiana

Lafayette—South La. Mid-Winter Fair. Jan. 9-11. Edward Stagg, Lake Charles, La.

Michigan

Chesaning—Chesaning Community Fair. Jan. 21-24. C. L. Taylor.
St. Louis—St. Louis Community Fair. Nov. 27-28. R. M. Whitney.

Ohio

Bluffton—Bluffton Agril. Soc. Dec. 3-5. Harry F. Barnes.
Columbus Grove—Putnam-Allen Co.'s Ind. Fair. Dec. 16-19. T. M. Teegardin.

Texas

Corsicana—Livestock & Agril. Show. Dec. 23-27. J. N. Edens.
Fort Worth—Southwestern Expo. & Fat Stock Show. March 13-22. John B. Davis.
Harlingen—Rio Grande Valley Midwinter Fair. Nov. 26-30. Harry Ratliff.
Houston—Houston Fat Stock Show & Livestock Expo. Feb. 6-15. W. O. Cox.
San Angelo—Fat Stock Show & Rodeo. March 5-9. J. C. Deal.

Wisconsin

Milwaukee—Milwaukee Co. Winter Fair. Nov. 25-28. Dr. Harry F. Seymour, Sta. D, R. 2, Box 1262.



Coming Events

These dates are for a five-week period.

Alabama

Mobile—National Home Show. Dec. 1-6. Edwin N. Williams.

Arizona

Sells—Papago Indian Fair-Rodeo. Nov. 28-30. Frank Pablo.

California

Los Angeles—Great Western Livestock Show. Dec. 2-7. M. W. Fjelsted, 103 Adm. Bldg., Union Stockyards.

CUBA

Havana—Larry Sunbrock's Rodeo for Cuban Government. Dec. 5-7.

District of Columbia

Washington—Circus & Bazaar for Christmas Basket Fund. Dec. 11-14.

Florida

Arcadia—Tin Can Tourists Home-Coming. Dec. 22-Jan. 3. M. E. Ketchum, Miami.
Jacksonville—Auto Show. Dec. 11-13. G. Dodd.

Miami—Mahi Shrine Temple Fair-Expo. & Thrill Circus. Nov. 22-Dec. 6. Dr. Glen Smith.
Sarasota—Trailer Round-Up. Dec. 15-Jan. 4. Fred Dailey.

Illinois

Chicago—Natl. Assn. Am. Parks, Pools & Beaches and Showmen's League of Amer. Trade Show, Hotel Sherman. Nov. 30-Dec. 5. A. R. Hodge.

Iowa

State Center—Corn Show. Dec. 9-11. Bert Merrill.

Louisiana

New Orleans—Carnival of Sports. Dec. 27-Jan. 1. A. N. Goldberg.

Michigan

Detroit—Michigan 4-H Club Show. Dec. 9-11. W. W. Chambers.
Grand Rapids—Apple Show. Dec. 2-4. H. D. Hootman, East Lansing, Mich.
Grand Rapids—Fat Stock Show. Dec. 9-11. K. K. Vinung.

Minnesota

Alexandria—Turkey Show. Nov. 25-29. Morris B. Baker.

Pennsylvania

Philadelphia—Natl. Motor Truck Show. Dec. 6-12. W. F. Beck, 420 Lexington Ave., New York, N. Y.
Pittsburgh—Livestock Show. Dec. 8-10. A. J. Roth.

South Dakota

St. Louis—Auto Show. Nov. 27-30. DeWalt T. Kieffer, care Argus Leader.

Tennessee

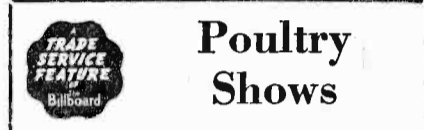
Knoxville—Fat Cattle Show. Dec. 10-12. R. L. Richardson.

Texas

El Paso—Southwestern Sun Carnival. Dec. 29-Jan. 1. Wiley Edwards.
Italy—Poultry Show. Nov. 26-28. Henry Smithwick.
Plainview—South Western Dressed Turkey Show. Dec. 2-3. Pete H. Smith.

Wisconsin

Sheboygan—Police Assn. Circus. Dec. 5-7. J. L. Klujeske.



Poultry Shows

These Dates Are for a Five-Week Period

Connecticut

Norwich—Dec. 3-5. Lillian E. Dyer, 30 Hedge Ave.

Illinois

Chicago—Chicago Intl. Poultry Show. Dec. 11-14. G. Fitterer, Box 464.

Iowa

Manning—Dec. 1-4. M. F. Enebach.
Washington—Dec. 1-4. H. W. Ramseyer.

Kansas

Arkansas City—Dec. 2-4. T. C. Faris.
Newton—Dec. 3-5. O. C. Sharits.

Maine

Portland—Dec. 10-12. Robie Whitney, 1034 Brighton Ave.

Maryland

Smithsburg—Dec. 2-4. R. K. Frey.

Michigan

Detroit—Dec. 10-14. Claude La Duke, 3421 Belvidere Ave.

Minnesota

Cambridge—Dec. 3-6. C. L. Frederickson.
Pipestone—Dec. 10-12. H. A. Pelschow.

Missouri

Kansas City—Dec. 15-20. Mrs. K. K. Biorck, 509 South Noland Road, Independence, Mo.

NEBRASKA

Nebraska

Lexington—Dec. 1-6. S. W. Schwerin, Norfolk, Neb.

North Dakota

Minot—Dec. 1-6. Leslie E. Maupin, Box 912.

Oklahoma

Enid—Dec. 3-7. T. D. Brown, 529 Mayo Bldg., Tulsa, Okla.

Oregon

Oakland—Dec. 9-13. Ella H. Brown, R. R. Box 51 A, Roseburg, Ore.

Rhode Island

West Warwick—Dec. 5-7. Francis V. Dufresne, 198 Centreville Road, Apponaug, R. I.

Texas

Anson—Dec. 10-13. J. W. Prichett.

Canada

Saskatoon, Sask.—Dec. 10-11. Sid W. Johns.



Dog Shows

These Dates Are for a Five-Week Period

Connecticut

Waterbury—Dec. 7. Miss Marion McConnell, 17 Owen St.

Illinois

Chicago—Nov. 29-30. A. Wilson Bow, 2806 12th St., Detroit, Mich.

Michigan

Detroit—Dec. 7. A. Wilson Bow, 2806 12th St.

Oregon

Portland—Nov. 29-30. H. M. Powell, Box 63, Garden Home, Ore.

Pennsylvania

Altoona—Dec. 6. A. Wilson Bow, 2806 12th St.

IAFE ARRAY THORO

(Continued from page 54)

memorial services conducted in the Sherman's Bal Tabarin by the Showmen's League of America. Later judging of printed matter in the association's Advertising Clinic, a feature inaugurated last year, will be done by executives of

IAFE-The Billboard Awards

Advertising Clinic

Sunday, November 30, 4 P.M.

Hotel Sherman, Chicago

Second Annual Advertising Clinic, compiled and conducted by the International Association of Fairs and Expositions, with Awards of Merit offered by The Billboard Publishing Company in the following classes:

1. NEWSPAPER ADVERTISING—Campaign series in the home town daily or weekly.
2. GENERAL PRIZE LIST—Premium Book with two subdivisions: (a) Cover; (b) Inside.
3. SOUVENIR PROGRAM—With two subdivisions: (a) Cover; (b) Inside.
4. OFFICIAL CATALOG—With two subdivisions: (a) Cover; (b) Inside.
5. NEWSPAPER OR BULLETIN—Judged on (a) Text or Reader-Appeal and (b) Physical Appearance.
6. LETTER INSERT—Subject is a small piece or handbill that goes out with other mailed material and is directed to the public.
7. SALES BROADSIDE—Subject is a mailing piece directed to prospective buyers of space and/or exhibits.
8. LETTERHEADS—Judged on the basis of general attractiveness and as advertising messengers good the year 'round.
9. WINDOW CARDS—Self-explanatory.
10. GENERAL BROADSIDE—Printed matter that goes out to the public and not included in foregoing classes: Handbill, throwaway, novelty, etc.

Judges

Melvin Kendricks, Outdoor Advertising, Inc., Chicago.
M. Seklemian, advertising manager, Montgomery Ward & Company, Chicago.
Charles Lilinfield, advertising manager, National Tea Company, Chicago.
Andrew Duncan, account executive, Leo Barnett, Chicago.
Davis Statter, account executive, Lord & Thomas, Inc., Chicago.
John Price, account executive, Sherman K. Ellis & Company, Chicago.

some of Chicago's leading firms, Melvin Kendricks, Outdoor Advertising, Inc.; M. Seklemian, advertising manager, Montgomery Ward & Company; Charles Lilinfield, advertising manager National Tea Company; Andrew Duncan, account executive, Leo Barnett; W. H. Howell and Davis Statter, account executives, Lord & Thomas, Inc., and John Price, account executive, Sherman K. Ellis & Company, Inc.

Awards in Ad Clinic

Monday morning Advertising Clinic awards will be announced by Chairman Henry Lund, Minnesota State Fair, St. Paul, and Secretary John D. Zook, Ohio State Fair, Columbus, to be followed by open discussion on choices of judges. At afternoon sessions will be round-table discussions following talks by Cleve R. Lane, Kansas Free Fair, *Daily Newspapers*; E. Paul Jones, State Fair of Texas, *Weekly Newspapers*; Gordon Crump, Wisconsin State Fair, *Milwaukee, Outdoor Advertising*; John D. Zook, *Radio*; Henry Lund, *General Publicity*, and L. R. Fairall, Iowa State Fair, Des Moines, *Advertising Agencies*. Scheduled for open discussion are *Promotions and Contests*.

Also slated for Monday afternoon are annual meetings of the International Motor Contest Association, Ralph T. Hemphill, Oklahoma State Fair, Oklahoma City, president, and Arthur R. Corey, Iowa State Fair, secretary, and Middle West Fair Circuit, Charles W. Green, president, to be followed by a reception and buffet supper for fair men and their wives. Hon. Samuel S. Lewis, York (Pa.) Interstate Fair, is program chairman.

Program of Affiliate

Association of County and District Fairs will also meet Monday afternoon, with E. W. Williams, Manchester, Ia., chairman; James F. Malone, Beaver Dam, Wis., vice-chairman, and Mrs. Don A. Detrick, Bellefontaine, O., secretary, in charge. Up for discussion are *Wisconsin's Concession Regulations*, James F. Malone; *Attendance Analysis*, A. W. Lombard, secretary, Massachusetts Agricultural Fairs Association, Boston; *Motion Pictures as a Medium of Study*, Pete H. Smith, Plainview, Tex.; *Regional Meetings During the Year*, W. H. Clark, Franklin, Ind.; *Monthly Bulletins*, Mrs. Don A. Detrick and A. W. Lombard; *Legislation and How We Handle It*, Edward G. Vollman, Stockton, Calif.; *Accomplishments of the Mississippi Association of Fairs*, J. M. Dean, Jackson; *Interesting More People in Fair Music*, Albert P. Stewart, La Fayette, Ind.; *The State Department of Agriculture and How It Can Co-Operate*, Mrs. Don A. Detrick, and *The Planning of Our Conventions*, E. W. Williams, James F. Malone, A. W. Lombard, W. H. Clark, Mrs. Don A. Detrick, and Charles B. Ralston, Staunton, Va. Election of officers will follow.

Many Reports on Tuesday

General IAFE meeting will be called to order Tuesday morning by President Charles W. Green. It will be opened with a welcoming address by B. H. Heide, secretary-manager, International Livestock Exposition, Chicago. Vice-Presi-

dent Harold F. DePue, Grand National Livestock Exposition, San Francisco, will make the response. Following will be reading of minutes of the 1940 annual meeting, introduction and acceptance of new members, report of classification committee by Arthur R. Corey; report of board of appeals; Phil C. Travis, Tennessee State Fair, Nashville; report of government relations committee, Charles A. Somma, chairman, Virginia State Fair, Richmond; report of board of directors, Secretary Kingman; report of auditing committee, Douglas K. Baldwin, chairman, Alabama State Fair, Birmingham; report of Advertising Clinic, John D. Zook; report of the Association of County Fairs meeting, Mrs. Don A. Detrick; appointment of committees, roll call by the secretary and annual address by the president. L. B. Herring Jr. is chairman of this year's Past Presidents' Club luncheon, to be held at noon.

Clinic on Concessions

Chairman C. G. Baker, Oklahoma State Fair, and Dr. J. S. Dorton, Southern States Fair, Charlotte, N. C., secretary, will conduct the Concession Clinic at Tuesday afternoon's meeting. On the program are *Lunch and Refreshment Stands*, Harry J. Frost, Minnesota State Fair; *Carnivals*, Phil C. Travis; *Merchandise Games*, Henry W. Beaudoin, Mid-South Fair; *Exclusive Privileges*, Douglas K. Baldwin; open discussion topics and *New Attractions for Grandstand Shows*, Win H. Kinnan, Ohio State Fair, and Kenneth Hammaker, California State Fair, Sacramento.

Principal speakers at Wednesday's meeting will be Hon. Samuel S. Lewis, *Defense Exhibits*; Paul Smith, New York State Fair, *A Modernized Agricultural Exhibit*, and Mrs. Ethel Murray Simonds, Oklahoma Free State Fair, and Bernard J. Youngblood, Michigan State Fair, Detroit, *Night Clubs—A New Attraction for Fairs*. Exhibition Space Clinic at the afternoon meeting will be conducted by C. B. Afflerbaugh, Los Angeles County Fair, Pomona, chairman; Henry W. Beaudoin, vice-chairman, and Harry W. Flitton, Midland Empire Fair, Billings, Mont., secretary. It will be followed by report of the Resolutions Committee, election of officers and participation by delegates in the 29th Showmen's League of America Banquet and Ball in the Grand Ballroom of the Sherman at 6:30 p.m.

ELECTRIC PENCIL

Favorite of the 5 and 10s. Great money maker for you wherever crowds appear. Appreciated by thousands of good-will, sales promotion managers; insurance companies, libraries, etc. Many say they would not take \$100 for it if another could not be had. Famous Professional Model, No. 3, switch on 7-foot SAFETY asbestos resistance cord, with roll superior gold, \$4.75, postpaid, cash with order; No. 2, same as above, 5-foot cord without switch, \$3.75. Deposit \$1.00 for C. O. D., plus postage. Guaranteed one year. Money back if not 100% pleased. Exclusive features insure long life, dependability, COMFORT IN USING CONTINUOUSLY; may be held quite close to end of point. No burned off handles, no loose, wobbly points. Engraves gold, silver, very small, medium or big lettering on nearly any material. Fast on silk, celluloid, plastics, bill folds, sea shells, enameled metal, etc. Two rolls superior gold or silver, 1"x400", \$1.00; six rolls, \$2.50; dozen rolls, \$4.80. Wire today with express or P. O. money order. We originated the practical electric pencil in 1931. Avoid clumsy imitations. R. E. STAFFORD, 2434 N. Meridian St., Indianapolis. (Better save this.)

MAIL ON HAND AT CINCINNATI OFFICE 25-27 Opera Place

Parcel Post

Cain, W. A. 22c Carver, Arthur B. 19c Crews, Chas. 14c Cushman, Victor, 19c Hennessee, John, 8c Hershey, Ray, 9c Mendodo, S. Jose, 5c Norton, F. A., 5c

Beckwith, Clifford L. Recker, Mrs. Olive Beckett, Chas. BEEBE, ALLIE

Bedford, Fred M. Behney, Mrs. Elsie Behney, Wm. Bejano, J. J. Bejano, Paul BELL, JOHN

BELL, THOMAS ELWOOD Bell, Robt. J. Bellon, Mrs. Beas Benet, Jos. BENGOR

BENNETT, NICHOLAS Bennett, Chuck Bennett, Spencer Benning, Malcolm Benoit, Mrs.

Benson, Earl Benson, Mrs. Virginia BENTLEY, Walter Benway, Pete Berger, Billy

Berger, Frieda Bernard, Carol Bernstein, Maurice Berry, Bill Berry, C. C.

BERRY, W. J. Best, Dick Betts, Dick Bilde, O. R. Bibb, John H. BIGONY

BIGONY, ROGER E. BILINGS, LESTER FRED Birmingham, R. E. Bistany, Leo M. Blithe, Frank P.

Black, Bill Black, V. W. Black, Chas. T. Black, Odette BLACKA

Blackburn, Guy Blackburn, Toby Blackhall, Mrs. Dorothea Blackford, Howard Blackmon, Camilla BLACKWELL

BLACKWELL, YERSON GAY Blaine, Bud Blaine, Dorothy Blair, Allen E. Blair, Wesley Blakely, Benton H. Blanche & Elliott Blanche, Mrs.

BLANKENSHIP, EDW. J. D. Blevins, Kenneth Bland, Richard Blaskey, Mrs. Mabel Blondell, Chas. Bloom, David Bloom, Mrs. Lulu Blumberg, Bill Blue & Bolson

Blue, Monte J. Boardman, Ralph Boland, Mrs. Ruth Bolson & Blue Bond, Mrs. V. B. Bond, Smith Bone, Geo. Bookman, Edith Booth, Wm. J. Botton, Esther BOTTEN, CLYDE

Bowen, H. G. Bowman, Ben BOYD, CHAS. R. Boyd, Pauline Bradburn, Charlie Bradley, E. B. Bradley, Jack Bradley, Mrs. Anna Bradley, Frank J. Bradley, L. C. Bradley, Violet Bragg, Kelly BRAMLETT, WM. GUY

Bran, Leo D. BRANGLE, LAWRENCE JOHN BRASWELL, WM. DAVID Brann, Chas. Braunstein, B. F. Brazzelle, Joyce Brennan, Margie Bresley, Chas. Bresnahan, J. E. Bridges, Arden BRIGGS

Bright, Alice Bright, Columbus BRINEGAR THOMAS Bringer, Loretta Britt, Bert H. Bronlee Bros. BROOKS, ALVA Brooks, C. S. Brosek, Frank F. Brown, Barney Brown, Bill

Brown, Bucky Brown, Bucky Brown, Chester W. Brown, Elmer

Brown, Harry F. Brown, Mrs. Helen BROWN, EMERY JUSTIN Brown, Norman D. Brown, Roy A. Brown, Royal

Brown, Wendell Brown, Mrs. Wheeler BROWN, WILLIAM Brown, W. B. Brown, Wm. C. Mgr. Brown, R. W. Brunelle, Louis

Brun, C. H. Brunk, Fred Bruno, Louis Bryan, Dr. J. H. Bryant, G. Hodges, Mgr. Bryant, Howard Bryant, Mrs. Florence

Bryden, R. Max Buchanan, Thomas BUCK, CHAS. T. Bud & His Buddies BURNORD, CHAS. WM. (COL)

BURKHA, MIKE Baker, E. N. Buley, Johnnie Buley, Rudy Burg, Eddie Borge, Shorty Burke, Billie Burke, Frances Burke, Miss Lou Burke, Mrs. Gladys BURKE, WM. FRANCIS

Burkett, Earl Burkett, Mrs. P. D. Burks, Bobby Burleson, Madam Burnell, Marie Burnett, Edw. Burns, Bob Burns, Clarence Burns, Doc J. Burns, Robt. M. Burns, Rep. Burns Stage Circus Burnett, Jerry BURNS, SAUL Burton, Harry Burton, Frank Burton, Mrs. Marie BUSH, ROBT. WM.

BUTLER, JOHN R. Butters, Mrs. Mayme Cagle, Charlie Calclasure, Joe Caldwell, Jimmy Calk, Mrs. Pauline Callie, Carl Callison, Cal Cameron, W. G. Cambell, Angus J. Cambell, James Campbell, Mrs. Margaret Cambell, Teddy Camper, Willie Candullo, Joe Cantrell, Earl Cantwell, Chas. Carroll, J. R. Cannon, Mrs. Jewell R. Carey, Al CAREY, R. E. CARGAN, JOHN Carley, James F. Carlisle, Wm. Carlson, John Carroll, James CARROLL, JOS. EDW.

Carroll, Leo Carroll, Wm. B. Carter, Mark Carvello, Mrs. Lee Carver, Ella Carver, Freddie Case, Jack Casey, Sally Casper, Col. (Midget Show) CASPER, JOHN CAST, JAMES O. Castro, B. Producer Cathorn, Wild Bill Catlin, Ray Cauble, Herschel Cedar, Margaret Chadwick, Esther Chalkias, W. W. Chambers, Fred Chambers, Ben Chaney, Chas. W. Chappell, Mrs. Ben Charles, Mr. Jessie Chess Troupe Chestnut, Geo. N. Children, John Childress, LEWIS S. Chipman, Gene Chisn, Estelle CIGIELSKI, THEODORE

Chuck & Son Church, Clarence Ciaburri, John P. Clark, Miss Bobbie CLARK, FENLEY Clark, Irvie Clark, Jim Clausen, Mrs. H. CLAYTON, CHAS. WM. Clayton, Roy E. Clifford, J. C. Cline, Ona E. Clingan, Dock Clydes United Show Cobb, Gentry Coburn, Robt. Cochran, Elmer Cockerberg, Alphonse



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.

NOTE: This section contains a large list of names and addresses, organized by office location (Cincinnati, New York, Chicago, St. Louis). Names include Dananay, Lois; Drake, Marvin; Fleming, W. G.; Glisson, Nell; Hayes, B.; James, Arthur; etc.

NOTE: This section contains a large list of names and addresses, organized by office location (Cincinnati, New York, Chicago, St. Louis). Names include Glisson, Nell; Hayes, B.; James, Arthur; etc.

Notice, Selective Service Men! The names of men in this list who have Selective Service mail at The Billboard offices in Cincinnati, New York, Chicago, and St. Louis are set in capital letters.

NOTE: This section contains a large list of names and addresses, organized by office location (Cincinnati, New York, Chicago, St. Louis). Names include COSTELLO, LARRY JAN; COURTS, ROBT.; CRABTREE, JACK; etc.

NOTE: This section contains a large list of names and addresses, organized by office location (Cincinnati, New York, Chicago, St. Louis). Names include HALE, CHAS. W.; HALL, G. V.; HALLIDAY, Harold; etc.

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

CLASSIFIED RATE

10c a Word

Minimum \$2 Cash With Copy

Firms 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

ALERT AGENTS!—GET BIG STEADY PROFITS with a proposition of your own selection. Send stamp for details. SUPERIOR SALES SERVICE, Box 579, Boston, Mass.

ARMY CAMP SOUVENIRS—SNAPSHOTS ALBUMS, Cigarette Cases, Wallets, Leather Novelties with Army Emblem attractively hand-painted, including name of army post. American made, fast-selling souvenirs. Catalog. LEON MICHAEL, 39 East 20th St., New York City.

BEAUTIFUL FIVE POUND BOX CHOCOLATES, \$1.25, value \$3.00; 3-Pound Tin Chocolates, \$1.25. Price list. MONROE DIST., 104 Bliss Rd., Newport, R. I.

BIG MONEY APPLYING INITIALS ON AUTOMOBILES. Easiest thing today. Free samples. If you sell printing and advertising specialties we have an excellent sideline featuring Decalcomania Name Plates in small quantities. "RALCO," 727 Atlantic Ave., Boston, Mass. x

DEMONSTRATORS!—MAKE AND SELL WONDER-PASTE. New whirlwind demonstrator. Nothing else like it. Details, H-BELFORD, Engineering Building, Chicago.

EARN WHILE TOURING—SELL CHRISTMAS; 9x11 Blue Stock Signs; Changeables; Original, Religious Gold Text Mottoes. KOEHLER'S, 335 Coetz, St. Louis, Mo. no29x

EUREKA 1941 ASTOUNDING INCOMPARABLE Sensation — Magician's-Pitchmen's money maker. Askme, uncanny hand answers. Big seller. Entertains, holds audience. Sample hand prepaid 25c (silver). SUCCESS RAUB, 6330 Ingleside Ave., Chicago, Ill. x

FLORIDA SAILFISH PLAQUES — HAND painted. 28 kinds miniature fish. Dozen assorted, \$1.50. Sample, 35c. BREWER ART SERVICE, New Smyrna, Beach, Fla.

KEY CHECK STAMPING OUTFITS — BIG profits stamping Checks, Name Plates and Social Security Plates. THE ART MFG. CO., 303 Degraw St., Brooklyn, N. Y. no29x

MAKE REAL MONEY SELLING \$1.50 COLLECTION System. Sells on sight. Only ambitious men wanted. NATIONAL DISTRIBUTORS, Fostoria, O. x

MAKE EXTRA MONEY SELLING ADVERTISING Pencils to all business trades. Complete line of Wood Pencils. Large commissions. NEW YORK PENCIL COMPANY, 70 Fulton Street, New York, N. Y.

NIGHT DRIVING GOGGLE PLASTIC LENSES—Safe driving, removes glare. Gives clear side vision, 25c. SNYDER, 639 Fifth Avenue, Bethlehem, Penna.

PAPERMEN—WORK TOBACCO MARKETS. Unusual opportunity. KENTUCKY FARMERS' HOME JOURNAL, Louisville, Ky. x

PITCHMEN'S NEW 924 PAGE MONEY-MAKING Bible containing 10,000 Formulas, Recipes, Secrets for easily making fast sellers and bigger profits. \$1.50 postpaid or C. O. D. ADAMS BROWNS COMPANY, Chestnut Hill, Mass. x

PROFIT FROM A HEALTH CONSCIOUS NATION. Earn big Xmas income selling the only scientifically correct Food Guide published, with 800 new recipes by reputable living licensed physician. Quick delivery, large commission. NATIONAL DISTRIBUTORS, 3230 Euclid, Cleveland, Ohio. x

RESURRECTION PLANT—UNIQUE NOVELTY. Miracle of Nature. Costs under 2c, sells for 25c. Sample, 10c. C. E. LOCKE, 7 Rio St., Mesilla, N. M. x

SELL NEW AND USED CLOTHING FROM store, home, auto. Men's used Shoes, 15c; Ladies' used Dresses, 10c. Other bargains. Experience unnecessary. Free wholesale catalog. SUPERIOR, 1250-MW Jefferson, Chicago. no29x

SELL BEAUTIFUL RELIGIOUS CARDS—COST 1c up, sell 10c. Information free. Samples, 25c. Selling kit, \$1.00. TAYLOR PRINTERY, Olney, Ill.

SOUTH AMERICAN HAND-MADE NOVELTIES—Miniature Hats, Tiny Colored Baskets (suitable for adorning dresses), Carved Ivory Nuts, etc. Resell at big profit. Samples, 20c and 50c (stamps). HARRY BLENCOWE, Apartado 2155, Bogota, Colombia. (Air mail, 35c 1/2 oz.) x

STOP SQUEALING, START CROWING—SEND 10c for Surprise Gift and Literature. No cards answered. UNITED, 105 S. Halsted, Chicago, Illinois.

VITAMIN B-1 PLANT BALL—COMPLETE Soilless Garden for 25c. Ideal gift item that every woman buys. Trial dozen, \$1.50. Sample, 25c. SOILLESS GROWERS' GUILD, 1123 6th Ave., Altoona, Penna.

WATCHES, TYPEWRITERS, PENS, MOVIES, Cameras, Projectors, Films, Radios, Electrical Appliances. All nationally advertised makes. Lowest agents prices. SIMMS CO., Warwick, New York. x

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. MAYWOOD B. PUBLISHERS, 1107 Broadway, New York. no29x

WORLD PATRIOTIC ITEM—GREAT SENSATION to all America. Samples, 10c coin. Rush. JOSEPH CURIN, 1807 Carpenter St., Chicago, Ill.

WORLD'S FUNNIEST COMIC, CLEVER AND unusual Xmas Cards. Samples, 25c. Complete box 21, \$1.00. STRALEY ART, 1017 Mulberry, Springfield, O.

15 FAST SELLERS—BIG PROFITS. SAMPLES, Catalog and wholesale prices, 10c. Rush order to BOX 120B, Arkansaw, Wis.

SALESMEN WANTED

ADVERTISING, MEMORANDUM BOOKS — Complete New, Novel Line. Styles for every business. Big advance commissions. DETROIT PRINTED PRODUCTS, 2220 Fenkell, Detroit.

CLEAN UP NOW TILL XMAS — FAST SELLING Perfume Beads. Low prices. Big profits. MISSION, 2328 W. Pico, Los Angeles, Calif. no29x

KLEER GLASS CLEANER SELLS LIKE WILD fire. Huge profit. Million prospects. Twelve cents stamps. Sample. Proposition. PRICE COMPANY, San Benito, Tex.

SALESMEN — ADVERTISING LEATHER SPECIALTIES, Key Cases; good holiday sellers. Catalog free. Sensational Advertising Book Match, world's largest, 16 1/4 inches long, 240 matches. Big commissions. Sample 25c. BOOK MATCH COMPANY, Reading, Penna.

SELL MEXIHOT BARBECUE HAMBURGER Machine. \$12.00 commission on a quick sale. DICKERSON MANUFACTURING COMPANY, Department 2, Springfield, Mo.

FORMULAS & PLANS

BEST BLEACH—COST 5 CENTS A GALLON. Formulas Traded for what have you and self addressed stamped envelope. JENNINGS LABORATORIES, 6432 Cass, Detroit, Mich.

BUILD THEM YOURSELF—BUILD STREAMLINED Plywood Built-In Kitchen Cabinets. Plans 25c. ROGER D. UNDERWOOD, 4617 Johnson Ave., Western Springs, Ill.

CHEMICAL ANALYSIS. SUCCESSFUL PITCHING and Tested Formulas. Have fast selling articles duplicated by analysis. Duplication guaranteed. ASSOCIATED CHEMISTS, Indianapolis, Ind.

FIVE AMAZING MONEYMaking PLANS which can be worked from home with little capital for 25c (coin). B. DEVAULT, Gainesville, Tex.

BUSINESS OPPORTUNITIES

BEAUTIFUL NIGHT CLUB IN LITTLE ROCK, Ark.—Five miles out Hot Springs Highway. Completely furnished building, 90x110, with 4 lots; plenty of parking space. Will seat 700 people; open 7 nights a week. Will sell for \$20,000 cash. Write Owner, KAY BARNEY LEVINE, 714 Broadway, Little Rock, Ark. no29x

CHICAGO MAILING ADDRESS—\$1 MONTH! Receive your business or personal mail here. We re-forward to you same day. (Established 1919.) GENERAL BUSINESS SERVICE, 30 West Washington, Chicago.

FOR SALE — TEN ACRE PARK. VERY LARGE shade trees, extra large round maple floor dance hall. Price \$17,000.00. E. L. WETMORE, R. 1, Box 379, Tucson, Ariz. no29x

MOTION PICTURE FILM, EQUIPMENT and SUPPLIES

BIG VALUES in New and Used 16mm. and 35mm. Films, Projectors, and Equipment are to be found on the

NON-THEATRICAL FILM DEPARTMENT

(See index)

Not only these offerings but also the latest news concerning Roadshowmen, Reviews of Film Releases, and other vital information appear in this week's issue. See the Non-Theatrical page!

INVESTING? INVESTIGATE PROMPTLY, your foresight on the spot. Plastics Putty-Gun, pat. No. 2,220,119, for sale. T. PASANEN, Franklin Mine, Mich.

PITCHMEN! SOLICITORS! MAKE EXTRA money with new Stamping Outfit. Stamp Checks, Plates, Fobs. Catalog 69-B free. C. H. HANSON, 303 W. Erie, Chicago. x

ROLLER RINK—MAPLE FLOOR 40x100, TENT used 1 season, 100 pairs Chicago Skates, Amplifier, Grinder, Equipment. Near army camp. Business good. MOSS, 916 Wolfe, Little Rock, Ark.

SELL BY MAIL! MAKE SPARETIME PAY with profitable home mail order business. Constructive literature explains amazing opportunities! Write. JAY, 1127-B East 61st, Chicago.

START MAIL ORDER BUSINESS! — PLENTY of mail selling, local opportunities. Ask for opportunities big mail. KATZ, 4254 No. Kimball, Chicago. x

INSTRUCTIONS BOOKS & CARTOONS

COMICS! ACTS! EMSEES — ASSORTED GAG Material, 50c sheet; three, \$1.00. Cash and return postage with order. Address JOHN D. FINCH, 465 S. High, Columbus, O.

LEARN TO WRITE FILLERS, SHORT ARTICLES, Gags. Folio of procedure, information, markets, \$1. RICHARD PUBLISHING, 4340 Maple Ave., Dallas, Tex.

MAGICAL GOODS, BOOKS, NOVELTIES. Occult Supplies, Money Making Plans, Side Show Secrets, etc. Catalog 10c. F & B NOVELTY SHOP, Box 1594-C, Cleveland, O.

PAINT EXPERT SIGNS, WITHOUT EXPERIENCE, 50c for Library indorsed, copyrighted chart and instructions teaching you an easy way to make and use letter patterns, any size; satisfaction guaranteed. HAINES SIGN SERVICE, Sabina, Ohio.

STORY WRITERS—SEND 10c FOR "STORY Writing Self Taught." Worth \$10.00. CAGNON CO., Dept. 80, 541 S. Spring, Los Angeles, Calif.

WE CAN SUPPLY ANY BOOK — NEW OR second-hand. Out-of-print and hard-to-find Books quickly supplied at lowest prices. We issue frequent Bargain Catalogues which are sent free upon request. Write OLD PROF'S BOOK SHOP, 916 Arcadia Court, Pontiac, Mich. de27x

YOU CAN ENTERTAIN FOR ALL OCCASIONS with our Trick Drawings and Rag Pictures. Catalog 10c. BALDA ART SERVICE, Oskosh, Wis. de6x

PERSONALS

"DAILY LAUGHTER"—CHEER-UP QUARTAIN Calendar has humorous poems, appropriately designed. Meet yours truly. Cost \$1. MARGARET DREW, Devils Lake, N. D. x

PRESS REPORTERS, PHOTOGRAPHERS, WRITERS, Authors, Advertising and Publicity Men, write for Free 1942 Syllabus. B-K LEGAL BLANK PRINTING COMPANY, East Plymouth, Penna.

MISCELLANEOUS

A BOON TO WOMEN—AMAZING INVENTION. Simplifies knitting! A modern marvel! The Pikloom Speed Knitter is for both experienced knitters and beginners. Up to four times faster than the old way and easier. You can knit lovely, fashionable garments perfectly. Write for free literature about this inexpensive, revolutionary device. PIKLOOM SALES SERVICE, 2165 West Center St., Girard, Illinois. x

COLLECTORS — END SHOPPING WORRIES. Our Christmas Packages will please. \$1.00 to \$25.00 collections. Name your hobby. Old Glassware, Miniatures, Indian Relics, Beadwork, Minerals, Gems, Fossils, Coins, Sea Shells, Curios. We have it. THE SISTERS STORE, Northbranch, Kan. x

ASTROLOGICAL FORECAST AND NEW EXTENSIVE 12 House Character Analysis for 1942. Samples 25c. MATTHEW, 1037 East Vernon Ave., Los Angeles, Calif.

NEW PERSONAL HEADLINE PRESS—Complete with papers, ready to work. Winter price, \$50.00. CHAS. F. CASWELL, Route 2, Altoona, Penna.

"PERMANENT ROACH CURE," \$1.85. DANCE Wax, 10 lbs., \$2.50. Not a soap, makes glassware sparkle, towel unnecessary, gallon, \$2.25. prepaid, money back guarantee. OLD COLONY WAX, Davenport, Iowa.

SWAP—NEW P. A. (AUDIOGRAPH), 2 MIKES (Turner), 2 Speakers, 2 100' extra Speaker Cables (150' total each Speaker) for 4x5 Graphic Speed Camera. Write CARL HILL, c/o Baumkirshner, Hereford, Ariz.

PRINTING

IDEAL CHRISTMAS GIFT, \$1.00: 50 WHITE Paper Napkins and 50 Match Books, Gold Name or Monogram. TOWER PRINTING, 13 East 14th, Kansas City, Mo.

LETTERHEADS, ENVELOPES, BUSINESS CARDS, Pamphlets, Labels. Personal attention to small show printing. Samples, quotations free. ATLANTIC, Box 653-W, Rock Hill, S. C.

NEARGRAVURE LETTERHEADS—ORCHESTRA, Magicians, Carnival, Circus, Acts, Rinks, Clowns. Samples, Prices, 10c. You'll be surprised. State profession. SOLLIDAYS, Knox, Indiana.

SAMPLES FREE — MENTION KIND OF CARD desired. Flashy three-colored 14x22 non-binding Window Cards, \$3.50 per 100. TRIBUNE PRESS, Fowler, Ind. de6

TICKETS, CARDS, STICKERS, 75c 1,000; Dodgers, \$1.50 1,000; 14x11 Window Cards, \$2.50 100. Same day service. FLASH, 4462 Germantown, Philadelphia.

WINDOW CARDS, 14x22, TWO COLORS, \$3.00 hundred. 4x6 Heralds, 5,000, \$3.50; 6x9, 5,000, \$6.50; 10,000, \$10.00. HUBBARD SHOPRINT, Rector, Ark.

100 8 1/2x11 HEAVY BOND LETTERHEADS, 100 Envelopes, both \$1.00, or 225 both \$2.00 postpaid. EVANSPRINT, 44 North Tenth, Reading, Penna. x

100 LARGE ENVELOPES AND 100 LETTERHEADS, \$1.00; 500 6x9 Handbills, \$1.25; 100 Cards, 40c. Stamp samples. CROWN PRINT, Adelphi, O. x

125 TWO-COLOR BOND LETTERHEADS, \$1.00. 25 Personal Christmas Cards, your name imprinted, 50c. Samples free. RIGGS PRESS, Vevey, Ind.

500 BEST QUALITY 8 1/2x11 BOND LETTERHEADS and 500 Envelopes, \$4.00 postpaid. Samples, dime. THE GLOBE PRINT SHOP, St. Stephen, S. C. x

COIN-OPERATED MACHINES, SECOND-HAND

NOTICE

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A COMPLETE STOCK OF REBUILT 5c SELECTIVE Candy Bar Vending Machines. Also 1c Candy, Gum, and Peanut Machines. Bargains! ADAIR COMPANY, 733 S. Euclid Ave., Oak Park, Ill.

A 5c BELL WITH ALL PARTS IN VIEW OF player. Only one ever built, perfect operating condition. \$100. W. ROBERTS, 660 Woodlawn Ave., Aurora, Ill.

ALL KINDS OF VENDING GUMS — BALL, Bulk, Chicks, Stick and Tab. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. np-de13x

AUTOMATIC WARNER VOICE RECORDER—New type mechanism, best of condition throughout; 25c Slot. Disks cost 5c. Army camps and arcades make fine locations; \$50.00 weekly take easy; \$450.00 crated. ROSS V. MCGUIRE, 1322 Lee Ave., Long Beach, Calif.

BARGAINS, ARCADE AND VENDING MACHINES bought, sold, exchanged. Punching Bags; Mutoscopes; Lifters. Portion card, labels, price list free. ARCADE & VENDING MACHINE HEADQUARTERS, 1020 Golden Gate Avenue, San Francisco, Cal.

BELLE HOP, DOUBLE PLAY, \$59.50; CASH or trade for Gottlieb DeLuxe Crippers, Sky Fighters. CLIFF WILSON, 212 East Chestnut, Arkansas City, Kan.

CASH FOR BLUE FRONTS, CHROME AND Hand Load Bells. Quote lowest price first letter. NOVELTY SALES, Box 377, Independence, Kan.

EIGHT ONE-CENT GINGER MACHINES. Excellent condition. Will sacrifice if sold at once. ALEXANDER GLANCY, 816 Columbus, Bay City, Mich.

FIFTY CENT-A-MINT 1c GUM-MINT MACHINES, like brand new. Accept any reasonable offer. BECKER CO., 713 S. Broadway, Green Bay, Wis.

FOR SALE—4 5c HERSHEY BAR VENDING Machines. A-1 shape. All for \$10.00. Write D. WELKER, 23 Bank St., Batavia, N. Y.

FOR SALE—MILLS FREE PLAY 123, \$29.50; Paces Races Thirty to One, \$59.50; Twenty to One, \$49.50; Watling Rolutops, 5c, \$24.50; 10c, \$29.50; 25c, \$32.50. Model "F" Targets, \$8.50. MUSIC MACHINE CO., Brunswick, Ga.

GOING OUT OF BUSINESS—THREE COLUMN Vending Machines. Can be converted for many useful items. While supply lasts, \$1.00 each. BETTY'S VENDING MACHINES, 159 Emmet Street, Newark, N. J.

IF YOU HAVE THE CASH AND ARE INTERESTED in purchasing one of the best assortments and kept up Arcade Equipment of 100 or more Machines left in this country today of the pre-World War days then don't fail to answer this ad; otherwise don't. ARCADE AMUSEMENT COMPANY, INCORPORATED, 103 First Avenue South, Minneapolis, Minn.

MUTOSCOPE SKYFIGHTER FOR SALE—GOOD condition, \$135.00. JOHN ARDINGER, Box 149, Franklin, Ind.

PENNY ARCADE MACHINES OF ALL DESCRIPTIONS wanted. State make, age, price. S. M. YABROUDY, 1327 North Fulton Ave., Evansville, Ind.

PENNY WEIGHING SCALE ROUTES FOR SALE cheap, Southern Texas; owner sick. Address OPERATOR, 215 E. 20th St., Houston, Texas.

PHOTOMATICS WANTED—PAY CASH. Describe fully. Warner Automatic Voice Recorder for sale, \$395.00. MCGUIRE, 1322 Lee, Long Beach, Calif.

SEND FOR BADGER'S 32-PAGE COIN MACHINE Catalog. Over 1,000 reconditioned Machine Bargains. Accessories, Parts, Supplies. BADGER NOVELTY, 2546 N. 30th, Milwaukee, Wis.

SPECIAL — 50 STEWART MCGUIRE NUT Venders, \$3.33; 50 1c Snacks, \$5.00; 25 5c Package Candy, \$4.95; 50 1c Masters, Late Models, \$5.50. Wanted: Counter Games, Ball Gum Venders. CAMEO VENDING, 402 West 42nd, New York.

SPECIAL—DOUBLE PLAYS, \$47.50; SKYLarks, \$130.00; Blue Grasses, \$85.00; Club Trophies, \$145.00; Show Boats, \$55.00; Snaps, \$57.50; Monickers, \$75.00. NEW ORLEANS NOVELTY CO., 115 Magazine St., New Orleans, La.

TWO AMERICAN EAGLES, ONE MARVEL, two Imps, one Liberty 5c (fruit reel), one Mercury, one Cub, three Liberties, all 1941 penny models, \$175.00. BUCKEYE VENDING COMPANY, Mount Vernon, O.

TWO ALL ELECTRIC, FULLY AUTOMATIC, Coin Operated Duck Pin Alleys designed to assemble and disassemble quickly. Used two Months, cost \$1,200, sacrifice \$450. AMUSEMENT GAMES COMPANY, 110 East Oak St., Louisville, Ky.

VENDING MACHINES — WE BUY, WHAT will you sell? We sell—what will you buy? Any make, but we specialize on Advance Machines. ADVANCE VENDING CO., 639 Tenth Ave., N. Y.

WANTED TO BUY — MILLS 5-10-25c BLUE Fronts, State serials, Also 1937-1938 Keeney Track Times. BOX 92, Steubenville, O.

WANTED—412s AND 616s, BALLY POPCORN Venders, Snacks, Keeney Guns, Chicken Sams and Scales. Cash waiting. MIKE HARDESTY, Ault, Colo.

WANTED—SCALES, WATLING MAKE Preferred. Late models in arcade equipment. Must be first class shape. No junk. State all in first letter. DELL HENEMAN, Schenectady, N. Y.

WANTED—SCALES: WATLING (NO SPRINGS) or Mills, large dial, drumhead porcelain models. Cash. Write today! UNITED COIN MACHINE CO., 2830 10th Court South, Birmingham, Ala.

WANTED TO BUY ROLASCORES, BOWLETTE Jr., Rockoball Jr., Target Roll Jrs. and other Skill Ball Alleys. Name lowest price. L. BILOW, 2512 Irving Park Rd., Chicago, Ill.

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Show Family Album



DR. MORGAN'S New Ideal Vaudeville Show, winter of 1894, in Canastota, N. Y. Dr. Morgan, owner-manager, is in center foreground. In the left row, front to rear, are Bobby Crawford, of the team of Gardner and Crawford; Jim Chattaway, band leader; Sam Fisher, orchestra; next not remembered; Al Sweet, solo cornet, and Bert Cole, trick drummer. In row at right: George Gardner, actor; Dick Haight, orchestra; next not remembered, and Sanders, blind actor. The next are not remembered. Among those known to be living are Sweet, now with a musical instrument firm in Chicago, and Bert Cole, 60 years with the white tops and now retired and living in Tottenville, Staten Island, N. Y.

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.

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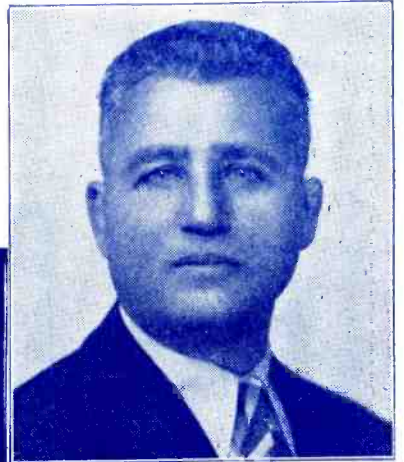
Vol. 53, No. 48
SECTION 2

COMBINED WITH
THE SECOND ANNUAL IAFE REVIEW

NOVEMBER 29, 1941
CINCINNATI, OHIO

SEASON 1941
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 NINETEEN FORTY TWO
 1942**

**PRESENTATION TO BE BIGGER AND
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WINTER QUARTERS, MULLINS, SOUTH CAROLINA



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We are grateful for the kind cooperation and consistent patronage of our friends and clients, which has made 1941 the biggest season we have ever enjoyed.

On the other hand we realize that the present national emergency itself was in part responsible for the tremendous season just passed.

However, we realize that in 1942 we face a year of great uncertainty for all. None of us can foresee what this new year will bring. George A. Hamid, Incorporated, however, has attempted to anticipate its clients' needs inasmuch as such anticipation is humanly possible. Come what may we feel extremely confident that we will be able to service our many clients in the same prompt, courteous and efficient way we have served them in the past.

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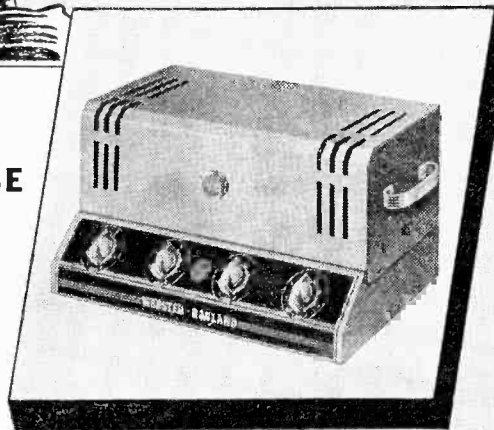
New Jersey State Fair
Trenton, New Jersey

REACH 'EM ALL!

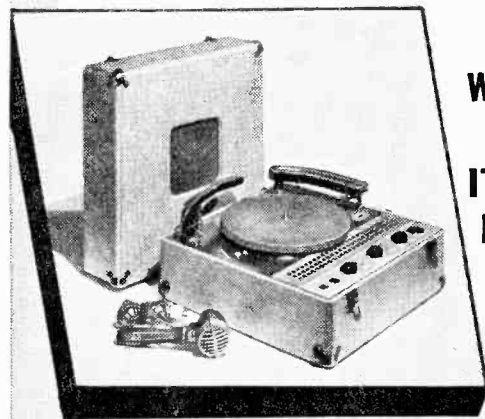


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SECTION 2
VOL. 53
NO. 48

**The
Billboard**

NOV.
29,
1941

The World's Foremost Amusement Weekly

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Foreword

Fairs are proved potent in their new responsibility in national defense and in time of war

By **CLAUDE R. ELLIS**

IN THE defense program fairs and expositions on this continent have again valiantly responded to a call for human betterment. Since their inception over here they never have failed in their function of education, entertainment and the making of citizens with tolerant minds and devout love of country. In this national emergency they have taken a foremost rank with other great patriotic forces to inform and to guide the plain people in the defense effort and to show each one what he or she can do in the imperative needs of these times. That a citizenry kept informed is an absolute essential in a democracy is the text by which workers in fairdom have been inspired in their labors the past year and which will spur them in the seasons to come.

The defense theme for fairs and expositions governed a great number of them in 1941, gaining growth and momentum from the start made late in 1940. Lack of crystallized sentiment and appropriate exhibits held back any adequate presentations in '40 except where military camps or defense industries were near by, as at Southeastern Fair, Atlanta; Indiana State Fair, Indianapolis, and a few others. From the first displays of armaments and marching men, to the accompaniment of huge searchlights stabbing the night skies, the exhibits have been expanded to encompass about all the new national activities, with special emphasis upon food production for defense. Eastern States Exposition, Springfield, Mass., in '41 broke all attendance records at its Silver Jubilee, when the fair was practically turned into a monster Defense-on-Display Exposition with approval and encouragement of the President of the United States and other high officials. "Canada's Answer" at the Canadian National Exposition, Toronto, certainly was a conquer. The CNE broke previous high marks, as did the State Fair of Texas, Dallas, with a notable display of preparation and military might.

That this new responsibility taken by fairs has paid zooming patriotic and material dividends is evidenced by high interest of fairgoers in reasons for national unity that are presented in visual form and in gates which have given fairs the biggest year they ever had. Added millions who live in districts far from army, navy and industrial expansion went thru the turnstiles to learn more about the fighting strength of the States and Canada. Their sons are in the service and they want to know about the equipment and methods being provided. Fair managers in many localities set special days for defense programs and there was a general policy of free admission for soldiers, sailors and marines. And where could a better setting be found to bring home the stupendous progress being made than on fairgrounds, with their milling thousands, their grandstands, race tracks and spacious infields?

And doing their part in aiding fairs to maintain their high place as builders of morale were the grandstand attrac-

tions and the fun zones. Revues and acts were staged with an understanding of the fervor of the people. Pyrotechnical shows responded with gorgeous delineations of historic milestones in the march of liberty. Midways took on new aspects in line with the theme wherever opportunity lent itself.

On these pages have been spread articles, written especially for The Billboard, by Claude R. Wickard, Washington, Secretary of Agriculture for the United States, and by James G. Gardiner, Ottawa, Minister of Agriculture for the Dominion of Canada, in which they gratefully attest the significant value of fairs and exhibitions in this period of stress. Fairs are given earned praise for their co-operation in driving home to farm folk that more foodstuffs must be forthcoming if this war is to be won and a just and lasting

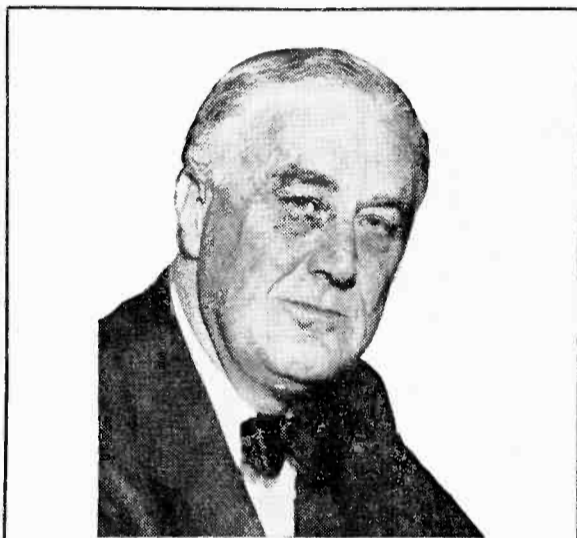
peace is to be written. It is shown that exhibitions in Canada are carrying on to greater values, with no signs of waning despite necessary cutting off of grants and military occupation of some plants.

Art depicts the wide scope of exhibits that were produced in a comparatively short time by Uncle Sam and his Canadian cousins to inform fair patrons of their nations' needs and achievements. Washington met in a few months a difficult quick-change demand in exhibits so as to stress the food-for-defense program. Exhibits for '41 were revised effectively, their keynote being production and utilization of farm products in defense. More than 80 per cent of displays urged increased food production. Early work and a departmental flair for showman-

ship created the exhibits which told of the all-important element of human nutrition. Among showings which were available and which will be augmented for 1942 were those of the U. S. Departments of Agriculture, Commerce, Civil Service, Health, Labor and Treasury and presentations from the Army, Navy, Works Progress Administration, Red Cross and those with which Social Security, emergency and women's service are concerned.

The '41 round-up of the selling angle at fairs indicates more than ever their desirability as outlets for widely varied products and the importance of their value in spot sales and in creating prospective buyers. Firms nationally established, as well as small demonstrators and salesmen, realize the advertising advantages of fairs. Reports and figures on the season from an array of large and smaller key annuals bear out the glowing returns made by managements after a first check-up of the books.

All in all, fairs in general topped their accomplishments of the past half decade, during which revenues from gates, grandstands, exhibits and midways have consistently climbed. At the 2,200-odd fairs of North America this year an estimate of 65,000,000 attendance would not be called far off.



"Wherever people congregate the story of defense must be presented."

—PRESIDENT ROOSEVELT

NOW PLAYING SOUTH AMERICA



THE *Great* JANSLEY

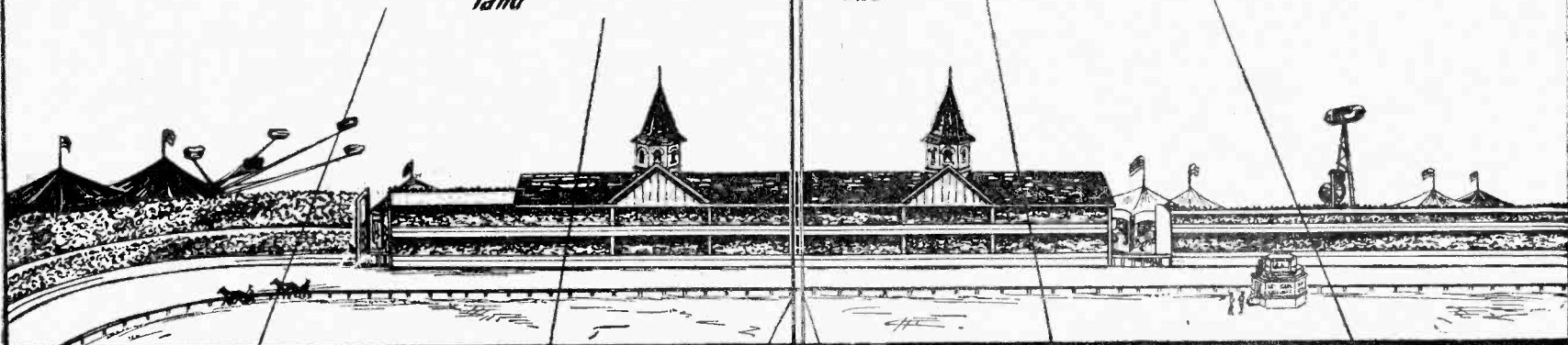
**Guaranteed 168 FEET in Midair
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Who can beat a monkey up a tree
While the leader leads his band
He performs the highest of head stands*

*The Great Jansley is his name
Among acrobats he holds most
fame
I tell you this man is grand
He works the highest in the
land*

*His pole is high as any hill
And he works on high with great
skill
He's the greatest take my word
Jansley's the greatest in the
land*

*Agents and managers all should buy
The act that really floats on high
I would like you all to know
Nobody should miss a Jansley show*
by Charles R. Carson



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Fairs and the Food Fifth Column

Annual events of valuable service in helping to show agriculturists food defense needs of the nation. American farmers are called upon to produce more in 1942 than ever before in a single year. Co-operation of fair workers in educational effort is laudable.

By **CLAUDE R. WICKARD**
Secretary of Agriculture for the United States
Written Especially for The Billboard

IN THE effort to free the world from Hitlerism the American farmer is playing an indispensable part. For food—American food—will win the war and write the peace. Food is needed to spur the defense effort here and raise the level of diet in this country to a point higher than ever before; food is needed to maintain the British in their front-line fight against Naziism; still more food is needed to begin a stock pile that will enable us to feed a starving Europe after the war is over. To meet these needs American farmers must produce more in 1942 than ever in a single year before.

Farmers already have made a heartening response. I am sure that they will meet the production goals for 1942, even in the face of shortages of materials for equipment and machinery and in some areas shortages of farm labor. Farmers, along with other American citizens, are dead serious about this battle against dictatorship and the threat of world domination. They are coming to refer to their sector of the fighting front as the food for freedom campaign.

In this democracy of ours citizens want to know more than what they can do to promote the general welfare, and how they can use the best methods in doing it. They also want to know why. The agricultural fairs of America can make a great contribution toward bringing the what, how and why of defense home to farm families, as well as to town and city families who might otherwise be in the dark as to the necessity of the food-for-defense program. The fairs, from the smallest up to the largest, already have done much in this field of defense education. In the months to come they will have the opportunity of doing even more.

Agriculture's Enormous Task

For American agriculture has undertaken—and must carry thru—an enormous task, one which requires changes in thinking and patterns of farming. We need to concentrate on increasing production of foods which are badly needed and reduce production of some crops that are not needed. The increases, however, outweigh the decreases.

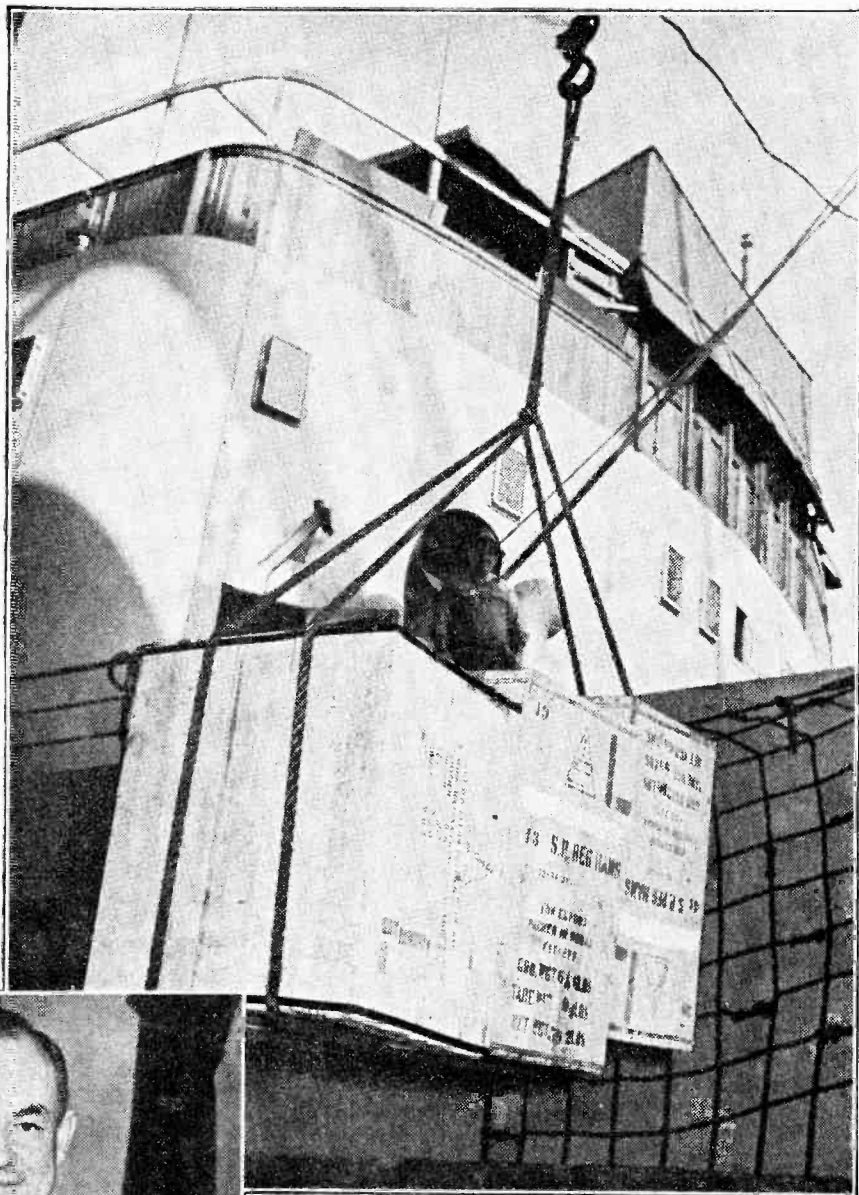
To serve both the national welfare and their own interests, the 7,000,000 families operating the farms of America should make some pretty extensive adjustments in their production schedules for 1942.

Farmers are the only Americans who can do one job that is the absolute rock-bottom foundation of the national defense. That job is the production of food. For strength and morale we need more of some foods in America. For the very core of their defense—the stamina and the spirit of their people—the British need great stocks of some of the same foods. It is up to us in 1942 to furnish one-fourth of the food supply of Great Britain—enough to feed 10,000,000 people—about 6 to 8 per cent of our average annual total production.

This food we produce and send to Britain will go into the meals of working families, or the mess kits of soldiers, some of it; some of it into the lunches of school kids; some of it into underground food dumps of tinned milk and dried eggs and canned pork outside the industrial and port cities that have to take it from the German bombers. Out of those dumps after the blitzes will come good, hearty, savory American food for the rolling kitchens that see the fire companies and the rescue squads and the bombed-out families thru the hours of horror.

No Farming as Usual

American agriculture has this decision to make in 1942: to talk about saving democracy, or go to work and produce the things needed to save



AMERICAN hams go aboard a ship bound for Great Britain.



Claude R. Wickard

democracy. Agriculture, like other lines of business, can't go on as usual. It must change its production schedule to meet the needs of defense. In two sentences here is the new situation: The people of the United States need more of some foods, they want more and they have the money to buy more, also the Government of the United States has committed itself to provide certain foods to the British, and in buying that food this government is supporting prices at a level which will make it profitable for farmers to increase their production.

It is likely that in this country the number of employed workers will continue to go up and that the demand for food will move up right along with it. Also, American families more and more are waking up to the importance of nutrition, with emphasis on protective foods, the foods which are rich in minerals and vitamins. As our knowledge of nutrition principles has increased in the last quarter of a century, the American people have gradually changed their eating habits to include more milk, more fruits and more green and leafy vegetables. I think this trend offers new opportunities for agriculture in many parts of the United States.

While our domestic needs for more of some foods have become apparent, the picture of British needs has become more clear. We are planning to send the British during 1942 dairy products that will require between 4,500,000,000 and 5,000,000,000 pounds of milk; about 500,000,000 dozen eggs; 18,000,000 pounds of poultry meat—chicken for the most part; almost 1,500,000,000 pounds of pork and lard. We have promised to send almost 1,250,000 tons of fruit and more than 2,500,000 cases of canned vegetables. There are other commodities included in our food commitments, but those cover the principal items.

Food Is a Whole Arsenal

Also, we must begin to build stock piles or reserves of food. We will translate the Ever-Normal Granary of feeds into an Ever-Normal Granary of food.

(Continued on page 66)

Canadian Fairs and the War

Annual exhibitions carry on with increased success, despite necessary cutting off of grants. Temporary military occupation of some plants may continue. Achievements are notable in Prairie Province and at Toronto and Ottawa. Exhibits designed to show how agriculture can best help in meeting needs for foodstuffs. Increased employment provides wider circulation of money, and interest appears on upgrade rather than on wane.

By **JAMES G. GARDINER**
Minister of Agriculture for the Dominion of Canada

Written Especially for The Billboard

SEVERAL long-established institutions in Canada have been affected favorably or otherwise by the impact of the war. Among these is the agricultural fair or exhibition, which for 150 years has been an important factor to educational and social progress in the Dominion.

The first significant effect of the war was indicated soon after the conflict started in September, 1939, when the Canadian Department of National Defense requisitioned the buildings and grounds of the Halifax, N. S.; St. John, N. B., and Fredericton, N. B., exhibitions for accommodation and training of the fighting forces.

Elsewhere in the Dominion the fairs and exhibitions were carried on in that year with an encouraging measure of success. In fact, the war seemed to stimulate the popular interest, with a consequently larger attendance in comparison with previous years. The National Defense authorities still have temporary possession of the Halifax, St. John and Fredericton grounds and buildings and are likely to continue to do so until the war ends. They also have taken over, either in whole or in part, the plants of several other fairs and exhibitions, but not to the extent that has necessitated a complete cancellation of the annual fairs.

War Brings Cut in Grants

What was at first thought might be a serious handicap to the 22 Class A, 43 Class B

and 10 winter fairs came in 1940 when the Dominion Department of Agriculture decided to cut off the grants to all fairs and exhibitions,



James G. Gardiner

with the exception of several building grants, for the duration of the war. This action was taken in order to enable the saving to be used for more direct war needs. Since 1915 the department had been giving grants to the larger

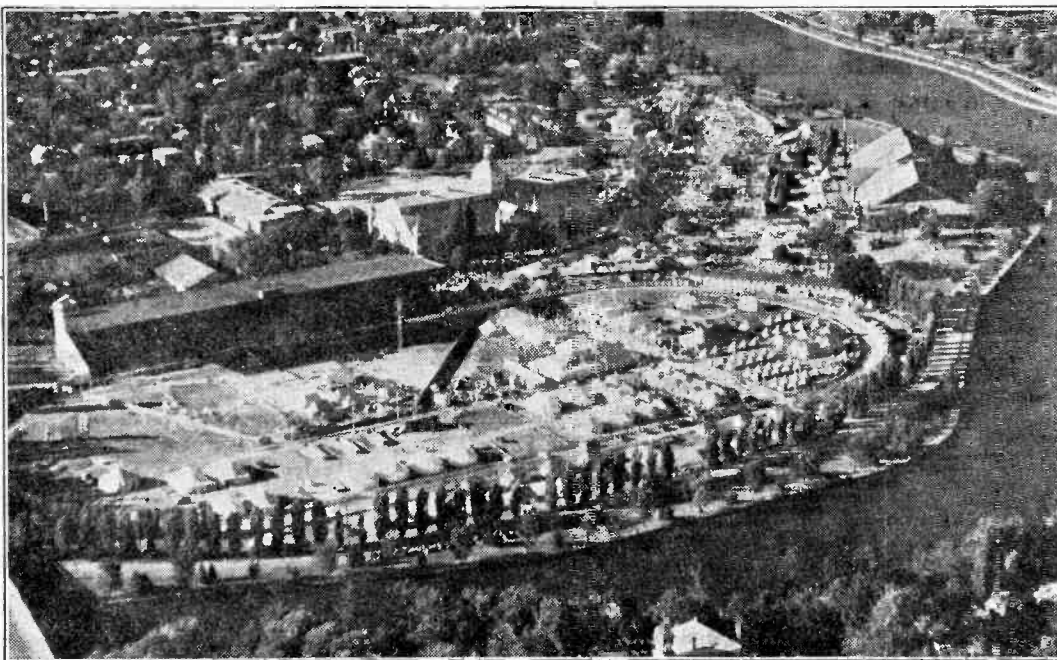
fairs throught the Dominion, the extent being determined during most years by the prize money awarded to exhibitors of farm livestock and poultry and farm and garden produce. In addition grants were made to these fairs toward the expenses and fees of the judges.

These grants, including the few building grants, which are still being paid under long-term agreements, entailed a demand on the Dominion treasury in 1939, the last year the general policy with respect to fairs was effective, of about \$300,000. The cutting off of the grants for prizes naturally came as something of a shock to the managements of the fairs affected. Many at first thought that they just couldn't function without the generous help that had been given by the Dominion Government, but the result has been much the same as follows with an individual when thrown upon his own resources following years of parental or other assistance; they have apparently got along just as well under their own initiative and resources. No fairs were canceled as a result of the grants being cut off except at Ormstown, Que.

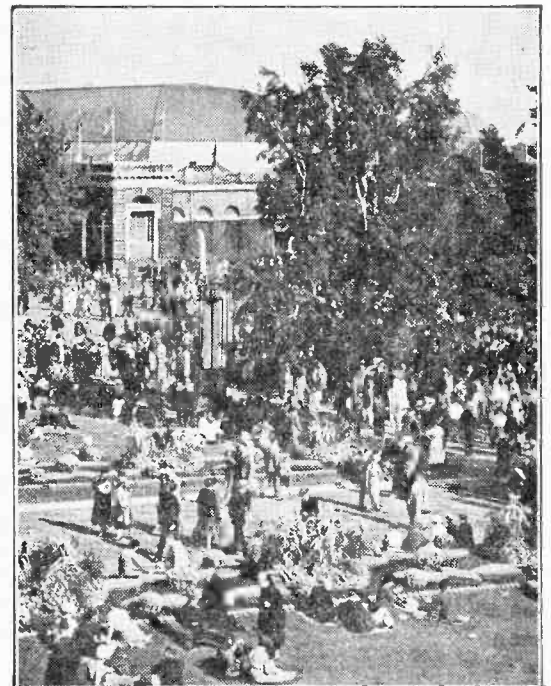
The Central Canadian Exhibition in Ottawa, Ont., was canceled in 1940 solely because the grounds and buildings were monopolized by the Department of National Defense. In Western Canada all the fairs carried on in 1940 and reported increased attendance and interest.

Reports in 1941 Show Progress

In 1941 the reports from all the fairs in Canada are that they were bigger and better



AN AERIAL VIEW of the 1941 Central Canada Exhibition, Ottawa, shown on the far bank of the canal. With buildings occupied by soldiers since the outbreak of the war, it was necessary to stage the exhibition entirely under canvas and in half of the original space. After suspension in 1940, the annual this year had attendance of 247,794, about 17,000 more than in 1939, and achieved despite rain two afternoons and two nights. No less than 125 tents were erected.



CANADIAN NATIONAL EXHIBITION park extends a mile and a half on Lake Ontario's shore and comprises 350 acres. Land, buildings and plant equipment are valued at \$21,000,000. In the background is the Manufacturers' Building No. 1.

than ever before. The Calgary Exhibition and Stampede, which is in the Class A bracket, decided, when it was advised that the Dominion grant was cut off, to spend more money on its advertising and publicity and so it did last year and even more so in 1941. Result was increased attendance, and the general consensus was that it was the best show ever held.

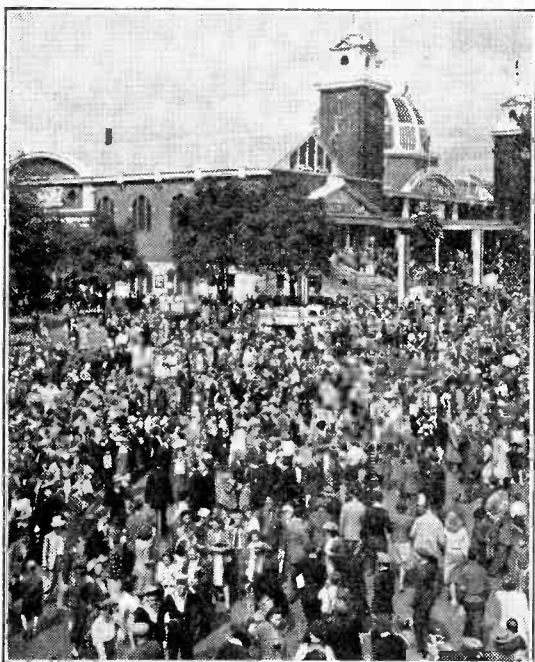
In response to popular demand the Central Canada Exhibition Association, Ottawa, decided to renew the exhibition in 1941 under canvas on land adjoining the permanent buildings, occupied by soldiers under war training. The association was allowed the use of a part of the main road thru the grounds, which was used for the midway, and the use of the grandstand. Exclusive of the midway, the concessionaires and the military display, the exhibits were displayed in 149 tents, making it the largest tented exhibition ever held in Canada. The total attendance during the six-day show was 247,794 or about 17,000 more than in 1939. It is likely another under-canvas exhibition will be held in Ottawa next year. The manager of the exhibition has stated that the tents were popular with the livestock exhibitors.

In Toronto the Canadian National Exhibition recorded a new high in 1941 in attendance, with a total tally for the two weeks of 2,100,000 (1,839,000 paid) compared with 1,642,000 in 1940 and 1,626,000 in 1939. This year's Labor Day attendance was 267,000 paid, 7,000 above the previous record of 260,000 in 1927.

"Good Neighborliness" at CNE

Elwood A. Hughes, general manager of the CNE, states that the 1941 exhibition was unquestionably the most successful in its long history. The measure of success, he said, should be viewed from other standpoints than mere attendance. The temporary displacements of European markets for both import and export purposes prompted the management to look to Central America and South America along the lines of Mr. Roosevelt's "Good Neighbor and Hemispherical Solidarity Policies." The response was immediate and very satisfactory to both the exhibition and the Central American and South American countries represented at the CNE. In 1942 more countries south of the equator will be represented at the CNE.

For many years a feature of most of the



BRITISH EMPIRE BUILDING at the Canadian National Exhibition this year housed the displays of British manufacturers seeking markets in the Americas. South and Central American countries were represented in the International Building.

Class A and Class B fairs in Canada has been the exhibits of the Dominion Department of Agriculture. These exhibits have been a kind of front window for showing, in attractive and often in ingenious ways, the development and progress of sound farm cultural practices, the research and experimental work carried on in laboratories and on experimental farms. Since the war started these exhibits have been designed to emphasize how best the farmers of Canada can help the war effort, particularly in the direction of meeting Britain's needs for bacon, dairy products, eggs and other food-stuffs.

So far the Foreign Exchange Control Board, which is a unit of the Bank of Canada, has extended a reasonably generous arrangement to midway shows and other attractions booked in the United States for fairs or exhibitions in Canada. The FECB allowed a good percentage of the net takings in Canada to be taken back in United States funds. Due to the discount of the Canadian dollar of 10 per cent against United States funds, the managements of fairs in Canada naturally try to book as much of their amusement program as possible in the Dominion.

No Waning Interest Evident

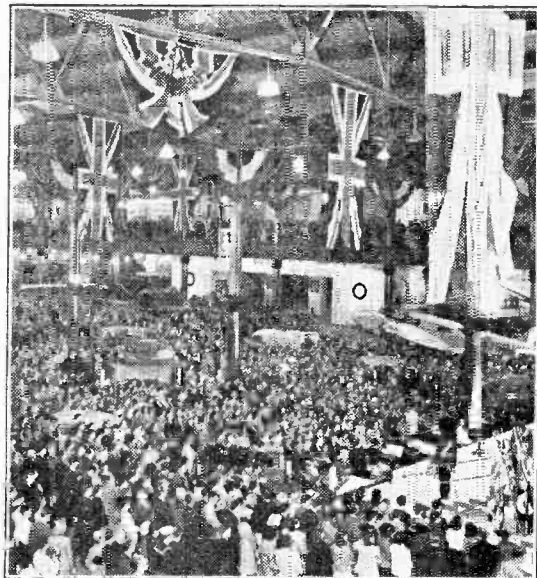
Viewed broadly, the war has apparently not as yet caused any falling off in the popular interest in fairs and exhibitions in Canada. Increased employment, due to the activity in war industries, has put much more money in circulation, and the fairs are consequently getting their share of it.

The agricultural fair, in addition to being a medium for providing important lessons in the progress and trends in modern agriculture, is a great social institution. It is as old as recorded history. Khanmurabi, the Babylonian Emperor, 2250 B. C., laid down laws for the proper conduct of fairs. In China the Emperor Fu-hi in 2852 B. C. issued orders regarding agricultural fairs which were comprehensively dealt with by his successor, Shun-nung, who was known as "The Great Agriculturist."

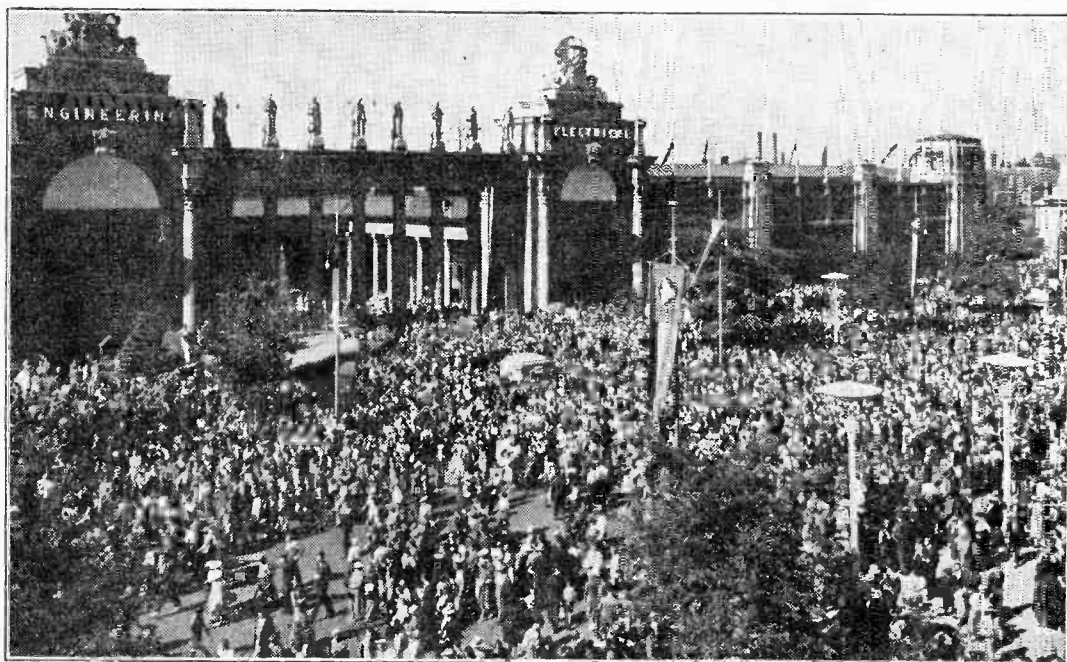
But war sometimes upsets some of the oldest institutions. Whether fairs in Canada can continue to maintain their appeal as the war is prolonged, time alone will disclose. So far the danger of any serious effect seems somewhat remote.



A WORKING DISPLAY of the Department of Munitions and Supply in the Electrical and Engineering Building at the Canadian National Exhibition, 1941. Equipment made here was turned directly into the war production line.



PLANES, TANKS, gun carriers, universal carriers, ambulances and other mechanical war vehicles in the Automotive Building at the Canadian National Exhibition, 1941.



ELECTRICAL AND ENGINEERING Building showed Bren guns in process of manufacture and the interior of a Canadian corvette with its engine operated by electric power. The Canadian National Exhibition carried on in all departments as usual but with special emphasis on Canada's war effort. The "Good Neighbor" policy was much to the fore with displays from Central America and South America. Attendance was greatly swelled by members of armed forces and thousands in official parades.

Another Year and a Greater IAFE

Its influence is spread over a U. S.-Canadian network in 39 States and four Provinces. Annuals, livestock shows, associations in commonwealths and major exhibitions in Dominion make it parent to more than half of the agricultural events on the North American continent. Informative files in secretary's office and watchful eye on proposed national legislation are only two of functions which are attaining effective results.

By **LEONARD TRAUBE**

AS THE International Association of Fairs and Expositions concludes its 51st year, following the dramatic Golden Jubilee of 1940, it finds its influence spread over a U. S.-Canadian network in 39 States and 4 provinces. Its U. S. membership is 59 State, district and county fairs and livestock shows in 33 States and 27 State associations which provide an additional spread into six commonwealths. In Canada the roster is composed of eight major exhibitions.

Thru its individual membership the IAFE reaches into 67 of the leading municipalities of the United States and the neighbor to the north, and since these 67 events happen to be of top-flight persuasion, they tend to carry the IAFE banner far beyond their legal geography and into what amounts to their "trade zone" or sphere of drawing population, which is not only potential but actual.

As if this were not enough, a minute breakdown or gap-filling is furnished by the 27 State bodies, whose membership very nearly touches the 1,000 mark. The obvious conclusion is that the International is parent to more than half the fairs, exhibitions and kindred events on the North American continent.

Kingman's Office Nerve Center

The nerve center of this network is in the office of a native Easterner who saw action in Iowa, but came back to the State of his birth to become one of the leading fair managers in the country. This is, of course, Frank H. Kingman, pilot of the fair in Brockton, Mass. It is only because Kingman eats, sleeps and drinks fairs (to coin a phrase) that he is able to do full justice to both the Brockton Fair and the International, of which he is executive secretary and treasurer.

Following last year's historic 50th anniversary, the secretary's office launched a visitation campaign and attended the conventions of State bodies in Ohio, Virginia, Pennsylvania and New York, as well as his own winter meeting in the Bay State. During the off-season 1940-'41 Kingman probably created some sort of record for spot conferences with officials of member fairs in their own yards. His tour took him to the members in Michigan, Ohio, Virginia, North Carolina, South Carolina, Rhode Island, Alabama, Indiana, Iowa, Kansas, Kentucky, Louisiana, Massachusetts, Minnesota, Missouri, Nebraska, Oklahoma, Tennessee, Texas, Wisconsin and Florida.

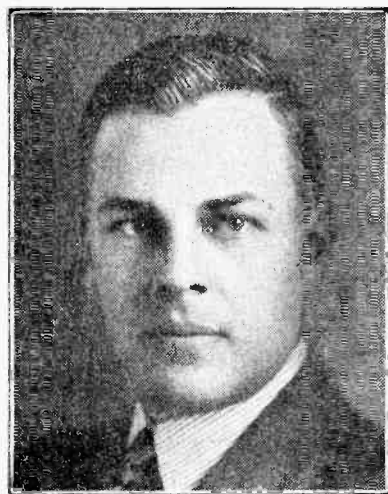
When the secretary decides at 5 o'clock that he should be at a place 1,000 miles away the next morning, he is there the next morning thru benefit of wings provided by the airways. He is a regular plane commuter between Brockton and Washington—and Washington is important to the IAFE. Only recently he hustled west to Kansas, flew to Washington, winged up to New York and then back to his headquarters—all done with the proverbial neatness and dispatch.

Somma and Washington

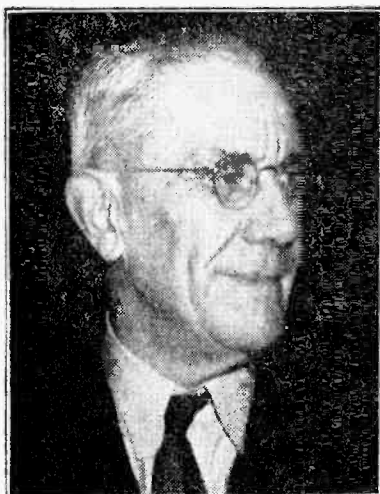
Strategic in the Washington-IAFE scheme is Charles A. Somma, manager of Richmond's Virginia State Fair, who has been chairman of the International's Government Relations Committee since last February. Since the war in Europe began, but particularly since the United States put thru a system of selective service, government bureaus have undergone slight or even sharp changes in make-up, com-



Charles W. Green



Frank H. Kingman



Charles A. Somma

plexion and function. Some of this has seeped into departments regularly contacted by members of the IAFE. For example, the Department of Agriculture has become part informational and part propagandistic.

The mechanics of these services are not necessarily carried out by the top of the department, but often vested in its subdivisions. Probably the most vital agency for the International is the exhibits wing, and the leading lights therein as well as the ones who are especially familiar with fairs or fair exhibits or both are Joseph W. Hiscox, M. L. Wilson and Reuben Brigham. Also important to the IAFE is the budget director's division of the department. Another vital contact is the exhibits division of the Department of Labor, Margaret Klein, supervisor.

Late in the summer of this year proposed new tax legislation on admissions brought the International to the very halls of Congress. On August 18 Mr. Somma and his Government Relations Committee appeared before the Senate committee on finance to be heard in opposition to the proposed levy. In support of Mr. Somma were IAFE members Charles W. Green (Missouri), C. R. Jones (Colorado), Harry Seay (Texas) and Secretary Kingman. That its plea was successful is evidenced by the fact that the Senate group, following a close study of the International's eloquent brief, recommended that fairs be exempted from the act. Nevertheless, when the bill came up for joint action by the committees of the Senate and the House, the exemption was rescinded. This was something clearly unexpected and clearly beyond the control of the Government Relations Committee.

During the same period a petition by Mr. Somma's committee to the Interstate Commerce Commission, asking suspension of proposed changes in rules and regulations (tariffs) governing the handling of exhibits for fairs and expositions was scored up as a distinct success. These and other pressing problems affecting not only International members but all fair-dom took and are taking the time of busy men like Charlie Somma, who conducts a fair as well as theater interests, but it would seem that when it comes to a pinch, IAFE advocates manage to find that time.

IAFE Has Organized Info

When Frank Kingman took office three years ago he was prepared for an avalanche of work, but this has come a little easier, tho far from being child's play, because his natural bent is toward organizing information. If you look in on his office you will see 24 shiny new files methodically classified. These are the International files, transplanted from old ones built up purely for his own enjoyment over a period of 20 years.

His office handles hundreds of inquiries thruout the year and is equipped to answer most of them without great strain, but this is only due to the system, plus, of course, Mr. Kingman's personal knowledge of the what's what in the fair and related industries. Several files are given over wholly to trade publications, pamphlets and broadsides, and other cabinets contain material resulting from research.

The secretary visits as many booking offices as he can and gathers information which he thinks will prove beneficial to his colleagues. Thru Brockton the International is a member of the Exhibit Managers' Association, and anything the office finds out about that subject is made part of the filing scheme.

(Continued on page 62)

IT'S ANOTHER ALL-TIME RECORD!

1,252,574

State Fair of Texas

DALLAS

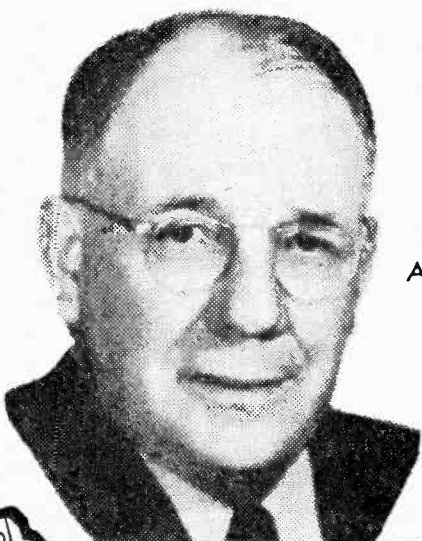
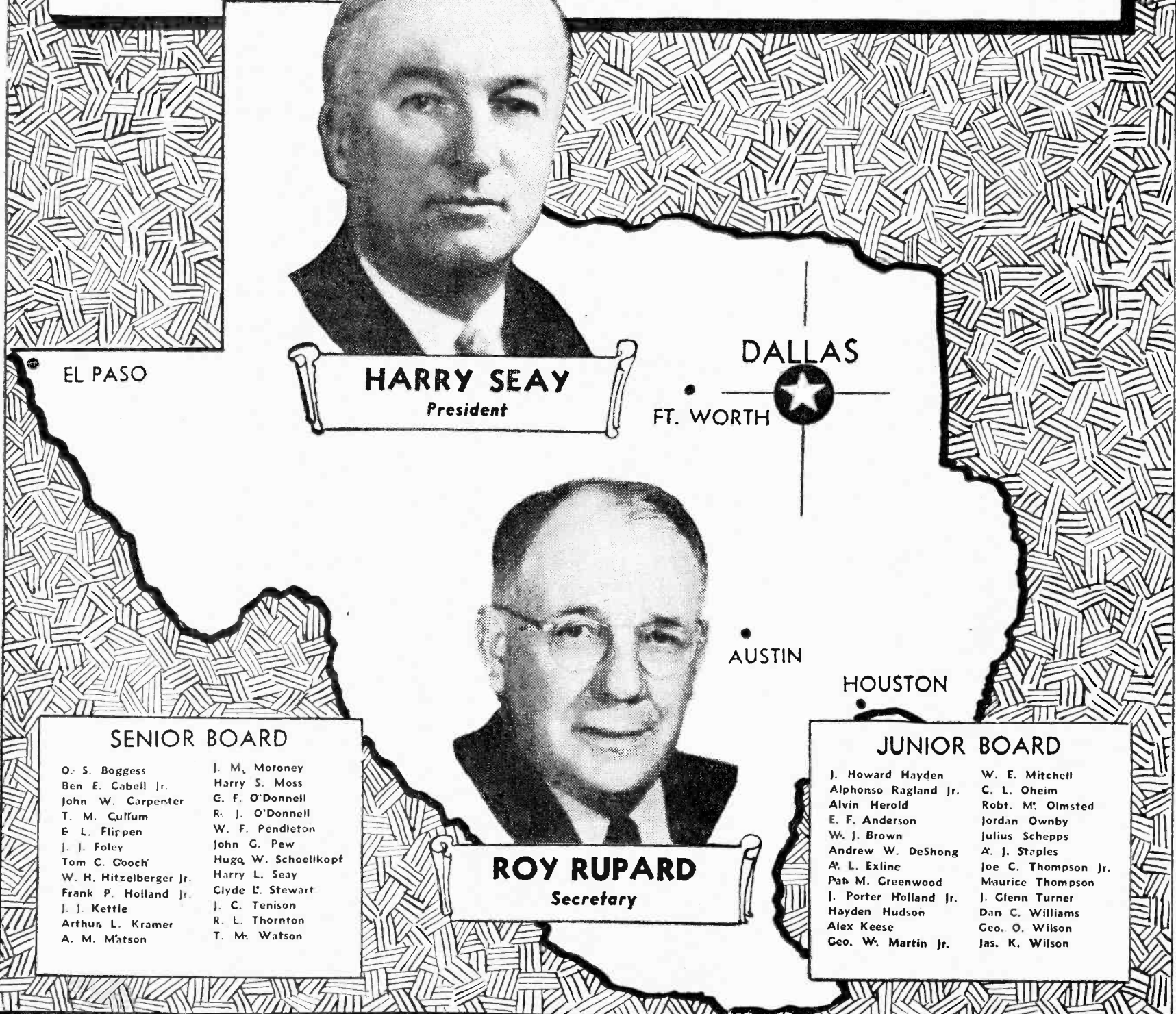
THE WORLD'S LARGEST STATE FAIR

Attendance

Exhibits Amusements



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President



ROY RUPARD
Secretary

SENIOR BOARD

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THE FOLLOWING PAGES LIST SOME OF THE SHOWMEN & CONCESSIONAIRES WHO MADE THE 1941 STATE FAIR OF TEXAS SUCH A BIG SUCCESS!

BEAUTIFUL PLAZA AND GROUNDS



C O N C E S S I O N S

PHIL LITTLE

IT WAS THE BIGGEST FAIR WE'VE EVER SEEN IN DALLAS, TEXAS

Congratulations to all our friends who made the

State Fair of Texas

America's No. 1 Event

NOW BOOKING FOR 1942

SEE ME AT THE CONVENTION AT THE SHERMAN HOTEL
Permanent Address: 802 Newell Street, Dallas, Texas

THANKS AND CONGRATULATIONS TO
AMERICA'S GREATEST FAIR

THE STATE FAIR OF TEXAS

Where I Had the Pleasure of Presenting

AMERICA'S GREATEST ENTERTAINING FAMILY

"THE PLUNKETT FAMILY"

HARLEY SADLER

THANKS TO HARRY SEAY AND ROY RUPARD FOR

A VERY PLEASANT ENGAGEMENT AT THE

GREAT STATE FAIR OF TEXAS

CHARLES S. DE KREKO

2 PRESENTING 2

NEW FUN HOUSE--CRYSTAL MAZE

Permanent Address: 909 Walton Ave., St. Louis, Mo.

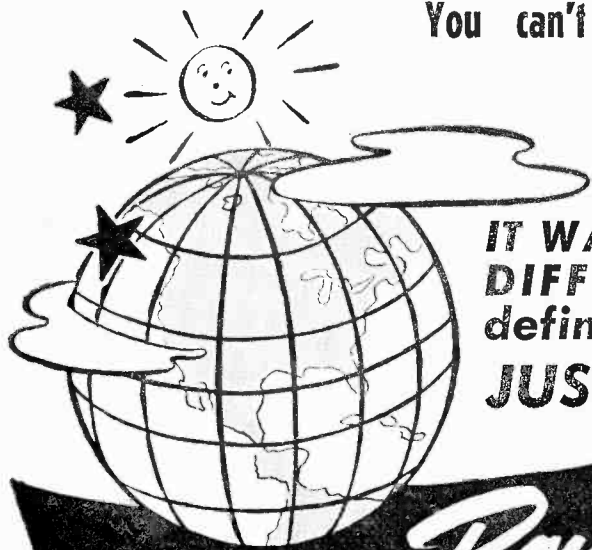
WORLD'S LARGEST MIDWAY



You can't beat a Winner! Congratulations to one of the very best...

STATE FAIR OF TEXAS ★

IT WAS NEW AND
DIFFERENT -- but
definitely successful
JUST LIKE--



Ray Marsh Brydon's
**INTERNATIONAL CONGRESS
OF ODDITIES** ★ ★

★ ★

SECRETARIES OF STATE FAIRS, DISTRICT AND COUNTY FAIRS, COMMITTEEMEN IN CHARGE OF STREET CELEBRATIONS—We offer you the largest and finest tented exposition of the world's strangest people ever exhibited at any time on any midway.

The physical equipment, the personnel, the method of presentation is so far above that of any like attraction that there is no comparison.

"ALL NEW FOR '42"

Do you know it takes 73 people to present this, AMERICA'S NEWEST BIG SHOW?

Do you know we provide a press agent before and during the event?

Do you know we carry our own radio commentator?

Do you know we have and furnish 103 different styles of pictorial paper, everything from a window card to a 24-sheet stand?

Do you know we broke all records for attendance at THE GREAT STATE FAIR OF TEXAS?

Do you know we played to 127,643 persons in 16 days at Dallas?

And do you know we can do the same thing for you?

See Us at the Chicago Meetings at the Sherman Hotel, or
Contact Us at Any Time Through Our Permanent Address:
390 Arcade Building, St. Louis, Mo.

EVERY COUNTY IN STATE REPRESENTED



Thanks A Million *and a quarter*

TO THE

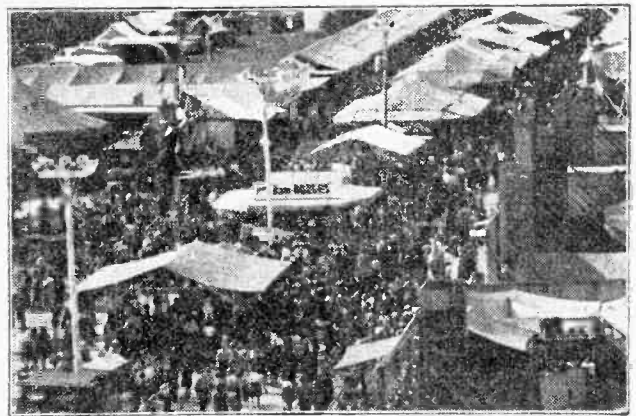
STATE FAIR OF TEXAS

FOR THE GREATEST ENGAGEMENT I EVER PLAYED

Presenting

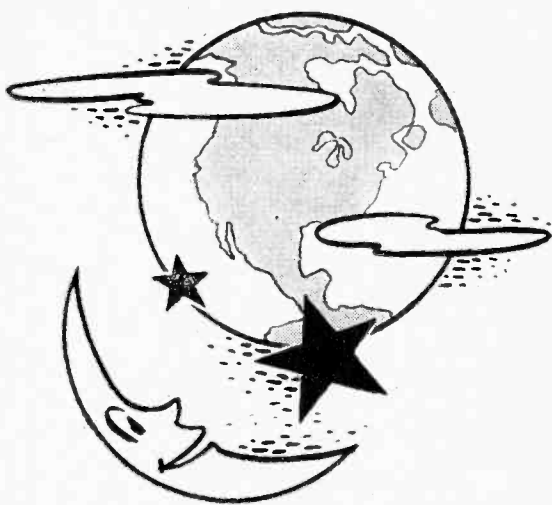
For my 22d successive year, the most impressive lineup of Concessions in America, for America's Greatest Fair. I am indeed grateful to Harry Seay, president; Roy Rupard, secretary - manager, and all officials and directors of the 53d Annual State Fair of Texas for the greatest success of my Lifetime.

THANKS ALSO to my efficient staff and all of those who aided me in gaining this success.



REPEATING AGAIN IN 1942

DENNY PUGH



WORLD OF TODAY SHOWS

FOR 1942 I PROMISE A GREATER AND MORE RESPLENDENT "WORLD OF TODAY" SHOWS.

NEW RIDES---NEW ATTRACTIONS.
FAIR SECRETARIES AND CELEBRATION COMMITTEES:

See us at the Convention or Write us concerning your 1942 Events.

SHOWMEN: With our New Program of Expansion in mind, see or write us if you have any worth-while ideas for new and unusual Attractions. We will be glad to finance any responsible Showmen with new ideas for feature attractions.

DENNY PUGH, Operator and General Manager.

JOE MURPHY, Business Mgr.

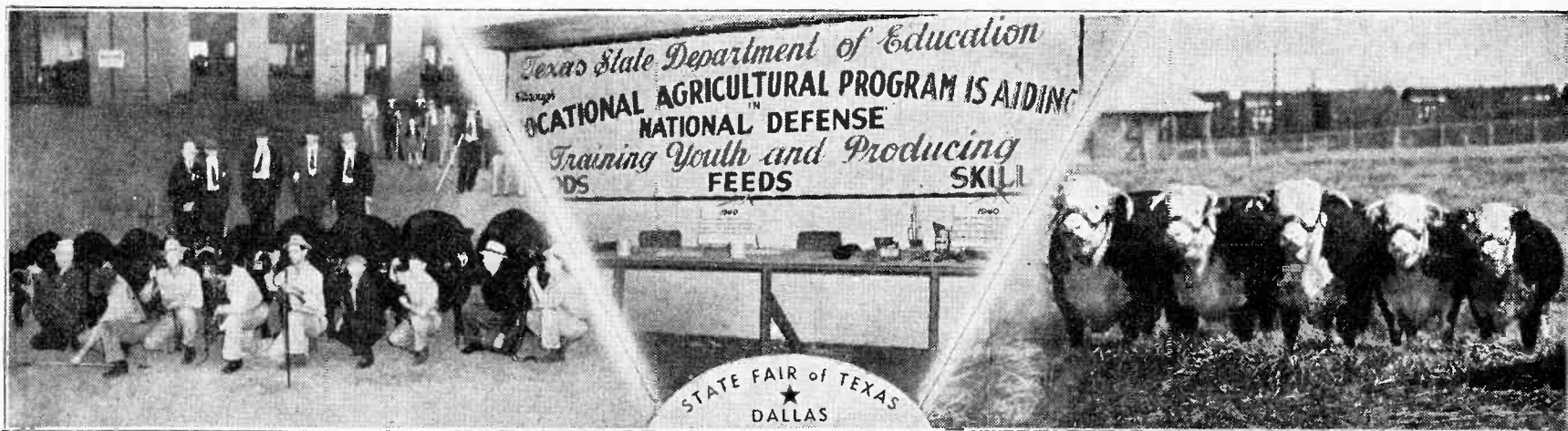
MEL H. VAUGHT, General Agt.

Perm. Address: WORLD of TODAY SHOWS,

Box 566, Waco, Texas

NOW BOOKING

FOREMOST **LIVESTOCK=AGRICULTURE=POULTRY** EXHIBITS



THANKS

DENNY PUGH

and the **STATE FAIR OF TEXAS** for a very pleasant engagement
THE STATE FAIR OF TEXAS DE LUXE CONCESSIONS

DENNY PUGH, General Manager

CRIST C. AYRES, Assistant Manager; FRANK HALPIN, Secretary-Treasurer; PAUL JUHLEN, Superintendent of Stock, and Our Good Luck Charm "Booker"

ANDY MARKHAM

CONCESSIONS DeLUXE

GEAN AND DENA BERNI

BINGO DeLUXE

CRIST C. AYRES

ASSISTANT MANAGER

THE MUSKETEERS

Ned Torti
 Pat Purcell
 Bernie Mendelson

Sonny Bernet
 Jack Duffield
 Frank Joerling

MR. & MRS.
JACK KENYON

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BILL STEPHENS

"OSCAR FROM HOLLYWOOD"

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CHUCK MOSS

NAILS, BUCKETS AND
 CLOWN BALL GAME

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LIBERMAN

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MR. & MRS.
J. D. RIDER

Monkey Speedway

JOE END

"Dixie Bell Dolls"
 "Fuzzy Wuzzy Bears"

Lou Leonard
 Ham and Bacon Wheel

Sylva & Mickey Re
 Cigarette Wheel and Cart Store

Jack Lusher
 Southern Select Beer

Mr. & Mrs. Whitey Elliott
 Two Concessions

CHARLES GOLDING

Frozen Custard

Mr. & Mrs. Ernest Hobblit
 Cigarette Shooting Gallery and
 Milk Bottle Game

George & Hattie Howk
 "Bozo"

Mr. & Mrs. Jim Mace
 Rabbit Racer

Sam & Margaret Ansher
 Razzle Dazzle

Lucille & Nate Hirsch
 Ham and Bacon Wheel

Roy McCurdy
 Clothes Pin Store

C. B. Perkison
 Pan Game

Mr. & Mrs. Floyd Shankle
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 Melvin Westmoreland
 Roll Down

J. E. (Terrapin) Rees
 With It and for It

Johnny Kenlo
 Presents "We, the People"
 Illusion Show Sensation

Abe Hirsch
 Photo Gallery

Mr. & Mrs. Harold Pickett & Son Harold Jr.
 Root Beer Barrel

F. M. (Red) Egan
 Fish Pond and Photos

THANKS

A MILLION ^{and a} QUARTER
1941 ATTENDANCE
1,252,574

TO-



*Showmen
Entertainers
Concessioners
Exhibitors*

—FOR HELPING TO MAKE
OUR 1941 FAIR THE
LARGEST AND MOST
SUCCESSFUL IN HISTORY

NOW

ARRANGING
for

**SHOWS - RIDES - CONCESSIONS
AND ALL ATTRACTIONS FOR 1942**

NOW BOOKING ANYTHING NEW, NOVEL, AND UNUSUAL. TENTATIVE PLANS INCLUDE A BROAD EXPANSION OF ALL ACTIVITIES & EFFORTS TO MAKE NEXT YEAR'S EVENT AGAIN AMERICA'S MOST OUTSTANDING FAIR!

State Fair of Texas

HARRY SEAY
PRESIDENT

DALLAS

ROY RUPARD
SECRETARY



Government Exhibits

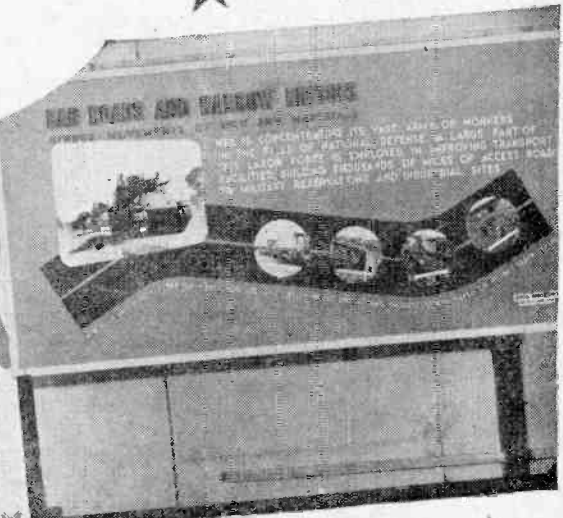
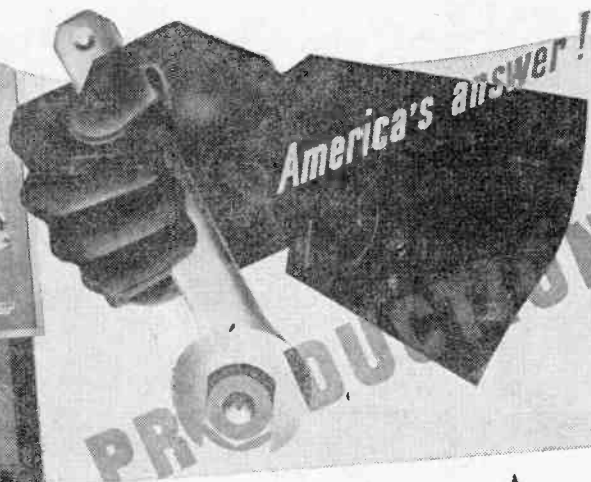
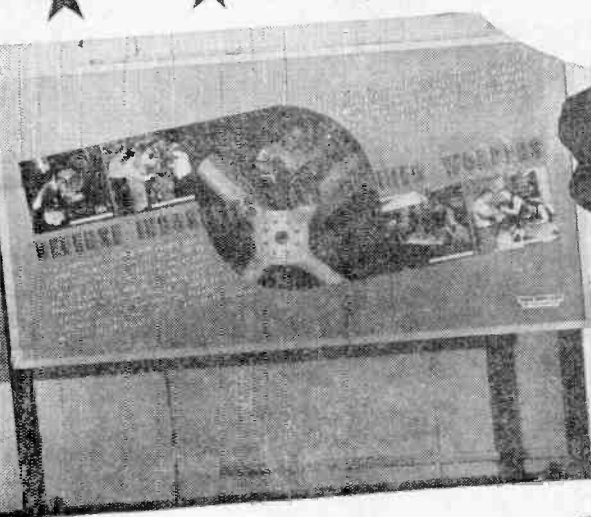
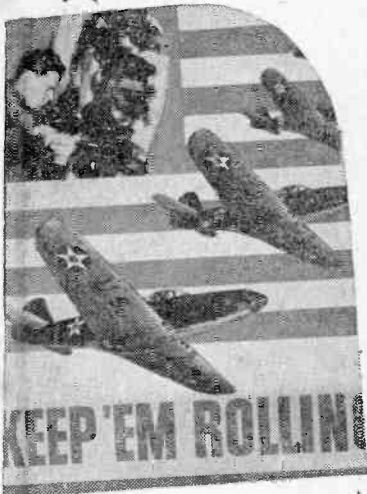
By EDGAR M. JONES

GOVERNMENT policy on exhibits at fairs and expositions is largely unsettled beyond the fact that there are to be an unusual number of exhibits available and that in 90 per cent of them the emphasis will be placed upon national defense. The direction taken by war in subordinating all national effort toward its prosecution has driven home the idea that modern war is all embracing. It is no longer a question of armed masses alone, but European experience has shown that total war is waged by arms, by economic means and even ideology.

It is for this reason that practically all departments and agencies of the federal government have their own parts to play in preparing the nation's defense. The army and navy and their auxiliary forces have a problem of preparing their men. The emergency agencies have the problem of increasing production of munitions and of controlling inflation. The Treasury has its own defense effort to pay for military preparations as well as goods produced for the Lend-Lease program, and also the Treasury has to promote the sale of Defense Savings Bonds. Then there is the contribution of the Works Progress Administration in building airports, strengthening bridges for passage of heavy tanks, widening roads for movement of troops and hundreds of other duties. The Federal Security Agency and the Public Health Service are pushing health programs to prevent epidemics which sap the strength of a nation at war or engaged in a war effort.

Some of these agencies look forward to the educational aid they obtain from fairs and expositions, while others are too uncertain of their plans to know just how they may employ the services offered by patriotic fair and exposition managers. In some instances known in Washington fair managers have written in to certain defense agencies offering space for exhibit purposes, but when told that no provision has been made for exhibits, the fair managers suggested the mailing of posters. Such is the case of the Office of Production Management, which has not yet worked out arrangements to show at fairs. The only things available so far are graphic posters which well-known artists have prepared. Fair managers in many cases have requested these so that they might post them about their exhibit buildings.

The Department of Agriculture exhibit office is functioning smoothly, and alteration of exhibit material is going on rapidly. Informal information indicates that for 1942 the U. S. D. A. will stress "Food for Defense" in about 80 per cent of its exhibits, following directions given by Secretary Claude R. Wickard, who writes on this theme elsewhere in this issue. Arrangements for fair bookings are being handled without much change in routine.



FAIRS CAN AND WILL DO A



These Are Just a Few of the Many

● AGRICULTURE

"Food for Defense" theme. Exhibits of all types showing any or all of the department's work. Address inquiries to J. W. Hiscox, Agriculture Exhibits Section, Extension Service, Department of Agriculture, Washington, D. C.

● COMMERCE

Educational panels, samples and models for industrial exhibits, describing work of Census Bureau, Bureau of Foreign and Domestic Commerce, National Inventors' Council and Civil Aeronautics Administration. Some defense themes. Conferences and Exposition Unit, Department of Commerce, Washington, D. C. Attention Harriet Sweet.

● ARMY

Dioramas showing service branches in action, posters, etc. Recruiting service trailers with personnel. Equipment loaned for display when possible. Address Exhibit Section, Bureau of Public Relations, War Department, Washington, D. C.

● CIVIL SERVICE

Defense problem in recruiting specialists for government service, 1,800 classifications. Panels, maps, charts, posters. Exhibits usually show specialists at work, but others can be arranged. Division of Information and Recruiting, U. S. Civil Service Commission, Washington, D. C. Attention Richard E. Sener.

● NAVY

A few exhibits showing navy at work and recruiting exhibits with personnel. Officer in Charge, Naval Recruiting Bureau, 90 Church Street, New York City.

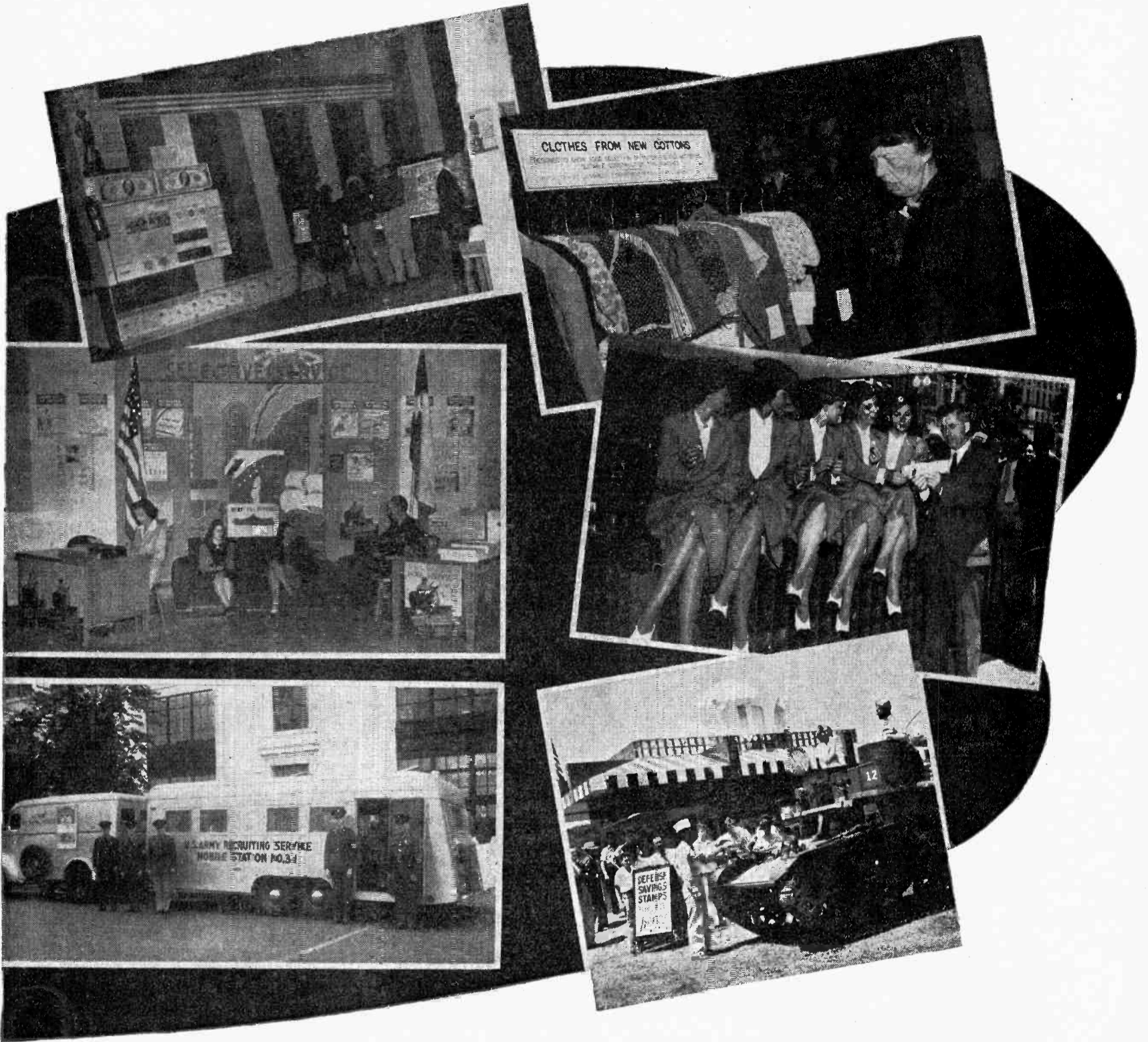
● SECURITY

Social Security Act and scope of benefits explained by panels, etc. Max Stern, Director of Information, Social Security Board, Washington, D. C.

● HEALTH

Exhibits pamphlets and posters on health protection and crusade against disease. Dr. E. R. Coffey, assistant to the Surgeon General, U. S. Public Health Service, Washington, D. C.

SELLING JOB FOR AMERICA!



Government Exhibits Available for Fairs

● LABOR

Dioramas, panels, dimensional exhibits, some with motion, on defense role of labor. Exhibits all sizes, showing work of Conciliation Service and Children's Bureau. Margaret A. Klein, Supervisor, Office of Exhibits, U. S. Department of Labor, Washington, D. C.

● EMERGENCY

Steps are being taken for clear-cut active plans for exhibits in 1942. Work of OPM, Price Administration, Civilian Defense Administration (air raid wardens, etc.) and other defense organizations clear thru this office. Director of Information, Office for Emergency Management, New Social Security Building, Washington, D. C.

● RED CROSS

Panels showing Red Cross role in war—facilitating mail and packages for war prisoners, first aid, blood banks, etc. Nurses Aid Corps or local chapters co-operate with personnel for booth. G. Stewart Brown, Director of Information, Headquarters of American Red Cross, Washington, D. C.

● TREASURY

Defense Savings Bonds' booth for selling Defense Stamps and distributing literature. Armed service usually co-operates by sending soldiers, sailors, marines and coast guardsmen with equipment to Treasury exhibits. Vincent F. Callahan, Defense Savings Staff, Washington, D. C.

● WOMEN

Five 20-by-30-inch panels suitable for table display, shipping weight 50 pounds, showing women at work in World Wars I and II; also safety standards for women. Mary V. Robinson, Public Information Director, Women's Bureau, Department of Labor, Washington, D. C.

● WORKS

Defense contributions of WPA in building airports and construction work at defense outposts. Some demonstrations. Skilled workmen assemble and install exhibits. Earl Minderman, Director of Information Division, Works Projects Administration, Washington, D. C.

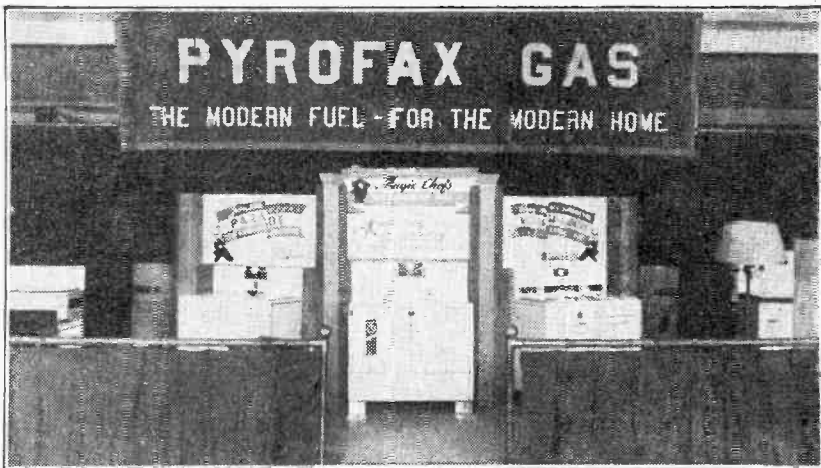
Selling Thru Fairs

Huge marts attended by millions annually offer outlets for products in wide variety and are important in value of spot sales and in desire for merchandise shown. Big and little exhibitors and sales organizations take advantage of fact that agricultural events are better advertised to draw crowds than any single display could be. Nationally known firms have profited by remaining in the picture.

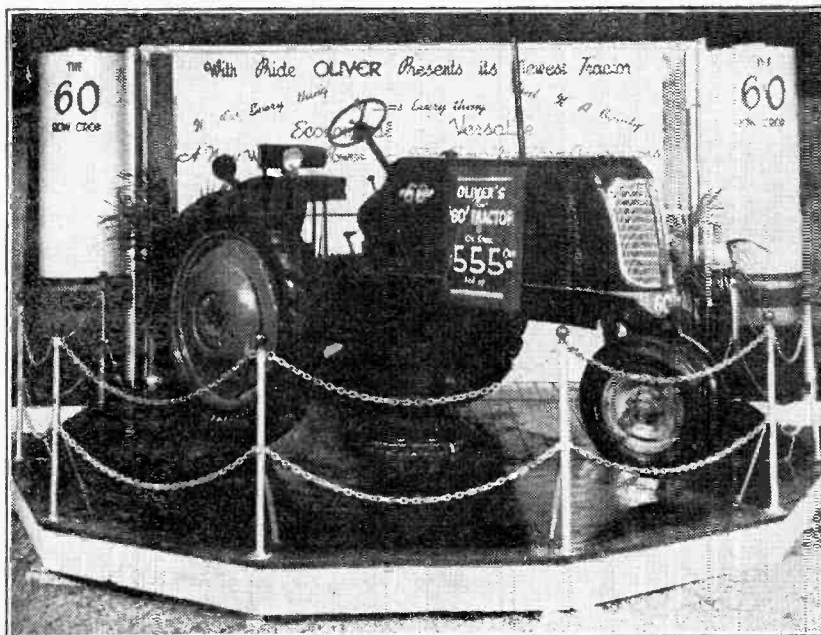
By NAT GREEN



FARM FOLKS like to watch demonstrations of farm equipment. Allis-Chalmers Company puts on a tractor demonstration that always has an interested audience and is a strong sales stimulant.



AMERICAN STOVE COMPANY dresses up its heating exhibits with an eye to attracting the women and holds the attention of spectators with practical demonstrations.



OLIVER FARM EQUIPMENT COMPANY does a bit of dramatizing in its showing of tractors and other equipment.

"GET away from me, boys; you bother me!" Does that line, made famous by Clyde Hager, who has been doing a pitchman skit in vaudeville for years, bring to mind scenes you have witnessed on fairgrounds? It should, because at practically every fair, large or small, you'll see pitchmen working and at some stage of their pitch they are pretty sure to pull some variation of the Clyde Hager quip. Just how many pitchmen work the fairs nobody has ever taken the trouble to figure out, but there are several thousand of them, and they constitute one facet—the most picturesque—of the many-sided market which the fairs provide their clientele of millions of people.

The topic "Selling Thru Fairs" cannot be adequately covered in one article—or three. Fairs span the entire marketing field, from the little fellow with a few dollars invested in tripe and kiester to multi-million-dollar manufacturers with \$100,000 exhibits housed in huge permanent buildings. Perhaps more important than the millions of dollars' worth of merchandise sold are the less tangible but vitally important "sales" of ideas and service—the real reason for the existence of fairs. But more about this later!

Market Possesses Immensity

Wherever crowds are gathered, there is to be found a huge market for a variety of products. Some idea of the immensity of the fair market may be gleaned from published attendance figures. Starting at the top, there is the Canadian National Exhibition with more than a million and a half attendance; then there are half a dozen fairs ranging from 450,000 to 750,000 each; a score that go from 250,000 to 400,000; several hundred drawing from 100,000 to 200,000, and more than a thousand ranging from 15,000 to nearly 100,000 each, for a grand total of perhaps 65,000,000 who attend fairs each season. Such a market is important not only for its volume of actual spot sales, but to a much greater extent for future sales to customers developed thru the influence of exhibits that create a desire for the merchandise shown.

The casual observer is apt to regard the little fellows—those having maybe a novelty stand, a hot-dog concession or a juice joint—as unimportant in the market group. But it requires no elaborate figuring to determine that several thousands of these stands will in the course of a three or four-month season roll up a gross of hundreds of thousands of dollars. Take the second day of this year's Wisconsin State Fair at Milwaukee as a concrete example. On that day the attendance was 122,000, and the owner of a string of eating stands used three tons of ground meat—enough to make 48,000 hamburgers, and in addition sold two tons of frankfurters. Discounting these figures some 35 per cent, for the sake



NOT ALL of the merchandising at fairs is of a serious nature. The folks are on a holiday and the carnival spirit is reflected in their buying. Here is pictured a mentalist giving a demonstration preparatory to selling horoscopes, in which a thriving business is done.

of argument, the 2,200 fairs of the country would on the same basis use a total of more than 2,000,000 pounds of hamburger and 1,000,000 pounds of frankfurters. But this tells only part of the story. The Milwaukee figure was for only one string of stands. There were scores of other stands on the grounds, selling lunches and dinners. Add these and the figures go still higher. Include the soft drink stands and the novelty stands selling canes, caps, pennants, jewelry, toys and other small merchandise, and the gross mounts to astounding figures. The manufacture of all this merchandise and the preparation of these huge quantities of food and drink call for the employment of large numbers of workers. So, after all, the "little fellows" who play the fairs are an important cog in the economic life of the country.

Tapped by Big Exhibitors

While the aforementioned items are important, they are more or less incidental to the chief markets which the fairs represent—the markets tapped by the big exhibitors, many of whom are of national and international importance. Altho the larger exhibitors confine themselves mainly to the State and large district fairs, their products are represented at hundreds of the smaller fairs thru exhibits sponsored by their local dealers. Farm machinery holds top place at both large and small fairs. This is but natural, as the bulk of attendance comes from the farms. But the needs and wants of the rural population are not fundamentally different from those of the cities, and exhibits cover every need of the home; not only the practical everyday needs, but cultural needs as well. Art and music courses; books, radios and phonographs, pianos and other items that cannot be classed as necessities attract just as much interest and attention as refrigerators, lighting systems, machinery and other strictly necessary farm and home equipment.

Aside from being a huge market for merchandise of all kinds, the fairs have been one of the greatest factors in building up the demand for pure-bred horses, cattle, sheep, swine and poultry. Co-operating with the agricultural colleges, the 4-H Clubs, Future Farmers of America and other such organizations, they have helped to raise the standard of all kinds of farm products and thus have increased farm income by millions of dollars.

One of the interesting developments in exhibits at fairs is the interest shown by many public service corporations, which have awakened to the fact that the fair offers an ideal means of building good will and increasing business. An excellent example is the Ohio Bell Telephone Company. An official of the company had observed that it is often difficult to get telephone service on fairgrounds. This observation led to the establishment of a novel telephone service at fairs. The company built a "public telephone trailer" which it furnishes to fairs in its territory free of cost. Its schedule this year included 11 fairs, among them the Ohio State Fair at Columbus.

"The trailer," says Harry Butler, news representative of the Ohio Bell company, "is equipped with three public telephone booths and a switchboard, with an operator on duty during fair hours to make change, furnish desired information and complete calls to and from the trailer. When the trailer pulls onto a fairgrounds, the only operation necessary to place the telephone service in operation is to connect with the nearest telephone lines. The trailer's telephones are equipped to operate with any type telephone system—magneto or common battery, manual or dial. In addition to facilitating telephone service at fairs thruout the State, the trailer is used to furnish service for public events such as football games and golf tournaments. It can also be used to furnish emergency service during floods and other disasters."

The Ohio Bell vehicle, 25 feet long and seven feet wide, is of the two-wheel type, directly attached to the tow-car by a cantilever device. The shell is entirely of metal, finished in two colors. On the roof is a

(Continued on page 64)



THE TELEPHONE companies have found that they can build good will and new business by demonstrating their service at fairs. Their portable telephone trailer serves thousands of people at State and county fairs.



FAIRS are an important market for pure-bred livestock. Here is shown a group of prize cattle exhibited at the New Mexico State Fair by the 4-H Club boys who raised the stock.



ELCAR COACH COMPANY dramatizes its product by demonstrating the small amount of power needed to draw an Elcar trailer. Eskimo dogs give a touch of novelty and showmanship.



IT DOES not require a lot of entertainment to attract and hold a crowd at an exhibit. Here a single clown does the trick at a Minnesota State Fair exhibit.

These ATTRACTIONS

*Tops in
thrill
acts*

CHARLIE

54 W. RANDOLPH ST.

THE GREAT KNOLL

America's
Classiest Aerialist
—120 ft.—

MARION LINWOOD
presents
**SENSATIONAL
MARIONS**

Now Playing Hawaiian Islands
Season's Greetings!
Aloha!
—115 ft.—

4 AERIAL APOLLOS 4

Ace of High Acts
—125 ft.—
Jack Brick, Manager

THE CORRÉA GIRLS

Brazilian Aerialists
The Crowd Waits for This Act

LA BLONDE TROUPE

Comedy Bars

SIX CRESSONIANS

First Act To Do a Double
Somersault Into Barrel
From Teeterboard

BEAUTIFUL DELORES

100-Foot Swan Dive
FIRE INTO FIRE

America's Youngest
Diving Star

GREAT GREGORESKO

The Man
Who Hangs Himself
and Lives!

BERNETT-PARKE TRIO

Variety of
Novelty Features in
Acrobatics

Jack Ferdie's "SALUTE TO VICTORY" Cavalcade of Girls

TAMEZ TROUPE

Pan-American
THRILLS

RAYMOND MELZORA and his FLYERS

World's Greatest Aerial
Comedian

FOR THE *Best* BY *Test* SEE *Charlie*

managed exclusively by

ZEMATER

CHICAGO, ILLINOIS

*Outstanding
comedy
acts*

MILO LINWOOD
presents

3 MILOS 3
Miles in the Air
— 135 ft.—

MILO LINWOOD
presents
Sensation of High Acts

THE
SKY LARKS
Breath-Taking
— 115 ft.—

Mons.
BEN MOUTON

On a Rigging That
"Literally Pokes Its
Nose Into the Skies"
— 125 ft.—

5 CYCLING KIRKS 5
Family on Wheels

Sensational
WISHARDS
Flying—Casting
New and Different

LOS
AEROS

Aeroplane
Gymnastic
Novelty

Capt.
DICK CLEMENTS
JUNGLE BEASTS
An Act That Holds Your
Crowd Spellbound

HAPPY
MAXWELL
America's Funniest
THRILL CLOWN

Booked Again for 1942
3d Season With B. Ward Beam

Captain
GEORGE WEBB

90-Foot Dive Into Special
Webbing

LAMONT'S BIRDS
World's Greatest
Bird Act

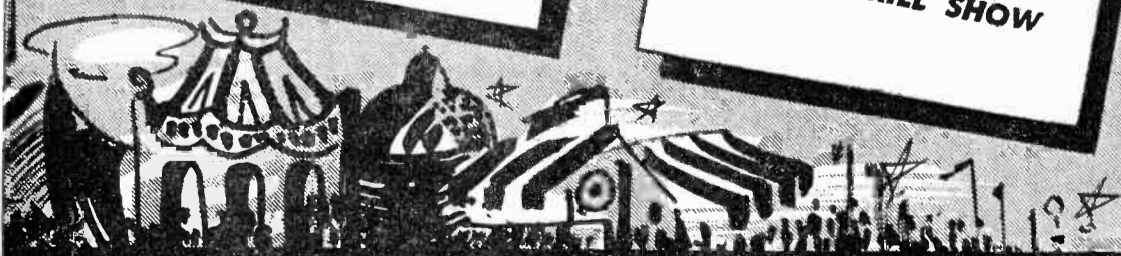
Cockatoos Macaws

BOB KING
DEVIL DRIVERS

World's
Newest THRILL SHOW

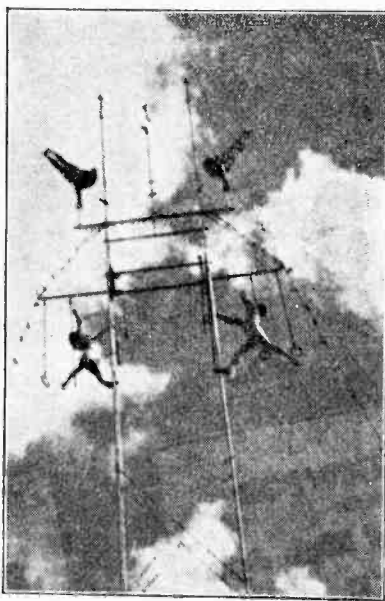
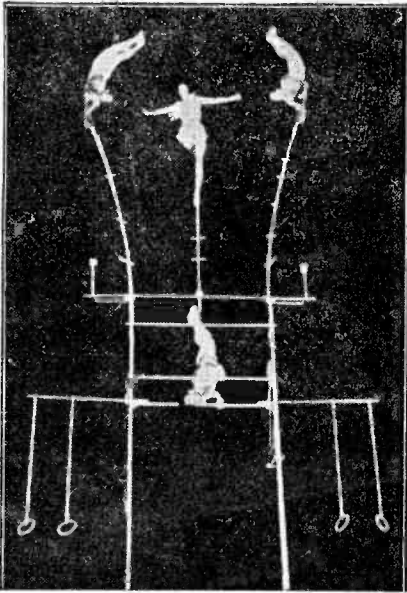
FOOTLIGHT
FLASHES

Gorgeous Star Revue



FOR THESE *Outstanding Attractions*

ACE OF THRILLERS



FOUR AERIAL APOLLOS

Featuring

The ORIGINAL and ONLY DOUBLE SWAYING CRISS CROSS PERCHES
120 Ft. HIGH—the HIGH ACT that is DIFFERENT!

Sensational, daring combination routines—Rings, Traps, Iron Jaw, 20-Ft. Breakaway, Double One-Arm Handstands. Add a spectacular attraction to your program—one that will draw big crowds. Don't delay—write for complete information today. Now booking 1942 dates.

JACK BRICK, Owner and Manager.

CHARLIE ZEMATER

54 W. RANDOLPH ST.

CHICAGO, ILL.

DICK'S PARAMOUNT SHOWS, INC.

Playing Best
Dates in New
England for
Past 8 Years.

WE CARRY 8 RIDES
10 SHOWS.
MODERN LIGHTING,
SHOW ENTIRELY
MOTORIZED.

NOW BOOKING FOR 1942

RIDES—

SUPER ROLL-A-PLANE
Fly-a-Plane.
Kiddie Rides.

MOTORDROME.

Capable **MANAGER** for
SIDE SHOW.

SHOWS—

CANVASMAN.
New Ideas Financed to
Reliable parties.

CONCESSIONS—

FIRSTCLASS COOKHOUSE,
Shooting Gallery, Duck
Pond and any Grind-
Stores that work for ten
cents.

ACTS—

SENSATIONAL ACTS.
What have you to offer?

HELP—

ELECTRICIAN, one with
DIESEL Motor experience.
BILL POSTER.

Write

R. E. Gilsdorf

Suite 800

342 Madison Ave.
New York City

Winter Quarters, Riverhead, Long Island

Program for IAFE Convention Sessions

The 51st Annual Meeting of the International Association of Fairs and Expositions, November 30-December 3, 1941, Hotel Sherman, Chicago

Sunday, November 30

10 a.m.—Meeting of the IAFE board of directors.
1:30 p.m.—Annual memorial service of the Showmen's League of America in Bal Tabarin, Hotel Sherman.
4 p.m.—Advertising Clinic—Judging of Printed Matter.

Monday, December 1

10:30 a.m.—Advertising Clinic in Louis XVI Room. Henry Lund, Minnesota State Fair, chairman; John D. Zook, Ohio State Fair, secretary. Announcement of awards for the 1941 Advertising Exhibit. This year's advertising exhibit as seen by the judges. Open discussion.

1:30 p.m.—Round Table Discussion. **Daily Newspapers,** Clive R. Lane, Kansas Free Fair; **Weekly Newspapers,** E. Paul Jones, State Fair of Texas; **Outdoor Advertising,** Gordon Crump, Wisconsin State Fair; **Radio,** John D. Zook; **General Publicity,** Henry Lund; **Advertising Agencies,** L. R. Fairall, Iowa State Fair. Open Discussion Topics—Promotions and Contests.

2 p.m.—Annual meeting of International Motor Contest Association, Ralph T. Hemphill, Oklahoma State Fair, president; Arthur R. Corey, Iowa State Fair, secretary.

3 p.m.—Annual meeting of Middle West Fair Circuit, Charles W. Green, president.

6 p.m.—Reception and buffet supper open to fair men and their wives. Hon. Samuel S. Lewis, York Interstate Fair, chairman.

2 p.m.—Association of County and District Fairs meeting in Room 116, E. W. Williams, Manchester, Ia., chairman; James F. Malone, Beaver Dam, Wis., vice-chairman; Mrs. Don A. Detrick, Bellefontaine, O., secretary. **Wisconsin's Concession Regulations,** James F. Malone; **Attendance Analysis,** A. W. Lombard, Boston; **Motion Pictures as a Medium of Study,** Pete H. Smith, Plainview, Tex.; **Regional Meetings During the Year,** W. H. Clark, Franklin, Ind.; **Monthly Bulletins,** Mrs. Don A. Detrick; A. W. Lombard; **Legislation and How We Handle It,** Edward G. Vollman, Stockton, Calif.; **Accomplishments of Mississippi Association of Fairs;** J. M. Dean, Jackson; **Interesting More People in Fair Music,** Albert P. Stewart, La Fayette, Ind.; **The State Department of Agriculture and How It Can Co-Operate,** Mrs. Don A. Detrick; **The Planning of Our Convention,** E. W. Williams, James F. Malone, A. W. Lombard, W. H. Clark, Mrs. Don A. Detrick, Charles B. Ralston, Staunton, Va. Election of officers.

Tuesday, December 2

10 a.m.—Louis XVI Room. President Charles W. Green presiding.

Welcome to Chicago, B. H. Heide, secretary-manager, International Livestock Exposition, Chicago.

Response, Vice-President Harold F. DePue, manager, Grand National Livestock Exposition, San Francisco.

Introduction and acceptance of new members.

Report of classification committee, Arthur R. Corey, chairman.
Report of board of appeals, Phil Travis, Tennessee State Fair, Nashville.

Report of government relations committee, Charles A. Somma, chairman, Virginia State Fair, Richmond.

Report of board of directors, Frank H. Kingman, secretary.

Report of auditing committee, Douglas K. Baldwin, chairman, Alabama State Fair, Birmingham.

Report of Advertising Clinic, John D. Zook.

Report of Association of County Fairs meeting, Mrs. Don A. Detrick.

Appointment of committees—Resolutions committee, nominating committee.

Annual address by the president.

12 Noon—Past Presidents' Club Luncheon, L. B. Herring Jr., chairman.

2 p.m.—President Green presiding.

Concession Clinic, C. G. Baker, Oklahoma State Fair, chairman; Dr. J. S. Dorton, North Carolina State Fair, secretary.

Lunch and Refreshment Stands, Harry J. Frost, Minnesota State Fairs; **Carnivals,** Phil C. Travis; **Merchandise Games,** Henry W. Beaudoin, Mid-South Fair; **Exclusive Privileges,** Douglas K. Baldwin; **Open Discussion Topics;** **New Attractions for Grandstand Shows,** Win H. Kinnan, Ohio State Fair; **Kenneth Hammaker,** California State Fair.

Wednesday, December 3

10:30 a.m.—President Green presiding.

Defense Exhibits, Samuel S. Lewis; **A Modernized Agricultural Exhibit,** Paul Smith, New York State Fair; **Night Clubs—A New Attraction for Fairs,** Mrs. Ethel M. Simonds, Oklahoma Free State Fair, and Bernard J. Youngblood, Michigan State Fair.

1:30 p.m.—President Green presiding.

Exhibition Space Clinic, C. B. Afflerbaugh, Los Angeles County Fair, chairman; Henry W. Beaudoin, vice-chairman; Harry W. Fitton, Midland Empire Fair, secretary.

Report of resolutions committee.

Election of Officers.

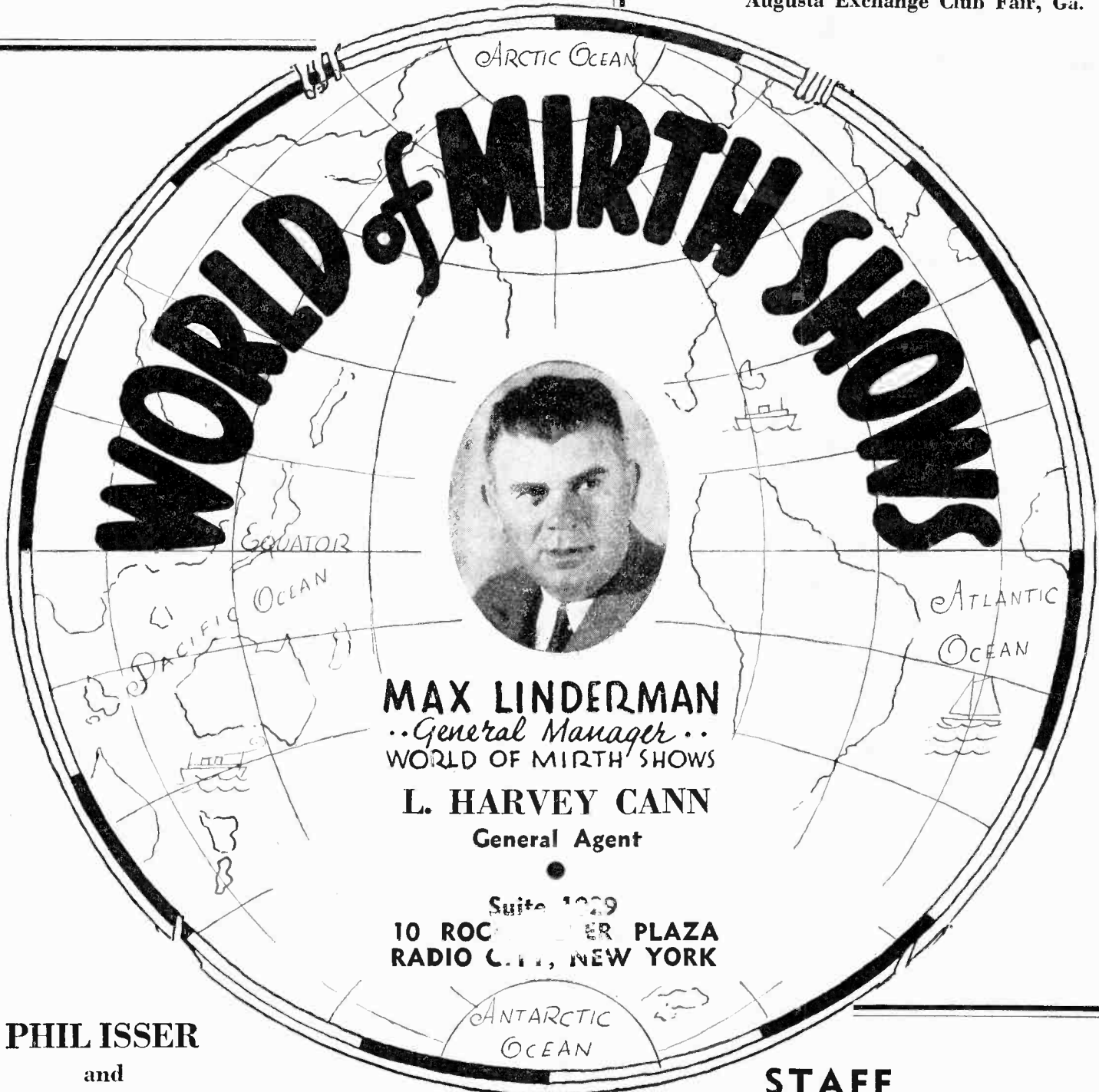
6:30 p.m.—The 29th Showmen's League Banquet and Ball, Grand Ballroom, Hotel Sherman.

THE MARCH OF MIRTH

Higher taxes . . . President Roosevelt's stirring appeal for the three-shift day . . . Billions for defense . . . The nation's production centers operating at dazzling speed . . . Youth answering the age-old call . . . And the whole population girding its loins so that Freedom and the American way may continue uninterruptedly . . . The March of Mirth, symbolized by the World of Mirth Shows, provides the very quality needed to instill morale and inspire unity. . . . For it's World of Mirth amusements that act as a tonic and a pick-up as the country's millions work so that mankind can once again hold its head high . . . 1941, the season that produced record-breaking grosses for World of Mirth. Thanks, Fairmen, for giving us opportunity to achieve that. See you in Chicago.

FAIRS

Central Canada Exposition, Ottawa
 Champlain Valley Exposition,
 Essex Junction, Vt.
 Vermont State Fair, Rutland
 Brockton Fair, Mass.
 The Great Allentown Fair, Pa.
 Virginia State Fair, Richmond
 Cleveland County Fair, Shelby, N. C.
 Winston-Salem-Forsyth County Fair,
 North Carolina
 North Carolina State Fair, Raleigh
 South Carolina State Fair, Columbia
 Southern States Fair, Charlotte, N. C.
 Anderson County Fair, S. C.
 Augusta Exchange Club Fair, Ga.



PHIL ISSER
 and
JACK GILBERT

Operators of World of Mirth Concession Department. Featuring, as usual, the Best of Everything in Merchandise. Thanks to the Fairs on the W. of M. Circuit.

STAFF

MAX LINDERMAN, General Manager
 L. HARVEY CANN, General Agent
 FRANK BERGEN, Asst. Gen. Mgr.
 RALPH W. SMITH, Secy.-Treas.
 MRS. DONALD MURPHY, Asst. Secy.
 JIM McHUGH, Press Representative
 NEIL GEARY, Radio Representative
 GERALD SNELLENS, Contracting Agt.
 ALBERT FEINSTEIN, Office Assistant

J. L. EDWARDS, Chief Electrician
 RONALD DRIVER, Assistant
 WALLACE A. COBB, Trainmaster
 LEON A. REEVES, Scenic Artist
 HARRY HAUCK, Mechanical Supt.
 CHARLES KIDDER, Construction Supt.
 L. H. BOWE, Ticket Supt. & Postmaster
 MOR LEWINSKI, M.D., Physician

WINTER QUARTERS • 7th and Dinwiddie Streets • or Wm. Byrd Hotel • RICHMOND, VIRGINIA



MOON ROCKETS

MINIATURE TRAINS

TILT-A-WHIRLS

FERRIS WHEELS

ROLL-O-PLANES

LOOP-O-PLANES

LEAPING LENAS

KIDDIE RIDES

MERRY-GO-ROUNDS

CHAIR-PLANES

WHIPS

MID

SO

ASK any showman—rides ARE the backbone of the Midway. Plan to make your Midway next season a real crowd-getter by contracting NOW for your rides.

Rides are fun for young and old—and we've the most complete selection of rides available to please every age group. We own and operate, among our many rides, four Moon Rockets and eight Tilt-A-Whirls, which have proven to be top money-getters. Every piece of equipment is in the class shape. Special lighting effects are available for your rides that added flash that attracts customers from all parts of the grounds.

Thrills for all who want them! Rides are crowd-getters, till-tilters! Write us today for our complete list—then choose the rides you want . . . or visit our new Winter Quarters at La Grange, Illinois (30 minutes from the Sherman Hotel) while at the Convention.

In 1941, we played 217 locations. This speaks for itself. To our many friends, Fair and Celebration secretaries and associates, we thank you all for your very fine cooperation and assistance in making 1941 one of our best years.



MILLER AMUSEMENT ENTERPRISES

MAIN OFFICE - - - LA GRANGE, ILLINOIS

55th St. & 5th Ave.,
La Grange, Ill.
La Grange 5044



Only 30 minutes'
from the
Hotel Sherman

Statistical Directory of Leading Fairs

... An alphabetical list by States incorporating facts and figures on size and attendance with emphasis on box office and attractions. Effort has been made to present the financial and entertainment and general aspects of fairdom.

ALABAMA

Alabama State Fair

Birmingham, Ala.

Attendance:
1940 ... 343,558 1941 ... 347,423

Attractions:
Grandstand—55c. *Fireworks, Revue, Vaudeville, Auto Races*—2 days. *Automotive Thrill Days*—2.
Carnival—Organized. Gross, \$80,-178.52.

Administration:
J. Warren Leach, president; Douglas K. Baldwin, secretary-manager.
(Above prepared from files of *The Billboard*.)

North Alabama State Fair

Florence, Ala.—September 14-20, 1942.

Attendance:
1940 ... 29,000 1941 ... 42,000

General Information:
Gate Admission: 40c day and night.
Gate Revenue—1940: \$ 6,600.
1941: \$10,000.
City or County Aid—\$1,200 (Chamber of Commerce).
Total Cash Premiums Paid—
Exhibits: \$900.
Plant—Acreage—28, 2 miles from city. 1941 improvements—New parking lot and ticket office.
Total 1941 Receipts—\$15,200.
Expenses—\$10,600.

Attractions:
Grandstand—Day, free; Night, 10c and 25c. Total attendance—1941: 22,629. Receipts—1941: \$1,457.90. Expenses—1941: \$2,234.62. *Fireworks, revues, rodeos, vaudeville and horse shows.*
Carnival—Organized and independent. Gross, \$7,300. Fair's share, 15 per cent, plus \$10 concessions.

Administration:
J. T. Flagg, president; C. H. Jackson, secretary; B. L. Nabors, superintendent of concessions; Dr. E. R. Braly, director of attractions; J. Roy Taylor, superintendent of building exhibits and commercial space.
Fair was started in 1935 and interest has increased each year, with 1941 breaking all previous records.

CALIFORNIA

Fresno Dist. Fair and Horse Show

Fresno, Calif.—October 6-11, 1942.

Attendance:
1940 ... 132,193 1941 ... 146,193

General Information:
Gate Admission: 50c day and night.
State Aid—\$47,312 (pari-mutuel funds.)
Total Cash Premiums Paid—
Purses: \$20,500.
Plant—Acreage—138, two miles from center of city. Improvement costs—\$680,000 during the last four years for new grandstand, machinery building, 18 horse barns, livestock pavilion, concession stands, underground and overhead illumination system, 3,500-seat theater and paving of streets.
Total 1941 Receipts—\$17,000 approx. (For concessions and commercial space).

Attractions:
Grandstand—50c day and night. *Vaudeville, brass and dance band, Horse show*—6 nights. *Harness and running races.*

Administration:
T. A. Dodge, secretary-manager; Louis Merrill, exhibits-publicity. *State Convention Delegates*—T. A. Dodge, Louis Merrill.
This fair will celebrate its 50th anniversary in 1942.

Imperial County Fair

Imperial, Calif.—March 7-12, 1942.

Attendance:
1940 ... 58,341 1941 ... 54,664

General Information:
Gate Admission: 25c and 10c, day and night.
Gate Revenue—1940: \$5,641.50
1941: \$5,243.20
State Aid—\$62,000 (estimated).
Total Cash Premiums Paid—
Exhibits: \$9,890.39. Purses: \$350.
Plant—Acreage—80. Total cost 1941 improvements—\$60,000 for addition to grandstand and new rest rooms.
Total 1941 Receipts—\$76,080.74.
Expenses—\$69,524.27.

Los Angeles County Fair

Pomona, Calif.

Attendance:
1940 ... 728,892 1941 ... 800,249

General Information:
Gate Admission: 50c day and night.
Period—17 days.
Premiums—About \$200,000.

Attractions:
Grandstand—50c-\$1. *Fireworks, Revue, Name Acts, Vaudeville, Horse Show, Running Races*—14 days (pari-mutuels). Total Handle—1941: \$3,-479,876; 1940: \$2,550,205. *Harness Racing*—3 days. *Acreage*—268. *Carnival*—Organized.

ville, Name Acts, Bands, Horse Racing—10 days (pari-mutuels). Total handle—1940: \$559,700; 1941: \$725,000.
Carnival—Organized. Gross, \$23,000.

Administration:
Kenneth R. Hammaker, secretary; Tevis Paine and P. A. Van Dusen, directors of attractions; Tevis Paine, superintendent of concessions.
(Above prepared from files of *The Billboard*.)

Grand Nat'l Livestock Exposition

San Francisco, Calif.—November 15-22, 1941.

General Information:
Gate Admission: 50c day and night.
State Aid—\$100,000.
City or County Aid—\$50,000.
Plant—Acreage—54, six miles from center of city. Total cost of 1941 improvements—\$120,000.

Attractions:
Grandstand, night only. *Rodeo, vaudeville, horse show and band.*

Administration:
George N. Keystow, president; Harold F. DePue, general manager.
Annual Meeting—San Francisco.
This is the first show held.

San Joaquin County Fair

Stockton, Calif.—August 21-30, 1942.

Attendance:
1940 ... 113,167 1941 ... 142,744

General Information:
Gate Admission: 50c day and night.
Total Cash Premiums Paid—
Exhibits: \$27,725. Purses, \$43,000.
Plant—Acreage—110, one mile from center of city. Total cost 1941 improvements—\$150,000 for Junior fair building and concession stands.

Attractions:
Grandstand—50c day and night. Total attendance—1941: 54,207. Night receipts: 48 per cent. *Fireworks, revue, vaudeville, special attractions, horse show and dance bands, Harness Races*—9 days. *Running Races*—8 days. *Pari-mutuel handle*—1941: \$279,163. *Carnival*—Organized.

Administration:
D. D. Smith, president; E. G. Vollman, secretary; L. Caletini, superintendent of concessions, building exhibits and commercial space; Jack McFarland, director of attractions; Frank Liegenger, race secretary.
Annual Meeting—Stockton, Calif., November 26, 1941.
State Association Member—20 years.
Fair was started in 1919 and was the first fair held in the county after a lapse of 15 years. It has grown to the point where the plant is now appraised at \$1,000,000. Has both mile and half-mile tracks and permanent facilities for housing all kinds of livestock and agricultural exhibits. Annual poultry show is the largest in the West.

COLORADO

Colorado State Fair

Pueblo, Colo.

Attendance:
1941 ... 148,000

General Information:
Gate Admission: 50c day; 25c night.
Grandstand—75c-\$1 day; 50c-\$1 night. *Fireworks, Rodeo.*
Carnival—Organized.

Administration:
Ray H. Talbot, president; John M. Addington, vice-president and secretary; Frank H. Means, manager.
(Above prepared from files of *The Billboard*.)
(Continued on next page)

A Word About the Directory

THIS is The Billboard's Second Annual Statistical Directory of Fairs and, like the first, published last year in connection with the Golden Jubilee of the IAFE, does not pretend to be exhaustive in its figures or analyses. Nevertheless the editors believe it to be far more practical in that the weight is upon box office and attractions. At the same time other vital statistics have been included. In short, an attempt has been made to furnish a picture of fairdom on two fronts: 1. General. 2. Financial and Entertainment.

"Paid" attendance has been indicated wherever this fact is known or has been specified by those responding to the survey. Otherwise, attendance is to be regarded as "gross." Fastidious readers will note slight discrepancies between data presented last year and the figures shown herein. It is inevitable that this should occur because many 1940 figures were revised and audits checked and rechecked by the fairs themselves after publication of the Directory of 1940.

Some information has been "estimated" or "approximated" due to various reasons, of which the following are typical:

Spencer, Ia.—"Estimated pending completion and audit of books."
Huron, S. D.—"Estimated, records not complete."
Saskatoon, Sask., Can.—"(Expenses) not prepared yet."
Chippewa Falls, Wis.—"Books not closed until November 10."
Muskogee, Okla.—"These items (income, expenses) not ready for publication until end of fiscal year, November 30."

Symbols in the "Auto Racing" bracket, such as AAA, CSRA, IMCA, etc., refer to the sanctioning body—American Automobile Association, Central States Racing Association, International Motor Contest Association.

Readers so inclined are referred to the 1940 compilation for the history of fairs, statistics on exhibits and other data not found practical to repeat this year.

The Billboard expresses its grateful appreciation to Frank H. Kingman, secretary of the International Association of Fairs and Expositions, for his valuable help in connection with the questionnaire which made this Directory possible, and to the fairs and State associations for their co-operation.

The editors will welcome suggestions and criticism—from these "checks and balances" may some day grow a compendium which would tell everything about fairdom that everyone requires for his particular pursuit in relation to that great industry.

Attractions:

Grandstand—50c day, 25c night. Total attendance—1940: 32,000; 1941: 28,000. Receipts—1940: \$3,200; 1941: \$2,500. Expenses—1940: \$2,250; 1941: \$2,100. Night receipts 45 per cent. *Vaudeville, special attractions, horse show, brass band and dance orchestra, Running Races*—4 days.
Carnival—Organized. Fair's share, \$1,750 flat rate.

Administration:

C. E. Pitzer, president; D. V. Stewart, secretary and superintendent of concessions; John de Paoli, director of attractions; Art Sinclair, superintendent of building exhibits and commercial space; Ray Sherry, race secretary.
Meetings—2d Thursday of each month.
State Convention Delegate—D. V. Stewart.
State Association Member—10 years.
Fair was started in 1929.

Administration:

C. B. Afferbaugh, secretary; E. C. Middleton, superintendent of concessions.
IAFE Member—2 years.
IAFE Delegate—C. B. Afferbaugh.
(Above prepared from files of *The Billboard*.)

California State Fair

Sacramento, Calif.

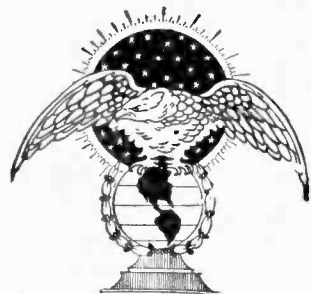
Attendance:
1940 ... 713,625 1941 ... 748,393

General Information:
Gate Admission: 50c day and night.
Gate Revenue—1940: \$99,383.
Total 1941 Receipts—\$578,064.
Expenses—\$567,897.

Attractions:
Grandstand—50c day and night. Amusement budget, \$60,000. Talent budget, \$37,000. Grandstand attendance (night), 97,009. Dancing, 16,880. Horse Show, \$38,088. *Fireworks, Revue, Vaude-*

IT'S
OK
**OKLAHOMA
STATE FAIR
AND EXPOSITION**
RALPH T. HEMPHILL, Sec.-Mgr., OKLAHOMA CITY

The 1941 season proved that Fairs and Expositions have their place in the national defense scheme by encouraging improved livestock and agriculture through competitive displays. Our record-breaking increase in attendance and exhibits this year is conclusive evidence of the need for progressive continuance of Fairs and Expositions through these troublesome times.



**AMERICA'S
Biggest FREE FAIR**

During the past decade, under its present aggressive management, the Kansas Free Fair, Topeka, has taken its rightful place as one of the major fairs of the nation.

Showmen, concessionaires, exhibitors and patrons of the annual exposition agree that this annual livestock and agricultural exposition is, indeed, worthy of the mighty empire it pictures.

1941 Attendance — 496,726

**KANSAS FREE FAIR
TOPEKA, KANSAS**

'The State's Greatest Outdoor Event'

MAURICE W. JENCKS, Manager

Arkansas Valley Fair

Rocky Ford, Colo.

Attendance:
1940 20,000 1941 23,000

General Information:
Gate Admission: 55c day.
*Gate Revenue—*1940: \$8,000
1941: \$8,900
City or County Aid—\$1,000.
Total Cash Premiums Paid—
Exhibits: \$4,000. Purses: \$2,000.
*Plant—*Acreage—160, 6 blocks from center of city. Total cost 1941 improvements—\$4,000 for new chutes, rebuilding fences and new roofing.
Total 1941 Receipts—\$20,000.
Expenses—\$18,000.

Attractions:
*Grandstand—*55c day. Total attendance—1940: 4,000. 1941: 4,200. Receipts—1940: \$10,000. 1941: \$10,900. *Rodeo, Beech Maury, Phillips Crusaders, Stillman Lassies.*
*Carnival—*Organized and independent. Fair's share of carnival receipts, \$2,000.

Administration:
Frank Johnson, president; Carl Holder, secretary; Walter Sheets, superintendent of concessions; Horace Knapp, superintendent of building exhibits and commercial space; Fred Knause, race secretary.
*Annual Meeting—*Second Wednesday in November, 1941.

Revue, Vaudeville, Special Attractions, city bands.
*Carnival—*Organized.
Administration:
Carl D. Brorein, president; P. T. Strieder, manager.
*Annual Meeting—*Second Tuesday in June.
*IAFE Member—*20 years.
*IAFE Delegate—*P. T. Strieder.

GEORGIA

Southeastern Fair

Atlanta, Ga.

Attendance:
1940 656,811 1941 726,537

General Information:
Gate Admission: 50c and 25c.
Attractions:
*Grandstand—*Free except on Thrill Show and Auto Race days. Budget, \$5,000. *Horse Racing—*1 day. *Auto Racing—*1 day. *Automotive Thrill Show—*2 days.
*Carnival—*Organized.

Administration:
Mike Benton, president and superintendent of concessions and attractions.

IDAHO

Eastern Idaho State Fair

Blackfoot, Idaho.

Attendance:
1940 40,426 1941 66,000
(25,000 students)

General Information:
Gate Admission: 50c day and night.
*Gate Revenue—*1940: \$15,375.
1941: \$21,600.

City or County Aid: \$17,550.
Total Cash Premiums Paid—
Exhibits: \$9,500. Purses: \$3,600.
*Plant—*Acreage—34, 7 blocks from city. Total cost of 1941 improvement—About \$20,000 for one new administration building and general repairs and remodeling on other buildings.
Total 1941 Receipts—\$49,000.
Expenses—\$46,000.

Attractions:
*Grandstand—*50c day and night. Night receipts: 70 per cent. *Horse show, revue, high school band, horse pulling, Harness Racing—*5 days. *Running Races—*5 days.
*Carnival—*Organized and independent. Gross, \$7,000. Fair's share, \$3,500.

Administration:
H. L. Lowe, president; Eric Sundquist, secretary and director of attractions; Harry H. Shelby, superintendent of concessions and superintendent of building exhibits and commercial space; Frank DeKay Sr., race secretary.
*Annual Meeting—*January.
*State Association Member—*4 years.
*State Convention Delegates—*Manager and directors.
Fair was started in 1926.

ILLINOIS

Du Quoin State Fair

Du Quoin, Ill.—September 5-12, 1942.

Attendance:
1940 90,000 1941 100,000

General Information:
Gate Admission: 25c day and night.
*Gate Revenue—*1940: \$14,000.
1941: \$15,000.

State Aid—\$9,500 (estimated).
Total Cash Premiums Paid—
Exhibits: \$20,000. Purses: \$6,000.
*Plant—*Acreage—360, 1½ miles from center of city. Total cost 1941 improvements—\$100,000 for a new one-mile track, 60x450-foot barn under construction, new free act stage 50x80 with dressing rooms underneath, new 10,000-capacity grandstand under construction.
Total 1941 Receipts—\$60,000.
Expenses—\$50,000.

Attractions:
*Grandstand—*25c to \$1.00 day and night. Total attendance—1940: 40,000. 1941: 50,000. Receipts—1940: \$13,000. 1941: \$14,000. Expenses—1940: \$12,000. 1941: \$12,000. Night receipts: 65 per cent. *Auto Racing—*1 day, IMCA. *Revue, vaudeville, horse show and high school bands. Harness Racing—*5 days. *Running Races—*5 days.
*Carnival—*Organized. Gross, \$15,000. Fair's share, \$2,500.

(Continued on page 30)

CONNECTICUT

Danbury Fair

Danbury, Conn.

Attendance:
1941 141,148

General Information:
Gate Admission: 75c and 25c.
*Plant—*1941 Improvements—\$50,000 for administration building, \$6,000 for tent.

Attractions:
*Grandstand—*55c-\$1-\$1.10. *Horse Racing—*5 days. *Auto Racing, midget—*2 days. *Automotive Thrill Shows—*1 day.
*Carnival—*Organized.

Administration:
George M. Nevius, secretary; C. S. McLean, concession superintendent.

FLORIDA

Lake County Fair

Eustis, Fla.—March 9-14, 1942.

Attendance:
1940 11,000 1941 23,000

General Information:
Gate Admission: 25c day and night.
*Gate Revenue—*1940: \$1,536.
1941: \$2,089.65.

City or County Aid—\$500.
Total Cash Premiums Paid—
Exhibits: \$750.
*Plant—*Acreage—18. Total cost 1941 improvements—\$60,000 for new building, landscaping and grounds.
Total 1941 Receipts—\$3,951.00.
Expenses—\$3,841.

Attractions:
Vaudeville, flower show, building show, school show.
*Carnival—*Organized.

Administration:
L. L. Polk, president; Karl Lehmann, secretary, director of attractions, superintendent of concessions, building exhibits and commercial space.
*Annual Meeting—*First Thursday in April, 1942.

Fair was started in 1922 as Lake County Poultry Show; fair was included and name changed to Lake County Agricultural Fair and Poultry Show in 1934; reorganized under present charter in 1940.

Florida State Fair

Tampa, Fla.

Attendance:
1940 556,224 1941 607,177

General Information:
Gate Admission: 50c day; 25c night.
*Total Cash Premiums Paid—*Exhibits: \$45,000.
*Plant—*Acreage 50. Total cost 1941 improvements—\$60,000. new building and ground beautification.

Attractions:
*Grandstand—*50c-75c-\$1-\$1.50 day; 50c-75c-\$1 night. *Auto Racing—*2 days. IMCA. *Automotive Thrill Days—*2. Book

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AND, as always, the SHOWMEN'S LEAGUE OF AMERICA will hold open house all week long. The latch string is always out at the League. We want you to look upon our Club Rooms on the Second Floor of the Hotel Sherman, in Chicago, as your second home where you can meet and greet your friends.

There's a busy week ahead for all League members. The program as arranged by our officers has been set as follows:

Saturday, November 29
PRESIDENT'S PARTY

Crystal Room — Hotel Sherman — 8:30 P.M.
J. C. McCaffery, Chairman

Sunday, November 30
ANNUAL MEMORIAL SERVICE

Bal Tabarin — Hotel Sherman — 1:30 P.M.

Monday, December 1
ANNUAL MEETING and ELECTION of OFFICERS

League Rooms — 1:00 P.M.

Wednesday, December 3
29TH ANNUAL BANQUET AND BALL

Grand Ballroom, Hotel Sherman
Reception 6:30 P.M. — Banquet 7:00 P.M.
John M. Duffield, General Chairman

Thursday, December 4
INSTALLATION OF OFFICERS

League Rooms — 8:00 P.M.

INTERNATIONAL ASSOCIATION OF FAIRS AND EXPOSITIONS

Convention, Hotel Sherman, December 1, 2, 3

ANNUAL TRADE SHOW

Exhibit Hall, Hotel Sherman, November 30-December 5

S.L.A. REGISTRATION AND INFORMATION BOOTH
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Thanks to America's Leading Fairs, Celebrations and Auspices for a Pleasant and Successful Season. We'll thank you in person at the Chicago Convention.

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GEORGE MASON

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 New York City

Statistical Directory of Leading Fairs

(Continued From Page 28)

Administration:

W. R. Hayes, president and director of attractions; H. E. Strong, secretary superintendent of concessions, building exhibits and commercial space; E. J. Hayes, race secretary.

Annual Meeting—Du Quoin, Ill., May 14, 1942.

State Convention Delegates—W. R. Hayes, H. E. Strong, E. J. Hayes, D. M. Hayes.

State Association Member—Always.

Illinois State Fair

Springfield, Ill.—1942 dates "Optional."

Attendance:

1940 . . . 912,500* 1941 . . . 624,959
 *Estimated

General Information:

Gate Admission: 25c, day and night (Free after 9:30 p.m.)

Gate Revenue—\$77,773.25.

State Aid—Operated entirely with State appropriation.

Total Cash Premiums Paid—Exhibits: \$175,000.

Plant—Acreage, 366. Total cost 1941 improvements—\$75,000, construction of incinerator, toilets; painting, repairs, etc.

Total 1941 Receipts—\$254,919.

Expenses—\$412,680.

Attractions:

Grandstand—25c to \$1.50 day; 25c to \$1. night. Receipts—1940: \$57,187.10; 1941: \$62,935. Expenses—1940, \$27,923; 1941: \$33,573.53. Night receipts: 48 per cent. Auto Racing—1 day, IMCA. Automotive Thrill Day—1. Book Fireworks. Revue. Vaudeville. Special Attractions. Horse Show. Name Bands. State and school bands. Harness Racing—5 days. Running Races—5 days.

Carnival—Organized. Gross, \$67,622. Fair's share, \$24,344.

Administration:

Howard Leonard, Director of Agriculture; William V. (Jake) Ward, general manager; Harry J. Van Gundy, superintendent of concessions; M. E. Bacon, racing secretary.

IAFE Delegate—William V. Ward.

INDIANA

Indiana State Fair

Indianapolis, Ind.

Attendance:

1940 . . . 435,862 1941 . . . 486,926

General Information:

Gate Admission: 50c day; 25c night.

Gate Revenue—1940: \$131,168.50; 1941: \$152,274.00

*Total Cash Premiums Paid — Exhibits: \$107,843.25. Purses: \$61,700. *Offered.

Plant—Acreage, 214.

Total 1941 Receipts—\$367,726.55.

Expenses—\$267,000 (approximately).

Attractions:

Grandstand—25c-50c-\$75c-\$1 day; 25c-50c-75c night. Total attendance—

1940: 9,000; 1941: 9,000. Receipts—

1940: \$44,881.50; 1941: \$51,842.50. Ex-

penses—"Commission basis, except

racers." Night receipts, one-third.

Automotive Thrill Days—1. Fireworks,

Revue, Special Attractions. Horse

Show. Local Bands. Harness Racing—

6 days.

Carnival—Organized. Fair's share of

gross, \$26,873.

Administration:

F. M. Overstreet, president; Paul S. Dunn, secretary; Levi P. Moore, director of attractions; U. S. Brouse, superintendent of concessions; E. Curtis White, superintendent of building exhibits and commercial space; Charles R. Morris, race secretary.

Annual Meeting—January 7.

IAFE Member—About 21 years.

IAFE Delegates—Full board of 16

GREETINGS

• • •

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IONIA, MICHIGAN

• • •

Michigan's

Greatest

Outdoor

Event!

IOWA

Kossuth County Fair

Algona, Ia.

Attendance:
1940 ... 13,500 1941 ... 20,000

General Information:
Gate Admission: 35c day, 25c night.
Gate Revenue: 1940: \$3,092.74;
1941: \$3,720.25

State Aid—\$2,000.
County Aid—\$4,000.
Total Cash Premiums Paid—Exhibits: \$3,186.85. Purses: \$800.00.

Plant—Acreage, 40, one mile from center of city. Total cost 1941 improvements—\$2,600. 4-H Club barn, \$1,700; new fence, gravel drives and grading, \$300; addition to swine barn, \$600.

Attractions:
Grandstand—35c day and night. Total attendance—1940, 9,500; 1941, 12,000. Receipts—1940: \$2,120; 1941: \$2,570. Night receipts: 35 per cent. *Auto Racing*—1 day, 1 night, International Motor Contest Assn. *Fireworks, vaudeville and horse show. Harness Racing*—2 days. *Carnival*—Organized. Gross, \$2,440. Fair's share, \$366.

Administration:
Clark Scuffham, president; E. L. Vincent, secretary and director of attractions; J. A. Raney, superintendent of concessions, building exhibits and commercial space; William Geering, race secretary.
Annual Meeting—Algona, Ia., third Tuesday in January.
State Convention Delegate—President or secretary.
State Association Member—25 years. Fair was organized in 1858 and re-organized in 1906.

Tri-State Fair

Burlington, Ia.

Attendance:
1940 ... 19,450 1941 ... 27,550

General Information:

Gate Admission: 25c day and night.
Gate Revenue—1940: \$4,224.00;
1941: \$6,179.40

State Aid—\$1,900.
County Aid—\$895.
Total Cash Premiums Paid—Exhibits: \$3,847.27.

Plant—Acreage, 62, 2 miles from center of city. Total cost 1941 improvements—\$3,455.83 for buildings and grandstand.
Total 1941 Receipts—\$27,400.42.
Expenses—\$24,934.96.

Attractions:

Grandstand—50c day and night. Total attendance—1940: 18,166; 1941: 25,334. Receipts—1940, \$8,084.40; 1941: \$9,167.18. Expenses—1940: \$9,602.00; 1941: \$10,056. *Band Music. Carnival*—Organized. Gross, about \$10,000. Fair's share, 25 per cent.

Administration:

N. M. Derby, president; A. L. Biklen, secretary; E. C. Cady, superintendent of concessions, building exhibits and commercial space.
Annual Meeting—Burlington, Ia., November 10, 1941.

All-Iowa Fair

Cedar Rapids, Ia.

Attendance:
1940 ... 88,000 1941 ... 109,000

General Information:

Gate Admission—10c day and night.
Gate Revenue—1940: \$ 8,756;
1941: \$10,937

State Aid—\$2,000.
City or County Aid—\$8,000.
Total Cash Premiums Paid—Exhibits: \$6,588. Purses: \$5,200.

Plant—Acreage, 120, three miles from center of city. Total cost 1941 improvements—\$4,800 for drainage, remodeling and lighting system.
Total 1941 Receipts—\$53,344.
Expenses—\$47,847.

Attractions:

Grandstand—25c, 75c, \$1, day and night. Total attendance—1940: 34,000; 1941: 42,000. Receipts—1940: \$13,500; 1941: \$16,800. Expenses—1940: \$11,700; 1941: \$12,435. Night receipts, 33 per cent. *Auto Racing, I. M. C. A. Automotive Thrill Features, Revue, Rodeo, Vaudeville, Horse Show, Brass and Dance Bands. Harness Racing*—3 days. *Carnival*—Organized and independent. Gross, \$13,000. Fair's share, 25 per cent.

Administration:

William Binderknecht, president; C. D. Moore, manager, superintendent of concessions, building exhibits and commercial space, and race secretary.
State Association Member—5 years.
State Convention Delegate—C. D. Moore.
Fair opened in 1936 with 8,000 attendance. Now valued at \$400,000 and is out of debt.

Mississippi Valley Fair and Expo.

Davenport, Ia.

Attendance:
1940 ... 58,461 1941 ... 57,341

General Information:

Gate Admission: 25c day and night.
Gate Revenue—1940: \$10,696.47;
1941: \$11,522.55

Total Cash Premiums Paid—Exhibits: \$3,821.66. Purses: \$800.00.

Plant—Acreage, 82, three miles from center of city. Total cost 1941 improvements—\$3,869.10 for repairs and painting.

Total 1941 Receipts—\$38,855.13.
Expenses—\$35,102.91.

Attractions:

Grandstand—25c, 50c, 75c and \$1.00, day and night. Total attendance—1940: 29,892; 1941: 32,476. Receipts—1940: \$12,271.31; 1941: \$12,386.12. Night receipts—50 per cent. *Auto Racing, IMCA. Automotive Thrill Features*—2 days. *Revue and vaudeville. Harness Racing*—2 days. *Running Races*—2 days. *Carnival*—Organized. Gross, \$9,000.

Administration:

J. W. Sears, president; George Kirby, secretary and director of attractions; Walter Dietz, superintendent of concessions; O. P. Lambert, superintendent of building exhibits and commercial space; Erwin Behren, race secretary.
Annual meeting—Second Wednesday of February, 1942.
State Association Member—20 years. Fair was started in 1920.

Iowa State Fair

Des Moines, Ia.

Attendance:
1940 ... 360,599 1941 ... 427,363

General Information:

Gate Admission: 50c day; 25c night.
Gate Revenue—1940: \$110,832;
1941: 145,057

State Aid—Not given. (\$100,000 in 1940.)

Total Cash Premiums Paid—Exhibits: Not given. Purses: \$6,579.

Plant—Acreage, 378. Total cost 1941 improvements—\$65,775 as follows: 4-H Club Building, \$56,666.89; ground equipment, \$2,469.84; addition to center stage, \$1,321.70; fence, \$332.42; sidewalks, \$1,566.88; horse barn, \$98.38; swine barn, \$19.29; electrical extension, \$1,559.96; furniture, \$23.35; administration building, \$142.96; trees and shrubs, \$42.50; cars and trucks, \$350; water extension, \$672.01; sewer extension, \$505.32; miscellaneous, \$3.50.

Total 1941 Receipts—\$384,980.87.
Expenses—\$305,889.51.

Attractions:

Grandstand—25c-50c-75c-\$1 day and night.
Attendance—1940: 120,948; 1941, 213,517. Receipts—1940: \$62,274.70; 1941: \$113,642.45. Expenses—1940: \$40,634; 1941: \$43,734. Night receipts, about 45 per cent. *Auto Racing*—3 days, IMCA. *Automotive Thrill Days*—2. *Book Fireworks, Revue, Rodeo, Horse Show, dance*
(Continued on next page)



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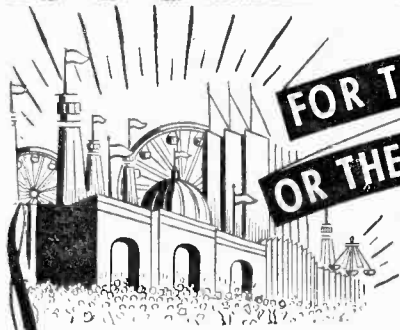
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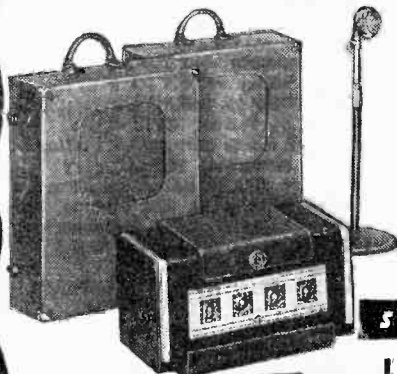
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and brass bands. *Harness Racing*—3 days. *Running Races*—3 days.
Carnival—Organized. Gross, \$61,-869.46. Fair's share, \$19,623.20.

Administration:
J. P. Mullen, president; L. B. Cunningham, secretary; Carl E. Hoffman, superintendent of concessions; John F. Griffin, race secretary.
Annual Meeting—December 8-10.
IAFE Member—Charter.

Clay County Fair

Spencer, Iowa—September 14-19, 1942.

Attendance:
1940 ... 154,680 1941 ... 172,200

General Information:
Gate Admission: 50c day; 25c night.
Gate Revenue—1940: \$37,205; 1941: 40,000 (est.)
State Aid—\$1,900; *County Aid*, \$2,500.
Total Cash Premiums Paid—Exhibits: \$17,000 (est); Purses, \$4,500.
Plant—Acreage, 95. Total cost 1941 improvements, \$15,000, new buildings.
Total 1941 Receipts—\$90,000 (est.)
Expenses—\$70,000 (est.)

Attractions:
Grandstand—35c-75c, day and night. Total attendance—1940: 60,000; 1941: 70,000. *Auto Racing*—2 days, CSRA. *Automobile Thrill Days*—1. *Book Revue*, *Vaudeville*. *Harness Racing*—3 days. *Carnival*—Organized. Gross, \$20,000.

Administration:
I. N. Kirby, president; J. H. Peterson, secretary.

KANSAS

Kansas State Fair

Hutchinson, Kan.—September 13-18, 1942.

Attendance:
1940 ... 225,000 1941 ... 320,000

General Information:
Gate Admission—50c day; 35c night.
State Aid—\$22,500.
Total Cash Premiums Paid—Exhibits: \$29,500; Purses: \$3,800.

Plant—Acreage, 192. Total cost 1941 improvements—\$14,300 as follows: Workshop and material storage building, \$6,800; repairs and maintenance, \$7,500.

Attractions:
Grandstand—50c-\$1, day and night. Night receipts, 70 per cent. *Auto Racing*—2 days, IMCA. *Book Fireworks*, *Revue*, *Special Attractions*, school bands. *Harness Racing*—2 days. *Running Races*—2 days.
Carnival—Organized.

Administration:
O. O. Wolf, president; S. M. Mitchell, secretary; E. Hutton, superintendent of concessions; Carl Hipple, race secretary.
Annual Meeting—Topeka, January, 1942.
IAFE Member—18 years.
IAFE Delegates—S. M. Mitchell, O. O. Wolf, F. H. Manning, R. C. Beezley, E. E. Frizell, C. C. Cunningham.

Kansas Free Fair

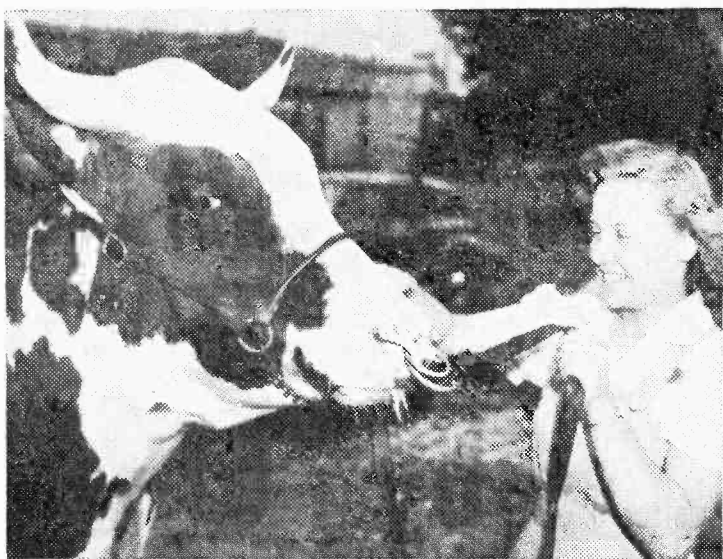
Topeka, Kan.—Week of September 14, 1942.

Attendance:
1940 ... 250,000* 1941 ... 420,000*
*Estimated

General Information:
Gate Admission: Free.
State Aid—\$7,500.
Total Cash Premiums Paid—Exhibits: \$22,000. Purses—\$5,000.
Plant—Acreage, 88. Total cost 1941 improvements—Painting and rebuilding Fish and Game Building, cattle barns and Woman's Building, \$3,000.

Attractions:
Grandstand—50c, day and night. Total attendance—1940: 55,000; 1941: 97,000. Night receipts: 60 per cent. *Auto Racing*—IMCA. *Automotive Thrill Days*—3. *Book Revue*, *Rodeo*, *Special Attractions*, high-school bands. *Harness Racing*—2 days.
Carnival—Organized. Gross, \$36,500. Fair's share—Not given.

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YORK INTER STATE FAIR

York, Pennsylvania

**EASTERN STATES
EXPOSITION**

SPRINGFIELD, MASS.

SEPTEMBER 20-26, 1942

CHARLES A. NASH
GENERAL MANAGER

Administration:

D. E. Ackers, president; Maurice Jencks, secretary and director of attractions; L. B. Brain, superintendent of concessions; Hall Smith, superintendent of building exhibits and commercial space; Dean Yingling, racing secretary.

Annual Meeting—January 14, Topeka.
IAFE Delegate—Maurice Jencks.
IAFE Member—10 years.

KENTUCKY**Kentucky State Fair**

Louisville, Ky.—Week of first Saturday in September, 1942.

Attendance:

1940 . . . 168,150 1941 . . . 235,137

General Information:

Gate Admission: 25c day and night.
Gate Revenue—1940: \$32,975
1941: \$47,000

State Aid—\$57,000.

Total Cash Premiums Paid—Exhibits: \$52,000. Purses—\$12,000.

Plant—Acreage, 185. Total cost 1941 improvements—\$152,000 for roads, mid-way, etc.; 12 new cattle barns, 3 horse barns, 1 trotting horse barn with 60 stalls each; restaurant building with 4 restaurants (under construction with capacity of 200 for each; dance hall to be erected on roof); new heating system in Horse Show Building and several small buildings.

Total 1941 Receipts—\$155,500.
Expenses—\$120,000.

Attractions:

Grandstand—50c, day and night. Total attendance, 1940: 23,750; 1941—30,000. Receipts—1940: \$9,220; 1941: \$12,350. Expenses—1940: \$4,200; 1941: \$4,500. Night receipts: 60 per cent. Book *Fireworks, Revue, Rodeo, Special Attractions, Horse Show, dance and brass bands. Harness Racing—5 days. Carnival—Organized, with independent concessions. Gross, \$47,000. Fair's share, \$17,000.*

Administration:

J. W. Jones, president; Robert B. Jewell, manager; J. C. Wehrley, superintendent of concessions and attractions; Robert V. Board, superintendent of building exhibits and commercial space; Jesse Shuff, racing secretary.
Annual Meeting—October 1, 1941.
IAFE Member—4 years.
IAFE Delegates—Robert B. Jewell, J. C. Wehrley.

LOUISIANA**South Louisiana State Fair**

Donaldsonville, La.

Attendance:

1940 . . . 90,000 1941 . . . 85,000

General Information:

Gate Admission: 50c day, 25c night.
Gate Revenue—1940: \$19,000
1941: \$17,500

State Aid—\$7,500.

City or County Aid—\$2,500.

Total Cash Premiums Paid—Exhibits: \$9,500.

Plant—Acreage—37. 1/2 mile from center of city. Total cost 1941 improvements—\$1,000 for WWL radio building and addition to poultry building.

Total 1941 Receipts—\$36,500.
Expenses—\$34,000.

Attractions:

Grandstand—25c, day and night. Total attendance—1940: 15,000; 1941: 14,500. Receipts—1940: \$3,500; 1941: \$3,250. Expenses—1940: \$3,100; 1941: \$2,900. Night receipts: 50 per cent.

Fireworks, Vaudeville.

Carnival—Organized. Fair's share of carnival receipts, \$2,000.

Administration:

L. A. Borne, president; R. S. Vickers, secretary.
State Association Member—28 years.
Fair was started in 1913.

Louisiana State Fair

Shreveport, La.

Attendance:

1940 314,862 1941 about same (est.)

General Information:

Gate Admission: 30c.

Attractions:

Grandstand—50c-75c-\$1. *Auto Racing—2 days. IMCA. Automotive Thrill Days—2. Motorcycle Racing—1 day. Fireworks, Revue, Vaudeville. Carnival—Organized.*

Administration:

W. R. Hirsch, secretary-manager; D. E. Howard, superintendent of concessions.

(Above prepared from files of *The Billboard*.)

MAINE**Skowhegan Fair**

Showhegan, Me.

Attendance:

1940 . . . 56,991 1941 . . . 57,515

General Information:

Gate Admission: 75c day, 50c night.
Gate Revenue—1940: \$20,935.90;
1941: \$24,165.58

State Aid—\$1,547.57.

Total Cash Premiums Paid—Exhibits: \$5,571.78. Purses: \$9,492.34.

Plant—Acreage, 39. one mile from center of city. Total cost 1941 improvements—\$1,427.82 for show cases, plumbing, track, sheds, lumber and hardware.

Total 1941 Receipts—\$62,353.51.
Expenses—\$60,178.51.

Attractions:

Grandstand—50c, 65c and 75c day; 35c, 50c, 65c and 75c night. Total attendance—1940: 22,776; 1941: 22,568. Receipts: 1940: \$13,137.10; 1941: \$12,883.60. Expenses—1940: \$250; 1941: \$250. Night receipts: 56 per cent. *Automotive Thrill Feature—1 day. Fireworks, revue, quiz show, brass band.*
(Continued on page 36)

Carrying On **IN SPITE** OF THE **WAR**

CENTRAL CANADA EXHIBITION ASSOCIATION
Ottawa, Canada

"THE NATION'S CAPITAL"

Despite its buildings being occupied by the Army, the Ottawa Exhibition operated successfully in 1941 with a record attendance. The entire exhibition was held under canvas making it the largest tented fair ever held in Canada.
F. C. ELFORD, President H. H. McELROY, Manager & Secretary

THE WESTERN CANADA ASSOCIATION OF EXHIBITIONS

("A" Circuit)

ANNUAL CONVENTION

Place: Royal Alexandra Hotel, Winnipeg, Canada.
Time: January 19, 20 and 21, 1942.

H. A. McNEILL, President SID. W. JOHNS, Secretary
Brandon, Canada Saskatoon, Canada

Also:

The Western Canada Fairs' Association

("B" Circuit)

KEITH STEWART, Secretary, Portage la Prairie, Canada

French Canada's

Show Window

EXPOSITION PROVINCIALE

de QUEBEC

LUCIEN BORNE, Mayor of Quebec
President

EMERY BOUCHER
Secretary-Manager

CANADA PACIFIC EXHIBITION

VANCOUVER, CANADA

Operated by the
Vancouver Exhibition Association
1942 Dates: Monday, August 31, to Monday,
September 7

JOHN DUNSMUIR
President

S. C. McLENNAN
General Manager

CANADIAN ASSOCIATION OF EXHIBITIONS
ANNUAL CONVENTION

JANUARY 19, 20, 21, 1942 — ROYAL ALEXANDRA HOTEL, WINNIPEG, MANITOBA
S. C. McLENNAN, President, Vancouver, B. C. W. D. JACKSON, Secy-Treas., London, Ontario
THIS WILL BE A JOINT MEETING WITH THE WESTERN CANADA ASSOCIATION OF EXHIBITIONS

CANADIAN EXPOSITIONS

WELL!
**DID I
COST
TOO
MUCH?**



"Sally Rand was a definite drawing card for our Great Falls Fair. Without question it was her name that brought tremendous extra attendance. Her part in the program was appreciated by all who saw her."

**HAROLD DE PUE, Secretary-Manager,
North Montana State Fair.**

"Sally Rand helped to bring in the biggest attendance we have ever had in our grandstands."

**HARRY FITTON, Secretary,
Midland Empire Fair, Billings, Montana.**

"You drew by far the greatest paid attendance in our history and we turned away thousands."

**FRANK FELLOWS, President,
Ozark Empire Fair, Springfield, Mo.**



SHERMAN HOTEL, CHICAGO
Nov. 29th to December 4th

*The ONE
AND Only*



SOON HEAR ABOUT
MOST STARTLING IDEA
THE DEVELOPMENT OF
YOUR SHOW BUSINESS.

Sally Rand

WATCH FOR MY PERSONAL WIRE TO YOU



If You Need
A CLOWN or a CIRCUS
Call TOMMY SACCO

If You Need
A HIGH ACT or a THRILL SHOW
Call TOMMY SACCO

If You Need
A RIDE or a COMPLETE MIDWAY
Call TOMMY SACCO

If You Need
A DANCER or a MUSICAL EXTRAVAGANZA
Call TOMMY SACCO

We Give the Same Satisfactory Service to the
Small Fairs and Celebrations as We Do
to the Large Ones

WE'VE MOVED!

Owing to increased business, we have been compelled to move to larger quarters and are now occupying Suite 1305, Butler Building, 162 N. State St., Chicago, Ill. Phone: Randolph 2242.



Make Our Offices Your Business Headquarters During the Convention and Also See Us at the Sherman Hotel, Rooms 604-605

SACCO THEATRICAL MART . . .

162 N. STATE STREET, SUITE 1305 CHICAGO, ILL.

A Complete Booking Service for all Entertainment!

SAGINAW FAIR

MICHIGAN FARM PRODUCTS SHOW



Everybody's
Goin'

SEPT. 13-19, 1942

MEMBER I.A.F.E.

CLARENCE H. HARNDEN, Mgr.

Statistical Directory of Leading Fairs

(Continued From Page 33)

Harness Racing—6 days. *Pari-Mutuel*—1940: \$100,000; 1941: \$102,938. *Pari-Mutuel receipts to fair*—1940: \$5,484.49; 1941: \$4,082.22.

Carnival—Organized. Fair's share from carnival, \$2,900.00.

Administration:

Francis H. Friend, president; George M. Davis, secretary; M. J. Green, superintendent of concessions; Jerry Cole, superintendent of building exhibits and commercial space; W. P. Caouette, race secretary.

Annual Meeting—Skowhegan, in November, 1941.

Member of State Association.
Oldest County Fair in America.
Established January 1, 1819.

MARYLAND

Cumberland Fair

Cumberland, Md.

"Questionnaire covers very little that we could answer intelligently. Our fair consists mainly of running races and pari-mutuel betting. As we have eliminated free acts and fireworks, we really have little information to offer of the nature you desire."

Administration:

Harry A. Manley, president and general manager.

(Above prepared from files of *The Billboard*.)

Great Frederick Fair

Frederick, Md.

Attendance:

1940 . . . 75,000 1941 . . . 75,000

General Information:

Gate Admission: 50c day, 25c night.
Gate Revenue—1940: \$20,000; 1941: \$21,000

State Aid—\$6,000.

Total Cash Premiums Paid—Exhibits: \$8,000. Purses: \$3,220.

Plant—Acreage, 60, one mile from center of city.

Total 1941 Receipts—\$40,000.

Expenses—\$30,000.

Attractions:

Grandstand—50c day, 25c night.

Total attendance—1940: 10,000; 1941: 10,000. *Revue, vaudeville.*

Harness Racing—3 days. **Running Races**—4 days.

Carnival—Independent.

Administration:

Irving E. Staley, president; Guy K. Motter, secretary and race secretary; Lee Rauneberger, superintendent of concessions.

Annual Meeting—Frederick, Md., January 3, 1942.

Maryland State Fair

Timonium, Md.

Attendance:

1941 . . . 330,000 (est.)

General Information:

Gate Admission: 50c day; 25c night.
Premiums—\$39,000.

Improvements—About \$75,000, for cattle barn, regrading, north end gate, unloading platform, additions to pari-mutuel plant. **Pari-Mutuel Handle**—1940: \$1,373,826.

Carnival—Independent.

Celebrating a Successful Year and Set for Bigger Things in 1942

ROCKY MOUNTAIN ASSOCIATION OF FAIRS

NORTH MONTANA STATE FAIR

Dan P. Thurber, Manager
Great Falls, Montana

MIDLAND EMPIRE FAIR

Harry L. Fitton, Manager
Billings, Montana

WESTERN MONTANA FAIR

W. Floyd Day, Manager
Missoula, Montana

DAWSON COUNTY FAIR

Claude Utterback, Sec'y
Glendive, Montana

PHILLIPS COUNTY FAIR

S. E. Kodalen, Sec'y
Dodson, Montana

HILL COUNTY FAIR

Earl Bronson, Sec'y
Havre, Montana

RICHLAND COUNTY FAIR

C. W. Johnson, Sec'y
Sidney, Montana

EASTERN MONTANA FAIR

J. H. Bohling, Sec'y
Miles City, Montana

ROSEBUD COUNTY FAIR

H. L. Dusenberry, Sec'y
Forsyth, Montana

FALLON COUNTY FAIR

Geo. Severson, Sec'y
Baker, Montana

RAVALLI COUNTY FAIR

Mary Hieronymus, Sec'y
Hamilton, Montana

BIG HORN BASIN FAIR

A. R. Rooney, Manager
Powell, Wyoming

NORTHWEST MONTANA FAIR

W. A. Ryder, Sec'y
Kallispell, Montana

MARIAS FAIR

Gladys Vahl, Sec'y
Shelby, Montana

CENTRAL MONTANA FAIR

Hall Clement, Sec'y
Lewistown, Montana

BLAINE COUNTY FAIR

Floyd Bowen, Sec'y
Chinook, Montana

CHOUTEAU COUNTY FAIR

Lee Loundagin, Sec'y
Fort Benton, Montana

BROWNING FAIR ASS'N

W. E. Burnison, Sec'y
Browning, Montana

ANNUAL MEETING — MISSOULA, MONTANA

(Dates Announced Later)

NEW FLORENCE HOTEL, Convention Headquarters

ROCKY MOUNTAIN ASSN. OF FAIRS

FRANK BARNUM, Pres. **Member of J. M. SUCKSTORFF, Sec.-Treas.**
Billings, Mont. **the IAFE** Sidney, Mont

WORKING FOR BIGGER AND BETTER

FAIRS IN THE TALL CORN STATE!!!

The Fair Managers' Association of Iowa

ANNUAL MEETING

DECEMBER 8 AND 9

SAVERY HOTEL, DES MOINES

All Showmen, Exhibitors and Concessionaires are cordially invited to attend.

E. W. WILLIAMS, Secretary, Manchester, Iowa

Administration:

Laban Sparks, president; Matt L. Daiger, secretary; Howard Thompson, assistant secretary; John T. McCaslin, midway manager.
(Above prepared from files of *The Billboard*.)

MASSACHUSETTES**Brockton Fair**

Brockton, Mass.—September 13-19, 1942.

Attendance:

1940...171,685 1941...208,318

General Information:

Gate Admission: 50c day and night. *Total Cash Premiums Paid*—Exhibits: \$5,120 Purses: \$14,100. *Plant*—Acreage, 85. Total cost 1941 improvements—\$12,271, as follows: Buildings (pari-mutuel construction), \$5,545; land (fences and electrical work), \$4,412; equipment (new turnstiles, etc.), \$2,260.

Attractions:

Grandstand—50c to \$2 day; 50c to \$1.50 night. Night receipts, 40 per cent. *Automotive Thrill Days*—5. *Fireworks, Revue, Vaudeville, Horse Show, Brass Bands, Running Races*—6 days, pari-mutuels. Total 1941 handle, \$193,000. *Carnival*—Organized. Gross, \$39,960.

Administration:

Harold G. Morse, president; Frank H. Kingman, secretary, director of attractions and superintendent of concessions, building exhibits and commercial space.
Annual Meeting—December 12, 1941. *IAFE Member*—About 16 years. *IAFE Delegate*—Frank H. Kingman.

Barrington Fair

Great Barrington, Mass.

Attendance:

1940...29,707 1941...109,438

General Information:

Gate Admission: (Adults) 50c day; 20c night. (Children) 25c day; 20c night.

Total Cash Premiums Paid: Exhibits: \$4,200. Purses: \$16,000.

Plant—Total cost 1941 improvements—Approximately \$50,000. New track, new entrances, new stables, remodeled grandstand, new parking areas, reconditioned exhibit buildings and mutuel department.

Attractions:

Grandstand—50c and 25c day; 57c, 85c and 10c night. *Automotive Thrill Days*—5. *Vaudeville, Anti-Aircraft Exhibition (U. S. Army)*—3 nights. *Dance Bands, Running Races*—6 days. *Carnival*—Organized. Gross, 150 per cent over 1940.

Administration:

Edward J. Carroll, general manager and superintendent of concessions; Paul W. Foster, secretary; Harry Storin, director of attractions, advertising and publicity; also superintendent of building exhibits and commercial space; O. E. Pons Jr. and Gordon Morrow, race secretaries.
Annual Meeting—August.

Eastern States Exposition

Springfield, Mass.

Attendance:

1940...304,524 1941...352,516

General Information:

Gate Admission: \$1 day; 50c night. *Total Cash Premiums Paid*—1940: \$50,000; 1941: Not given. *Plant*—Acreage, 175.

Attractions:

Grandstand—50c, \$1, \$1.25 (thrill day); 75c, \$1.25, \$1.50 (auto races). Total attendance—1940: 35,000; 1941: 45,000. *Auto Racing*—2 days, IMCA. *Automotive Thrill Days*—5. *Fireworks, Revue, Rodeo, Vaudeville, Special Attractions, Brass Bands, Carnival*—Independent.

Administration:

Joshua L. Brooks, president; Charles A. Nash, general manager and superintendent of building exhibits and commercial space; R. S. Lidfield, director of attractions; George Bernert, superintendent of concessions.

Annual Meeting—First Monday in February.

IAFE Member—25 years (28th year for Charles A. Nash).

IAFE Delegate—Charles A. Nash.

Essex County Fair

Topsfield, Mass.

Attendance:

1940...45,288 1941...59,468

General Information:

Gate Admission: 75c day, 50c night. *Gate Revenue*—1940: \$16,523.98; 1941: \$21,281.46

State Aid—\$1,700.00.

Total Cash Premiums Paid—Exhibits: \$4,220.25.

Plant—Acreage, 78½, one-half mile from center of city. Total cost 1941 improvements—\$1,628.16 for new roofs, remodeled barns and exhibit hall.

Total 1941 Receipts—\$39,507.57.

Expenses—\$27,718.77.

Attractions:

Grandstand—25c day and night. Total attendance—1940: 18,198; 1941: 27,398. Receipts—1940: 3,442.25; 1941: \$6,814.35. Expenses—1940: \$5,536.20; 1941: \$5,587.75. Night receipts: 52 per cent. *Rodeo, Carnival*—Just rides.

Administration:

Edward Wigglesworth, president; Robert P. Trask, general manager. *Annual Meeting*—Topsfield, Mass., October 22, 1941.

State Convention Delegates—Edward Wigglesworth, Robert P. Trask.

State Association Member—22 years. One of the oldest societies in the country. Has held fairs every year since 1818.

MICHIGAN**Michigan State Fair**

Detroit, Mich.

Attendance:

1940...399,729* 1941...589,133*

(*Paid)

General Information:

Gate Admission: 25c day and night. *Gate Revenue*—1940: \$97,089. *Premiums*—About \$70,000. *Total 1941 Receipts*—\$377,188. *Expenses*—\$376,217.

Attractions:

Grandstand—50c day and night. Rodeo attendance and receipts—76,939 paid \$50,742. Coliseum Circus attendance and receipts—50,557 paid \$26,963. *Fireworks, Rodeo, Name Bands, Circus, Harness Racing*—6 days, pari-mutuels. *Carnival*—Organized. Gross, \$91,043 (after paying taxes).

Administration:

Bernard J. Youngblood, general manager; Harry B. Kelley, superintendent of concessions.
(Above prepared from files of *The Billboard*.)

Hillsdale Fair

Hillsdale, Mich.

Attendance:

1940...125,000 1941...135,000

General Information:

Gate Admission: 35c day and night. *Gate Revenue*—1940: \$15,726.20; 1941: \$18,284.54

State Aid—\$3,500.00.

Total Cash Premiums Paid—Exhibits: \$7,000. Purses: \$4,700.

Plant—Acreage, 60. Total cost 1941 improvements—\$6,000 for improvements on buildings and grounds. *Total 1941 Receipts*—\$38,401.82. *Expenses*—\$35,171.08.

Attractions:

Grandstand—25c day and night. Total attendance—1940: 50,000; 1941, 60,000. Receipts—1940: \$5,151.20; 1941: \$6,246.00. Expenses—1940: \$9,780.00; 1941, \$9,830.00. Night receipts: 50 per cent. *Fireworks, Revues, Vaudeville, Harness Racing*—5 days. *Carnival*—Independent.

Administration:

J. J. Nachtrieb, president; H. B. Kelley, secretary.

(Continued on next page)

DURING THE 1941 FAIR SEASON, JULY 4 TO OCTOBER 4
WLW BOONE COUNTY JAMBOREE ENTERTAINERS PLAYED TO

169,406 PEOPLE

an all time record - 63 bookings in seven states,

This year also WLW produced "By Dawn's Early Light," a patriotic extravaganza with a cast of more than 100 at the Ohio State Fair. The most ambitious entertainment ever undertaken by a radio station, "By Dawn's Early Light," played to

45,757 PEOPLE

an all time record for the fair!

WLW acts—plus WLW promotion—pack 'em in wherever they go—call us for dates and places.

WLW

THE NATION'S STATION

WLW Promotions, Inc.—Bill McCluskey, Manager—Cincinnati, O.

FRANK WIRTH BOOKING ASSOCIATION, INC.

10 Rockefeller Plaza
Suite 909
New York City

Circle 6-5848

November, 1941

Members of I. A. F. E.:

We heartily join the

CAVALCADE OF FAIRS

and will meet in person the leaders and others associated with the great American institution

THE I. A. F. E.

Cordially,
Frank Wirth Booking Asso., Inc.

PRESENTING
THE
ULTIMATE
IN
Musical
Revues
•
Circus
Attractions
•
Thrill
Acts

Ionia Free Fair

Ionia, Mich.

Attendance:

1940 ... 325,757 1941 ... 350,622

General Information:

Gate Admission: Free.
State Aid—\$4,743.33.
Total Cash Premiums Paid—Exhibits: \$9,486.67. Purses: \$5,200.
Plant—Acreage, 82. Total cost 1941 improvements—\$6,776.93. for general repairs, addition to parking lot, coat of black top on midway.
Total 1941 Receipts—\$82,078.23.
Expenses—\$65,750.32.

Attractions:

Grandstand—25c-50c-75c day and night. Attendance—1940: 76,835; 1941: 82,805. Receipts—1940: \$38,399.12; 1941: \$43,835.34. Expenses—1940: \$25,365.70; 1941: \$25,568.37. Night receipts, 65.6 per cent. Auto Racing—1 day, AAA. Automotive Thrill Days—1. Book Fireworks, Revue, brass bands. Harness Racing—4 days.
Carnival—Organized.

Administration:

Howard C. Lawrence, president and director of attractions; Rose Sarlo, secretary and superintendent of concessions, building exhibits and commercial space; P. L. Beahan, race secretary.
Annual Meeting—November 12.
IAFE Member—27 years.
IAFE Delegates—Howard C. Lawrence, Rose Sarlo.

Michigan Farm Products Show

Saginaw, Mich.

Attendance:

1940 ... 154,000 1941 ... 171,500

General Information:

Gate Admission: 35c day and night.
Gate Revenue—1940: \$31,990.15; 1941: \$45,789.70
State Aid—\$7,000.
Total Cash Premiums Paid—Exhibits: \$13,567.
Plant—Acreage 72. Total cost 1941 improvements—\$5,962 for new drainage, midway, roofs and paint.
Total 1941 Receipts—\$81,703.59.
Expenses—\$62,393.85.

Attractions:

Grandstand—25c-50c day; 50c-75c night. Total attendance—1940: 21,740; 1941: 36,920. Receipts—1940: \$9,312.85; 1941: \$15,889.50. Expenses—1940: \$11,056; 1941: \$13,783. Night receipts, 68 per cent. Automotive Thrill Days—1. Fireworks, Revue, Rodeo, Vaudeville.
Carnival—Organized (with games sold independently). Gross, \$22,356.65. Fair's share, \$5,991.60.

Administration:

Charles Girmus, president; Clarence H. Harnden, secretary and director of attractions; B. B. Sawyer, superintendent of concessions, building exhibits and commercial space.
Annual Meeting—December 11.
IAFE Member—12 years.
IAFE Delegates—B. B. Sawyer and C. H. Harnden.

MINNESOTA

Steele County Free Fair

Owatonna, Minn.—August 18-23, 1942.

Attendance:

1940 ... 131,568 1941 ... 150,075

General Information:

Free Gate.
State Aid—\$1,500.
City or County Aid—\$5,313.60.
Total Cash Premiums Paid—Exhibits: \$5,666.90. Purses: \$2,992.66.
Plant—Acreage, 25, one mile from center of city.
Total 1941 Receipts—\$39,932.07.
Expenses—\$38,877.37.

Attractions:

Grandstand—50c and 75c, day and night. Total attendance—1940: 26,313; 1941: 30,015. Receipts—1940: \$14,170.87; 1941: \$16,906.86. Expenses—1940: \$13,118.41; 1941: \$13,866.24. Night Receipts: 61 per cent. Auto Racing—2 days. Racing Corp. of America. Automotive Thrill Feature—1 day. Revue, Vaudeville. Harness Races—1 day.
Carnival—Organized. Gross, \$13,150.24. Fair's share, \$2,787.52.

The Official

KANSAS STATE FAIR

HUTCHINSON

The official Kansas State Fair, located in the heart of the world's greatest hard wheat producing territory, and in America's best balanced economic area, has an attendance drawing power from a wide geographical section, including Wichita, one of the fastest growing defense centers in the United States.

The Kansas State Fair is the home of the official State 4-H Club Encampment, which entertains approximately 1000 boys and girls, who live on the Fairgrounds thruout the duration of the Fair.

Plan now to exhibit at the 1942 official Kansas State Fair. Attractive concession rates on both outside and inside space. Space available for commercial and industrial exhibits in three permanent buildings.

MEMBER IAFE 29 YEARS

The Only Fair in Kansas
Owned and Operated by
the People of Kansas

Look Ahead With the Leader

OHIO STATE FAIR FOR 1942

It set the pace in 1941 and aims to repeat in 1942

Here is a cross-section of the whole United States offering you seven days and nights of crowds assembled to see America's greatest livestock shows—Mid-America's greatest agricultural and industrial expositions—a parade of the people and institutions that make Ohio tick!

CONCESSION MEN

Find

COURTESY CROWDS CASH

Stimulated by our distribution of free tickets to each of Ohio's 1,250,000 school children and the co-operation of 92 county and independent fairs.

Tentative 1942 dates--August 29 to September 4

JOHN W. BRICKER JOHN T. BROWN WIN H. KINNAN
Governor Dir. of Agriculture Manager

COLUMBUS, OHIO

Administration:

Fred C. Johnson, president and race secretary; C. A. Tincher, secretary, superintendent of concessions, building exhibits and commercial space; Donald Alexander, director of attractions.

Annual Meeting—Owatonna, Minn., October 6, 1941.

State Convention Delegates—Fred C. Johnson, Donald M. Alexander, C. A. Tincher.

State Association Member—30 years. Fair was started in 1905 and was run as a paid-gate fair until 1927, at which time it was converted to a free-gate fair and has operated as such ever since. The Steele County Free Fair is the largest county fair in the State of Minnesota and the first free fair in the Northwest.

Minnesota State Fair

St. Paul, Minn.—August 29-September 2, 1942.

Attendance:
1940 666,720 1941 762,228

General Information:
Gate Admission: 25c, day and night.
Gate Revenue—1940: \$149,000;
1941: 164,800

State Aid—\$98,000.
Total Cash Premiums Paid—Exhibits: \$89,000 (approx.); Purses: \$14,500 (approx.).

Plant—Acreage, 252. Total cost 1941 improvements—\$35,000; improvement to streets; construction of new Farm Boys' Camp Building and new warehouse; general landscaping.

Total 1941 Receipts—\$503,200 (appr.).
Expenses—\$365,000 (approx.).

Attractions:
Grandstand—50c-75c-\$1, day and night. Receipts—1940: \$95,500; 1941: \$151,261. Expenses—1940: \$58,000 (approx.); 1941: \$69,100 (approx.). Night receipts, about 50 per cent. *Auto Racing*—4 days. IMCA. *Automotive Thrill Days*—2. *Book Fireworks, Revue, Rodeo,*

Vaudeville, Special Attractions, Band groups, Harness Racing—2 days.
Carnival—Organized and independent.

Administration:

H. A. Derenthal, president; Raymond A. Lee, secretary and race secretary; Harry J. Frost, superintendent of concessions, building exhibits and commercial space; Al Sheehan, director of attractions.

Annual Meeting—Lowry Hotel, St. Paul, January 14-15-16, 1942.

IAFE Member—Charter.
IAFE Delegates—Raymond A. Lee, others.

MISSISSIPPI

Mississippi State Fair

Jackson, Miss.

Attendance:
1940 . . . 250,000* 1941 . . . 250,000*
*Estimated.

General Information:
Gate Admission: Free.
Total Cash Premiums Paid—Exhibits: \$6,800.
Plant—Acreage, 52.

Attractions:
Grandstand—Night only, 50c. *Revue, Vaudeville, Carnival*—Organized.

Administration:
Walter Scott, mayor, president; Mabel L. Stire, secretary and superintendent of major departments.
IAFE Member—28 years.

South Mississippi Fair

Laurel, Miss.

Attendance:
1940 60,000 1941 82,000

General Information:
Gate Admission: 10c day and night.
Gate Revenue—1940: \$4,350.00
1941: 6,484.00

Total Cash Premiums Paid—Exhibits: \$3,000.
Plant—Acreage: 46, 1½ miles from

center of city. Total cost 1941 improvements—\$1,900 for painting and repairing buildings, two new roofs, enlarging cattle exhibit space, cutting small race track in front of grandstand.

Total 1941 Receipts—\$18,084.57.
Expenses—\$12,252.15.

Attractions:

Grandstand—30c day; 45c night. Total attendance—1940: 5,000; 1941: 8,000. Receipts—1940: \$2,430; 1941: \$2,718. Expenses—1940: \$2,850; 1941: \$2,643. Night receipts, 88 per cent. *Midget Auto Racing*—2 days. *Book Fireworks, Revue, Rodeo, high school and junior college bands.*

Carnival—Organized. Gross, \$15,900 (including taxes). Fair's share, 25 per cent or approximately \$5,000.

Administration:

P. A. McLeod, president; Hurdis Whitaker, secretary, superintendent of concessions, building exhibits and commercial space, director of attractions and race secretary.

Society Meetings—Second Tuesday each month in Laurel.

State Association Member—8 months. Fair started in 1918 and hasn't missed a year. It is a district fair and has eight counties co-operating.

Mississippi-Alabama Fair and Dairy Show

Tupelo, Miss.—First week in October, 1942.

Attendance:
1940 . . . 107,000 1941 . . . 112,000

General Information:
Gate Admission: 25c day and night.
State Aid—\$1,000.
Total Cash Premiums Paid—Exhibits: \$7,800.

Plant—Acreage, 50. Total cost 1941 improvements—\$8,200 for repairs, barn, grandstand.

Total 1941 Receipts—\$21,483.
Expenses—\$16,000.

Attractions:
Grandstand—25c day and night. Night receipts, 80 per cent. *Fireworks,*

Revue, Rodeo, Vaudeville, Special Attractions, Horse Show, School Bands, Carnival—Organized. Gross, \$18,000. Fair's share, \$4,500.

Administration:

J. M. Savery, president-manager, director of attractions and superintendent of exhibits and commercial space; W. A. Spight, secretary-treasurer.

Annual Meeting—Held November 1. *IAFE Member*—4 years.
IAFE Delegate—J. M. Savery.

MISSOURI

Bethany Fair

Bethany, Mo.—September 1-6, 1942.

Attendance:
1940 . . . 65,000 1941 . . . 124,500

General Information:
Gate Admission: 30c day and night.
Total Cash Premiums Paid—Exhibits: \$5,000.
Plant—Acreage, 110.

Attractions:
Free Act, Revue, Band, Horse Races, Auto Races, Fireworks, Carnival—Organized.

Administration:

Sam Kies, president; E. H. Noll, vice-president; T. R. Nickerson, secretary; M. C. Duke, treasurer.

Annual Meeting—First Wednesday in January, 1942.

State Convention Delegates—Sam Kies, E. H. Noll, T. R. Nickerson, L. M. Maple.

Ozark Empire District Fair

Springfield, Mo.—Second week in September, 1942.

Attendance:
1940 . . . 151,400 1941 . . . 171,580

General Information:
Gate Admission: 25c, day and night.
Gate Revenue—1940: \$14,549.40 (15c admission); 1941: \$19,856.67.

State Aid—None.
County Aid—\$1,000.
(Continued on next page.)

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CHICAGO

Total Cash Premiums Paid—Exhibits: \$9,500. Purses: \$3,059.96.

Plant—Acreage, 85. Total cost 1941 improvements—Swine and sheep pavilion, WPA project, \$30,000; new draft horse and mule barns, WPA, \$12,000; grading and landscaping, \$6,000; main driveways paved with asphalt for 2 miles, \$10,000.

Total 1941 Receipts—\$53,847.47.
Expenses—\$47,915.59.

Attractions:

Grandstand—50c, 75c, \$1, day and night. Total attendance—1940: 26,840; 1941: 32,675. Receipts—1940: \$11,560; 1941: \$15,350. Night receipts, 48 per cent. Expenses—1940: \$13,475; 1941: \$16,170. Auto Racing—1 day, IMCA. Motorcycle Racing—1 day, AMA. Automotive Thrill Days—1. Book Fireworks, Revue, Vaudeville, Name Bands, Special Attractions, local bands. Horse Show—2 nights. Harness Racing—4 days. Running Races—4 days.

Carnival—Organized, with independent concessions. Gross, \$12,000. Fair's share, 25 per cent.

Administration:

H. Frank Fellows, president; G. B. Boyd, secretary-manager and director of attractions; Dorothy Dickman, assistant secretary; W. W. Jacobs, superintendent of concessions, building exhibits and commercial space; Dr. W. A. Delzell, racing secretary.

Annual Meeting—In January.

IAFE Member—4 years.

IAFE Delegates—H. Frank Fellows, G. B. Boyd, others.

MONTANA

Midland Empire Fair

Billings, Mont.—August 10-15, 1942.

Attendance:

1940 . . . 109,180 1941 . . . 110,220

General Information:

Gate Admission: 50c day; 25c night.

Gate Revenue—1940: \$23,440.40;

1941: 24,367.10

Local Aid—\$31,487.69.

Total Cash Premiums Paid—Exhibits: \$15,231.65. Purses: \$14,728.84.

Plant—Acreage, 120. Total cost 1941 improvements—\$18,856.17, as follows: Addition to bleachers, \$9,920.88; livestock barns, \$8,518.60; sewage, \$416.69. Total 1941 Receipts—\$121,294.41. Expenses—\$117,073.17.

Attractions:

Grandstand—40c-50c-75c day; 50c-75c night. Attendance—1940: 45,230; 1941: 52,005. Receipts—1940: \$26,568.80; 1941: \$30,319.30. Expenses—1940: \$39,362.45; 1941: \$40,011.20. Night receipts: 56 per cent. Automotive Thrill Day—1. Running Races—6 days, pari-mutuel. Fireworks, revue, rodeo, special attractions, brass bands.

Carnival—Organized. Gross, \$19,620.20. Fair's share, \$3,693.50.

Administration:

John W. Currie, president; Harry L. Fitton, secretary; Charles F. Burton, superintendent of concessions; A. W. Lutz, superintendent of building exhibits and commercial space; Charles L. Trimble, race secretary.

IAFE Member—14 years.

IAFE Delegate—Harry L. Fitton.

North Montana State Fair

Great Falls, Mont.—August 3-8, 1942.

Attendance:

1940 . . . 274,009 1941 . . . 270,677

General Information:

Gate Admission: 50c day; 25c night.

Gate Revenue—1940: \$64,953.90;

1941: \$62,569.66.

Local Aid—\$30,097.42.

Total Cash Premiums Paid—Exhibits: \$29,879.89. Purses: \$17,525.

Plant—Acreage, 93. Total cost 1941 improvements—\$41,418.70, as follows: New concrete and steel bleachers, \$35,000; improvements to grandstand, \$2,500; new fire station, \$1,255.60; miscellaneous, \$2,663.10.

Total 1941 Receipts—\$198,548.38.

Expenses—\$176,412.07.

Attractions:

Grandstand—75c day and night. Attendance—1940: 91,124; 1941: 90,383. Receipts—1940: \$48,141.90; 1941: \$48,613.61. Expenses—1940: \$29,428.53; 1941: \$31,471.75. Night receipts, 54 per cent. Fireworks, Revue, Rodeo,

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1942 DATES (Tentative) SEPTEMBER 6-12

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Michigan State Fair Detroit, Michigan

Labor Day Week

Bernard J. Youngblood
Mgr.

Vaudeville, Horse Show, Municipal Bands. Running Races—6 days, pari-mutuels.

Carnival—Organized. Fair's share of gross, \$5,501.63, not including mid-way concessions.

Administration:

O. S. Warden, president; Harold F. DePue,* secretary, director of attractions and superintendent of building exhibits and commercial space; Harry L. Flitton,* secretary; Howard Stanley, superintendent of concessions; Charles L. Trimble, race secretary.

(*Prior to November 15, 1941. Resigned and was replaced by Harry L. Flitton, who also resigned. New secretary not known at time of this compilation.)

Annual Meeting—January, Missoula. IAFE Member—11 years. IAFE Delegate—O. S. Warden.

Eastern Montana Fair

Miles City, Mont.

Attendance:

1940... 12,000 to 15,000, 1941... 15,000 to 20,000

General Information:

Gate Admission: 25c day and night. CCC boys and students free. Gate Revenue—1940: \$1,250; 1941: \$1,450

County Aid—Approximately \$8,000. Total Cash Premiums Paid—Exhibits: \$2,250. Purses: \$2,400.

Plant—Acreage, 102. Total cost 1941 improvements—Approximately \$4,000 for office building, other buildings and grounds improvements.

Total 1941 Receipts—Approximately \$5,000 less county and other aid. Expenses—Approximately \$3,000.

Attractions:

Grandstand—50c day and night. Total attendance—1940: 8,000 to 9,000; 1941, 9,000 to 10,000. Receipts—1940: \$2,500; 1941: \$3,000. Expenses—1940: \$3,200; 1941, \$3,500. Night receipts: 66 2-3 per cent. Fireworks, Revues and

Vaudeville. Running Races—3 days. Total Pari-Mutuel handle—1940: \$2,500; 1941: \$3,000. Net Receipts to Fair—1940: \$174.17; 1941: \$238.10.

Carnival—Organized. Gross, \$1,850. Fair's share, \$458.42, plus \$200 for concessions.

Administration:

E. E. Hill, president, superintendent of concessions and race secretary; J. H. Bohling, secretary and superintendent of building exhibits and commercial space; Alva Hiers, vice president and director of attractions.

Annual Meeting—January, Missoula, Mont.

State Association Member—16 years. State Convention Delegates—Entire fair board.

Fair was organized 16 years ago and now has a plant valued at about \$125,000.

Western Montana Fair and Rodeo

Missoula, Mont.

Attendance:

1940... 47,000 1941... 46,000

General Information:

Gate Admission: 50c day, 25c night. Gate Revenue—1940: \$6,570.00; 1941: \$7,369.00

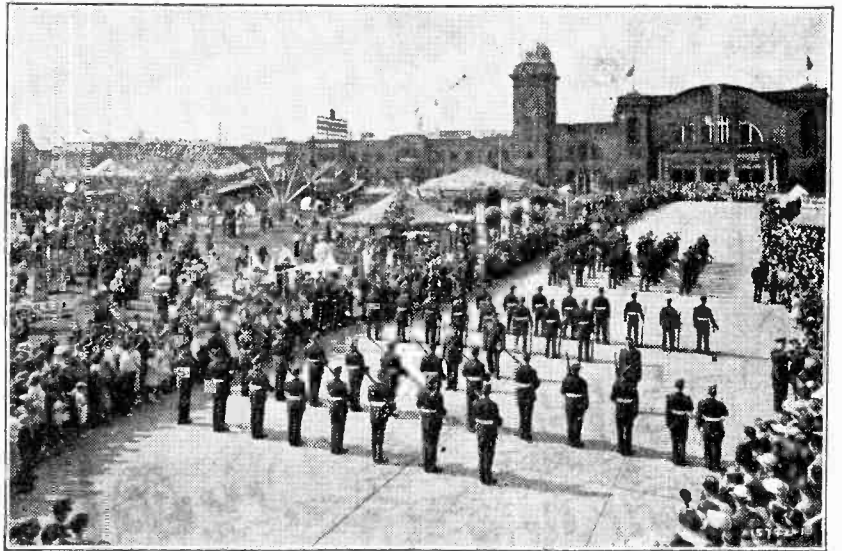
City or County Aid—\$12,300. Total Cash Premiums Paid—Exhibits: \$5,700. Purses: \$3,500.

Plant—Acreage, 75, two miles from center of city. Total cost 1941 improvements—\$5,700 for flood lighted arena for night rodeo (\$2,000), ticket booths, announcer's stand, bleachers (temporary), improve lighting system, box stalls increased, race barn and new fences.

Total 1941 Receipts—\$38,500. Expenses—\$40,313.15.

Attractions:

Grandstand—50c day, 75c and \$1 night. Total attendance—1940: 10,000; 1941: 14,000. Receipts—1940: \$7,650; 1941: \$10,246.50. Expenses—1940: \$9,000; 1941: \$11,000. Night receipts,



COLISEUM at Canadian National Exhibition, Toronto, with Air Force Detachment in foreground.

80 per cent. Rodeo, Vaudeville, Horse Show. Pari-Mutuels — 1940 handle: \$20,000; 1941 handle: \$23,000.

Carnival—Organized. Gross, \$5,500. Fair's share, \$1,685.

Administration:

John Stahl, president; Floyd Day, secretary, superintendent of concessions, building exhibits and commercial space; John I. Kissane, race secretary.

Annual Meeting—Missoula, Mont., late January, 1942.

State Convention Delegates—Floyd Day and Hal Cheney.

This fair is the oldest in the State, operating intermittently for the last 55 years.

NEBRASKA

Nebraska State Fair

Lincoln, Neb.—August 29, September 5, 1942

Attendance:

1940... 125,000 1941... Not given

General Information:

Gate Admission: 50c day and night. Gate Revenue—1940: \$44,525; 1941: 51,656

State Aid—\$2,000.

Total Cash Premiums Paid—Exhibits: \$25,462.09. Purses: \$15,023.

Plant—Acreage, 242. Total cost 1941 improvements—Reroofing of Coliseum, \$16,000; street repair, \$3,100; various (Continued on next page)

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PAUL S. DUNN
Manager

CHAS. M. DAWSON
Commissioner of Agriculture

F. M. OVERSTREET
President
INDIANAPOLIS, IND.
MEMBER OF THE IAFE 21 YEARS

roofing, \$2,600; repairs on building walls and other interiors, \$4,300; painting of ground residences, \$750.

Total 1941 Receipts—\$134,532.50.
Expenses—\$102,180.

Attractions:

Grandstand—25c, 50c, 75c day and night. Receipts—1940: \$21,620.25; 1941: \$28,231.05. Night receipts, 65 per cent. Midget Auto Racing—1 day. Book Revue, Special Attractions, Horse Show. Running Races—13 days, pari-mutuels (includes pre-fair meeting).
Carnival—Organized.

Administration:

Gates Lilley, president; E. J. Mille, secretary and director of attractions; J. M. Calder, superintendent of concessions, building exhibits and commercial space; Charles Trumble, race secretary.
Annual Meeting—January 27-28, 1942.
IAFE Member—Charter.
IAFE Delegates—Gates Lilley, E. J. Mille.

NEW JERSEY

New Jersey State Fair

Trenton, N. J.

Attendance:

1940 ... 238,621 1941 ... 304,746

General Information:

Gate Admission: 50c day; 25c night.
Gate Revenue — 1940: \$45,685.17; 1941: 61,978.34

State Aid—\$2,300.

Total Cash Premiums Paid—

Exhibits: \$21,689.90. Purses—\$6,100.

Plant—Acreage, 136. Total cost 1941

improvements — \$36,953. for main

grandstand stucco and painting; new

flagpoles; interior and exterior paint-

ing of Coliseum; new roof, Coliseum;

improvements, Poultry Building, Sheep

Building, Swine Sheds; track, new

fence; gravel, all roads; cement walks;

installation of White Way lighting

standards from New York World's Fair;

new entrance; box offices.

Total Receipts—1940: \$106,292.15;

1941: 141,846.12

Attractions:

Grandstand—35c to \$1.50 day; 35c to \$1. night. Attendance—1940: 66,000; 1941: 96,000. Receipts—1940: \$34,000; 1941: \$47,000. Expenses — 1940: \$27,450; 1941: \$24,127. Night receipts, 32 per cent. Auto Races (big)—1 day; Midget Auto Races—1 day. Automotive Thrill Days—2. Book Fireworks, Revue, Vaudeville, institutional bands. Harness Racing—4 days.

Carnival—Organized. Gross, \$25,000 (approx.). Fair's share, \$7,158.

Administration:

George A. Hamid, president; Harry E. LaBrique, secretary-manager and superintendent of building exhibits and commercial space; J. McCormick, superintendent of concessions; Ed Leatherman, racing secretary.
IAFE Delegate—George A. Hamid.

NEW YORK

Albany-Schenectady County Fair

Altamont, N. Y.

Attendance:

1940 ... 38,000 1941 ... 53,000

General Information:

Gate Admission: 50c day; 35c night.

State Aid—\$8,000.

Total Cash Premiums Paid—Exhibits:

\$7,250. Purses: \$2,400.

Plant—Acreage, 35, 15 miles from

Albany, Schenectady, Troy and Am-

sterdam. 1941 Improvements—New

roadways and poultry building.

Attractions:

Grandstand—50c day, 35c night.

Auto Racing—1 day, AAA. Automotive

Thrill Features—1 day, 1 night. Fire-

works, Revue, Rodeo, Vaudeville,

Horse Show, brass band. Harness Rac-

ing—3 days.

Carnival—Organized.

Administration:

Forest Decker, president and di-

rector of attractions; Roy F. Peugh,

secretary, superintendent of conces-

sions, building exhibits and com-

mercial space and race secretary.

Annual Meeting—December 13.

State Association Member—49 years.

1942 will be the 50th year for this

fair and this past year was the best

\$20,000 RACE PURSES
\$40,000 CASH PREMIUMS

A \$750,000 PLANT
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The Largest and Finest Livestock Exhibits in the Northwest, plus outstanding educational features and the best in entertainment—that's the success formula of the North Montana State Fair. That's why more people clicked through the turnstiles this year than ever before in its eleven-year history.

AUGUST 3-8, 1942

O. S. WARDEN
President

DAN P. THURBER
Secretary-Manager

GREETINGS AND BEST WISHES

We hope that 1942 will find this old World
back on its feet and everyone enjoying
Good Health and Prosperity.

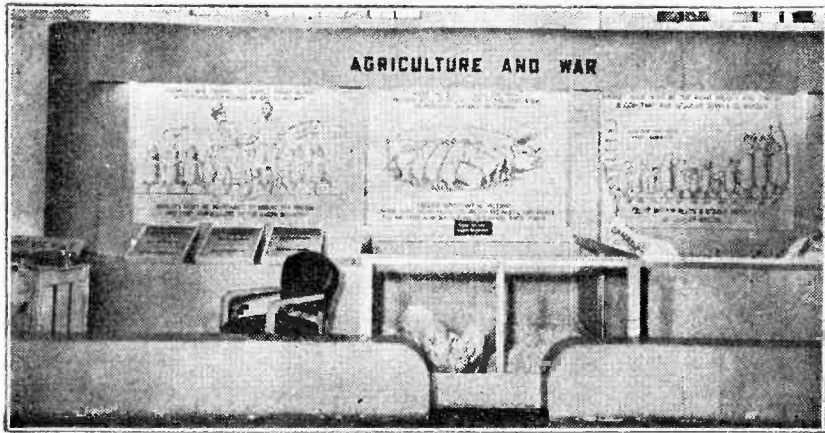


SHREVEPORT

M. T. WALKER
President

W. R. HIRSCH
Secretary-Manager

"It's Your Fair—So Be There"



SECTION of the Canadian Department of Agriculture Exhibit shown at several of the 1941 fairs in Canada.

since 1928. All bills have been paid and fair is out of debt. Still date auto races on Memorial Day and Fourth of July were successes.

Genesee County Agricultural Society

Batavia, N. Y.

Attendance:
1940 59,600 1941 58,700

General Information:
Gate Admission: 40c, day and night.
Gate Revenue—1940: \$12,421.55;
1941: 15,092.50

State Aid: \$8,000.
Total Cash Premiums Paid—
Exhibits: \$7,842. Purses: \$5,000.
Plant—Acreage—65, one mile from center of city. Total cost 1941 improvements—About \$6,600 for rebuilding roads, repairing roofs, painting, new electric service lines, new buildings and general repairs.

Total 1941 Receipts—\$31,720.80.
Expenses—\$31,000.

Attractions:

Grandstand—50c, day and night. Total attendance—1940: 38,767; 1941: 39,622. Receipts—1940: \$8,736.65; 1941: \$8,478.30. Expenses—1940: \$7,883.65; 1941: \$12,297.70. Night receipts, 60 per cent. Auto Racing—Big Cars—1 day. Central States. Automotive Thrill Features—1 day, 1 night. Revue, special attractions, bands. Harness Races—3 days.

Carnival—Organized. Fair's share from carnival, \$3,500.

Administration:

Roy Bloomingdale, president; Glen W. Grinnell, secretary, superintendent of concessions, building exhibits and commercial space, director of attractions; George H. Phelps, race secretary. Annual Meeting—Batavia, N. Y., December 9.

(Continued on next page)

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to Everybody and
Special Congratulations
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Fair Secretaries

Celebration Committeemen

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FAIR DATES..
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STATE
FAIR

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GROWING FAIR
IN AMERICA!

AVERAGE ATTENDANCE THE
LAST THREE YEARS 614,844

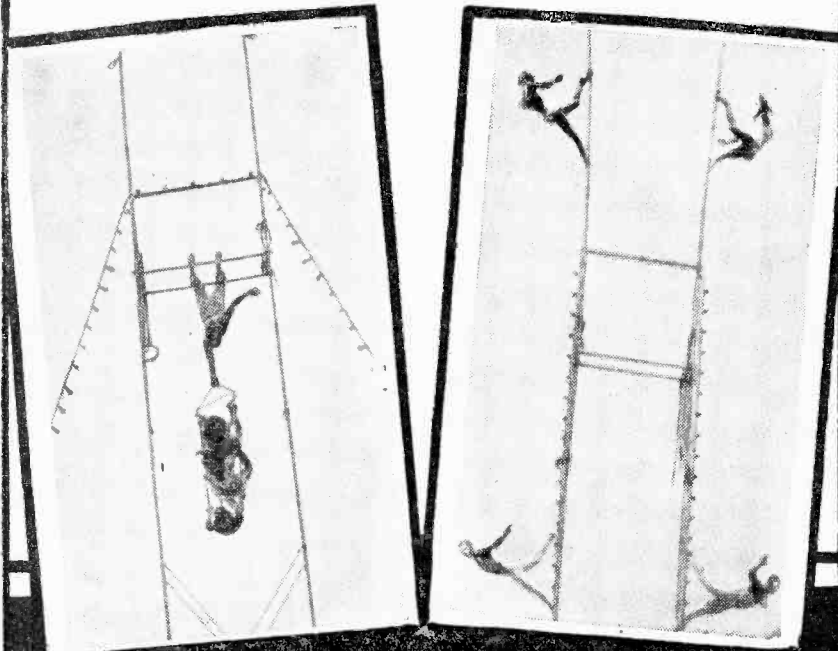
LARGEST SINGLE DAY ATTENDANCE
AUGUST 17, 1941 - 122,612

NEW ALL TIME RECORDS IN SIX OUT
OF PAST SEVEN YEARS

ATTENDANCE TRIPLES
SINCE 1931

RALPH E. AMMON, Fair Mgr. - A.W. KALBUS, Asst. Fair Mgr.
MILWAUKEE, WISCONSIN

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Sensational
4
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TRADE MARK
Stars

Entire Routines Sensational, Packed With Thrills.
Write for Complete Information Today.
EDDIE VIERA, Care of The Billboard, Cincinnati, O.

State Association Member—60 years.
State Convention Delegates—President, secretary and treasurer.
Fair was started in 1817, ran for several years and then lapsed until 1839. It has been rated a Blue Ribbon fair for many years.

Plant—Acreage, 40, one mile from center of city. Total cost 1941 improvements—\$2,476.84 for general repairs.
Total 1941 Receipts—\$33,539.48.
Expenses—\$26,201.50.

Steuben County Fair

Bath, N. Y.

Attendance:

1940...31,000 1941...40,500

General Information:

Gate Admission: 50c day; 25c night.
Total Cash Premiums Paid—Exhibits: \$6,122.30. Purses: \$4,700.

Plant—Acreage, 45. Total cost 1941 improvements—\$4,500 to remodel lower floor of main building, commercial exhibits, purchased 300 feet of 6-foot Cyclone fence, macadamized all remaining cinder walks on grounds.

Attractions:

Grandstand—50c day, 25c night.
Fireworks, Revues, Vaudeville, Orchestra. Harness Racing—4 days.

Carnival—Organized and independent.

Administration:

H. M. Atherton, president; J. Victor Faucette, secretary, director of attractions, superintendent of concessions, building exhibits and commercial space; C. G. Carey, race secretary.
Annual Meeting—Bath, N. Y., in December, 1941.

State Convention Delegates—H. M. Atherton and J. Victor Faucette.

State Association Member—Since beginning.

Fair was started in 1819 and claims to be the oldest in the country.

Cortland County Fair

Cortland, N. Y.

Attendance:

1940...55,000 1941...60,000

General Information:

Gate Admission: 50c day, 25c night.
Gate Revenue—1940: \$8,636.50; 1941: \$9,969.79.

State Aid—\$5,000 (estimated).
Total Cash Premiums Paid—Exhibits: \$6,853.16. Purses: \$2,046.

Attractions:

Grandstand—50c day and night. Total attendance—1940: 2,553; 1941: 2,873. Receipts—1940: \$3,905.50; 1941: \$4,342.75. Expenses—1940: \$5,908.18; 1941: \$6,304.84. Night receipts: 47 per cent. *Midget Auto Racing, AAA. Automotive Thrill Feature*—2 days. *Revue, Vaudeville, Special Attractions and Horse Show. Harness Racing*—3 days.

Carnival—Organized.

Administration:

A. J. Sears, president; Harry B. Tanner, secretary, director of attractions, superintendent of concessions, building exhibits and commercial space; Carl Lockey, race secretary.

Annual Meeting—45 Main St., Cortland, January 6.

State Convention Delegates—A. J. Sears, Ralph A. Butler, Harry B. Tanner, Thomas Luker, Frank P. Wavle, Ralph Higley.

State Association Member—Since organized.

Fair was started in 1818, suspended for a few years, started again in 1838 and has been continuous every year since.

Chemung County Fair

Horseheads, N. Y.—Aug. 23-29, 1942.

General Information:

Gate Admission: 50c day, 25c night.
State Aid—\$7,741.25.

City or County Aid—\$750.00.
Total Cash Premiums Paid—Exhibits: \$5,661.50. Purses: \$2,100.

Plant—Acreage—45. 3½ miles from center of city. Total cost 1941 improvements—\$8,000 for rebuilding race track, new electric lights, picnic shelters, water fountains and lavatories.
Total 1941 Receipts—\$37,675.
Expenses—\$35,769.

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**CANADIAN
NATIONAL
EXHIBITION**

TORONTO

1941 ATTENDANCE

2,100,000

AUG. 28 TO SEPT. 12, 1942

Member International Association
of Fairs and Expositions

Attractions:

Grandstand—50c, day and night. Automotive Thrill Features. Fireworks, revue, rodeo, horse show, band. Harness Races—3 days. Carnival—Organized.

Administration:

Marvin Olcott, president; H. Ward Kinley, secretary; G. A. Turner, race secretary.

Annual Meeting—Elmira, N. Y., December 2, 1941.

State Association Member—Over 25 years.

Fair was organized in 1842. Next year will be the 100th Anniversary.

New York State Fair

Syracuse, N. Y.—August 30-September 7, 1942.

Attendance:

1940 272,688 1941 380,054

General Information:

Gate Admission: 50c day, 25c night. State Aid—\$161,000.

Total Cash Premiums Paid—Exhibits: \$57,000. Purses: \$23,000.

Plant—Acreage, 267½. Total cost 1941 improvements—\$25,000, for purchase and installation of equipment (mainly lighting) from New York World's Fair.

Total 1941 Receipts—\$285,000.

Expenses—\$210,000.

Attractions:

Grandstand—50c, 75c, \$1. Receipts—1940: \$19,000; 1941: \$30,000. Night receipts, 75 per cent. Auto Racing—2 days, AAA. Book Automotive Thrill, Fireworks, Revue, Rodeo, Vaudeville, Horse Show, Special Attractions. Harness Racing—6 days. Carnival—Organized. Gross, \$61,000.

Administration:

Paul Smith, managing director and director of attractions; George Schilly, superintendent of concessions; Col. H. M. Brewster, superintendent of building exhibits and commercial space; Gil Wetmore, race secretary.

IAFE Delegate—Paul Smith.

NEW MEXICO**New Mexico State Fair**

Albuquerque, N. M.

Attendance:

1940 125,000 1941 175,000

General Information:

Gate Admission: 25c day and night.

State Aid—\$20,000.

Total Cash Premiums Paid—Exhibits: \$10,000. Purses: \$18,000.

Plant—Acreage, 220. Total cost 1941 improvements—\$29,000 as follows: Art Building wing, \$8,000; sheep barn, \$18,000; other, \$3,000.

Attractions:

Grandstand—75c day and night. Night receipts: 45 per cent. Book Fireworks, Rodeo, Special Attractions, Horse Show, school bands. Running Races—8 days. Total Handle (pari-mutuels)—1940: \$196,000; 1941: \$278,000.

Carnival—Organized and independent. Fair's share of gross, \$4,000.

Administration:

Harold B. Sellers, president; Leon H. Harms, secretary; Bill Haines, superintendent of concessions; H. B. Hening, superintendent of building exhibits and commercial space; Harry Foster, race secretary.

IAFE Member—3 years.

IAFE Delegates—Leon H. Harms, Mrs. Leon H. Harms.

Eastern New Mexico State Fair

Roswell, N. M.—October 7-10, 1942.

Attendance:

1940 72,000 1941 Flooded Out

General Information:

Gate Admission: 10c night.

Plant—10 blocks from center of city.

Attractions:

Rodeo.

Carnival—Organized.

Administration:

Will Hortenstein, president; E. E. Patterson, secretary.

Fair started 19 years ago as a Cotton Carnival.

NORTH CAROLINA**Southern States Fair**

Charlotte, N. C.

General Information:

Gate Admission: 50c day and night.

Total Cash Premiums Paid—Exhibits: \$10,000.

Plant—Acreage, 100, three miles from center of city.

Attractions:

Grandstand—50c day, 50c and \$1 night. Auto Racing—1 day. Automotive Thrill Days—2. Fireworks, Revues, Vaudeville, Special Attractions, Horse Shows and School Bands. Harness Racing—3 days.

Carnival—Organized.

Administration:

Dr. J. S. Dorton, president; C. A. Hopkins, race secretary.

State Association Member—3 years.

State Convention Delegate—Dr. J. S. Dorton.

North Carolina State Fair

Raleigh, N. C.

Attendance:

1940 . . 225,000 1941 . . 235,000 (Est.)

Attractions:

Fireworks, Revue, Vaudeville. Auto Racing—1 day. Automotive Thrill Days—2. Harness Racing—3 days.

Dr. J. S. Dorton, general manager. (Above prepared from files of *The Billboard*.)

Cleveland County Fair

Shelby, N. C.

Attendance:

1940 . . 175,000 1941 . . 190,000

General Information:

Gate Admission: 25c day and night.

Total Cash Premiums Paid—Exhibits: \$6,300. Purses: \$2,250.

Plant—Acreage, 51, 3½ miles from center of city. Total cost 1941 improvements—\$5,000 for improved modernistic fronts for independent midway and concession area and light pylons over entire grounds.

Attractions:

Grandstand—35c and 50c day and night. Total attendance—1940: 33,000; 1941: 42,000. Night receipts: 60 per cent. Auto Racing, C. S. R. A. Automotive Thrill Features, Fireworks, Revues, Vaudeville, Horse Show, Hill-billy Team and High School Bands. Harness Racing—3 days.

Carnivals—Organized.

Administration:

A. E. Cline, president; Dr. J. S. Dorton, secretary; E. L. Weather, superintendent of concessions; Dr. R. S. Frazier, race secretary.

Annual Meeting—Shelby, N. C., September 30, 1941.

State Convention Delegate—Dr. J. S. Dorton.

State Association Member—18 years.

Fair was started in 1924, a corporation owned by 381 local citizens who each receive an annual pass as their dividend.

NORTH DAKOTA**Greater Grand Forks State Fair**

Grand Forks, N. D.

Attendance:

1940 . . 45,000 1941 . . 51,000

General Information:

Gate Admission: 25c day and night.

Gate Revenue—1940: \$33,540; 1941: \$36,825.

State Aid—\$375.

City and County Aid—\$5,000.

Total Cash Premiums Paid—Exhibits: \$9,810. Purses: \$4,800.

Plant—Acreage, 100, two miles from center of city. Total cost 1941 improvements—\$6,800 for new 4-H Building.

Attractions:

Grandstand—50c day, 75c night. Night receipts, 80 per cent. Auto Racing—1 day. I. A. R. A. Automotive Thrill Features—2 days. Revue, Vaudeville, Special Attractions, City and High School Bands. Running Races—2 days.

Carnival—Organized. Gross, \$14,600. Fair's share, 20-23 per cent.

(Continued on next page)

MINNESOTA STATE FAIR

Saint Paul----Minneapolis

EXHIBITORS AND CONCESSIONAIRES:

Ask any showman to name the outstanding fair in the Midwest—and he'll pick MINNESOTA. Year after year its attendance climbs closer to the million mark.

That's why the 1941 line-up of industrial exhibits topped all others.

That's why the interest shown in the 1942 fair indicates more exhibitors will be on hand to display their products to inhabitants of the rich Northwest than ever before.

Write now for details!

1941 Attendance--762,228

H. A. DERENTHAL
President

RAYMOND A. LEE
Secretary

1942 Dates

10 Days August 29 to September 7 (Labor Day)

Fair Secretaries!

WIN CASH PRIZES FOR YOUR FAIR IN
THE BIG SIXTH ANNIVERSARY JUBILEE PROGRAM
OF THE NATION-WIDE

CROCHET CONTEST

Once Again You Have the Opportunity to Triple Your Needlework Interest
SPECIAL AWARDS! SPECIAL FEATURES!

\$50 in cash goes to each Fair represented by one of the ten national first-prize winners. \$5 in premium money to all cooperating Fairs. \$1,450 in cash goes to winning contestants. Special Division for 4-H Club members.

A partial list of 1941 cooperating Fairs is as follows:

North Alabama State Fair	New Jersey State Fair
Arizona State Fair	New York State Fair
California State Fair	North Carolina State Fair
Colorado State Fair	North Dakota State Fair
Florida State Fair	Ohio State Fair
Georgia State Exposition	Oklahoma State Fair
Western Idaho State Fair	Oregon State Fair
Illinois State Fair	York, Pa. Inter State Fair
Indiana State Fair	Rhode Island State Fair
Kansas State Fair	South Dakota State Fair
Kentucky State Fair	Tennessee State Fair
Maryland State Fair	Texas Tri State Fair
Michigan State Fair	Utah State Fair
Minnesota State Fair	Rutland, Vt. Fair
Mississippi State Fair	Virginia State Fair
Missouri State Fair	Western Washington Fair
North Montana State Fair	Wisconsin State Fair
Nebraska State Fair	Wyoming State Fair

Here Is the Greatest of All Attendance Builders, and One Which Can Bring Nation-Wide Publicity for Your Fair ... Help One of Your Patrons Become the 1942 Crochet Champion! ... Win \$50 for Your Fair!

NATIONAL NEEDLECRAFT BUREAU
385 FIFTH AVENUE, NEW YORK, N. Y.

THE SOUTH LOUISIANA STATE FAIR

DONALDSONVILLE, LA.

Announces its 30th Annual
Exhibition for the early
part of October, 1942.

A number of improvements including better walks and better drainage are planned to be started before the end of the present year.

L. A. BORNE, Raceland, La., President
G. J. AUTIN, Houma, La., Vice-President
SIDNEY HARP, Donaldsonville, La., Executive Vice-President
NORBERT DELATTE, Donaldsonville, La., Treas.
R. S. VICKERS, Donaldsonville, La., Secretary-Manager

Administration:

O. Lunseth, president; Cliff Bratland, superintendent of concessions; Ralph Lynch, secretary, director of attractions and superintendent of exhibits and commercial space. Fair was started in 1905.

OHIO

Ohio State Fair

Columbus, O.—August 29-September 4, 1942.

Attendance:

1940..229,295 (paid) 1941..286,686 (paid)

General Information:

Gate Admission: 50c and 25c day; 25c night.

Gate Revenue—1940: \$140,318;

1941: \$180,167

Total Cash Premiums Paid—Exhibits: \$106,253. Purses: \$14,000.

Plant—Acreage, 150, plus 100-acre parking lot. Total cost 1941 improvements—\$10,600 for horse barns, lighting system, band shell, remodeling. Total 1941 Receipts—\$236,000. Expenses—\$221,000.

Attractions:

Grandstand—25c to \$1 day and night. Receipts—1940: \$38,493; 1941: \$55,500. Night receipts, 65 per cent. Fireworks, Revue, Vaudeville, Horse Show, Band, Local Talent. Harness Races—5 days.

Carnival—Independent.

Administration:

John T. Brown, director of agriculture; Win H. Kinnan, manager, director of attractions, superintendent of building exhibits and commercial space; John Yoder, superintendent of concessions; Earl Coburn, race secretary.

IAFE Member.

IAFE Delegates—Win H. Kinnan and John D. Zook, director of publicity.

Montgomery County Fair

Dayton, O.—September 7-10, 1942.

Attendance:

1940..62,563 1941..53,866 (rain)

General Information:

Gate Admission: 25c day and night.

Gate Revenue—1940: \$18,156.08;

1941: \$15,694.85

State Aid—\$800.00

County Aid—\$2,500.

Total Cash Premiums Paid—Exhibits: \$6,821.00. Purses: \$2,962.50.

Plant—Acreage, 30, one mile from center of city. Total cost 1941 improvements—\$2,548.57 for panic bolts installed on doors in Coliseum Building, installation of gasoline pump and pit, building of loading platform at Coliseum, painting educational and fine arts building, rebuilding and painting of judges' stand and erecting iron fence and general repairs and replacements.

Total 1941 Receipts—To date, \$40,757.18.

Expenses—To date \$30,701.71.

Attractions:

Grandstand—25c day and night. Total attendance—1940: 14,172; 1941: 11,837. Receipts—1940: \$3,543; 1941: \$2,959.25. Expenses—1940: \$6,662.50; 1941: \$5,212.50. Night receipts: 75 per cent. Vaudeville, Special Attractions, Horse Show and Bands, Harness Racing—3 days.

Carnival—Independent.

Administration:

C. C. Neff, president; R. C. Haines, secretary.

Annual Meeting—January 3, 1941, Fair Grounds.

State Association Member—Since its beginning.

Fair was started 90 years ago and has been held annually. Has never missed the payment of premium awards and speed purses offered.

Fairfield County Fair

Lancaster, O.

Attendance:

1940...60,000 1941...80,000

General Information:

Gate Admission: 30c day and night.

Gate Revenue—1940: \$15,638.25;

1941: \$14,425.00

County Aid—\$1.88.

Total Cash Premiums Paid—Exhibits:

\$7,210. Purses: \$10,100.

Plant—Acreage, 63, 1½ miles from center of city. Total cost 1941 improvements—\$1,525 for new fence around race track, six buildings painted, general minor repairs.

Total 1941 Receipts—\$27,538.

Expenses—\$27,224.

Attractions:

Grandstand—25c day and night. Total attendance—1941: 13,026. Receipts—1940: \$4,319.25; 1941: \$3,256.50.

Expenses—1940: \$2,400; 1941: \$2,125.

Night receipts, 75 per cent. Automobile Thrill Features—2 nights.

Rodeo, Local Bands, Harness Racing—4 days. Pari-Mutuel receipts—1941: \$261; 1940, \$388.

Carnival—Independent. Fair's share—\$9,000 (flat rate).

Administration:

M. E. Miller, president; Russell W. Alt, secretary; T. B. Cox, superintendent of concessions and director of attractions; Edward Walter, superintendent of building exhibits and commercial space; T. T. Courtright, race secretary.

Annual Meeting—Lancaster, O., December 27, 1941.

State Association Member—Since founding.

State Convention Delegates—M. E. Miller, R. W. Alt.

Fair was started in 1851.

OKLAHOMA

Oklahoma Free State Fair

Muskogee, Okla.—September 27-October 4, 1942.

Attendance:

1940..300,000* 1941..275,000*

*Estimated.

General Information:

Gate Admission: Free.

Aid—County: \$10,000; City: \$1,500.

Total Cash Premiums Paid—Exhibits: \$13,642.

Plant—Acreage, 80.

Attractions:

Grandstand—30c, 80c, \$1.10 day and night. Receipts—1940: \$13,440.63.

Expenses—1940: \$11,864.72. Night receipts, about one-third. Auto Racing—2 days, IMCA. Automobile Thrill Days—1. Fireworks, Revue, Rodeo, School Bands.

Carnival—Organized. Gross, \$23,256.30.

Administration:

William S. Warner, president; Ethel Murray Simonds, secretary; W. W. Simonds, superintendent of concessions.

IAFE Member—Charter.

IAFE Delegates—Ethel Murray Simonds, W. W. Simonds, William S. Warner, Harry W. Gibson, Jr.

Oklahoma State Fair

Oklahoma City, Okla.

Attendance:

1940...277,877 1941...387,661

General Information:

Gate Admission: 50c day and night.

Plant—Acreage, 160. Total cost 1941 improvements—\$12,000, Future Farmers' Building.

Attractions:

Grandstand—50c day, 75c night. Night receipts: 60 per cent. Auto Racing—2 days. Book Fireworks, Automobile Thrill Days, brass bands.

Carnival—Organized.

Administration:

R. M. Rainey, president; Ralph T. Hemphill, secretary; C. G. Baker, superintendent of concessions.

IAFE Member—Since 1914.

IAFE Delegates—Ralph T. Hemphill, C. G. Baker.

Tulsa State Fair

Tulsa, Okla.

Attendance:

1940...53,813* 1941...128,763**

*Paid.

**Gross.

General Information:

Gate Admission: 25c day and night.

Gate Revenue—1940: \$12,255.87;

1941: 13,579.08

Local Aid—\$25,000 from county.

Total Cash Premiums Paid—
Exhibits: \$24,968.50.
Acreage, 240.
Total 1941 Receipts—\$64,767.69.
Expenses—\$57,175.81.

Attractions:

Grandstand—50c. day and night. Night receipts, 80 per cent. Auto Racing, fireworks, revue, rodeo, brass bands. Carnival—Organized. Gross, \$24,317.10.

Administration:

C. A. Mayo, president; William B. Way, secretary; E. C. Vickers, superintendent of concessions, building exhibits and commercial space; E. Fred Johnson (shows, etc.) and G. R. McCullough (carnival), co-directors of attractions.
IAFE Delegate—W. B. Way.
IAFE Member—16 years.

OREGON

Multnomah County Fair

Gresham, Ore.

Attendance:

1940...48,554

General Information:

State Aid—\$4,689. County Aid—\$14,012.
Cash Premiums Paid—\$8,834.
Plant—Acreage, 60, 15 miles from Portland.

Attractions:

Grandstand—50c. day, 25c. night. Thrill Days—7. Music. Horse Racing—8 days. Carnival—Organized.

Administration:

T. J. Kreuder, president; A. H. Lea, secretary and director of attractions; J. Bennett, superintendent of concessions and building exhibits.
IAFE Member—1 year.
IAFE Delegate—A. H. Lea.
(Above prepared from 1940 files of *The Billboard*.)

Pacific International Livestock Exposition

Portland, Ore.—October 3-10, 1942.

Administration:

Theodore B. Wilcox, Jr., president; O. M. Plummer, secretary and general manager.

Oregon State Fair

Salem, Ore.

Attendance:

1941.....149,687

General Information:

Total Cash Premiums Paid—Exhibits and purses: \$39,366.70.
State Aid—\$35,000.
County Aid—\$2,095.

Attractions:

Revue, Horse Show, Running and Harness Races. 1941 Pari-Mutuel handle: \$138,000.

Administration:

Leo G. Spitzbart, manager.
"Complete audit will not be available until December 1."

improvements—\$850 for general repairs to buildings and grounds.
Total 1941 Receipts—\$20,199.
Expenses—\$18,631.47.

Attractions:

Grandstand—25c. day and night. Total attendance—1940: 4,000; 1941: 12,000. Receipts—1940: \$1,081; 1941: \$2,968.60. Expenses—1940: \$3,500; 1941: \$3,800. Night receipts, 55 per cent. Automotive Thrill Days—1. Revues. Harness Racing—3 days. Carnival—Organized.

Administration:

George H. Enzian, president; Frank R. Diehl, secretary and director of attractions; Harvey R. Arner, superintendent of concessions, race secretary and superintendent of building exhibits and commercial space.

Annual Meeting—Fire Co. No. 2 Bldg., Lehighton, Pa., second Tuesday in January.

State Convention Delegates—George D. Kresgo, Harvey R. Arner, Frank R. Diehl.

Fair was organized 67 years ago. In 1921 reorganization took place.

Attractions:

Grandstand—75c. \$1, \$1.25 and \$1.50 day; 75c and \$1 night. Total attendance—1940: 48,973; 1941: 49,915. Receipts—1940: \$34,168.35; 1941: \$38,203.55. Expenses—1940: \$23,361; 1941: \$26,320.15. Night receipts, 45 per cent. Auto Racing—1 day, C. S. R. A. Automotive Thrill Features—2 days, 1 night. Fireworks, Revues, Vaudeville, Brass Band and Name Band. Harness Racing—5 days. Running Races—4 days.

Administration:

John S. Giles, president and director of attractions; Charles W. Swoyer, secretary, superintendent of concessions, building exhibits and commercial space; Calch B. Dowd, race secretary.

Annual Meeting—522 Court St., Reading, Pa., January 3, 1942.

State Convention Delegates—Officers and directors.

State Association Member—30 years.

Gala Week Fair

Red Lion, Pa.

Attendance:

1940...28,000 1941...Called off

General Information:

Gate Admission: Adults, 10c; Children, free.

"Ours is a small carnival and night fair. It had to be called off this year due to the infantile paralysis epidemic in Southern Pennsylvania."

R. M. SPANGLER, Secretary.

Selinsgrove Night Fair

Selinsgrove, Pa.—Week of July 20, 1942.

Attendance:

1940: 100,000 (estimated). 1941: 130,000 (estimated).

General Information:

Free Gate.
Plant—Acreage, 115.
(Continued on next page)

PENNSYLVANIA

Cambria County Fair

Ebensburg, Pa. (After four requests fair failed to furnish information as requested by *The Billboard*.)

Lehighton Fair

Lehighton, Pa.

Attendance:

1940...15,000 (rain) 1941...45,000

General Information:

Gate Revenue—1940: \$ 2,640.75; 1941: \$10,787.00

State Aid—\$1,000.

City or County Aid—\$1,000.

Total Cash Premiums Paid—Exhibits: \$1,048. Purses: \$1,500.

Plant—Acreage, 10, one-half mile from center of city. Total cost 1941

Reading Fair

Reading, Pa.—September 13-20, 1942.

Attendance:

1940...269,694 1941...240,430

General Information:

Gate Admission: 25c and 35c day and night.

Gate Revenue—1940: \$42,530.90; 1941: \$42,240.25

State Aid—\$1,000.

Total Cash Premiums Paid—Exhibits: \$14,666.50. Purses: \$19,653.53.

Plant—Acreage, 80, three miles from center of city. Total cost 1941 improvements—\$10,000 for painting buildings, new roofs on cooling-out barn and horse stables, repairing and oiling streets and new fence around race track.

Total 1941 Receipts—\$141,849.40.

Expenses—\$119,358.49.

A Hard Name To Remember, But A Hard Firm To Beat For SERVICE -- -- SATISFACTION -- -- SUPERIOR ATTRACTIONS

BOYLE WOOLFOLK AGENCY

605 WOODS BLDG., 54 W. RANDOLPH ST., CHICAGO, ILL.

• THE FASTEST GROWING FAIR BOOKING AGENCY IN THE COUNTRY •

Field Men

GEO. B. FLINT
ROLLAND ADE
G. HODGES BRYANT
PAUL SPOR

- A new organization, but one whose man-
- power is generations old in show business
- —whose experience you can depend upon
- to boost your Grandstand attendance sky-
- high.

THE SHOW MUST GO ON—

In spite of Christmas . . . New Year's . . . or any other holiday . . . "the show must go on."

For you fine people who uphold this age-old tradition of the stage . . . so that we can enjoy professional entertainment . . . so that our holidays will be more pleasant . . . for you we wish a Merry Christmas and a New Year which will see the fulfillment of every cherished hope . . . that is the holiday wish of the friendly FOXHEAD FOLKS . . .

brewers of



"400" Beer
Lager Beer
Old Waukesha Ale

All brewed with Waukesha natural mineral water.

For sale in bottles and on draught throughout the country

FOXHEAD WAUKESHA CORP.

Waukesha, Wis.

A Merry Xmas and a Happy New Year

A CANADIAN ENTERPRISE SUPPLYING HIGH CLASS OUTDOOR AMUSEMENT



FRED W. SIMS
General Director

12th ANNUAL YEAR

P.O. Box 85
TORONTO, ONTARIO

To The Fair Men and
Celebration Committees:-

EN ROUTE Toronto, Ont., Can.

We wish to take this opportunity of expressing our thanks and appreciation of your cooperation this past season. Your courteous treatment and friendly assistance helped us to score another great year!

Our promise to all Fair Secretaries and Sponsors for the season 1942 is -- a BIGGER and BETTER SIMS' GREATER SHOWS -- one which you can really be proud to present in your community.

Since the inception of the SIMS' GREATER SHOWS 12 years ago, it has been the constant aim of the management to furnish the best in midway entertainment.

As in previous years, we will again have all new shows under new canvas. Betty King has already booked a new side show and a revue show. Outstanding acts for these two shows should get in touch with her immediately, in care of the Sims' Greater Shows. We have openings for two more shows that do not conflict and will supply tents and wiring for same.

We also want workmen for the rides, those who appreciate working for a show that has never missed a pay week, nor chiseled a committee. We will need legitimate concessions that work for stock, too.

Yours for Victory
Sincerely

Fred W. Sims
Fred W. Sims

FWS:s

Sims' Greater Shows Contract Assures Character Shows and Honest Dealings

Attractions:
Fireworks, Revues, Vaudeville, Radio Stars, Pands.
Carnival—Independent.

Administration:
Sponsored by fire company; Roland E. Fisher, manager.
State Association Member—3 years.
Fair was started nine years ago as a free gate night fair and is now advertised as Pennsylvania's largest free gate night fair.

York Interstate Fair

York, Pa.—September, 1942 (Indefinite).

Attendance:
1940241,888 1941137,033

General Information:
Gate Admission—50c day and night.
Gate Revenue—1940: \$64,682.00
1941: 39,753.50
Total Cash Premiums Paid—Exhibits: \$15,110.60. Purses: \$9,700.00.
Plant—Acreage: 120. Total Cost 1941 Improvements—\$15,475.56.
Total 1941 Receipts—\$110,165.53.
Expenses—\$101,836.97.

Attractions:
Grandstand—50c to \$2.50 day; 50c to \$1.00 night. Total attendance—1940: 51,049; 1941: 30,645. Receipts—1940: \$31,596.10; 1941: \$22,755.32. Expenses—1940: \$25,316.97; 1941: \$26,388.35. Night receipts, 41 per cent. Automotive Thrill Features—1 day. Fireworks, Revue, Vaudeville. Harness Races—4 days. Running Races—4 days. Carnival—Organized.

Administration:
Samuel S. Lewis, president and director of attractions; John H. Rutter, secretary; William O. Thompson, superintendent of concessions and commercial space; Harry P. Peeling, race secretary; Samuel S. Lewis and John H. Rutter, superintendents of building exhibits.
Society Meeting—York, Pa., January 12, 1942.

IAFE Delegate—Samuel S. Lewis.
IAFE Member—5 years.

"A considerable decrease in gate and grandstand receipts was due primarily to the fact that newspapers and local health officer publicized an alleged infantile paralysis epidemic in York County. It was so publicized that thousands detoured York. Health authorities banned from the fair all children under 16. In view of this ban thousands of parents declined to come out of consideration for their children."

SOUTH CAROLINA

Greater Spartanburg Fair

Spartanburg, S. C.

Attendance:
1940120,000 1941100,000 (Est.)

General Information:
Gate Admission: 60c day and night.
Gate Revenue—1940: \$16,000.

Attractions:
Grandstand—50c day and night. Auto Racing—2 days. Automotive Thrill Day—1. Horse Racing—3 days. Amusement budget, \$7,500.
Carnival—Organized.

Administration:
D. C. Todd, general manager.
(Above prepared from files of *The Billboard*.)

SOUTH DAKOTA

South Dakota State Fair

Huron, S. D.—September 7-12, 1942.

Attendance:
1940123,000 1941190,000

General Information:
Gate Admission: 25c day; night free.
Gate Revenue—1940: \$39,212.35;
1941: 43,449.30

State Aid—\$10,000.
Total Cash Premiums Paid—Exhibits: \$31,550. Purses: \$7,600.
Plant—Acreage, 151. Total cost 1941 improvements—\$31,550; repairing 11 sheep and hog barns, \$22,000; other buildings, \$9,550.
Total 1941 Receipts—\$91,192.03.
Expenses—\$70,000 (estimated).

Attractions:
Grandstand—50c-75c, day and night. Total attendance—1940: 48,007; 1941: 54,148. Receipts—1940: \$29,003.50; 1941: \$34,748.50. Expenses—1940: \$11,000; 1941: \$12,000. Night receipts, 60 per cent. Auto Racing—2 days, CSRA. Automotive Thrill Days—1. Book Revue, Dance Bands, school and city bands.

Harness Racing—3 days. Running Races—3 days.

Carnival—Organized and independent. Gross, \$20,000. Fair's share, \$5,000.

Administration:
W. W. Thorp, president; C. B. Hansen, secretary, director of attractions and superintendent of building exhibits and commercial space; Homer Smith, superintendent of concessions; O. H. Collins, race secretary.

IAFE Delegates—C. B. Hansen, W. W. Thorp, T. C. Young, Mrs. H. V. Wyman.

Sioux Empire Fair

Sioux Falls, S. D.—August 24-30, 1942.

Attendance:
Not given.

General Information:
Gate Admission: 25c day and night.
Gate Revenue—1940: \$ 8,702
1941: 12,450

Total Cash Premiums Paid—Exhibits: \$3,087. Purses—\$2,482.48.
Plant—Acreage, 50. Total cost 1941 improvements—\$12,338; Industrial Exhibit Building, 2 new barns and additions to stage.
Total 1941 Receipts—\$41,642.88.
Expenses—\$35,200.

Attractions:
Grandstand—50c day and night. Receipts—1940: \$15,698; 1941: \$23,490.95; Expenses—1940: \$14,859.38; 1941: \$18,201.91. Night receipts: 54 per cent. Auto Racing—2 days, CSRA. Automotive Thrill Days—2. Book Revue, Vaudeville. Harness Racing—2 days. Carnival—Organized.

Administration:
Herman F. Veenker, president; John F. White, secretary, director of attractions and superintendent of concessions, building exhibits and commercial space; Dr. W. R. Laird, race secretary.
IAFE Member—One year.
IAFE Delegate—John F. White.

TENNESSEE

Tennessee Valley Agr. and Ind. Fair

Knoxville, Tenn.

Attendance:
1940200,000 1941212,000

General Information:
Gate Admission: 25c.
Total Cash Premiums Paid—\$25,275.
1941 Improvements—Concrete and steel agricultural and industrial building, \$225,000.

Attractions:
Fireworks, Revue, Horse Show, Vaudeville. Budget—\$7,150.
Carnival—Organized. Gross, \$46,808.25. Fair's share, 25 per cent.

Administration:
M. Jacob, president; Charles A. Brakebill, secretary; George B. Bailey, superintendent of concessions; R. R. Strippling, superintendent of commercial space.
(Above prepared from files of *The Billboard*.)

Mid-South Fair

Memphis, Tenn.

Attendance:
1940141,641 1941222,593

General Information:
Gate Admission: 50c. Improvements, \$50,000. Merchants' Building.

Attractions:
Rodeo, Acts. Auto Racing—1 day. Carnival—Organized.

Administration:
Raymond Skinner, president; Henry W. Beaudoin, secretary and superintendent of major departments.
IAFE Member—33 years.
IAFE Delegate—Henry W. Beaudoin.
(Above prepared from files of *The Billboard*.)

Tennessee State Fair

Nashville, Tenn.

Attendance:
1940118,301* 194194,078
(*Paid)

General Information:
Gate Admission: 50c day and night. Grandstand—Free. except for Auto Races (Saturday), 50c. Horse Racing—5 days. Fireworks, Vaudeville. Carnival—Organized. Gross, \$43,219.65.

Administration:

Judge Litton Hickman, chairman board of fair commissioners; Phil C. Travis, general manager.
(Above prepared from files of *The Billboard*.)

TEXAS

South Texas State Fair

Beaumont, Tex.

Attendance:

1940...133,854.

General Information:

Gate Admission—25c day and night.
Cash Premiums Paid—\$6,482.82.
Plant—Acreage, 54, two miles from city.

Attractions:

Dance Bands, Free Acts.
Carnival—Organized.

Administration:

H. W. Gardner, president; L. B. Herring Jr., secretary; S. H. Dixon, superintendent of concessions.
IAFE Member—20 years.
IAFE Delegates—H. W. Gardner, L. B. Herring.
(Above prepared from 1940 files of *The Billboard*.)

State Fair of Texas

Dallas, Texas.

Attendance:

1940...1,116,447 1941...Not Given

General Information:

Gate Admission: 50c day; 25c night.
Gate Revenue—1940: \$325,000;
1941: 425,000
Total Cash Premiums Paid—Exhibits: \$120,000.
Plant—Acreage, 189. Total cost 1941 improvements—\$60,000, as follows: Livestock judging arena, \$25,000; live-stock barns, \$15,000; permanent oil exhibit, \$10,000; permanent midway, \$10,000.

Attractions:

Auditorium—55c, 85c, \$1.10 day and

night. Fireworks, Revue, Vaudeville (in Castle of Foods), Dance Orchestras, Local and Visiting Bands.

Carnival—Independent.

Administration:

Harry L. Seay, president; Roy Rupard, secretary and director of attractions; Fred L. Tennant, superintendent of concessions, building exhibits and commercial space.
IAFE Member—Charter.
IAFE Delegates—Roy Rupard, E. Paul Jones.

Cooke County Fair

Gainesville, Tex.

Attendance:

1940...28,000 1941...30,000

General Information:

Gate Admission: 10c day and night.
Gate Revenue—1940: \$2,800
1941: \$3,000
Total Cash Premiums Paid—Exhibits: \$2,000.
Plant—Acreage, 27, five blocks from center of city. Total cost 1941 improvements—\$2,000 for game courts, rock wall in front of grandstand, general beautification of grounds.
Total 1941 Receipts—\$6,709.
Expenses—\$5,624.

Attractions:

Rodeo—40c night. Hillbilly Band.
Carnival—Organized. Gross, \$5,000. Fair's share, \$800.

Administration:

William T. Bonner, president; Claude Jones, secretary; Sol Zacharias, superintendent of concessions, building exhibits and commercial space.
Annual Meeting—Dallas, Tex., in January, 1942.
State Association Member—10 years.
Fair is in its 15th year and has a plant valued at \$40,000, all clear of debt. Pays all premiums the day they are announced in cash on the grounds. Fair has paid its own way

and has built itself from the proceeds of receipts. No stock sold and no subscriptions taken for funds.

Annual Meeting—April.
IAFE Member—3 Years.
IAFE Delegate—A. B. Davis.

Panhandle South Plains Fair

Lubbock, Texas—Week of September 28, 1942.

Attendance:

1940...126,587 1941...136,770

General Information:

Gate Admission: 50c day and night.
Total Cash Premiums Paid—Exhibits: \$4,000. Purses: \$2,350.
Plant—Acreage, 60.

Attractions:

Grandstand—45c day and night.
Total attendance—1940: 45,400; 1941: 38,000. Fireworks, Rodeo, School Bands.

Administration:

Homer D. Grant, president; A. B. Davis, secretary and superintendent of concessions; M. D. Fanning, director of attractions and superintendent of building exhibits and commercial space.

East Texas Fair

Tyler, Texas.

Attendance:

1940...80,000 1941...100,000

General Information:

Gate Admission—15c day and night.
Gate Revenue—1940: \$5,600;
1941: \$6,812.
Total Cash Premiums Paid—Exhibits: \$2,750.
Plant—Acreage, 75, one mile from center of city. Total cost 1941 improvements—\$12,000 will be fair's part for Horse Show barn and Negro Exhibit Building. WPA project approved for \$29,000.
Total 1941 Receipts—\$18,454.57.
Expenses—\$14,003.75.
Attractions:
Fireworks, Revues, Rodeo.
Carnival—Organized. Gross, \$10,000 (approximately). Fair's share, \$3,200.
(Continued on next page)

The Record-Making FREE ATTRACTION People Talk About...Long After The Shows Over!

The Only Act Presenting A Giant Sway 30 Feet Across The Sky...A Feature That Makes Your Heart Stand Still!

NOW BOOKING 1942 DATES

SEE DISPLAY AT HOTEL SHERMAN

Fair Secretaries, Park Managers, Booking Agents and other Talent Buyers are all cordially invited to see my display during the Chicago Meetings and judge for themselves the true value of this act in creating powerful publicity and comment on the air and in newspapers. An attendance builder? . . . YES! . . . too expensive? . . . NO! Get the facts. You'll be surprised!

TURN TO PAGE 2—REGULAR BILLBOARD—NOW!

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TRADE MARK
WORLD'S HIGHEST AERIAL ACT

LAWRENCE FOR 1942

NOW CONTRACTING NEW AND OUTSTANDING RIDES, SHOWS AND CONCESSIONS

CAN PLACE—NEW AND NOVEL RIDES

SHOWS — Will finance capable showmen with new and novel ideas. Can place Motordrome, Glass House or Fun House. Have complete framed Monkey Show, Side Show, Water Show, Snake Show. Will turn over to reliable parties.

CONCESSIONS — Will book clean, up-to-date Cook-house, Lead Gallery, Photo or any Merchandise Concessions.

HELP — Can place Talkers, Ridemen, Canvasmen and capable people in all departments.

WANTED — Builders and Artist.

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1942

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STREAMLINED
NEW AND BRILLIANTLY
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DATES FROM MAINE TO FLORIDA

OFFERING THE FINEST TRANSPORTATION FACILITIES
NOW READY TO FINANCE ANY REAL SHOWMAN
WITH A REAL IDEA FOR NEXT SEASON

DAVID B. ENDY, President
RALPH N. ENDY, Treasurer

Administration:

P. K. Birdwell, superintendent of concessions; Harold Stringer, director of attractions; V. F. Fitzhugh, superintendent of building exhibits and commercial space.

Annual Meeting—Tyler, Tex.; December, 1941.

State Association Member—5 years. Fair was started in 1910 and operated as free fair from 1932 to 1939.

VIRGINIA

Virginia State Fair

Richmond, Va.—September 20-26, 1942.

Attendance: 1940...194,055 1941...244,791

General Information:

Gate Admission—25c day and night. State Aid—\$4,275.

Total Cash Premiums Paid—Exhibits: Approximately \$25,000.

Plant—Acreage, 60. Total cost 1941 improvements—New stage, \$2,140; scales and shed, \$444; new 700-foot fence, \$456; new bandstand, \$625.

Attractions:

Grandstand—55c. Night receipts: 67 per cent. Auto Racing—1 day. CSRA, Book Fireworks, Revue, Vaudeville, music.

Carnival—Organized.

Administration:

Clyde Ratcliffe, president; Charles A. Somma, secretary and director of attractions; D. H. Faulkner, superintendent of concessions; Albert J. Meyer, superintendent of building exhibits and commercial space.

Annual Meeting—January 19, 1942.

IAFE Member—23 years.

IAFE Delegates—Charles A. Somma, Emmett Cottrell.

Roanoke Fair

Roanoke, Va.

Attendance: 1940...35,494 1941...36,787

General Information:

Gate Admission: 40c day and night. Gate Revenue—1940: \$13,346.25; 1941: \$13,897.16

Total Cash Premiums Paid—Exhibits: \$3,124.

Plant—Acreage, about 10.

Total 1941 Receipts—\$17,897.16.

Expenses—\$13,796.12.

Attractions:

Grandstand—Free. Total attendance—1940: 19,000; 1941: 21,000. Expenses—1940: \$2,100; 1941: \$2,000. Fireworks, Revues, Vaudeville.

Carnival—Organized. Gross, \$12,000 (approximately). Fair's share, \$4,000.

Administration:

John L. Godwin, president; Lester T. Hutson, secretary and superintendent of concessions; Crawford Oakey, director of attractions; Mrs. Elsie Lester, superintendent of building exhibits and commercial space.

State Association Member—4 years.

State Convention Delegates—Charles E. Ward and John L. Godwin.

Fair was started in 1937 by local American Legion Post, which owns all shares of the fair. It is operated by Legionnaires who work without charge, no officer receiving any compensation. It has steadily grown with emphasis on agricultural exhibits and is now the leading fair of its kind in Southwest Virginia and next to the State Fair in cattle and strictly agricultural displays.

WASHINGTON

Spokane Valley County Fair

Dishman, Wash.

Attendance: 1940...4,000 1941...12,000

General Information:

Gate Admission: 15c day and night. Total Cash Premiums Paid—Exhibits: \$400.

Plant—Acreage, 18. 1941 improvements—New display building, 60x110 tent.

Attractions:

Special Attractions—Horse Show, bands.

Carnival—Organized and independent.

Administration:

S. J. Pengelly, president; Lionel Wolff, secretary.

Society Meeting—First Tuesday each month in Dishman.

State Association Member—1 year.

"This information is not complete

as I was not familiar with expenses, etc."

Southeastern Washington Fair

Walla Walla, Wash.

Attendance: 1940...16,000 1941...15,190

General Information:

Gate Admission: 25c day and night. Gate Revenue—1941: \$3,754.95.

State Aid—\$1,517.

County Aid—\$2,000.

Total Cash Premiums Paid—Exhibits: \$3,865. Purses: \$6,005.54.

Plant—Acreage, 80. Total cost 1941 improvements—\$4,050 for improvements to buildings, grounds and electrical wiring.

Total 1941 Receipts—\$19,750.

Expenses—\$1,850.

Attractions:

Grandstand—50c and 75c day, 75c and \$1 night. Rodeo, Vaudeville.

Running Races—3 days.

Carnival—Organized. Fair's share from carnival, \$675.

Administration:

Milton R. Loney, president; Leslie L. Stewart, secretary and superintendent of building exhibits and commercial space; Charles Baker, superintendent of concessions.

State Association Member—3 years.

State Convention Delegate—Milton R. Loney.

WISCONSIN

Northern Wisconsin District Fair

Chippewa Falls, Wisc.—August 4-9, 1942.

Attendance: Not given.

General Information:

Gate Admission: 25c day and night. Gate Revenue—1940: \$ 9,723.85;

1941: \$11,056.45

State Aid—\$4,000.

Total Cash Premiums Paid—Exhibits: \$5,394.40. Purses: \$2,829.26.

Plant—Acreage, 80.

Attractions:

Grandstand—50c day and night. Receipts—1940: \$7,429.10; 1941:

\$8,473.75. Night receipts, 60 per cent.

Automotive Thrill Days—1. Book Fireworks, Revue, Vaudeville, Special Attractions, Horse Show (one afternoon on track). Harness Racing—2 days.

Carnival—Organized.

Administration:

L. J. Vaudreuil, president; A. L. Putnam, secretary and director of attractions; R. J. Emerson, superintendent of concessions, building exhibits and commercial space; Dr. J. B. Collins, race secretary.

Annual Meeting—Second Wednesday in November.

IAFE Member—22 years.

IAFE Delegate—A. L. Putnam.

Brown County Fair

De Pere, Wis.

Attendance: 1940...15,000 1941...20,000

General Information:

Gate Admission: 40c day and night. Gate Revenue—1940: \$6,424.00;

1941: \$8,151.64

State Aid—\$4,324.

Total Cash Premiums Paid—Exhibits: \$6,030. Purses: \$1,750.

Plant—Acreage, 50, one-half mile from center of city. Total cost 1941 improvements—\$500 for exhibition building butter and cheese refrigeration.

Total 1941 Receipts—\$22,914.

Expenses—\$21,910.

Attractions:

Grandstand—25c day and night. Total attendance—1940: 7,000; 1941:

12,000. Receipts—1940: \$2,422; 1941:

\$3,716.25. Expenses—1940: \$250; 1941:

\$350. Night receipts, 35 per cent.

Auto Racing, I. M. C. A. Automotive Thrill Features—1 day, 1 night. Revue,

Radio Show, Bands. Harness Racing—2 days.

Carnival—Organized.

Administration:

Frank Zimmich, president; W. S. Klaus, secretary; Ralph Soquet, superintendent of concessions; J. A. Whalen,

race secretary.

Annual Meeting—November 18, 1941.

State Association Member—20 years.

State Convention Delegates—Executive officers.

Fair was started in 1909.

La Crosse Interstate Fair

La Crosse, Wis.

Attendance:
1940...26,055 1941...33,197

General Information:

Gate Admission: 25c day and night.
Gate Revenue—1940: \$6,373.55;
1941: \$8,096.00

Total Cash Premiums Paid—Exhibits:
\$5,361. Purses: \$1,134.98.

Plant—Acreage, 37½, 1½ miles from center of city. Total cost 1941 improvements—completed a new exposition building, \$1,656.92.

Total 1941 Receipts—\$19,391.49.
Expenses—\$19,796.02.

Attractions:

Grandstand—25c and 35c day and night. Total attendance—1940: 8,044; 1941: 17,105. Receipts—1940: \$2,004.90; 1941: \$4,209.25. Expenses—1940: \$4,354.43; 1941: \$4,622.06. Night receipts, 65 per cent. *Automotive Thrill Features*—1 day. *Fireworks, Rodeos, Special Attractions, Harness Racing*—2 days.

Carnival—Organized. Gross, \$10,416.20. Fair's share, \$2,083.24.

Administration:

N. Nustad, president and race secretary; Joseph J. Frisch, secretary; J. W. Frisch, superintendent of concessions. *State Convention Delegate*—Joseph J. Frisch.
Fair was started 51 years ago.

Manitowoc County Fair

Manitowoc, Wis.

Attendance:
1940...26,946 1941...32,410

General Information:

Gate Admission: 25c day and night.
Gate Revenue—1940: \$7,229.25;
1941: \$8,876.50

State Aid—\$3,743.97.
City or County Aid—\$2,500.

Total Cash Premiums Paid—Exhibits:
\$5,167.05. Purses: \$1,820.

Plant—Acreage, 27½, one and one-half miles from city. Total cost 1941 improvements—black top driveways, new plumbing, electric lines, fence and concrete work, \$1,841.30.

Total 1941 Receipts—\$29,580.32.
Expenses—\$26,881.46.

Attractions:

Grandstand—25c day and night. Total attendance—1941: 19,221. Receipts—1940: \$3,688.30; 1941: \$4,431.35. Night receipts, 50 per cent. *Automotive Thrill Days*—2. *Revue, Vaudeville, Special Attractions, Harness Racing*—2 days.

Carnival—Organized and independent. Gross, \$8,080.60. Fair's share, \$2,020.15.

Administration:

L. O. Rehm, president; George W. Kiel, secretary; H. C. Tills, superintendent of concessions; W. Schmoock, superintendent of building exhibits and commercial space; Dr. A. F. Rank, race secretary.

Society Meetings—Tenth of every month.

State Association Member—15 years or more.

State Convention Delegates—L. O. Rehm and George W. Kiel.
Fair was started in 1884.

Wisconsin State Fair

Milwaukee, Wis.—August 22-30, 1942.

Attendance:
1940...537,291 1941...676,288

General Information:

Gate Admission—25c day and night.
Gate Revenue—1940: \$ 79,146.25;
1941: \$118,190.50

State Aid—\$42,750.
Total Cash Premiums Paid—Exhibits:
\$80,500. Purses: \$13,900.

Plant—Acreage, 147½. Total cost 1941 improvements—\$12,500, remodeling dairy exhibits building and dairy lunch.

Attractions:

Grandstand—50c-75c-1 day; 50c-75c night. Total attendance—1940: 116,000; 1941: 198,000. Receipts—1940: \$53,190; 1941: \$102,903. Expenses—1940: \$54,000; 1941: \$60,000. Night receipts, 51 per cent. *Auto Racing*—3 days, AAA. *Automobile Thrill Days*—1 (night). *Book Fireworks, Revue, Horse Show, Dance Bands, Brass Bands, Harness Racing*—5 days.

Carnival—Independent shows and concessions.

Administration:

Ralph E. Ammon, manager and director of agriculture; A. W. Kalbus, associate manager and superintendent of building exhibits and commercial space; George Anthony, superintendent of concessions; Ted Bartel, race secretary.

IAFF Member—25 years.

IAFF Delegates—Ralph E. Ammon, A. W. Kalbus.

Central Wisconsin State Fair

Marshfield, Wis., September 6-10, 1942.

Attendance:
1940...53,384 1941...55,180

General Information:

Gate Admission: 25c day and night.
Gate Revenue—1940: \$9,786.40;
1941: \$9,942.25

State Aid—\$3,778.20.
City or County Aid—\$3,800.

Total Cash Premiums Paid—Exhibits:
\$4,834.40. Purses: \$1,000.

Plant—Acreage, 30, 10 blocks from city. Total cost 1941 improvements, \$2,400 for horse show barn.

Total 1941 Receipts—\$22,701.35.
Expenses—\$22,638.31.

Attractions:

Grandstand—25c day and night. Total attendance—1940: 15,300; 1941: 17,758. Receipts—1940: \$4,226.40; 1941: \$3,789.10. Night receipts, 50 per cent. *Auto Racing*—1 day. John Sloan. *Revue, Vaudeville, Special Attractions, Harness Racing*—2 days.

Carnival—Independent. Gross, \$8,100. Fair's share, \$1,620.

Administration:

J. C. Kieffen, president; R. R. Williams, secretary and race secretary; W. A. Uthmeier, superintendent of concessions, building exhibits and commercial space.

Annual Meeting—Marshfield October 20.

State Association Member—20 years or more.

State Convention Delegates—All officers.

Started in 1901 and was rated in 1940 State Handbook second in attendance among Wisconsin fairs.

Tri-State Fair

Superior, Wis.

Attendance:
1940...59,463 1941...62,892

General Information:

Gate Admission: 15c day and night.
State Aid—\$4,200.

Total Cash Premiums Paid—Exhibits:
\$6,947.

Plant—Acreage, 40. 1941 Improvements—Conservation Building, 4-H Building, horse barns and show ring.

Attractions:

Grandstand—50c day. *Auto Racing, International, Automotive Thrill Features, Fireworks, Revues, Vaudeville, Special Attractions, Barn Dances, Name Bands.*

Administration:

F. S. Campbell, president; M. H. Lavine, secretary; Elmer Hord, superintendent of concessions.
Annual Meeting—Superior, Wis.

State Association Member—25 years.
State Convention Delegates—F. S. Campbell and M. H. Lavine.
Fair was started in 1914.

WYOMING

Wyoming State Fair

Douglas, Wyo.—First week in September, 1942.

Attendance:
1940...12,000 1941...12,500

General Information:

Gate Admission: 50c day and night.
Gate Revenue—1940: \$9,000;
1941: \$9,000

State Aid—\$15,000.
Total Cash Premiums Paid—Exhibits:
\$4,000. Purses: \$8,000.

Plant—Acreage, 40, two blocks from center of city. Total cost 1941 improvements—\$8,000 for new addition
(Continued on page 58)

Dee LANG'S FAMOUS SHOWS

"NOT THE LARGEST—BUT THE CLEANEST"

FOR THE 1942 SEASON WE WILL AGAIN OFFER:

"AMERICA'S MOST BEAUTIFUL MOTORIZED SHOW"

DEE LANG

Owner and General Manager

NOBLE C. FAIRLY

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NORMA LANG

Treasurer

OUR THANKS AND CONGRATULATIONS TO THOSE FAIRS, CELEBRATIONS, AND ALL OTHERS, WHO DURING THE PAST 12 YEARS, HAVE BEEN INSTRUMENTAL IN BRINGING THIS SHOW TO THE FORE, SO THAT IT IS NOW ESTABLISHED AS ONE OF THE LEADING CARNIVALS IN AMERICA.

FAIR SECRETARIES AND CELEBRATION COMMITTEES
WE ARE NOW BOOKING FOR THE 1942 SEASON

We will again travel from the Canadian Border to the Gulf of Mexico. We invite your critical inspection of our Show at any time. We carry Attractions that give patrons their money's worth. Our repeat dates year after year is proof that Dee Lang's Famous Shows are wanted in the same localities by the Fair Secretaries, City Officials and the paying Customers. We offer as references any Fair, Celebration or City we have played for the past 12 years. Complete route list furnished on request.

CONTACT US NOW WHILE WE STILL HAVE
SOME OPEN TIME

WE ARE ALWAYS INTERESTED IN HEARING FROM SHOWMEN WITH WORTHWHILE IDEAS. IF YOU CAN PRODUCE A GOOD ATTRACTION WE WILL FINANCE YOU. CAN PLACE LEGITIMATE CONCESSIONS THAT DO NOT OPERATE FOR OVER 10 CENTS

Ride Help that can drive Semi-Trailers, and other Useful Show People that appreciate good treatment, can always be placed.

SEE US AT THE CONVENTION AT THE SHERMAN HOTEL, CHICAGO

ALL ADDRESS:

DEE LANG, General Manager, Winter Quarters, HUNTSVILLE, TEXAS

Now Booking INDEPENDENTLY for 1942

THE HUSTREI TROUPE

HIGH WIRE ACT

Always the same personnel: Now available

This outstanding act played to large crowds at the following State Fairs — West Allis, Wis.; Twin Cities, Minn.; Dallas, Tex.; Des Moines, Ia.; Lincoln, Neb.; and Oklahoma City, Okla. They also played Billings, Mont.; Spencer, Ia., and other fairs too numerous to mention.

THANKS—Barnes-Carruthers for 2 Successful seasons of Fairs

BOOK EARLY—direct or thru agency of your choice

If Your Agent Says He Can't Deliver This TOP Act

Write: THE HUSTREI TROUPE, 517 South Russell Avenue, Monterey Park, Calif.

ABC and

The story of a new kind of outdoor show business

A is for Western Canada Association of Exhibitions (Class A).

B is for Box Office . . . the only true index to amusement merit.

C is for Conklin . . . the man who brought a new type of entertainment to Canada for the first time during the season just past . . . "Individualized Midways" for "Individualistic Fairs."

FROLIC-LAND

Frolic-Land is a Midway with just a little more magic than any other carnival cavalcade has ever managed to unfold . . . just a little more attention to "localizing" collective amusement attractions so that they seem and to all intents and purposes ARE part and parcel of the locally planned entertainment machinery offered by Class A Fairs in the Dominion of Canada . . . just a little more Grade-A product for Class-A audiences . . . and a lot more than mere words can hope to describe.

5-Year Record at Canadian National Exhibition Frol-Ex-Land

1937 . . . (Poliomelitis Epidemic)
1938 . . . 35 Per Cent Increase
1939 . . . 20 Per Cent Increase
1940 . . . 50 Per Cent Increase
1941 . . . 100 Per Cent Increase!

(Increases are over the last year of an organized Carnival.)
For the Duration

1942 Frol-Ex-Land Contract Re-Awarded

The terrific inroads made on our grosses by levies to fight the Battle for Freedom overseas impel us to maintain and to continue to maintain mastery in magnetizing the dollar to our gates. . . . With unexampled Faith in the spirit of "the North American way," and confident that the fairs which have been discontinued in London and Peterborough, Ont., and Sherbrooke, Que., will be resumed with even greater scope after the scourge of civilization shall have been stamped from the face of the earth, we say

"In Canada—Buy War Savings Stamps and Certificates . . .

In the United States — Buy Defense Bonds and Stamps"

J. W. (PATTY) CONKLIN
President

THE WORLD'S FINEST ATTRACTIONS
Brantford, Ontario, Canada

FRANK R. CONKLIN
Vice-President

a Far-Flung **F**

...and a Masterpiece in Midways

...and *F* is for Faith... the Faith that the Conklin Organization inaugurated as its major theme in the 1940 Christmas Number of The Billboard... The Faith that in only one year has produced the biggest and most-talked-about "F" in the vast network known as the Outdoor Amusement Industry.

PERFORMANCES

PERFORMANCES AT EXHIBITIONS

Provincial Exhibition of Manitoba at Brandon, Manitoba

Calgary Exhibition and Stampede at Calgary, Alberta

Edmonton Exhibition at Edmonton, Alberta

Saskatoon Industrial Exhibition at Saskatoon, Sask.

Regina Agricultural and Industrial Exhibition at Regina, Sask.

Canadian Lakehead Exhibition, Fort William-Port Arthur, Ontario

And the Exhibitions at Kingston, Belleville and Leamington, Ontario, and the Provincial Exhibition at Quebec City

PERFORMANCES UNDER AUSPICES

HAMILTON — Lions Club
GUELPH — Red Chevron Club
BRANTFORD — Brant-Aero Club

LONDON — Lions Club
KITCHENER
KIRKLAND LAKE — Kiwanis Club

TIMMINS—Lord Mayor's Fund
WINNIPEG — Dental Clinic
HAMILTON—Spectator Fresh Air Fund

Stretch of Magic FROL-EX-LAND

Canadian National Exhibition

46 TOP-FLIGHT ATTRACTIONS . . . 3 GIANT SECTIONS

Section One . . . Fat Girls • Water Follies • Oriental Follies • Midget Show • Glass House • Circus Side Show • Topsy Turvy • Globe of Death • Artists and Models • Nuki Suki • Arctic Girl Revue • Stars of Mexico •

Section Two . . . Fielding's Arcade • Water Bug • Amuse-U-Arcade • Monkey Circus • Rolo Funhouse • Rapid's Ride • Hey Dey • Aerial Rocket • Fly-O-Plane • Caterpillar • Roloplane • Octopus •

Section Three . . . Three Ferris Wheels • Tilt-A-Whirl • Sky Dive • 4-Abreast Merry-Go-Round • Bozo • Moon Rocket • Flying Scooters • Auto Scooter • Spiffire • Kiddie Swings • Auto Speedway • Boat Ride • 3-Abreast Merry-Go-Round • Mechanical Circus • Saddle Pony Track • Kiddie Ferris Wheel • Kiddie Whip • 2-Abreast Merry-Go-Round • Kiddie Caterpillar • Jimmie's Auto Ride • Streamline Train • Religious Show •

A COMPOSITE OF FAITH AND

"Canada's Answer"

A Message to Fellow Showmen

Fighting men on the water, on the land, and in the air . . . Fighting machines slam-banging their way through "battlefield" tests . . . Captured Messerschmitts and other grim "souvenirs" from the Battle of Britain . . . Thrilling parades of United States and Canadian veterans, and active service men . . . Women—heads down and hard at work—helping to feed, clothe and comfort the people of bombed cities . . . War weapons being made—and shipped from Exhibition Park to far-flung fighting men of the far-flung Empire.

This was the theme of "Canada's Answer."

Sports events with the fighting forces battling it out on track and field . . . Frol-Ex-Land—to relieve the tension—with great crowds packing the new rides, shows and spectacles . . . Special attractions—and exhibits from the four corners of the globe . . . Lucky Teter's Hell Drivers and the pageant "Britannia" bringing them in droves to the Exhibition Grandstand . . . Top dance bands bulging the sides of the big C. N. E. Pavilion.

Yes, "Canada's Answer" won the hearty approval of the Canadian public and thousands of visitors from the United States. We thank our friends from across the border for their interest and their patronage. We believe our successful experience this year provided the answer to some important questions that must be in every showman's mind in times like these. We discovered that a public Exhibition can do a great deal of good by presenting a patriotic message in a dramatic, forceful way. And we discovered that good, patriotic people like to take time out now and then to relax and enjoy clean wholesome fun. That's where J. W. Conklin (Patty to all of us) comes in. He's the director of our Frol-Ex-Land. We do not congratulate him. We congratulate ourselves for having been lucky enough to obtain him. And he has the C. N. E. contract for 1942.

JOHN MILLAR
President

ELWOOD A. HUGHES
General Manager

CANADIAN NATIONAL EXHIBITION

TORONTO

AUGUST 28TH TO SEPTEMBER 12, 1942

2,100,000 ATTENDANCE IN 14 DAYS

They Also Served

"Unheralded and unsung"—in fair weather and foul—all day long and through many a dark night—toils the mainspring of our entire organization—the WORKINGMAN.

Impelled by an unquestionable sense of loyalty and dedicated to the purpose of "Service Always", the staff of the Conklin Shows brought about an unprecedented achievement this past season.

To those who shook their heads and said "It could not be done"—we point with pardonable pride to the fact that our show was ready and open for each and every engagement contracted.

AND—it was not easy!!!! Wartime industries and other activities employed thousands of Canadians and many times our staff was a little shy—numerically—but those who were with us did that little "extra" which the occasion demanded. We thought we could do it—and we did!!

The kindly feeling amongst our personnel is reflected in the fact that many of our staff have been with the show since its inception and "repeats" up to five years are common.

And then—along the route—have been the various individuals and firms with whom we have had pleasant business relations. The Railways . . . Cartage Agents . . . Electrical Systems . . . various merchandise suppliers, etc. All were on their toes to help us create a new type of "show-public" relations. To them we pay a sincere tribute for their kindly co-operation.

You could have the most elaborate show fronts in the world—superlative modern riding devices—lighting effects galore and equipment that is the last word—BUT—without "manpower"—you would have to leave it all behind. SO—to our "MEN" we doff our hats in tribute—for making possible the visible manifestation and the realization of the "Faith" we had in them when we launched our 1941 season in a realm of activity for the greater part new to us.

If the Managements of the Fairs have been satisfied with us and the Patrons on our "Frolic-Lands" have enjoyed themselves—their thanks are due to our "MEN". Never shirking duties—smiling amidst difficulties—but always alert and endeavoring to please—every individual has done his part to make our season one of unrivalled accomplishments.

To our "MEN" we say a sincere "THANK YOU" and "We'll be glad to see you next season".

J. W. (PATTY) CONKLIN
President

FRANK R. CONKLIN
Vice-President

FROLIC-LAND UNDER PERSONAL SUPERVISION OF J. W. (PATTY) CONKLIN

WESTERN CANADA ASSOCIATION OF EXHIBITIONS "A" CIRCUIT

We are extremely happy to have had the magnetic attractions produced by J. W. (Patty) Conklin for our Frolic-Land

BRANDON EXHIBITION

W. A. CAMERON — President
MISS E. M. BENSON — Manager

EDMONTON EXHIBITION

C. E. WILSON — President
P. W. ABBOTT — Manager

CALGARY EXHIBITION & STAMPEDE

A. HORNIBROOK — President
J. CHAS. YULE — Manager

SASKATOON EXHIBITION

J. H. WARREN, K. C. — President
SID W. JOHNS — Manager

REGINA EXHIBITION

CHAS. HARLTON — President
DAN T. ELDERKIN — Manager

President
H. A. McNEILL
Brandon, Man.

ANNUAL MEETING

Royal Alexandra Hotel
WINNIPEG

January 19-20-21, 1942

Secretary
SID W. JOHNS
Saskatoon, Sask.

ONTARIO SPEAKS

Congratulations to Conklin

BELLEVILLE AGRICULTURAL EXHIBITION

WESLEY GRAY
President

A. BURKE
Secretary

'Plause for Patty

KINGSTON INDUSTRIAL EXHIBITION

B. NESS
President

D. PAUL
Secretary

Frolic-Land is Foremost

LINDSAY CENTRAL EXHIBITION

B. McLEAN
President

W. C. AGNEW
Secretary

A SALUTE TO THE CONKLIN CAVALCADE
and the Cavalcade of Fairs

Provincial Exposition of Quebec Quebec City, Canada

LUCIEN BORNE
Mayor
President



EMERY BOUCHER
Secretary and
Manager

Last but not least of

Conklin's 1941 Canadian Fairs

LEAMINGTON, ONT.

CHAS. HYATT
President



CECIL STOBBS
Manager

Congratulations to the FROLIC-LAND which smashed every existing record at the box office of

Canadian Lakehead Exhibition

FORT WILLIAM - PORT ARTHUR, ONTARIO

GEORGE WARD ROPE
Manager



W. WALKER
President

A COMPOSITE OF **FAITH** AND

It's the take that counts . . .

(22 Weeks' Route Unless Otherwise Indicated)

FLY-O-PLANE \$31,352.97

ROLLOPLANE \$17,064.42

OCTOPUS \$10,125.80

(15 Weeks)

**EYERLY
RIDES
FOR
PROFITS**

**purchased from: EYERLY AIRCRAFT COMPANY
SALEM, OREGON**

"KEEP 'EM FLYING"

Each one of us can do our bit toward securing the safety and freedom of the democracies by pushing ahead on production of planes in Britain, Canada and the United States. Let's all pitch in to make it possible to produce the mightiest air armadas the world has ever seen. At home, on the amusement fronts, build consciousness of air power and maintain morale with

FLYING SCOOTERS

BISCH-ROCCO AMUSEMENT COMPANY

5441 South Cottage Avenue, Chicago, Ill.

NOW --Streamlined

THE CATERPILLAR

First Season at the Canadian National Exhibition

MORE SPEED -- BIGGER FLASH -- IN WITH THE TOP GROSSES

SPILLMAN ENGINEERING CORPORATION NORTH TONAWANDA, N. Y.

WORLD'S LARGEST BUILDER OF AMUSEMENT RIDES

PART AND PARCEL OF CONKLIN'S MAGIC MIDWAY

Arcades by

DONALD FIELDING & COMPANY

LEGAL COIN VENDING MACHINES

MUSIC BOXES

AMUSEMENT TABLES

WINDSOR, ONTARIO

BRANCHES IN OTTAWA, TORONTO, LONDON, CORNWALL, CHATHAM, OWEN SOUND

FROLIC-LAND UNDER PERSONAL SUPERVISION OF J. W. (PATTY) CONKLIN

It's the "take" that counts

TILT-A-WHIRL

. **\$24,300.22**

"PATTY" and FRANK:
We are grateful for your sincere co-operation, always evident.

**COSTS AND NET PROFIT
COUNT TOO—ASK US**

bought from
SELLNER MANUFACTURING COMPANY
FARIBAULT, MINNESOTA

What was the take--

Isn't that what counts?

MOON ROCKET . . . \$39,026.84
MERRY-GO-ROUND . \$19,439.73
KIDDIE AUTO . . . \$ 7,971.80

PURCHASED FROM
ALLAN HERSCHELL COMPANY
Incorporated
NORTH TONAWANDA, N. Y.

SKY-DIVE

THE SENSATIONAL RIDE
FOR 1942

BIGGER GROSS
PROFITS
THRILLS

MOON ROCKET

PARK OWNERS are buying MOON
ROCKET RIDE
Mr. E. L. Schott, of Coney Island, Cincinnati, Ohio, and Mr. N. S. Alexander, of WOODSIDE PARK, Phila., Pa., have purchased MOON ROCKET for 1942.

WATER BUG

Presented for the first time at the Canadian National Exhibition and exceeded all expectations by doing capacity business. Next year, with a new method of loading and unloading now being worked out, double the 1941 gross is anticipated and confidently looked forward to

HYLA F. MAYNES
North Tonawanda, N. Y.

BOZO AND RAPIDS RIDE

Third year at the Canadian National Exhibition and getting better all the time. Long experience at expositions, State and county Fairs and in the Amusement Parks of Canada and the United States has shown us how best to swing the money toward our ticket boxes

HARRY A. ILLIONS
Times Square Hotel, New York City

★
*Combination congratulations to Conklin
and his Frolic-Land—Frol-Ex-Land*

Statistical Directory of Leading Fairs

(Continued From Page 51)

to 4-H dormitory and general improvement of grounds.

Total 1941 Receipts—\$37,000.
Expenses—\$36,000.

Attractions:

Grandstand—75c day, 50c night.
Total receipts—1940: \$8,000; 1941: \$8,000. Revue, High School Bands.
Running Races—4 days.
Carnival—Organized.

Administration:

Lem Carmin, secretary, director of attractions, race secretary and superintendent of concessions, building exhibits and commercial space.
Annual Meeting—Cheyenne, Wyo., in April; Douglas, Wyo., in September. Fair was organized in 1905.

CANADA ALBERTA

Calgary Exhibition and Stampede

Calgary, Alta.—July 6-11, 1942.

Attendance:

1940 . . . 244,849 1941 . . . 267,420

General Information:

Gate Admission: 25c day and night.
Gate Revenue—1940: \$33,621.46
1941: 42,279.29

Total Cash Premiums Paid—Exhibits: \$13,288.55. Purses: \$15,300. Stampede: \$14,188.55.

Plant—Acreage—85. Total cost 1941 improvements—\$7,862.

Attractions:

Grandstand—\$1 day; 75c night. Receipts—1940: \$60,994.50; 1941: \$76,173. Night receipts, about 60 per cent. Fireworks, Revue, Rodeo, Vaudeville, Horse Show. Running Races—6 days (parimutuels). Total Handle—1940 (7 days): \$265,201; 1941: \$231,128.
Carnival—Organized. Gross, \$44,982.

Administration:

T. A. Hornibrook, president; J. Charles Yule, general manager; A. H. McGuire, director of attractions; Max McAra, superintendent of concessions, building exhibits and commercial space; N. J. Christie, chairman race committee.
Annual Meeting—November 21, 1941.

Edmonton Exhibition

Edmonton, Alta.

Attendance:

1940 . . . 145,500 1941 . . . 135,500

General Information:

Gate Admission: 50c day and night.
Gate Revenue—1940: \$19,382.32;
1941: \$18,951.47

Provincial Aid—\$1,900.

Total Cash Premiums Paid—Exhibits: No livestock exhibits. Purses: \$14,950.

Plant—Acreage, 70. Total cost 1941 improvements—"Owing to Royal Canadian Air Force taking over our grounds, improvements were of a temporary nature, amounting to approximately \$1,500. Just prior to that, we spent \$2,823 on permanent improvements.

Attractions:

Grandstand: 50c day and night. Total attendance—"No record." Receipts—1940: \$22,577.30; 1941: \$21,490.17. Expenses—1940: \$9,018.72; 1941: \$10,017.56. Night receipts, 64 per cent. Book Fireworks, Revue, Military Bands. Running Races—6 days. Total handle (races)—1940: \$322,651; 1941: \$308,285.

Carnival—Organized. Gross, \$82,249.92. Fair's share, 25 per cent.

Administration:

C. E. Wilson, president; P. W. Abbott, secretary and superintendent of concessions, building exhibits and commercial space; Fred W. Kemp, director

IT'S COLOR
IT'S LIGHT
IT'S SNAPP

NOW Contracting for our 1942 Season

FAIRS that are large enough to support a Show with (20) paid Attractions, latest thrill Rides, beautiful singing electric towers outlined in neon, all new Show Fronts decorated with neon and fluorescent lighting.

SHOWS that are educational and entertaining, would be glad to hear from you. If you don't have your own equipment I will furnish same.

CONCESSIONS that work for stock only. Will consider selling some exclusives. All Concessions open for 1942. All address Winter Quarters.

SNAPP GREATER SHOWS

118 JOPLIN STREET

JOPLIN, MISSOURI

LOOKING TO A BIG 1942

Thanks to all the Fair Secretaries and Celebration Committeemen, we had a very successful season and are now planning bigger and better things for 1942.

Contact us now for your
1942 dates

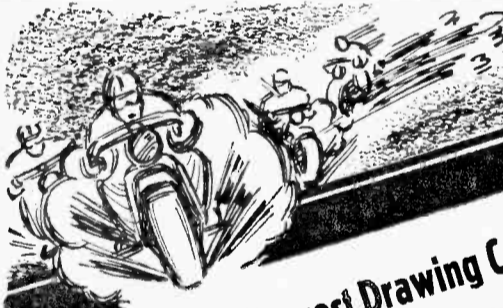
GOLD MEDAL SHOWS

Can place several new and novel rides, also high-class shows, legitimate merchandise concessions including bingo and penny arcade.

WANT show builder and neon man,
also sober, reliable ride foreman.

ADDRESS

BOX 663 COLUMBUS, MISS.



The Newest and Biggest Drawing Card in Recent Years

Proven for the Fifth Successive Year at the Great Illinois State Fair, Springfield, where they have drawn more people than all other grandstand attractions (ask Jake Ward, Illinois State Fair, Gen. Mgr.)

Also many other Fairs, which is POSITIVE PROOF OF THESE RACE THRILLERS.

MOTORCYCLE RACES

THE ONLY PRODUCER OF MOTORCYCLE RACES
J. E. (BUCK) KIDD
NO HIPPODROMING
OPEN COMPETITION

See me at the Convention, Sherman Hotel, or write for particulars to 1521 South 7th Street, Springfield, Ill.

of attractions: Fred L. Smith, race secretary.
Annual Meeting—December 29, 1941.
 IAFF Member—19 years.

BRITISH COLUMBIA

Canada Pacific Exhibition

Victoria, B. C.

Attendance:
 1940...386,400 1941...371,980

General Information:

Gate Admission: 25c day and night.

Gate Revenue—1940: \$53,161.20 (net)

1941: \$51,374.48 (net)

State Aid—Proportion of pari-mutuel tax.

Total Cash Premiums Paid—Exhibits: \$20,184.02.

Plant—Acreage, 135.27, four miles from center of city. Total cost 1941 improvements—New turnstile and gates, \$2,939.82; new horse barn, \$10,000; museum building (Edward and Mary Lipsett Indian collection), \$6,346.99.

Total 1941 Receipts—\$125,159.10.

Expenses—\$65,288.37.

Attractions:

Horse Racing, Hobby Shows, Local Talent Shows, Running Races—7 days. *Pari-Mutuels*—total handle—1940: \$538,966; 1941: \$645,437. *Net Pari-Mutuel receipts to fair*—1940: \$13,300; 1941: \$15,916.47.

Carnival—Organized. Gross, \$44,333.90. Fair's share, \$8,866.78.

Administration:

John Dunsmuir, president; C. S. McLennan, secretary.

Annual Meeting—Vancouver, January, 1942.

State Convention Delegates—John Dunsmuir, S. C. McLennan, F. F. Gross, F. C. Tingley.

First fair was held in 1910 and has been held annually ever since.

Provincial Exhibition

Victoria, B. C.

Attendance:
 1940...138,760 1941...135,640

General Information:

Gate Admission: 25c day and night.

Fair was founded in 1861. Exhibits

include 1,120 head of livestock, agricultural products and manufacturers' and merchants' products.

ONTARIO

Canadian Lakehead Exhibition

Port William and Port Arthur, Ont.

Attendance:
 1940...69,500 1941...82,000

General Information:

Gate Admission: 25c day and night.

Gate Revenue—1940: \$14,311.50;

1941: \$16,953.80

State Aid—\$850.

City or County Aid—\$1,500.

Total Cash Premiums Paid—Exhibits: \$3,950.

Plant—Acreage, 20. 1½ miles from center of city. Total cost 1941 improvements—\$3,500 for new floodlighting, dressing rooms, stage effects, display equipment, grounds improvement.

Total 1941 Receipts—\$33,000.

Expenses—\$23,000.

Attractions:

Grandstand—35c day, 50c night.

Total attendance—1940: 14,011; 1941: 14,952.

Receipts—1940: \$6,332.80;

1941: \$6,664.60. *Expenses*—1940:

\$5,442.80; 1941: \$6,424.40. *Night receipts*, 85 per cent. *Automotive Thrill*

Features—2 days. *Vaudeville, Band, Carnival*—Organized.

Administration:

George Wardrope, president; W. Walker, secretary.

Province Association Member—30 years.

Convention Delegate—W. Walker.

Fair was started 40 years ago.

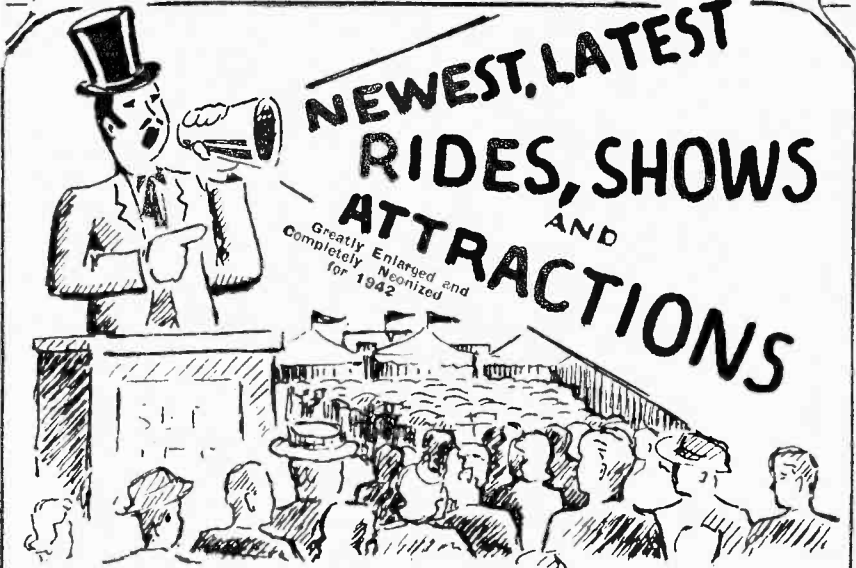
Western Fair

London, Ont., Can.

"I have your questionnaire for the second annual statistical directory of exhibitions. As was the case last year, our exhibitions were canceled in favor of the Department of National Defense, which is completely occupying our grounds and buildings. As a matter of fact, our plant is more fully involved than it was a year ago. At the

(Continued on next page)

AL BAYSINGER SHOWS



FAIRS AND CELEBRATIONS

WE ARE NOW ARRANGING OUR 1942 ROUTE. If you Want the Newest and Latest Show for Your Midway, Contact Us.

SHOWS. Want High Class Shows, especially Illusion, Monkey, Circus and Jungleground. In fact, anything that is large enough to play Industrial Centers and can stand Prosperity, with or without Outfits. Also want good capable Side Showman with Acts. Can use two good Fun Houses.

RIDES. Want two more late, modern Rides, with or without transportation.

CONCESSIONS. Custard, Photos, Scales and Lead Gallery open.

WILL BE AT THE SHERMAN HOTEL, CHICAGO, DURING THE CONVENTION, AFTER THAT ADDRESS:

AL. BAYSINGER, MGR., BOX 475, POPLAR BLUFF, MO.

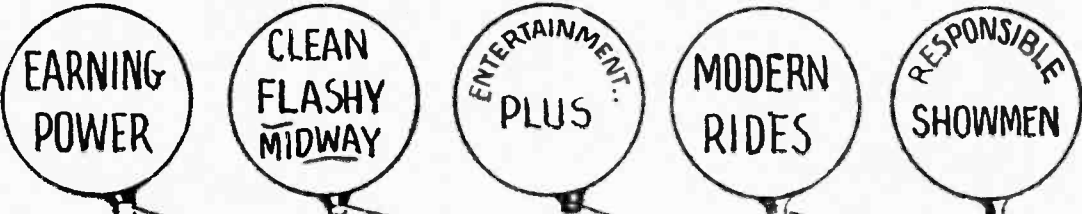


L. C. REYNOLDS



H. WELLS

REYNOLDS & WELLS



KEEP 'EM FLYING FAIR ASSOCIATIONS

Season's Greetings to our many friends who have helped to make 1941 a successful season for the Reynolds and Wells Show.

Showmen, it will pay you to investigate the phenomenal success since the opening of this show in the spring of 1937 at Springfield, Missouri.

We have achieved in 5 years a standard comparable to the veterans of the show world. The foundation of that standard being "live and let live and square dealings to all," therefore we have built a reputation that our word is our bond, with truthful statements at all times to all whom we contact. Our route for 1942 will cover Minnesota, Iowa, Illinois, Kansas, Missouri and Texas fairs, starting the last week in June or the first week in July, ending the first week in November, will give you 20 or more fairs and celebrations this coming season.

All wanted statements listed below must be of the finest in appearance and personnel, as we operate one of the finest truck shows entour today.

WANTED: Slum Concessions of all kinds that operate strictly for 10 cents. Reasonable privilege.

SHOWS: Can place Shows of all kinds with or without equipment. Especially want Motordrome with own transportation. Must be tops. Have beautiful wagon front suitable for Wild West. Must have first class wardrobe and have own transportation. Virgin territory for a show of this type. Can place first class Mechanical Show. Must have flash inside and out. Will book Animal, Life, Illusion, Monkey Show or Speedway. Nothing but clean, flashy shows wanted. Man to take over Girl Show. Must have wardrobe and be able to work with office.

HELP WANTED in all departments. Can place Ride Foreman for all rides, must have references. If you drink don't answer. Salary and percentage with office. Capable Neon Man wanted to repair and take charge of neon department. All Help must drive Semis.

All showmen must sign conditional contract for entire season.

Want first class Cookhouse. Must have good kitchen and know how to use it. One that appreciates showmen's business. Your equipment must be new or as good as new. Family-operated one preferred. Don't misrepresent, as you won't last.

WINTER QUARTERS:
 P. O. Box 794, TEXARKANA, TEXAS

PERMANENT ADDRESS:
 Box 755, WENTWORTH, MO.

Will be at the Chicago convention, also Des Moines, St. Paul and Dallas

LOS ANGELES COUNTY FAIR

800,249

BREAKS THE RECORD FOR IT'S 20 YEAR PERIOD

The Los Angeles County Fair was started in 1922 with an attendance of 40,000—a far cry from the thousands it attracted last year. Fair offers hundreds of varied exhibits—Agricultural, Industrial, Commercial—combined with entertainment features—A Gay Midway, Horse Racing, Bands—to attract West Coast people. There is ample space for all these activities at the 268-acre fairgrounds, located 2½ miles from Pomona.

Plan to visit the Fair—Sept. 18 to Oct. 4, 1942

MEMBER IAFE

C. E. HOUSTON
President

C. B. AFFLERBAUGH
Secretary and director of grandstand attractions

E. C. MIDDLETON
Superintendent of Concessions

A. D. THORBURN
Superintendent of building exhibits

moment (October 10), it looks as tho this exhibition would be oif 'for the duration.'"—W. D. JACKSON, secretary.

Data from 1940 directory: *Gate admission*, 25c day and night. *Attendance* (at last operation, 1939)—127,535. *Premiums paid*, \$25,777. *Grandstand*, 25c-75c, day and night. *Thrill Day*—1. *Fireworks*, *Brass Bands*, *Horse Show*. *Horse Racing*—4 days. J. H. Saunders, president; W. D. Jackson, secretary; F. E. Harley, director of attractions.

IAFE Member—23 years.

Central Canada Exhibition

Ottawa, Ont.—August 17-22, 1942.

Attendance:

1940: Exhibition not held. 1941: 247,794.

General Information:

Gate Admission: 25c day and night. *Gate Revenue*—1941: \$23,427.25; *Provincial Aid*—\$1,800. *Total Cash Premiums Paid*—Exhibits: \$6,656.15.

Plant—Acreage, 75. Improvements—"Due to permanent buildings being occupied by the Department of National Defense, the entire exhibition was held under canvas this year."

Total 1941 Receipts—\$77,380.10 (Est.) *Expenses*—\$70,957.85 (Est.)

Attractions:

Grandstand—25c-50c day; 35c-50c-75c-\$1 night. Total attendance—39,906. Receipts—\$20,583. Expenses—\$12,474.50. Night receipts, 90 per cent. Book *Fireworks* (but not this year account too many tents on grounds), *Revue*, *Vaudeville*, *Horse Show*, *Military and Boys' Bands*. *Horse Racing*—5 days, but not this year.

Administration:

F. C. Elford, president; H. H. McElroy, manager and secretary; E. A. Band, vice-president; all other departments operated from office.

Annual Meeting—Third Wednesday in January, 1942.

IAFE Member—21 years.

IAFE Delegate—H. H. McElroy.

Canadian National Exhibition

Toronto, Ont.—August 28-September 12, 1942.

Attendance:

1940: 1,642,000 1941: 2,100,000

General Information:

Gate Admission: 25c day and night. *Gate Revenue*—1941: \$365,000.

Aid—*Provincial*: None; *Federal*: None; *Agricultural Department*: \$2,000.

Total Cash Premiums Paid—\$125,000.

Plant—Acreage, 350. Total cost 1941 improvements—"As our buildings have been occupied for two years by the Navy, Army and Air Force between the time they move to summer camps and the opening of the exhibition, there is very little opportunity given us to spend much money for improvement. During the war we are making every effort to keep our maintenance up to standard." Value of land, buildings and equipment—\$21,000,000.

Attractions:

Grandstand—25c-50c day; 25c to \$1.50 night. Capacity—24,000. Total attendance—1941: 365,000 (of which 230,000 came at night). *Vaudeville*, *Revue*, *Pageant*, *Fireworks*. *Automotive Thrill Show*—11 days. *National Horse Show*—1 week. *Brass Bands*, *Symphony and Dance Orchestras*, *Opera Principals*, *Virtuosi*.

Annual Cost—\$1,225,000, exclusive of exhibitors' interest.

Interior Areas—(floor) *Horse Palace*, *Coliseum and Livestock Pavilion*—24½ acres. *Coliseum* seating capacity, 12,000.

Carnival—Independent "Frol-Ex-Land," directed by J. W. Conklin.

Administration:

John Millar, president; Elwood A. Hughes, general manager; Charles W. Ross, director of attractions; T. G. Daiglish, treasurer.

IAFE Delegates—Elwood A. Hughes, Charles W. Ross.

QUEBEC

Provincial Exhibition

Quebec City, Que.—Labor Day week, 1942.

"THE PRIDE OF THE MIDDLE WEST"

THANKS TO THE FAIRS AND CELEBRATIONS WHERE WE HAD THE PRIVILEGE OF PRESENTING OUR MIDWAY THIS YEAR, FOR MAKING OUR SEASON THE MOST SUCCESSFUL IN OUR HISTORY.

STREAMLINED FOR THE TIMES!

FOR THE 1942 SEASON WE PROMISE A BIGGER AND BETTER SHOW.

NEW & MODERN

★
Now Contracting Fairs and Celebrations. See us at the Convention at Chicago, or write us.

THE LATEST IN SHOWS & RIDES

BEAUTIFUL & CLEAN!

FRISK Greater SHOWS INC

WANT FOR 1942 SEASON

RIDES: Will Book Rocket, Spit-Fire, Wheel or What Have You. SHOWS: Life, Fun House, Side Show and Girl Revue. (Have Complete Outfit for Girl Show.) CONCESSIONS: Cookhouse, Diggers, Balloon Dart, Arcade, String Game, Hoopla and Novelties.

ALL ADDRESS: FRISK GREATER SHOWS
Winterquarters: HOT SPRINGS, ARKANSAS

ALABAMA STATE FAIR

Including THE GREAT

\$1,000,000

NATIONAL DEFENSE

Display

HITS A HIGH GATE MARK

1942—OCTOBER 5 TO 10—1942

J. WARREN LEACH

President

JAMES A. MARBURY

Vice President

DOUGLAS K. BALDWIN

Secretary-Manager

BIG SUCCESS ON MIDWAY

Attendance:
1940...126,470 1941...150,000

General Information:
Gate Admission: 25c day and night.
Gate Revenue—1940: \$22,406;
1941: \$28,500
Provincial Aid—\$12,500.
Total Cash Premiums Paid—Exhibits:
\$16,000 (approximately). Purses: \$4,300.
Plant—Acreage, 150. Total cost 1941
improvements—\$13,100, as follows:
New pig house, \$4,000; flooring and
new seats in Coliseum, \$1,500; new
concrete flooring, grandstand, \$3,000;
completion of exhibition hall, grand-
stand, \$1,600; parking ground, \$3,000.
Total 1941 Receipts—\$90,000.
Expenses—\$85,000.

Attractions:
*Grandstand—*60c day; 35c-50c-51
nights (Coliseum). Total attendance
—1940: 13,553 (grandstand) and 20,435
(Coliseum); 1941: 18,600 and 28,338.
Receipts—1940: \$4,915 and \$5,600;
1941 \$4,553 and \$8,700. *Expenses—*
1940: \$6,655 and \$3,780; 1941: \$6,500
and \$3,600. *Book Revue, Vaudeville,*
*Brass Bands, Harness Racing—*6 days.
*Carnival—*Organized. Fair's share
of gross, \$5,000.

Administration:
Lucien Borne, mayor of Quebec,
president; Emery Boucher, secretary

and director of attractions; Elzear
l'Heureux, superintendent of conces-
sions and building exhibits; A. A.
Dube, race secretary.
*Annual Meeting—*December.
*IAFE Member—*Charter.
*IAFE Delegates—*Lucien Borne and
Emery Boucher.

SASKATCHEWAN

Provincial Exhibition

Regina, Sask.—July 28-August 2,
1942.

Attendance:
1940...128,876 1941...106,434

General Information:
*Gate Admission—*25c day and night.
Gate Revenue—1940: \$23,293;
1941: \$22,766
Provincial Aid—\$2,500.
Total Cash Premiums Paid—Exhibits:
\$8,258.25; Purses: \$15,000.
Plant—Acreage, 110.
Total 1941 Receipts—\$78,722.57.
Expenses—\$55,332.25.

Attractions:
*Grandstand—*50c-75c day and night
(horse races, day; platform acts,
night). Total attendance—1940: 69,315;
1941: 67,305. *Receipts—1940:* \$33,899.50;
1941: \$33,866.15. *Expenses—1940:*
(Continued on next page)

THE F.E. GOODING AMUSEMENT COMPANY OPERATOR

LARGEST **MOST RELIABLE** **BEST**
GOODING GREATER **AMERICAN**
SHOWS **EXPOSITION SHOWS**
50—RIDING DEVICES—50 **30—SHOWS—30**
F. E. GOODING **General**
PERMANENT ADDRESS: 1300 NORTON AVENUE,
COLUMBUS, OHIO **Manager**

TO ALL MANAGERS AND DIRECTORS OF
FAIRS AND EXPOSITIONS

The "ROAD TO GOOD HEALTH"

Has a very definite place at your fair

- BECAUSE--** Your fair is primarily an educational institution.
 - BECAUSE--** Your fair will render a service to all the people of your community and State:
 - BECAUSE--** You will help the layman and will promote Man to greater health.
 - BECAUSE--** The life span can be lengthened by a better way of living.
 - BECAUSE--** You will create lasting good will with and greater acceptance from the patrons of your fair.
 - BECAUSE--** Effective news stories and forceful editorials will appear in your newspapers.
 - BECAUSE--** It will create new and renewed interest in your fair and bring you additional revenue.
- and
- BECAUSE--** It's swell to be well.

The "ROAD TO GOOD HEALTH" will shape itself around a broad, constructive national concept. "Building Good Health Now" will be its theme.

Designed for the Layman!
Prepared By Scientists!!
Exhibited By Showmen
With Showmanship!!!

THE WEALTH OF A
NATION IS IN THE
STRENGTH AND
HEALTH OF ITS
PEOPLE.

LOUIS E. DUFOUR ASSOCIATES

9 Rockefeller Plaza
New York, N. Y.

At the Convention
★ SHERMAN HOTEL, Chicago
Nov. 29-30-Dec. 1-2-3

BEST WISHES
FOR A MERRY CHRISTMAS
AND

A HAPPY, PROSPEROUS 1942
TO OUR

Employees, Fair Associations, Committees, Business
Associates and all our Friends

—AND—

Our thanks for the part you had in making our 1941
season a record-breaker.

NOW BOOKING FAIRS AND CELEBRATIONS

See us in Chicago, or write us for complete, attractive
midways, or independent, up-to-date rides. There must
be a reason for our large volume of repeat business.
Why not investigate? We are proud of our many
fine references.

SHOWS—WANTED—SHOWS

We are interested in booking several more attractive
SHOWS. Prefer those with own equipment and trans-
portation but will consider and finance others providing
they are reliable and have new ideas of merit.

**WE BUY, SELL AND REBUILD
AMUSEMENT EQUIPMENT**

Visit our new factory and winter quarters
—The finest in show business

WORLD'S GREATEST
AGRICULTURAL PAGEANT

GOVERNOR DWIGHT H. GREEN
HOWARD LEONARD **WM. V. "JAKE" WARD**
 Director of Agriculture General Manager

ARE VERY GRATEFUL FOR THE HELPFUL ASSISTANCE GIVEN BY OTHER FAIR MANAGERS AND THOSE SHOWMEN, EXHIBITORS AND CONCESSIONAIRES INTERESTED IN PLACING THE ILLINOIS STATE FAIR ON A STRICTLY BUSINESS BASIS

ILLINOIS STATE FAIR

We'll be
 seein' you—
AUGUST 14 to
23, 1942, at
SPRINGFIELD,
ILLINOIS

Reprinted From The Billboard,
 October 11, 1941

EDITORIAL
Good Sense in
Fair Operation

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

It was reported that of the 624,959 people who passed thru the gates this year, 437,846 paid admission, amounting to \$109,461.50. The difference between the total and paid figures is accounted for by a free gate for children August 9 and free admission for war veterans August 10. What the sum of

\$109,461.50 means to the fair management can be appreciated by comparing it with the gate receipts of previous years when the fair was more or less a football and hundreds of thousands of free ducats were tossed about with abandon by politicians. In 1940, with estimated attendance of 912,000, there were only 8,904 paid admissions, the State receiving but \$2,226 in admissions out of a possible \$228,000. Last year's annual paid out \$281,000.

As expected, there was severe criticism of the management, both before and during the fair, for the new ruling. Stories attacking the management's stand on the pay gate while the fair was in progress may have cut attendance some, but officials said they were "very well pleased" with the pay-gate plan. Not before 9:30 nightly was the gate lifted and that resulted in crowds swarming the midway of Royal American Shows, Amusement Corporation of America.

\$7,768.91; 1941: \$8,999.83. Night receipts, 80 per cent. Book *Fireworks, Revue, Vaudeville, Running Races*—6 days, pari-mutuels. Handle—1940: \$229,718, with net receipts to fair of \$24,987; 1941: \$205,915, with net receipts of \$23,437.

Carnival—Organized. Gross, \$35,463.51. Fair's share, \$7,606.27.

Administration:
 Charles Harlton, president; D. T. Elderkin, secretary; Nate Andre, director of concessions; N. T. Gardner, director of attractions; H. Matby, superintendent of building exhibits and commercial space; J. P. Lunney, chairman of racing.

Annual Meeting—About December 10.

IAFE Member—16 years.

Total Cash Premiums Paid—Exhibits: \$10,500. Purses: \$13,000.

Plant—Acreage, 80. Total cost 1941 improvements—About \$9,000 for stuccoing barns, building new race secretary's office.

Total 1941 Receipts—\$77,000.
Expenses—"Not prepared yet."

Attendance:
Grandstand—50c day; 50c-75c night. Total attendance—1940: 48,510; 1941: 49,125. Receipts—1940: \$19,266.60; 1941: \$19,774.75. Expenses—1940: \$23,914.00; 1941: \$23,000.00. Night receipts, 75 per cent. Book *Revue, Running Races*—6 days. Total handle (pari-mutuels)—1940: \$200,176; 1941: \$177,079.

Carnival—Organized. Gross, \$24,463.51. Fair's share, 25 per cent.

Saskatoon Industrial Exhibition

Saskatoon, Sask.

Attendance:
 1940...76,465 1941...78,863

General Information:
Gate Admission: 25c day and night.
Gate Revenue—1940: \$14,058.25; 1941: \$15,609.15
Provincial Aid—\$10,000.

Administration:
 J. H. Warren, president; Sid W. W. Johns, secretary and race secretary; John A. East, superintendent of concessions; A. M. McIntyre, director of attractions; A. M. Duncan, superintendent of building exhibits and commercial space.

Annual Meeting—December.
IAFE Delegate—Sid W. Johns.

Another Year and a Greater IAFE

(Continued From Page 10)

Two outstanding features of the 1940 conclave were a special round-table clinic devoted to advertising and publicity and an advertising exhibit. This year's clinic is scheduled to be given over to another vital subject, probably concessions, and the advertising display will continue along augmented lines, with interest heightened by tangible awards in which The Billboard itself is participating as donor of illuminated certificates. The judges are outside parties recruited from leading ad agencies, department stores, etc.

TOP SHOW FOR '42

We take this opportunity to thank our Fair and Celebration Committees for a

MOST SUCCESSFUL 1941 SEASON

We are now engaged in extensive rebuilding and remodeling to give your patrons the

TOP SHOW FOR '42

NOW BOOKING FOR COMING SEASON

BUCKEYE ★ ★
STATE SHOWS

SHOWMEN: Will finance any new or novel Attraction of merit. Ride Owners: Will book or buy Octopus or Spitfire. Fair and Celebration Officials, contact us at Sherman Hotel, Chicago. During Convention, or by Mail.

JOE GALLER, GEN. MANAGER
 WINTER QUARTERS, SO. MISS. FAIRGROUNDS,
 — LAUREL, MISSISSIPPI —

SHOW OPENS IN MARCH . . .
CLOSES IN NOVEMBER

MIGHTY SHEESLEY
 ★ MIDWAY ★

BIG 1941 SUCCESS

LATEST RIDES GOOD BUSINESS NEW SHOWS and ATTRACTIONS LARGE WELL LIGHTED MIDWAY

Holiday Greetings and A Prosperous New Year to Our Many Friends

WANT—SHOWMEN WITH MODERN SHOWS
 Suitable for Stream-lined Fronts. Must be High Class and Well Managed. Will furnish complete outfits.

WANT FOREMAN FOR RIDES
 1942 Season — Must be capable of caring for and keeping equipment in A-1 shape.

FAIR SECRETARIES AND COMMITTEES — Interested in Clean, Wholesome and Stream-Lined Amusements for your Fair, Celebration or Dates of Interest? Take notice for season of 1942. This show will feature the following Acts, twice daily in the center of Midway:

DOROTHY FAY AND HER **HARRY POLLAK, HUMAN CANNON BALL** **MISS MALLOY**
 High Diving Horse Over the Ferris Wheels 125-Ft. Aerial Act

FIREWORKS NIGHTLY. THIS IS A 30 CAR RAILROAD SHOW

Address all communications to **JOHN M. SHEESLEY**
 (Until December 6) (After December 6)
 SHERMAN HOTEL, CHICAGO, ILL. JEFF DAVIS HOTEL, ANNISTON, ALA.

MIGHTY MONARCH SHOWS

NORRIS ROLAND AND GEORGE GOFFAS

OWNERS-MANAGERS

BOX 8601

SULPHUR SPRINGS, FLA.

Now Booking Shows, Rides, Etc., for 1942 Season

FRED BOSWELL <i>Business Manager</i>	E. C. EASTIN TILY 3rd Season	BILLY CLARK 6 Concessions
ERIC "SWEDE" FREDERICKSON <i>Electrician</i>	HOGAN EDGAR BINGO	MATT BORUP DIGGERS
'YELLOW' ROME <i>Sunshine Minstrels</i>	"POPEYE" <i>Circus Side Show</i>	CHARLIE FAY <i>Paris Nites</i>
PERSONAL GIRLISH REVIEW	AL WALLACE SPITFIRE	STEVENS 6 Concessions

HILDA GOFFAS, RUTH ROLAND 4 RIDES

GUS COSTA MIDWAY CAFE

SHOW WILL ROUTE OVER SAME TERRITORY

THANKS AND BEST WISHES TO OUR MANY FRIENDS

SOUTH TEXAS STATE FAIR ★

MEMBER OF THE IAFE

BEAUMONT, TEXAS

Extends Best Wishes to the IAFE and All Show People

Exhibits and Premiums

Set a New Top Mark in 1941

Harvest Club Again a Big Feature. Attracting Large Crowds Nightly

The last big Fair on the Mid-West Fair Circuit. A good place to exhibit.

TENTATIVE DATES FOR 1942

OCT. 31-NOV. 11

H. W. GARDNER, President
L. B. HERRING, JR., Manager

NOW BOOKING FOR 1942

FOR 1942
We Promise an Even Greater and Better Show. New Attractions — New Rides

From Three Rides in 1938 to One of the Finest Motorized Expositions Touring the Southern States.

We played the cream of the Louisiana Fairs in 1941. Ask any of the Fair Managers about our show. We will gladly furnish our 1941 route to any interested parties, as any Fairs that we have played will gladly recommend us.

PARK AMUSEMENT COMPANY

"The Pride of Louisiana"

SHOWMEN: We plan on building several outstanding Shows in winterquarters, so if you have any worthwhile ideas tell us about them, as we will finance you and will be able to take care of you thru the winter months at our own permanent winterquarters.

WE OPEN IN FEBRUARY AT THE ANNUAL SPRING CELEBRATION IN LAKE CHARLES

All Address:

CLIFF LILES, Mgr., Lake Charles, La.

ANOTHER GREAT YEAR! FOR THE GREAT LAKES EXPOSITION SHOWS

"THE SHOW THAT MADE GOOD"

— THERE MUST BE A REASON —

AT THE CLOSE OF OUR 1941 SEASON WE SAY **THANKS**

Thank you our many Friends, Fair Secretaries, Celebration Committees, Sponsoring Committees, Showmen and Employees—who have assisted the Management in having made this past season our greatest.

WE PLAN TO MAKE THE 1942 SEASON EVEN GREATER. Our aim is to build up a bigger, better and more beautiful show for the 1942 Season. This Show will positively be enlarged for the 1942 Tour.

CAN PLACE

COOKHOUSE. Must be high class and operated by people who know how to cater to Showfolk. To that party we can assure you 100% co-operation, and more than the privilege in meal tickets.

CONCESSIONS. All Kinds. Will especially want Long Range Gallery, Custard, Pan Game, Rat Game, and Slum Stores of all kinds. **WIDE AWAKE CONCESSIONAIRES:** Here is an opportunity for those who will appreciate a long season in proven territory.

SHOWS OF ALL KINDS. Will furnish equipment for same. Have practically new Side Show for Operator who has something to put inside it. Girl Show Operators for Two Girl Shows, for which we will furnish equipment. Have several good Grind Shows open. **SHOWMEN WITH NEW IDEAS, WRITE US. WILL FRAME ANY WORTHWHILE ATTRACTIONS.**

RIDES. Will place any Ride not conflicting with what we have. Good opening for Flying Scooter and Fly-O-Plane. Can also place several Kiddie Rides.

RIDE HELP OF ALL KINDS. High-class Foreman for New Caterpillar. Reliable Carpenter who knows how to build Show Fronts.



SENSATIONAL FREE ACTS FOR EARLY OPENING IN MARCH. WE CAN ASSURE YOU A LONG SEASON OF FAIRS AND CELEBRATIONS, COMMENCING IN JUNE AND CLOSING IN NOVEMBER.

FAIR SECRETARIES IN THE SOUTH

Write us for Open Time. We have some open time for late dates in 1942. SHOW WILL POSITIVELY OPEN IN THE SOUTH THE LATTER PART OF MARCH.

"THE SHOW WITH THE HIGH CLASS ATTRACTIONS"

Everybody Address:

AL WAGNER, Manager.
2647 Cheltenham Road, Toledo, O.
Winterquarters: P. O. Box 508,
Sheffield, Alabama

**It's BIGGER—It's BETTER
It's more STREAMLINED**

It's MOTOR CITY SHOWS

ATTENTION, FAIR SECRETARIES

We will present for the 1942 Season, an up-to-date Midway, with the latest Rides and Shows. If you want a real Midway for your Fair or Celebration, get in touch with us.

ATTENTION, SHOW PEOPLE

WANT SHOWS, WITH OR WITHOUT OWN OUTFITS

We will finance any worthwhile Attractions. Want organized Ten-In-One, or party to take charge of same. (Will furnish new top and complete outfit for same.)

CONCESSIONS OF ALL KINDS, EXCEPT CORN GAME

WE PLAY INDUSTRIAL CITIES, WHERE DEFENSE WORK IS PLENTIFUL

Address:

VIC. HORWITZ, 355 Lake St., Toledo, Ohio

Selling Thru Fairs

(Continued From Page 21)

two-sided neon sign reading "Public Telephones." There is a door at the rear and one at the side, with an attendant's desk just inside the side door. The interior is paneled with plywood and finished in light walnut. Each of the three telephone booths is equipped with a bi-folding door, seat, shelf, fan, ceiling light and small window. On one side of the trailer is an upholstered seat large enough for four persons. There is an oil heater for cold weather, the roof is insulated, and two power-driven ventilators create air circulation. Battleship linoleum covers the floor. Provisions are made on one side of the trailer for the insertion of displays.

Profitable Even for Art

Art exhibits at fairs would not ordinarily be regarded as a financially paying proposition. But Art Instruction, Inc. (formerly Federal Schools, Inc.), has exhibited at the Minnesota State Fair and elsewhere for more than 20 years and has found it profitable. J. Almars, president of the company, told The Billboard that the idea of exhibiting started from a yearly competition among the school's students all over the world studying commercial art, illustrating and cartooning.

Fuel and Heating Consistent

Manufacturers of heating equipment find fairs a worth-while market. Coal, oil and "bottled gas" ranges are in demand for farm homes, and the exhibits at fairs are a potent sales stimulant. A consistent exhibitor at fairs is the American Stove Company, which concentrates on a range which uses the company's "bottled gas." In 1941 the company exhibited at more than 100 fairs, ranging from such large ones as the State Fairs of Minnesota, Ohio and New York to small county fairs. "We have found these fairs to be an excellent means of advertising Pyrofax gas and Magic Chef ranges," says D. G. O'Meara, of the company's advertising department, "as they not only enable the distributors to demonstrate the convenience of the gas, but also to show the equipment and appliances available to many thousands of prospects whom they would not be able to contact otherwise. We have found that live demonstrations, or a contest such as we ran at the Minnesota State Fair, increase the interest and the number of prospects at the exhibit."

Among the largest and most consistent exhibitors of farm machinery is the Oliver Farm Equipment Company. Alice C. Holton, assistant editor of Oliver publications, is in close touch with the company's activities as an exhibitor, and she declares that implement men in general feel that showing at State and county fairs is a "must" proposition because fair time gives them an opportunity to show to their greatest audiences. "Several factors," says Miss Holton, "contribute to the 'packed house'

**BIGGER
AND BETTER**

JACK RUBAK
OPERATOR AND GENERAL MANAGER
ALAMO EXPOSITION
SHOWS ★ ★

ATTENTION, SHOWMEN

The territory played by this Organization is a new Field for Showmen who have something different. If you have an attraction coming up to the standards of this Show, then contact us immediately for the coming season. This Show is an established organization and is one of the most successful on tour. If you are interested, and if you want to get on the Bandwagon with an Organization that has thirty-six weeks of established dates, then do so immediately.

WANT FOR 1942 SEASON

SIDE SHOW, ATHLETIC SHOW,
FROZEN CUSTARD, AND SHOW
PEOPLE IN ALL LINES.

NOW BOOKING 1942 SEASON

FAIRMEN AND CELEBRATION OFFICIALS: Contact us now by mail, or at the Sherman Hotel, Chicago, during the Convention.

EXECUTIVE STAFF

JACK RUBACK **LOUIS RINGOL** **LARRY MULLINS**
General Manager General Representative Publicity Director
WINTER QUARTERS ADDRESS: 1536 West Polar Street, San Antonio, Texas

MIDLAND EMPIRE FAIR AND RODEO

BILLINGS, MONTANA

Thanks to all who made our 1941 season a great success.

Plans now under way for a bigger and better Fair.

SEASON'S GREETINGS TO ALL SHOWMEN

JOHN W. CURRIE, President
HARRY L. FITTON, Manager

6 BIG DAYS IN 1942
AUGUST 12-17

aspect of the State and county fairs. By fair time the farmer is enjoying a breathing spell from the heavy work of spring and summer. He has a bit of time to spare, a great inclination to relax, and a little money to spend. He goes to the fair because he wants to go, he'll see the things which he's interested in, and, if he spends any money, he'll spend it on items he needs and wants. A. E. Fernandez, manager of the Columbus (O.) branch of the Oliver company, is sold on the efficacy of fairs as business-getters. Here's the way he looks at it: 'State and county fairs give us our best opportunity of the year to show our equipment to large numbers of farmers. Farmers come to fairs to look because they are potential buyers—if they find what they want. At the 1941 Ohio State Fair we sold 106 units of farm machinery in five days, the net value of which, at dealers' prices, was \$26,000. In addition to actual sales, we obtained a list of 300 good, hot prospects, many of which will develop into sales—if the dealers follow thru!'

"Aside from the immediate and future sales possibilities, there is another angle which makes the State and county fairs important to the large exhibitors. Fairs are well advertised. They have to be to draw people to the fairgrounds. Fairs are better advertised than any single exhibitor firm is advertised, if you consider the fact that fair advertising is intensive, short-period advertising. So when a firm ties itself in with the fair program by means of an exhibit, the company takes advantage of the advertising campaign launched to draw visitors to the fair and to a particular exhibit. The dealer, as well as the larger unit, benefits from such participation. Prospect lists are turned over to him to work on. If enough persons who visit a fairgrounds see a company's exhibit, that exhibit is bound to pay for itself. Do enough people see such an exhibit to make it worth while? That depends on the exhibitor. If he has something worth while to show, he will keep his share of the crowd with him. If the dealers follow up the prospects the company and branches obtain for them, everyone should benefit—dealers, branches and manufacturer, because all of them will profit financially from the effort."

Fairs are a "natural" for exhibits by the National Dairy Council, which has done a splendid job of advancing the interests of the dairy industry. Special dairy exhibits are shown at hundreds of fairs every year. Charles Sommer, who has charge of all exhibit work of the dairy council, is thoroly sold on fairs and he states that exhibits arranged thru the council have been found very effective.

Trailer manufacturers have found fair exhibits profitable, not from



a Great Show...
CRESCENT
 AMUSEMENT COMPANY

Holiday Greetings

... to our many friends, Fair and Celebration Secretaries and Associates:-

WE THANK you all for your very fine co-operation and assistance in making 1941 one of our best years.

FAIR SECRETARIES AND CELEBRATION COMMITTEES

We invite you to inspect our midway at any time. We present only attractions of Merit, Clean Shows, Modern Rides and Concessions that work for stock and not over 10c. Our repeat dates year after year are proof that The Crescent Shows are wanted in the same localities by Fair Secretaries, City Officials and the Paying Customers.

WE WILL AGAIN OFFER FOR THE 1942 SEASON


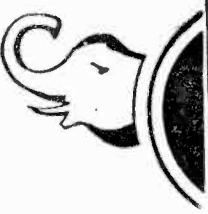
Starting with 10 of the best Florida Fairs January 12, a beautiful show greatly enlarged.

CAN PLACE FOR 1942 THE FOLLOWING

Independent Shows with own outfits and equipment: Circus Side Show, Big Snakes, Mechanical City, Fat People, Midgets, first-class Girl Show (no cooch or dope), any Pit or Platform Show that can get money. CONCESSIONS that do not conflict, American Palmistry, Custard, Ice Cream, Scales, Age, Photos.


L. C. McHENRY, General Manager

Home Address: Box 373, Gastonia, N. C.
 Winterquarters: Palmetto, Fla.





GREETINGS
 TO ALL FAIRMEN AND OUR
 MANY FRIENDS IN THE
 OUTDOOR SHOW WORLD

From



AND HIS



**GOODMAN
 WONDER
 SHOWS**

An Organization Built and Growing on Integrity

WATCH FOR IT SOON

WITHIN A VERY SHORT TIME, WE WILL MAKE A SENSATIONAL ANNOUNCEMENT, WHICH WILL POSITIVELY BE ONE OF THE OUTSTANDING SURPRISES IN THE OUTDOOR SHOW BUSINESS

WATCH FOR IT SOON

The Latchstring, as usual, will be out for our Many Friends in our Suite 509 at the Sherman Hotel, during the Convention.

MAX GOODMAN and His GOODMAN WONDER SHOWS
 P. O. BOX 21, LITTLE ROCK, ARK.

**BROCKTON
 FAIR**

Brockton, Mass.

1942 Dates

September 13 to 19

HAROLD G. MORSE ★ **FRANK H. KINGMAN**
 President Secretary

(Member International Association of Fairs and Expositions)


BILL HAMES SHOWS, INC.

"The Lone Star State's Greatest and Only Railroad Show"

THANKS

TEXAS FAIRS AND CELEBRATIONS FOR ANOTHER SUCCESSFUL SEASON

OPENING OUR 1942 SEASON AT THE FAT STOCK SHOW, HOUSTON, IN FEBRUARY, TO BE FOLLOWED BY THE FAT STOCK SHOW IN FORT WORTH, IN MARCH



THE BIGGEST AND
BEST SHOW
IN TEXAS

NOW BOOKING FOR THESE TWO BIG STOCK SHOWS AND FOR THE BALANCE OF THE 1942 SEASON: SHOWS, RIDES, CONCESSIONS, AND PEOPLE IN ALL LINES.

ANNOUNCEMENT

NORTH BEACH, CORPUS CHRISTI, TEXAS, IS NOW COMPLETELY OWNED AND OPERATED BY ME. OPENING THE EARLY PART OF APRIL AS AN ALL-YEAR-ROUND BEACH AND RESORT. Am spending approximately \$300,000.00 here to make it one of Southland's finest beaches and resorts.

1942 WILL MAKE MY 20TH SUCCESSIVE YEAR OPERATING RIDES AND ATTRACTIONS AT FOREST PARK, FORT WORTH, TEXAS.
BILL HAMES.

ALL ADDRESS:

BILL HAMES, President and General Manager
P. O. BOX 1377, FORT WORTH, TEXAS

NOW BOOKING FOR 1942

WHILE MOST SHOWS ARE STILL IN WINTER QUARTERS THE

GREATER UNITED SHOWS

HAVE BEEN AWARDED BOTH STREET AND MIDWAY CONTRACTS FOR THE

TWO GREAT SPRING CELEBRATIONS
"CHARRO DAYS", BROWNSVILLE, TEX.

9 DAYS—TWO SATURDAYS AND SUNDAYS
FEBRUARY 7 TO 15

WASHINGTON'S BIRTHDAY CELEBRATION,
LAREDO, TEX. 44th Annual Event. 12 Days (2 Sat. and Sun.).
Five-Year Contract.

FEBRUARY 18 TO MARCH 1

WANT OCTOPUS, FLYOPLANE, TILTAWHIRL

RIDE HELP for Merry-Go-Round, Duo Loop-o-Planes, Mixup, Rollo-Planes. Must positively be sober, industrious and able to drive Semi-Trailers.

WANT CAPABLE LOT MAN.

ALL CONCESSIONS OPEN at these two dates. NO EXCLUSIVES except Bingo and Cookhouse, which are sold (No Racket).

CAN PLACE SHOWS With or Without Equipment. Good opening for Fun House, Glass House, Drome, Big Snakes, Organized Minstrels, Wax or Prison Show, Mechanical Show, SIDE SHOW PEOPLE WRITE CHAS. ZERM. Want Couple for well-framed Illusion and Mirror Shows.

WRITE OR WIRE J. GEO. LOOS, LAREDO, TEXAS

spot sales but from the large number of prospects interested, who later become purchasers. The Elcar Coach Company adds a touch of showmanship by hitching a team of Alaskan "huskies" to a trailer and demonstrating the ease with which it may be drawn. The Fruehof Trailer Company; Trotwood Trailers, Inc., and other trailer manufacturers find that their exhibits at larger fairs are well worth while.

How Prospects Are Located

Many exhibitors do not expect spot sales at their exhibits because of the nature of their products. H. D. Bates, of the Johns-Manville sales promotion department, says: "Because of the nature of our products, an actual sale made at a fair is the exception. The dealer's objective usually is to use his fair exhibit as a means of locating prospects for new buildings or remodeling, which he can close at a later date. We consider such advertising worth while, from what our dealers tell us. We co-operate with our local dealers by supplying exhibit material for their use, and our exhibits are used at from 35 to 50 fairs a year."

International Harvester Company, which carries extensive exhibits at State fairs, finds it a paying proposition. "The main purpose of our exhibits," said Edwin A. Hunger, "is to advertise, and sales are quite secondary." The same is true of Montgomery Ward. "We do a certain amount of exhibiting," they said, "particularly on certain agricultural implement products, because we believe such publicity, exposed to large numbers of farmers and farm women, adds a certain amount of institutional value to our company." Encyclopaedia Britannica, exhibiting a rather high-priced product, has never found its direct sales at fairs encouraging, according to Conant Manning, advertising manager.

Each year sees more nationally known firms coming into the fair exhibit picture, and the exhibits continue to grow in size and variety. Progressive fair managers are fully aware, not only of the market possibilities of their fairs, but also of the value of commercial exhibits to the fair itself, and so a close co-operation has been developed between exhibitor and fair management that benefits both. As long as they are conducted on a progressive, businesslike basis State, county and regional fairs will continue to grow in popularity and usefulness.

Fairs and the Food Fifth Column

(Continued From Page 7)

Food is a whole arsenal of weapons in this struggle for human freedom. It is the driving force behind high production by munitions workers and high performance and morale among soldiers and sailors. Food is even more than that to people who are being deliberately starved. For all except the favored Nazi few and the fighting men and the war industry workers, meat and milk and more eggs and tomatoes and lard and cheese are dreadfully scarce, even in Germany. These foods are practically unknown to the average family in the conquered countries that have been looted.

Consider those people looking across the channel from half-fed France or Holland and seeing the British still are getting enough to eat. I think the effect is the equivalent of about 10 field armies.

Food is our fifth column.

When the conquered peoples see what America is supplying the British in the way of food and know that there's more where the British supplies came from I think these people in the conquered countries may do more than hope for victory of the democracies; they'll work and fight for it.

In the day of victory when the nations sit down at the peace table our food stockpiles, ready to be drawn on by the famished people of the Old World, will give great force to our views. For they will show once and for all that democracy builds for the needs of common men.

American agriculture must adjust its production to supply the increased needs. Since 1933 7,000,000 farm families have learned a lot about how to work together in adjusting production. Most of the time in the past eight years we have been adjusting production downward because markets had disappeared. As a matter of fact, we need to adjust production downward still further in some lines. We now have enough wheat on hand to last us for two years if we didn't grow a blade in 1942. On the other hand, as I have said, we need more pork, fruit, milk, eggs and certain vegetables.

Story Is Told at Fairs

So for 1942 we have some of the old problems of adjustment downward; then we have some big new problems of adjustment upward.

Agriculture's part in defense has been blueprinted in the form of production goals for 1942. I recently returned to Washington from a series of meetings in the four quarters of the country, at which farm leaders discussed the goals and how to reach them. I came away from the meetings convinced that the goals can be reached.

By achieving the goals American farmers will help mightily to bring about a just and lasting peace of the kind pictured by the leaders of the two great free nations of the world. By winning our American battle of farm production we will help to make it possible once again for men in all parts of the earth to live in comfort and in tolerance and in freedom. As long as true democracy exists, the world will not be safe for looting and slavery. Democracy stands in the way of 20th century barbarism. Democracy will not give an inch.

This year thruout the country exhibits at fairs are telling the story of food for freedom. They are telling it step by step—the why, the what and the how—in simple understandable terms. More than four-fifths of the United States Department of Agriculture exhibits brought out some phase of the major themes. The individual States and other public and private agencies also made their contributions. The men at the head of the nation's fairs, thru their co-operation in this educational effort, are performing a service to the nation.

**BIG
ROWDS**

Barnes-Carruthers Shows

Perform at the BOX-OFFICE as well as on a STAGE!

Talent alone is not enough—but talent plus showmanship, mellowed with experience, is the time-tested formula for grandstand shows that really click.

**BARNES-
CARRUTHERS**
*is the Nation's
talent mart
for the best in---*

REVUES--RODEOS--
BANDS--STAGE, TRACK
AND INFIELD ACTS--
THRILL SHOWS--
CIRCUS ACTS--RADIO
STARS--SUPER-MUSI-
CAL EXTRAVAGANZAS

BARNES-CARRUTHERS

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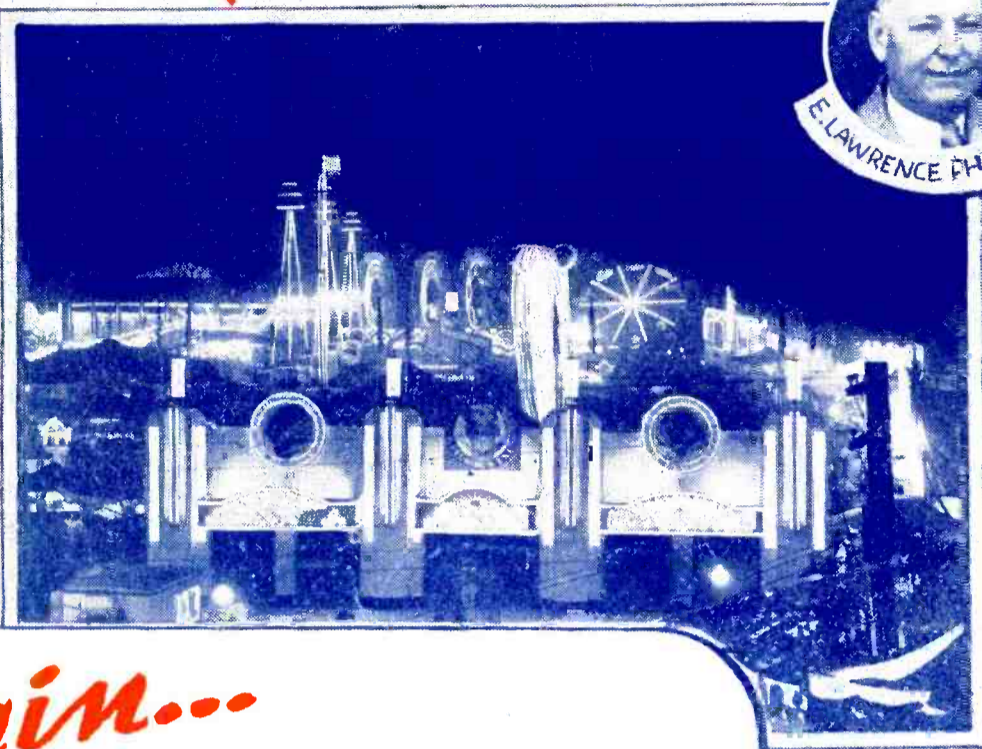
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**4TH of JULY
CELEBRATION**
CHISHOLM
MINN.



Once Again... **THE NATION'S
STAR-STUDDED ROUTE!**

There must be reasons for concentrating such outstanding celebrations and fairs into the impressive route book of ONE midway. There are . . . many.

FIRST, The Johnny J. Jones Exposition presented the *largest* midway at its engagements of any show on the North American continent. Its immense drawing-power was attested by the all-time "peak grosses" that has made history at the celebrations and fairs for whom we played.

SECOND, The Johnny J. Jones Exposition has a record of 42 years as America's **INDEPENDENT** midway . . . After 42 years sponsors and patrons have come to learn that they can depend upon this midway to provide the ultimate in showmanship, innovation, meritorious entertainment and a dependable performance of contractual obligations.

THIRD, It has been the Johnny J. Jones Exposition that has always paid an "extra dividend" on its contracts with surprise features! In 1939 it was the Acquavue! In 1940 Gene Austin! In 1941 Clyde Beatty and his Wild Animal Circus! It is to be rightfully presumed that 1942 will see *new surprises*.

FOURTH, The name—Johnny J. Jones Exposition has earned the confidence of the fair-going world. What could be a more valuable asset?

WHEN YOU CAN HAVE MORE, WHY TAKE LESS?



FIRST TO PRESENT ON ANY MIDWAY
CLYDE BEATTY
"GREATEST WILD ANIMAL TRAINER OF ALL TIME"

The sensation of the midway world! Clyde Beatty and his Wild Animal Circus . . . a complete circus behind the most elaborate front ever built . . . elephants, lions, tigers, wild animals of every description, clowns, acrobats and the circus and motion picture star, Clyde Beatty, himself, in the outstanding performance of any midway. 15,354 patrons thronged to this attraction at La Porte! 17,499 admissions at Indianapolis! 15,777 tickets sold at Louisville! 10,104 attendance at Nashville!



**42 YEARS
of
Leadership!**
ANNUALLY SINCE 1899

E. LAWRENCE PHILLIPS Presents

JOHNNY J. JONES EXPOSITION

511 'C' STREET N. E., WASHINGTON, D. C.
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★ **EXPOSITION PARK!**
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Hammond Organist—With organ. Closing successful six months' hotel engagement December 15. Prefer Southern location. All offers considered. Jack Corey, West Branch, Mich. de6

Hammond Organist—Available now. Do not own organ. A try out will prove my ability for both swing and classic. Age 38; union; 7 months on last engagement. Address Organist, 124 E. Front St., Adrian, Mich. del3

String Bass—Jam, read, cut shows; 8 years' experience; draft exempt. Prefer Southern location, but not necessary. Available after Dec. 1. Sober, reliable. No panics. State all. Musician, Box 243, Flemington, N. J.

Tenor Saxophone, Clarinet available immediately. Experienced, read, jam, tone, etc.; modern ride, draft exempt, age 25. All offers considered. Leo Ubrich, Travelers' Hotel, Baton Rouge, La.

Tiny Franklin, 9 Fuller St., Sullivan, Ill. Dance drummer, swing, commercial. Prefer location; reliable unit. Have tax; modern, sparkling, silver slingerlands. Age 25, deferred.

Trumpet—Union, sober, reliable. Read, take off, good tone. Married, out of the draft. Have car. Can join November 24. Cut any show. Please state all in first. Address Trumpet, Carlton Hotel, Danville, Ill. de6

Trumpet Player—Desirable all around man. Arrange, modern take off, good range and endurance. Age 33, single, draft exempt, 14 years professional experience all lines. Can do feature entertaining, both vocal and instrumental, act as M. C. or what'll you have. Dependable always, under all conditions. Available for decent location. No one-ners. Go anywhere. Wire Otis Dellinger, Arlington Hotel, Richmond, Ind.

AT LIBERTY PARKS AND FAIRS

FOR YOUR FREE ACTS — BOB FISHER'S FEARLESS FLYERS, Billboard, Cincinnati. no29

NOW BOOKING FOR 1942—COMEDY SLACK Wire and Tramp juggling Act. CECIL WOODS, Poplar Bluff, Mo.

THE DALTONS RIFLE & PISTOL SHARP-shooting, Bullwhip manipulating and featuring young Slim, the World's only (Blind-folded) Trick & Fancy Rope Spinner. Open for bookings after Dec. 31, 1941. Eastern Address, Centerdale, R. I.

Attention — Clown, Music, Magic, Puppets, Trained Dogs, Trained Birds, Trained Monkey, and America's largest traveling Pet Zoo. Just a great big flashy Novelty Free Act that pleases 100%, at a price you can afford. Now booking 1942. Parks, Fairs and Celebrations. 15 min. to 1 hr. program. Fred's Kiddie Circus and Traveling Pet Zoo Combined, Route No. 3, Syracuse, Ind.

Charles La Croix (In Person)—Original, Outstanding Novelty Trapeze Act. Available for indoor events of all kinds. Can erect my attractive nickel-plated upright apparatus under most any low or high ceilings indoors. Special large modernistic advertising posters free. Wonderful act, elaborately costumed. Big drawing card. Price for act reasonable. For full particulars address Charles La Croix, 1304 S. Anthony Blvd., Fort Wayne, Ind.

AT LIBERTY PIANO PLAYERS

PIANIST — EXPERIENCED, UNION. AVAILABLE IMMEDIATELY. Write or wire EDDIE BROOKS, 260 Ferry, E., Detroit, Mich. no28

PIANIST—LOCATION, CONCERT OR DANCE. Reader, Union. Write PIANIST, 415 So. 3rd, Albuquerque, New Mexico.

Experienced Non-union Pianist for tavern, club or small show. No orchestra. All essentials. No wires. Harold Drager, Marshall, Wis. de6

AT LIBERTY SINGERS

Male Vocalist—Age 20, 6 ft., good looking, well groomed. Union. Experienced with dance band, nite club, hotel, and radio work. Has range over 2 1/2 octaves. Also can act. Has very romantic touch to vocals. Would like a good dependable manager or booking agent. Will accept all types of offers, and will travel anywhere. BOX C-275, Billboard, Cincinnati, O.

AT LIBERTY VAUDEVILLE ARTISTS

SINGING COMEDIENNE for Stage, Shows, Nite Club dates. Class spots only. New York bookings preferred. BOX 293, Billboard, 1564 Broadway, New York City. de6

Pamahaska's Society Circus — Dog, Pony, and Monkeys, featuring the Act Beautiful, the Famous White Cockatoos, Military Macaws. Presented by the only original Prof. Pamahaska. Address Circus Headquarters, Geo. E. Roberts, Manager, 3504 N. 8th St., Philadelphia, Pa. Sagamore 5536.

SIEGRIST CLUB

(Continued from page 45) Debutantes all-girl orchestra played for dancing.

Among those attending were: Silvers Johnson and wife; J. R. Malloy and wife; Nancy Darnell, aerialist; Lillian Stock, aerialist; Tom Gregory and wife; Fred Work, Akron circus fan; Edythe Siegrist, former aerialist; Jim Moran, formerly with circuses; Bob Chapman and wife, of Meyers Lake Park; Lester Rodgers and Jim Crawford, Steubenville; Clarence Smith, cookhouse operator of Cleveland; Mr. and Mrs. C. A. Klein; George Akrim, Alliance concessionaire; Howard Peters, outdoor showman; Glen Z. Wagner, Dover circus fan, headed a delegation of 200 from that district, and Andy Smith brought in a group of Wooster fans.

Von Black, of Black's Enterprises, was general chairman in charge of arrangements, assisted by R. Jay Myers Jr.

Ralph J. Peters, John Drabble, Don Taylor, Deppish and Rex McConnell, all of Canton; Andy Smith, Wooster; Glen Z. Wagner, Dover; Clarence Smith, Cleveland, and C. A. Klein, New Waterford.

YSC Reunion Date Is Set

YOUNGSTOWN, O., Nov. 22.—Annual holiday reunion of Youngstown Showman's Club will be held at the Hotel Ohio here December 14, it was announced by C. A. Klein, an executive of the group. Affair will get under way in the afternoon and will include a banquet, floorshow and dancing. Invitations have been extended members of Charles Siegrist Showman's Club living in Northeastern Ohio cities. Klein said commitments will be announced shortly, with program details.

LETTER LIST

(Continued from page 63)

Young, J. J. Zarate, Lupe
Young, Mickie Zazzara, Frank
Young, Pauline Zewe, Gene
Youngblood, Zeke ZIMINSKI, BERNARD
Youngmans, Franklyn ZUCKER, ANDREW
Yowman, Mae ZACHINI, MORTIMER
Zacchini, Hugo ZABEL, Mrs. Don ZURINSKAS, ALBERT
Zacchini, Teo.

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway
Abbott, Fred George
Agnew, Herbert L.
Ahrens, Karl (Jim Blake)
Anderson, Manfred
Anger & Clifford
Bade, Annette
Bell, Rudolph
Barfield, Herman
Bernstein, Murray
Blaine, Bonnie
Bloom, James L.
BOISENEAU, CHARLES B.
Buchanan, Thomas
Burnstein, Abe
Bush, Dolly
Buttner, Ida
Calitz, Mrs. Billie
Callender, Mrs. Jack
Carlson, Ann
Caro, Steve
Carr, Jack
Carroll, Robert
Castle, Cooke
Cavanaugh, Alice
Chadwick, Mrs. Mae
Charmack, Rosie
CLANDY, THOMAS HENRY
Coleman, Russell
Cortez, Rosita
Cowl, Mr.
Cox, Raymond L.
Dale, Don & Lee
Dale, Marjorie
Dall, Shirley
Delassio, Pete
DOBBS, WILLIAM D.
Dobbins, Jane
Drigo, Emilio
Dyre, Tony
Elsasser, Carol N.
Frael, Fern
Evans, Archie
Evans, Larry
Evidman, Sam
Fabre, L. W.
FARRELL, FRANCIS
FAVREAU, LEONARD
CHARLES E.
Favreau, Charles
Fisher & Longmore
Gallagher, Mr. B.
Gilbert, J. J.
Gordon, Fred
Gray, Barry
GREENOUGH, PAUL B.
Groves, Ray
Harper, Charles
HARRIS, WM ALFONSO
Heth, Louis
Hill, Ida
Hillary, Cress
Hoar, George
Huson, Orrille
Huntington, Rhea
Johnson, Diane W.
Ibberson, Mrs. Jerry
Jeffcott, Thomas F.
Jones, Ben R.
Kaplan, Morris
Kelly, Mrs. J. C.
Kelly, Mrs. F. J.
Kelly, Florence
Knox, Mr. Terry
Kuntz, Mrs. Wendell
LaRay, Lucille
La'Voun, Miss Silva
Lang, Ed.

Lee, Francis M.
Leola, Leo
Leopardo, Tony
Logan, Scotty
Lewis, James
Lewiston, Harry
McALEER, NORMAN
McCarthy, Jerry
Mang, Fred
Manning, Mildred
Manning, Otis
Marlowe, Penny
Masteron, Jack
Mills, Stella
Mitchell, Charles
Mitchell, Lowell
Mitchell, Wando
Moffett, Danny
Moore, Hickey
Morency, Percy
Murphy, Eddie P.
Nelson, Walter
Nichols, Nick
North, Clifford
Norton, Edward
Norworth, Jack
Olenick, Harold S.
Owens, Wm. C.
Page, Hilda
Paquette, Edward
Parker, H. A.
Pauline, Madame
Pickford, Murray
Pope, Loris J.
Raymond, Hip
Rains, Al
Ricco, Toney
Ricardo, Jack A.
Russell, Dorothy
Salamon, Tillie
Rollett & Dorothea
SASSO, ALFRED
Scott Exposition
Shows
Scott, John (Slim)
Shaw, Lewis J.
Silverman, Frank
SIMONT, WILLIAM
Slovin, Cy
Sollows, Leora
Stanley, Mr. Bee Bee Rose
Kress & Co.
Starratt, Jack
St. Germaine, Clarence
Tepper, Daisy
Terry, Betty
Thompson, Mr.
Thornton, George
TIERNEY, PATRICK
Tobin, Edward
Tyler, Carl
Urich, Toney
Van Kirk, Mrs. Camilla
VERONEA, LAURENCE E.
Viera, C. V.
Walsh, Billy
Weiner, Jack
Weintraub, Sam
Weiss, Ben
West, Jack
WHITE, THOMAS M.
Wille, Henry
Williams, Burt
Woodruff, Catherine
Williams, Mrs. Robert
Wolfe, Thomas A.
Woolsey, Marie

Adams, Billy
Arley, Chas.
Arley, Mrs. Erma
Aurelle, Marjorie
Benesch, Frank
Bonta, Felipe
Bormann, Carl
BINGAMAN, CLARENCE
Boothe, Charles
Bradley, A. C.
BRANDT, FLOYD
GILBERT
Broadwell, Walter
Burke, Gloria
Butts, Mrs. Viola
Carter, Elizabeth
CARTER, THOMAS
Claire, Hans
Collier, Charlie
Dadswell, Jack
Daniels, Dolly
Davidson, A. F.
Davis, Dorothy
DECCO, (FRED) LEE
Devereux, Miss Billy
Diana, Phoebe
Dillon, Sam
DONAHUE, JOHN PATRICK
Drake, Marvin
Felize, Nabor
Flowers, Jack C.
Flynn, Vonnice
FOGLESONG, Forest, Evelyn
Frazier, Alfred
FREDERICK E.
FRICHTO JR., BERT CHARLES
Genious, Kenneth M.
Glasser, Mrs. K.
Golden, Larry Bissel
Hamilton, Leo
Harter & Aurelle
Gordon, Danny
Grigsby, Bill
Hale, Walter
Harvey, R. M.
HARRISON, ERNEST
HASEN, OLLIE
Hayden, Virginia
Hill, Ruth M.
Holmes, Elizabeth
A. or Kate S.
Hughes, Howard
Jefferson, Louis
Jones, Little
LEE JR., HARRY

ACKINS, BOB
Adkison, Stella
Alexander, T. S.
Alexandra, Pasha
Americo, Rex
ANGELL, HOWARD
Raer, Jack
Bahnsen, Wm.
Baldwin, R. M.
Bazaar Equipment Corp.
Beehler, Monty.
Hollywood Dogs
Berry, Mrs. Jack
Berofsky, Harry
Blair, J. V.
Brososky, Evelyn
Brown, L. W.
Brumley, A. E.
Bryer, Charlie
Bryer, Harry
Buchanon, Jack
Burkett, Earl
Burlingame, Mrs. Virgil
Calkins, Fred
CARROLL, BURNELL
Cawthorne, Wild
Bill
CHAMPEAU, ANTHONY
GORDON
Christiansen, Harley V.
Clark, I. J.
COFFIN, WILLIAM
FRANCIS
Cook, Miss Phyllis
Crawford, William James
Criger, Roy
Curtin, Miss Jerry
Davis, Clyde
Davis, LouLouette
Decker, Joe
Dickerson, Harry G.

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12th Floor Ashland Bldg., 155 No. Clark St.,
Adams, Billy
Arley, Chas.
Arley, Mrs. Erma
Aurelle, Marjorie
Benesch, Frank
Bonta, Felipe
Bormann, Carl
BINGAMAN, CLARENCE
Boothe, Charles
Bradley, A. C.
BRANDT, FLOYD
GILBERT

Laycock, Wally
Barbara
Lewis, Thayer
Littlejohn, Frank P.
Kerpays, Gay
Kennedy, Mike
Kohout Jr., Joseph
Lee, Bob
Long, Maurice
Louis, Joe & Eva
Lownds, Harry
McAfee, Irene
McCameron, Morris
Mansur, Shady
Margardt, Hugo
Martin, Terry
McGregor, Harold
Miller, Bertram E.
Miller, Big Harvey
Miller, LeRoy
Morehead, Virginia
Morgan, Hila
Morgan, John W.
Morris, Roy
Morrison, Mrs. Babe
Neely, Mrs. Bob
Neely, Robt. S.
NEITZ, MERLIN
O'Bryan, Lue
Obely, Lawrence Albert
OLIVER, CLARENCE J.
Oliver, Jack
Osborn, Glenn
O'Steen, J. O.
Ostrum, Iris
OSTRUM, JAMES MICHAEL
Owens, Emmett (Tex)
Owens, Richard
Patrick, E. L.
Perez, Capt. James J.
Price, Wayne O.
QUINN, DAN J.
Quinn, John
Itay, Ralph (Ky)
REID, CLAYTON
REED, ALBERT LAWRENCE
Reeves, Leon
Goebel
Rhodes, Joe
RICHMOND, FRANK
ROBERTS, WALTER
Robinson, Ralph
Robt. T. W.
Rosaria, Patsy
Rosen, Michael
Rose, Miss Madam
Ross, Charis
SHOEMAKER, JOSEPH
MARION
Sidenberg, Sid
SOMERFIELD, EDWARD
Sorber, George
Speeris, Andrew
STELL, EDGAY
Stepanovich, M.
Stinson, Jack
Storrs, Billy
Summer, Benny
Swift, Herbie
TERRELL, LE
THURMAN, BER
Tubbs, Eddie
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Umphery, M.
Umpleby, Che
V. (Am)
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Wahl, Ted
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Ward, Mrs. J.
Washburn, J.
Waters, Jean
Waters, J. A.
Webb, Ace
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Wells, Mrs. Loretta
West, Hugh
Wheeler, J. W.
Williams, Floyd
Williams, O. R.
Jack
Williams, Miss Loretta
Williams, Jack
Everitt
WILLIAMS, JOE
Willard, Harry
Wise, B. R.
Wolf, Joseph H.
Woods, Bryan
Wright, Wren
Young, Mrs. Joe F.
Zaino, Count
Zimmer, Miss

Butts, Mrs. Viola
Carter, Elizabeth
CARTER, THOMAS
Claire, Hans
Collier, Charlie
Dadswell, Jack
Daniels, Dolly
Davidson, A. F.
Davis, Dorothy
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Gordon, Danny
Grigsby, Bill
Hale, Walter
Harvey, R. M.
HARRISON, ERNEST
HASEN, OLLIE
Hayden, Virginia
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A. or Kate S.
Hughes, Howard
Jefferson, Louis
Jones, Little
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ACKINS, BOB
Adkison, Stella
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Alexandra, Pasha
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Bahnsen, Wm.
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Bryer, Charlie
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Buchanon, Jack
Burkett, Earl
Burlingame, Mrs. Virgil
Calkins, Fred
CARROLL, BURNELL
Cawthorne, Wild
Bill
CHAMPEAU, ANTHONY
GORDON
Christiansen, Harley V.
Clark, I. J.
COFFIN, WILLIAM
FRANCIS
Cook, Miss Phyllis
Crawford, William James
Criger, Roy
Curtin, Miss Jerry
Davis, Clyde
Davis, LouLouette
Decker, Joe
Dickerson, Harry G.

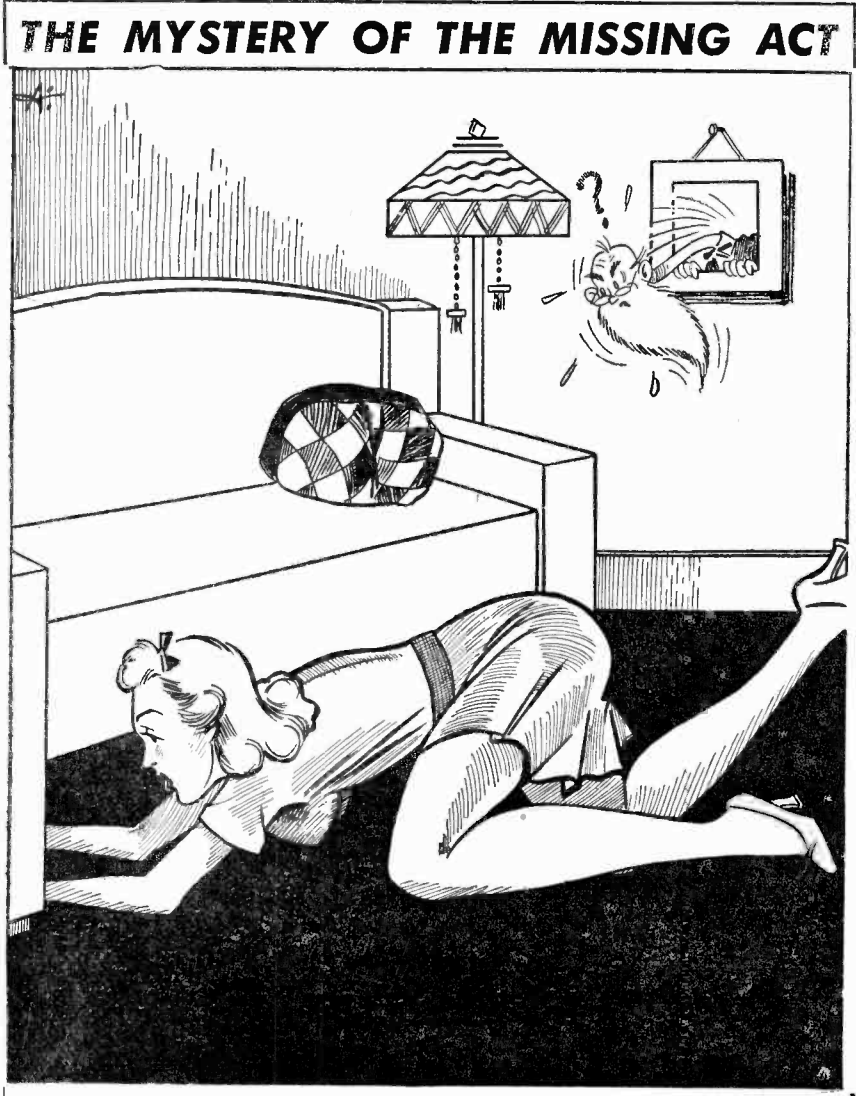
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Johnson, Kaye B., 150
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Alexandra, Pasha
Americo, Rex
ANGELL, HOWARD
Raer, Jack
Bahnsen, Wm.
Baldwin, R. M.
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Curtin, Miss Jerry
Davis, Clyde
Davis, LouLouette
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Aurelle, Marjorie
Benesch, Frank
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Bormann, Carl
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Boothe, Charles
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Their agent is looking for them. Pretty, isn't she? A couple of theater managers and night club owners are interested. But no one can find them. Next time she sees them she's going to tell them to advertise consistently in The Billboard . . . the only all-inclusive show business news weekly that's read by talent buyers in all branches of show business.

Merchandise

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Conducted by EMIL ZUBRYN — Communications to 1564 Broadway, New York

BINGO BUSINESS

By JOHN CARY

TOTAL ATTENDANCE at 256 bingo game parties in Cincinnati was 295,893, according to figures released by Police Chief Eugene T. Weatherly, in a report to City Manager C. O. Sherrill, who issues permits. Gross receipts were \$211,978 with prizes estimated at \$49,321, leaving a net of \$162,657 to the sponsoring organizations, the report stated. Average net cost per player was 54 cents.

MORRIS MANDELL is putting finishing touches to the new building he plans to occupy. Workmen are now setting up fixtures, plant facilities, and the office layout. He reports exceptionally good business for the year and expects to wind up 1941 with a new sales record. Increased money in circulation has aided bingo parties, according to Mandell, and jobbers are reporting unusually profitable activity for bingo operators all over the country. Mandell's firm offers a complete line of bingo supplies and equipment.

METRO Manufacturing Company reports it is getting more business from jobbers than ever before. They also state they have found a big lift in the bingo field and believe bingo will continue to grow. Sid Finkelstein said his firm is in a position to handle increased business since recent installation of equipment for quantity production. Metro is able to make prompt shipments, Finkelstein states. One of the firm's newest items is a round-cornered, heavy-weight, two-colored bingo card. It is said the card commands instant player attention because of flash and practicability. Metro also offers a complete line of equipment and supplies.

OPTIMISTIC reports coming from all sections of the country from operators, jobbers and manufacturers of bingo supplies point to the fact 1941 will prove one of the most profitable. Games are well patronized and interest is growing, according to operators. Judging from the orders received by jobbers and man-

Novelty Style Center Is Shifting to United States

Products imported before the war now made here—dollar volume is up

NEW YORK, Nov. 22.—Within the past 18 months the nucleus of American novelty manufacturing has been established here and, according to competent observers, U. S. products are replacing many that were imported before the war. It is said that dollar value of business in novelty items is higher than it was before the war.

Jewelry, beadwork, buttons, flowers and leather goods now reflect American creative ideas and are made of American materials, it is reported by leaders in the trade. In the past it was the custom to import items from wherever they might be obtained, with the idea of capturing the public fancy with something new. What little work was done here was copied from overseas creations.

Many novelty lines have been helped by the influx of refugees, it is claimed. For example, before the war none of the American tanners could manufacture morocco leather. But it is claimed that several refugees who know the secret arrived here and now morocco leather novelties are being turned out. The same holds true of many other items.

Great ingenuity is being used by American manufacturers in the costume jewelry field, observers report. It is claimed that New York now sets the styles for the entire country. The individual artists in jewelry here, many of them home workers who prepare their enamel on the kitchen stove, are pioneering in the field and developing novelty jewelry trends. Designers, too, it is said, are working hard in the development of novelties to take the place of items formerly imported. American industry is doing its share by supplying new materials. For example, plastics are being used more and more in novelty jewelry.

While it is true that many things which were imported cannot be du-

manufacturers, operators are expanding and modernizing their operations and a lot of new blood is entering the field.

licated, the American novelty field has made a determined effort to replace imports with American creative ideas. Items that cannot be reproduced are those having such drawbacks as shortages of raw materials, higher wage scales and American mass production methods. However, novelty manufacturers are doing a good job, even tho they have been established only a short time in heavy production.

Big Xmas Biz On in Philly

PHILADELPHIA, Nov. 22.—The vanguard of what appears to be the biggest Christmas shopping throng since 1929 has started in Philadelphia. Downtown city streets are crowded and with a month to go yet even pitchmen are admitting that every day is a holiday from the standpoint of sales.

The Chamber of Commerce has predicted that November and December retail sales in Philadelphia will equal or surpass the 1929 figures of somewhere between \$200,000,000 and \$250,000,000. And the Chamber is telling any retailers who have any doubt about this to wait until the Christmas spirit, yuletide bonuses and Christmas club payoffs start to make themselves felt in the market places. The Christmas clubs start paying off after Thanksgiving. From this source alone, within the next two weeks, will pour more than \$8,766,000 into the pockets of localites who intend to buy. Sharing in that sum will be 163,000 Philadelphians, with the average payment \$53.90.

Most significant is the fact that the novelty and merchandise shops are heavily stocked and ready to handle the demands of the boom buying. Moreover, in face of the present emergency, the stores have on hand an unusually large variety of merchandise.

The head of one of the town's largest novelty supply houses said that it was impossible to single out particular items or types of items which seem to be selling most. "The public seems to be buying everything," he said. Another said some of the public is purchasing items containing materials that are on priority lists, such as aluminum. But another supply house dealer said there will be plenty of these items because priorities were not instituted in time to cause a lack of most articles.

Candid Camera Demand Is High, Reports Reveal

CHICAGO, Nov. 22.—Candid cameras are in heavy demand for the pre-holiday season, according to reports received from supply houses. Bingo and salesboard operators particularly are ordering large quantities of cameras in the low-price range.

Public demand for cameras remains constant, stimulated by many newspaper and magazine contests for amateurs. Contest fans are not the only ones who buy cameras, for the American public is camera-conscious and practically every home has an album with photos recording family events.

The strong appeal of the various lower priced cameras is that it is not necessary to have any particular knowledge to take good pictures. In a number of cameras on the market the lens and speed are already set and with the simple directions for taking snaps under existing outdoor or indoor conditions, there is no trouble in taking pictures.

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

More often than not, when a fund-raising drive is on it is wise for the operator to remain in the background in order to give the impression, at least on the surface, that the campaign is being conducted by the organization direct. Doing this the operator allows for a greater personal appeal to the membership, with the chances much better for maximum returns. For example, here is a letter mailed to members by a lodge in one of the most successful fund-raising promotions on record. It was part of a beautifully illustrated four-page circular:

"Dear Sir and Brother:

"The State Board of Officers of the —, having the welfare of the various Councils in the State at heart, are desirous of building up the Welfare Fund of our Councils.

"Every Council of the — is always desirous of assisting a brother when the call is sounded, but to do this additional funds are required. We cannot conceive a better or more opportune time to conduct a campaign for the welfare of all the Councils in our State.

"It is the desire of the State Board of Officers TO INSTALL THE LARGEST CLASS OF NEW MEMBERS INTO OUR FRATERNITY IN THE HISTORY OF OUR ORDER. We are also desirous of reinstating many of our former members who were suspended from membership for non-payment of dues thru circumstances over which they had no control. This plan will give everyone an opportunity to assist us in reaching our goal.

"We boast with pride of having the largest fraternal membership in the State—the LEADER—but in our own national order we are second in size. It is therefore the aim and purpose of your State Board, depending upon your local co-operation and support, to become the LEADER IN THE NATION.

"To raise the necessary FUNDS and to give every member an opportunity to participate on an equal basis, your committee has devised a pleasing and profitable plan which will not alone give us the money for our funds, but whereby you will receive your choice of any article illustrated inside this folder ABSOLUTELY FREE or \$7 credited to your COUNCIL DUES.

"The plan is outlined in full on the last page of this letter. Read carefully and then dispose of the enclosed sales-card and book of tickets for our ENTERTAINMENT AND BALL for which you will not only be rewarded, but will rest happy in the conscious thought of a good deed well performed.

Thanking you for your prompt assistance and enthusiastic support in this campaign, we are,

"Fraternally yours."

M. J. H., Grand Rapids, Mich., writes: "I will appreciate your list of supply sources for salescard merchandise. I am using Jumbo bears and Dixie Belle dolls, both of which are beginning to click and it looks like I will have a nice turnover on them. "I am particularly interested in obtaining Elgin American watch com- (See DEALS on page 72)

The low prices of camera film also add to the attractiveness of the candid cameras.

Bingo and salesboard operators and other merchandise users, aware of the great interest in picture taking, are making certain they will cash in during this holiday season by stocking up now.

EDITORIAL

Xmas Season Prospects

As the 1941 Christmas season approaches, all indications are that pitchmen, door-to-door workers, demonstrators, bingo and salesboard operators, Christmas store operators, and the many additional users of premium merchandise and specialties will be in seventh heaven during the pre-holiday weeks ahead. Of course, everyone is aware that the shortage of materials and the priorities program have made themselves felt to some extent in the merchandise field, but even so holiday trade will not be greatly affected this year.

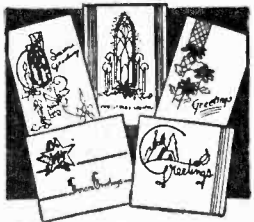
Preparations have been made for an exceptionally heavy shopping splurge on the part of Mr. and Mrs. America and, judging by advance reports that have been trickling in, about every item in the merchandise field will be in demand. There does not seem to be any section favoring any special item. Toys, of course, will again lead the holiday sales parade, and the items placed on the market reflect the war now raging overseas.

The merchandising preparations for the Christmas selling season have been the heaviest in more than a dozen years, it is reported, and deliveries are being made at a swift pace. According to indications, most of the merchandise users are set for the greatest wave of gift buying to ever hit this country.

The basis for the predictions that dollar volume in the merchandise field will soar to new heights is the fact that the purchasing power of the public is estimated at 90 billion dollars a year. The revival of Christmas psychology in a world at war and the fact that defense restrictions may limit merchandise stocks in the years ahead are also factors which will contribute to heavy sales volume this season, according to leading executives in the field.

The Christmas Club cash released to millions of members thruout the country will also have a marked effect on sales for weeks to come. A tremendous gain can be expected by all members of the merchandise field, it is generally agreed. Another point in favor of the holiday merchandiser is the fact that there need be no headache about the selection of items. It has been proved time and time again that numbers which hit the sales jackpot are those that have eye appeal and combine practicability with quality. Smart operators look forward to reaping a harvest with Christmas merchandise this season.

A FEW OF SPORS 4000 FAST SELLERS READY FOR QUICK DELIVERY



CHOICE SELECTION—VARIED PRICE RANGE

No. D93—Twenty-five luxurious Xmas greeting cards. Distinctively designed, printed on fine quality paper with foil trimming and underlay. Appropriate holiday sentiments. Attractively boxed. Suggested selling price \$7.50.

Sample Box 35¢; 12, \$3.95.

No. D92—A select assortment of 25 folders. Some have foil decorations, others cellophane windows and cut-out designs. Boxed.

Sample Box 27¢; 12, \$2.95.

FOLDERS WITH SCRIPTURE VERSES

No. D91—Contains 21 assorted Xmas cards with envelopes to match. A good quality assortment for the money. Sample Box 17¢; 12, \$1.98.

No. D335—Consists of 21 fine quality Xmas folders with scripture verse and season's greetings. Each with envelope. An excellent value. Sample Assortment 35¢; Dozen \$3.95.

No. D337—Similar to above assortment but contains less expensive folders. Sample Assortment 23¢; Dozen \$2.64.

MAGIC ART TRANSFER

No. J76—Lots of fun for the young folks and the older ones, too. Children can make their own comic books by transferring comic pictures from the "funnies." Pictures can be transferred from newspapers, books, magazines, etc., onto cloth, paper, leather, wood, etc. Each bottle complete with instructions. Simple and easy to use—just saturate picture to be transferred, blot off excess fluid, place plain sheet of paper over picture and rub, and picture is transferred. Packed 16 bottles in attractive display carton. Ship, wt. per carton 3 lbs. Sample Bottle 6¢; 1 Carton 65¢; 10 Cartons \$6.25.



JUST OUT! LATEST REAL MONEY-MAKER

You Get Your Money Back If Not the Fastest Seller You Ever Sold

These Prospects Worth Money to You

Call on restaurants, inns, cigar stores, amusement places, men's clubs, resorts, hotels, etc. These prospects represent a source of unusual profit for you. Remember our money-back guarantee which is given on page 5 of our catalog is your protection. You can therefore order and sell in perfect confidence.



A wide variety of goods has been selected as prizes—Ladies' Hose, Panties, Brassieres, Men's Ties, Handkerchiefs, Socks and a big assortment of other prizes. Variety changed frequently.

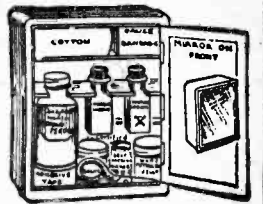
HERE'S HOW IT WORKS

There are 80 tabs on the front of this cabinet. On the back of each tab is a number. This number corresponds to a like number on a package in the back of the cabinet and identifies the box to be given for the number pulled. No waits, and loads of fun and surprises. Shipped Express or Freight. Ship, wt. about 13 lbs.

No. D298—Surprise Bargain Store. Brings in \$8.00. Suggested Selling Price to Dealers, \$5.75 to \$6.00. Costs You \$3.95; Lots of 10, \$3.85.

12 PIECE FIRST AID SET IN ENAMELED CABINET

No. D274—Consists of one 3/16 fl. oz. bottle mercurchrome, one 3/16 oz. bottle iodine, one 2 oz. bottle peroxide, one 1 oz. jar medicated ointment, one 1 oz. jar carboline salve, 1 roll of 2" quick bandage, 10 yards of 1" gauze bandage, one 1 oz. roll of absorbent cotton, 2 1/2 yds. of 1" adhesive plaster, 1 pkg. of 8 mercurchrome bandages and 1 scissors. All neatly packed in sturdy, enameled metal cabinet. Has hinged door with mirror on the front. Cabinet has slot in back for hanging on the wall. Ship, wt. 3 1/2 lbs. Sample 69¢; Dozen Lots 65¢ Each.



GROSS LOTS EACH 11¢ AMERICAN GIRL POWDER, PERFUME AND ROUGE DEAL

No. D282—Deal consists of one 1/4 oz. box of American Girl face powder, one 1/4 fl. oz. bottle of American Girl perfume and one box of paste rouge, all neatly wrapped in cellophane. Ship, wt. 4 ozs. Sample 15¢; Dozen, Each 13¢; Gross 11¢ Each.



MAGIC ROSE WEATHER FORECASTER

No. J650—Artificial flower made of special substance which forecasts changes in the weather by changing color. Blue means fair, pink means stormy and lavender means a change is coming. Should be kept near a window. Guaranteed to change with the weather. Height of pot and plant about 4". Wt. each 4 ozs. Sample 9¢; Dozen 98¢; Gross \$11.40.



FIX-ALL LIQUID CEMENT

No. T33—An all purpose mending material for wood, glass, china, metal, cloth, linoleum, tile, paper, leather, etc. An ideal cement for model plane, etc., building. Makes a firm joint and can be used successfully on most items except those made of vulcanized rubber or celluloid. Non-inflammable, transparent, odorless, not sticky to handle—rubs off hands in the manner of face cream. Put up in 1/2 oz. bottles—packed 12 to a carton. Ship, wt. per carton, 1 lb. 11 ozs. Sample 5¢; Carton 45¢; 10 Cartons \$4.25.



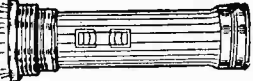
ONLY \$11.25 GR.

THREE PIECE COMB DEAL

No. D27—Deal consists of one 5" pocket comb with coarse and fine teeth, one 7 1/2" rat-tail comb and one 7" dressing comb with coarse and fine teeth. Packed on attractive lithographed card. Ship, wt. 2 ozs. Sample Set 9¢; Dozen 98¢; Gross \$11.25.

STANDARD 2-CELL FLASHLIGHT

No. H545—Case is made of seamless solid brass tube, nickel finish. A very durable flashlight that will stand long and hard usage. When head is removed flashlight can be used as a candle light. Octagon shaped lens rim prevents rolling. Takes 2 type "D" cells (none included). Ship, wt. 5 ozs. Wholesale Price, Any Quantity, 18¢ Each.



SNAP BUTTON COIN PURSE

No. M360—Steel fingers in coin rack hold coins so they cannot fall out. Made to hold 8 quarters, 15 dimes, 12 pennies and 8 nickels. Also compartment for numerous bills. Made of smooth leather. Assorted black and brown. Sample 18¢; Dz. \$1.89.



No. M367—Grained sheep-skin leather zipper coin purse.

Made to hold the same number of coins as above. Equipped with Talon zipper. Assorted black and brown colors. Sample 55¢; Doz. \$5.60.

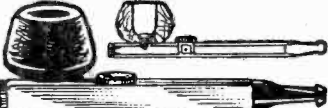
LEATHER BELT WITH ZIPPER MONEY POCKET

No. C146—New leather money belt. Made of quality cowhide leather. Color black with zipper money pocket. Will hold several bills. A good specialty number. Even sizes, from 28 to 46. Each in cellophane top box. Ship, wt. ea. 6 oz. Sample 69¢; Dozen \$7.80.



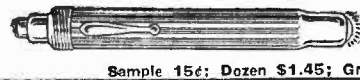
WALDORF MODEL, BON-AIRE, THE AIR-CONDITIONED PIPE

No. M442—The pipe of tomorrow. Revolutionary in design, their aluminum shanks and fine Algerian briar bowls give Bon-Aire the attraction that means extra pipe profits. As the smoke passes through the air-conditioned chambers of the shank it is amazingly cooled. In condensing, the smoke deposits a film of oil, tar and nicotine and is trapped. No breaking in. The first pipeful is as sweet tasting as any man could desire. Bowl cakes evenly. Burns every shred of tobacco to the very bottom. Each pipe in a box. A real pipe smoking sensation. Price Each, Any Quantity, 55¢.



PENLITE WITH POCKET CLIP

No. H528—Nickel case with attached clip and bulb. Uses 2 type "AA" cells (not included). Ship, wt. 1 1/2 ozs. Sample 15¢; Dozen \$1.45; Gross \$15.60.



INHALER

No. T123—A compound of herbs and oils. Active ingredients: oil of eucalyptus, U.S.P. and mustard oil artificial. Inactive ingredients: eucalyptus leaves, pine bark, lavender flowers and mustard seed. For relief of nasal congestion just inhale fumes. Should last for years. Net cts. 3 drams. Ship, wt. each 1 oz. Sample 12¢; Dozen 98¢; Gross \$9.96; 5 Gross Lots, Per Gross \$8.90.



ST. BERNARD DOG AND PERFUME DEAL

No. D231—Sure to be a sensation. Be the first to introduce it in your locality and surrounding territory and increase your earnings. Perfectly modeled St. Bernard dog in plain white or black, white with black or brown colored spots. Plaster filled. A bottle of perfume is tied to dog with ribbon. Packed 1 dozen assorted colors to a box. Height 2 in. Sample 6¢; Dozen 62¢; Gross \$6.96.



JUMBO TWO-TONE COLORED PEARLISH CHARMS

No. V505—Assortment consists of the following: Dog, Elephant, Buffalo, Sheep, Cat, Pig, Bear and other assortments. Each animal gaily colored, with attached colored cord. They average about 1 1/2" long by 3/4" high. Wholesale Price Per Gross 85¢; 10 Gross \$7.95.



CHARMS WITHOUT RIBBONS

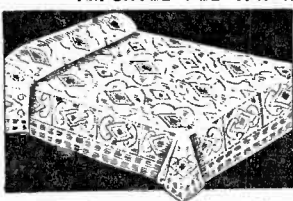
No. V238—Same as above but without ribbon. Dozen 8¢; Gross 59¢; 10 Gross \$5.85.

NIGHT HAWAII Perfume



No. T600—A fine quality perfume in an attractive cellophane wrapped bottle. Popular spicy odor. Contents 1 dram. Here is an excellent item for 10¢ coupon sales. Ship, wt. 2 ozs. Sample 5¢; Dozen 35¢; Gross \$3.55; 10 Gross \$34.50. Coupons for above perfume, 25¢ per 1,000.

IMPORTED BED SPREAD—Thrifty Priced



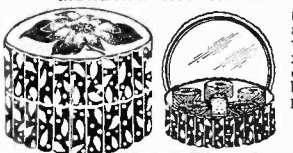
No. C219—Size 78" by 92". Light weight. The soft-toned cotton background is combined with sparkling, shimmering designs of rayon which make an attractive foreground. Adds a bit of charm to the bedroom. Selvage on two edges, stitched on the others. Colors: blue, gold, rose or green. Sample \$1.15; Doz. \$13.20.

"UNDERWOOD" IVORY COLORED DRY SHAVER

Not Connected With Underwood Typewriter Co. No. 2H20 1/2—A distinguished looking dry shaver in rich ivory with black rubber grip. Features double action, self sharpening cutter head, dependable long life starting vibrator type motor. Operates on 110 volt, 60 cycle A.C. only. One year service guarantee with each razor. Complete with approved cord, leatherette case, cleaner and instructions. Packed in attractive lithographed box. Wt. 14 ozs. Sample 95¢; Doz. Lots \$10.68.



MENDING KIT IN METALLIC PAPER BOX



No. N132—Consists of 6 assorted color spools of mending thread, 1 thimble and 2 needles. Packed in assorted color metallic paper covered box with mirror and decorated pin cushion in cover. Sample 7¢; Dozen 75¢; Gross \$8.45.

EVERYDAY GREETING CARD ASSORTMENT

No. D264—A remarkable value with a great deal of appeal. An over-the-counter value of 75¢. Assortment consists of such cards as Birthday Greetings, Sympathy, Congratulatory, Convalescence, etc. 12 folders in five colors with envelopes packed in lovely gift box. Wt. 6 ozs. Sample Box 27¢; Dozen \$2.95.



CERTIFIED ASPIRIN TABLETS

No. T733—These tablets are packed 12 genuine 5 grain tablets to a lithographed tin. Guaranteed U.S.P. Packed 36 tins to a display carton. Directions on each box. Wt. per carton about 2 1/2 lbs. Carton of 3 Dozen Tins 59¢; 4 Cartons \$2.29. No. T169—Certified brand. Packed 12 tablets in tin box, 12 tins in display carton. Dozen Boxes 21¢; Gross \$2.29. No. T732—Certified brand aspirin tablets. Packed 24 tablets in tin box. 36 tins in display carton. Each Tin 6¢; 1 Carton \$1.32; 10 Cartons \$12.95.



DOUBLE EDGE BLADES

No. H18—SUPER VALUE, fine quality blue steel double edge blades. Fits Gillette and similar type razors. A written guarantee with each package. Packed 5 blades in a package, 20 packages in a display carton. Weight, each carton 6 1/2 ozs. Per Pkg. 5¢; Per Carton 54¢; 10 Cartons \$4.95. No. H65—Spors single edge blades. Fine quality. Packed 5 in a package, 20 packages in display carton. Sample Pkg. 6¢; 1 Carton 65¢; 10 Cartons \$6.25.



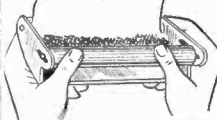
55 ASSORTED NEEDLE AND THREADER BOOK

No. N836—An attractive needle book lithographed in seven or eight colors. Each book contains an assortment of fifty-five gilt and silver-eyed needles made of Swedish steel which are protected against rust. Each size assortment is attractively displayed on a background of red and green paper which is surrounded by a gilt border. Weight each 1 ounce. Sample 7¢; Dozen 72¢; Gross \$7.95. No. N208-R—Army and Navy Needle Book. Contains about 30 or more improved silver-eyed cast steel needles, including one paper of large assorted darning needles. A real needle value. Weight each 1/4 oz. Dozen 32¢; Gross \$3.57. No. N176—Lady Prim brand book contains 19 assorted needles and one needle threader. Mounted on metallic patches, with complete instructions. Ship, wt. each 1 1/2 ounces. Sample 5¢; Dozen 45¢; Gross \$4.75.



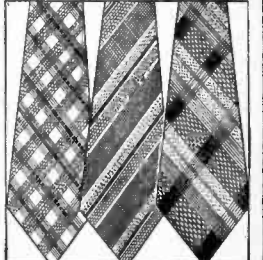
FLASH CIGARETTE ROLLING MACHINE

No. M34—Roll a perfect cigarette in one operation. Simple and quick. Uses any tobacco with no waste. Small—fits in vest pocket. Each on display card. Ship, wt. 1 oz. Sample 7¢; Dozen 78¢; Gross \$8.95.



"OUR LEADER"—ALL-WOOL TIE

No. C80—We are happy to recommend these new and smart ties. They come in multi-color plaids and stripes. The fabric in these ties is absolutely of all wool construction exclusive of the stripe model, which has a fine rayon stripe ornamentation, neatly inter-woven to bring out the beautiful rich color of the cravat. Resistant to crushing and wrinkling from tying. Fringed ends. Ship, wt. 2 ozs. Sample Tie 45¢; Dozen \$4.95.

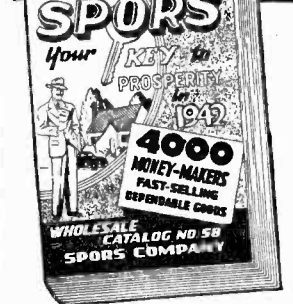


IRIDIUM TIPPED POINT

No. R176—The most popular pen of the year! Every pen bears the autograph of the famous "MONOGRAM" movie star—JACKIE COOPER—in gold color. Has the following features: Fitted with iridium tipped point, for smooth writing; transparent barrel, shows ink supply and when to refill; plunger filler, for easy filling. Your choice of beautiful set black or assorted popular pearl-effect colors. Sample 35¢; Dozen \$3.45; Gross \$38.00.



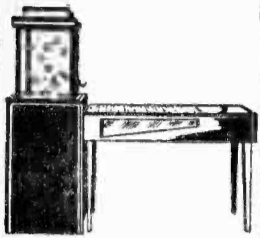
WHOLESALE CATALOG FREE!



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, Now. No charge for it. All prices are F.O.B. point of shipment.

Spors Co., 1141 Billet, LeCenter, Minn.

BINGO



Floor Model Bingo Blower



Electric Magnifying Viewer

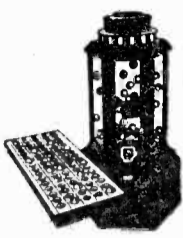
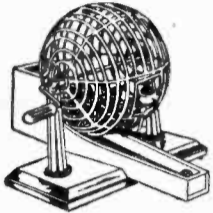
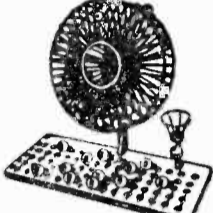


Table Model Bingo Blower



Rubberized Bingo Chute Cage

JOBBER:
Send today for our complete Bingo catalog which includes Pencils, Balls, Roll Tickets, Admission Tickets, Door Prize Coupons, Grand Award Certificates, Transparent Catlin Markers, etc.



Ping Pong Rubberized Throw Ball Cage



Electric Flash Board



BINGO SPECIALS:
7 colors — 10 colors 5-6 or 7 ups . . . 3000 Series in one color in one carton in one serial number.



Round Cornered Heavyweight Two Color Bingo Cards . . . also Large Sized Featherweight Sheets.

If it is Bingo equipment or supplies — Metro must have it!

METRO MFG. CO.

28 W. 15th Street • New York City

FLUORESCENT

Sensational New Fixtures!

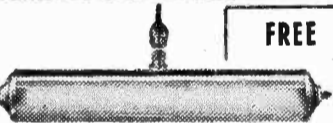
Screw them in, or plug them in, at any socket—just like changing a bulb. Light them at once. No wonder these simplified Fluorecents have swept the market. Each is sold complete WITH Lamp, at a price so low it makes people buy on sight. Orders for three, five, and even ten, to one place not unusual.

WHIRLWIND SALES TO STORES AND HOMES

Thousands who thought Fluorescent too costly, or too troublesome, now buying. Homes install in bath, kitchen, hallways, living rooms, and as bed lamp. Stores install in scores of places. You never saw such sales.

COMPLETE LINE Part of amazing new low-price line making competition worried—making amazing advance commission sales for agents and salesmen on C. O. D. order plan. Get demonstrator sample. Rush name for pictures, prices, profits on these, and twenty other amazing fixtures. All information Free.

SKYBEAM CO., DEPT. 4311-D



SCREWS IN LIKE ORDINARY BULB

FREE

RUSH NAME

Wire, airmail, or write today for free offers. Get your demonstrator at once. A whirlwind profit-maker for agents. Send name at once. Costs nothing to investigate.



NEW DELUXE MODEL BINGO BLOWER

- ★ New position of master board.
- ★ Increased visibility
- ★ Write for catalog.

BINGO SUPPLIES

JOBBER! GET OUR CATALOG WITH YOUR NAME AND ADDRESS PRINTED ON IT!

MORRIS MANDELL
1123 Broadway, New York, N.Y.

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.

Holiday Corsages

Frank Gallo announces his newest creation, Liberty Jingle Bell Fruit Corsages. This is one of the fastest selling holiday items, Gallo claims, for agents and streetmen. He instructs them on how to make up the corsages themselves so that profits can be greatly increased. Instructions are very simple, it is stated. Gallo has all the material for the manufacture of these corsages, including pine foliage, cones, silver jingle bells, tie wire, red holly berries, red poinsettia pips, cherries, strawberries, acorns and colored ribbon. For the holiday season he is manufacturing green enameled holly wreaths, which are always a big seller. Gallo has been importing and manufacturing artificial flowers for 17 years. He also has waxed flowers of every description, the best sellers this fall being georgines, dahlias, roses and poinsettias.

Novelties

A diversified and attractive line of mother of pearl pendants, pins, bracelets, tie slides and fob pins is offered by Murray Simon. One of the outstand-

STREETMEN



Fall and Christmas Artificial Fruit Corsages \$5.00 Per 100

Manufacturers' Prices in Bulk. Fruit, 25¢ to \$1.50 per gross; Red Christmas Berries, 10¢ per gr.; Spruce Cones, 15¢ per 100. You must get samples to appreciate value of merchandise. \$1.00 FOR SAMPLES. California Baby Straw Flowers, assorted colors, \$2.50 Lb. SPECIAL—California Straw Flowers, in assorted china pots, \$1.50 Doz. 25% Deposit, All Orders, Balance C. O. D.

KIM & CIOFFI

916 ARCH ST. PHILADELPHIA, PA.



WATCHES

NATIONALLY ADVERTISED MAKES DIAMONDS, JEWELRY

BIGGEST HOLIDAY GIFT LINE AT LOWEST WHOLESALE PRICES. Finest values in New and GUARANTEED Rebuilt famous name watches. New holiday specials at exceptional values for promotions. Individual Gift Boxes.

FREE ILLUSTRATED CATALOG

KANE WATCH CO.

105 CANAL STREET, NEW YORK, N. Y.

FURS

COATS, JACKETS, BOLEROS

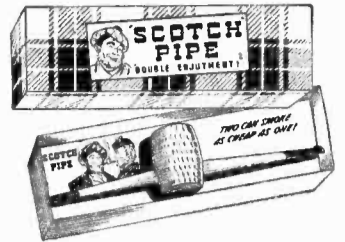
1941-'42 Catalog Free

Latest 1942 Styles. Coneys, Sealines, Caraculs, Muskrats, Mouton, Lambs, Persian Paws, Skunks, Silver Fox, Red Fox, etc. Write for Large Illustrated Catalog. Free.

M. SEIDEL & SON

243 W. 30th St. N. Y. C.

XMAS MONEY-MAKERS!



SCOTCH PIPE

A hit with pipe smokers! Handsome Scotch-plaid box contains a regular, smokeable pipe with novel double stem. Inside reads: "Two can smoke as cheap as one!" Sensational seller. No. 758. PER DOZ. \$1.75

Trial Doz., Postpaid, \$2.00

SOCIAL SECURITY



Cover shows Social Security emblem. Self-mailing folder contains a pair of Rayon Panties, secured with a miniature simulated padlock. Real funmaker! No. 713. PER DOZ.

80c

Trial Doz., Postpaid, \$1.00

EVERYTHING UNDER CONTROL



Knockout item for soldiers, sailors and civilians! Military scene on outside. Fricky box opens to show miniature set of Rayon Panties and Brassiere! No. 751. PER DOZ.

\$1.75

Trial Doz., Postpaid, \$2.00

ALL PRICES F. O. B. CHICAGO

At Your Jobber or Order Direct

1/3 Deposit With All Orders

WRITE FOR 1942 CATALOG!

H. Fishlove & Co.

714 N. Franklin St., Chicago, Ill.

NEW OIL BURNER

Never Wears Out

(Burns Old Crank Case Oil and Diesel)

Burns in stoves, furnace, steam boilers, oil drum wherever you need heat and plenty of it at NO COST.

Uses So Little, Produces Powerful Heat.

Special 1/2 Price 20 Days Only

Buy Now Before Cold Weather.

Write Today for Circular and Price.

Western Oil Burner Co.

555 Market St. SAN FRANCISCO, CALIF.

BINGO CARDS

100 to 5000 Card Sets. ALL SIZES, WEIGHTS, COLORS. COMPLETE LINE.

5,000 CARD SETS NO TWO ALIKE FOR BIG OPERATORS

AER-O-MIX BLOWERS

absolutely the best on the market. perfect for coveralls or full card games. Blows 'em high. When you reach for a ball it's there, never misses—not a toy but a real job. Write for bulletin. No Postal Cards Answered.

AMUSEMENT INDUSTRIES, Box 2, DAYTON, OHIO

ORIGINATORS OF THE GENUINE INSECT REPELLENT Lamp

to Keep Mosquitoes and other Insects Away

and

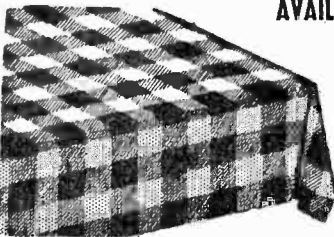
DOCTORS SAY VERDARAY

to Conserve Vitamin A and Reduce Fatigue

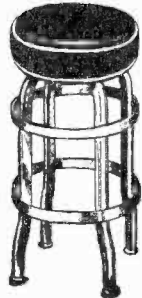
FREE Literature. SAVE ELECTRIC. Toledo, O.

The Best Investment in the World Today Is
U. S. Defense Savings Bonds and Stamps

SPECIAL VALUES — LIMITED SUPPLY AVAILABLE



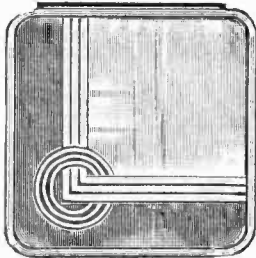
B13T18—Imported Cotton Luncheon Cloth, suitable for taverns, bars and lunchrooms. Waffle weave design in bold bright colors. Size 45x45". Colors: Red, green or blue with white check. Washable. Per Doz., \$4.25. 3 Doz. Lots, Per Doz., \$3.95. Sample, postpaid, 50¢.
B13T30—Imported Cloth of cotton and rayon colored box effect in red, blue, green and gold. Size 51"x51". Per Doz., \$4.95.



B29A9—Bar Stool. Outstanding prize and premium item. Semi-tubular chrome finish with thick padded red leatherette covered seat. Ht. 30". Wt. 12 lbs.

EA. \$2.90
 Lots of 4
EA. \$2.85

CLOSE-OUT COMPACTS WHILE THEY LAST



B23J442—Outstanding value in Compacts, snuff box type, in assorted enamel colors and designs. Made in U. S. A. Size 2 3/8 x 2 3/8 x 1/2". Has double velour puff, sifter and mirror. Per Doz., \$3.75.

B33A2—An ideal premium, Salad Spoon and Fork. Natural wood, smooth finish, flat handles. Length 10". Boxed. Per Doz., \$3.95.
B33A5—Large size Salad Fork and Spoon. Length 12 1/4". Bulk. Per Doz., 75¢.

25% deposit required on C.O.D. orders. MENTION YOUR BUSINESS. We do not sell retail.

JOSEPH HAGN CO.

Wholesale Distributors Since 1911
 217-223 W. Madison Street CHICAGO



THE MOST RELIABLE BINGO BLOWERS FLASHBOARDS

HAND AND MOTOR CAGES. PORTABLE OUTFITS FOR THE CARNIVAL MAN.
 MANUFACTURED BY THE REINHOLD STUDIO
 8 UPHAM ST. REVERE MASS.

IT PAYS TO HAVE THE BEST

GENUINE FUR COATS JACKETS AND CHUBBYS!

1942 Fashions! Perfect Quality! Beautiful Styles! Large Assortment Caraculis, Sealines, Minkettes, Silvertone, Brown, Black Sable Coneys, Raccoons. Sizes 12 to 46. If not satisfied, money refunded within 3 days. Write today for FREE illustrated catalog and price list. AGENTS WANTED!

ROSE FUR CO.
 49 W. 27th St. New York

LOWEST PRICES

BINGO CARDS

COMBINATIONS UP TO 3000
 NO 2 CARDS ALIKE

Buy your **Bingo Specials** DIRECT FROM THE PRINTER

ST. MARKS PRINTING CORP.
 80 FOURTH AVE. NEW YORK

5	20	36	50	65
2	22	35	56	74
13	25	38	52	70
8	19	31	59	68

ing features of these novelties, according to Simon, is that the items need no metal base; the only metal used is for chains and pins used for mounting. In order to meet present conditions Simon is offering mother of pearl plates and engraves names on them. He claims these items are meeting with great success. His line is complete, covering all types of wire and wire workers' plates.

Pen, Pencil Set

In time for the holiday season D. A. Pachter Company is offering boardmen, bingo operators and holiday workers a chance to cash in on a Waterman pen and pencil gift set. The sets come attractively boxed in gift cases and are guaranteed. The pen has a mottled finish with single stroke ink filler. Pencil is of the propel-repel type. Sets are offered for men and women. It is claimed that these gift sets will pep up old spots and bring in new ones, particularly for salesboard operators. Item, of course, is a natural for holiday season workers. Immediate deliveries are promised.

Santa Display

A Santa figure with electric bulb flasher is offered by Wisconsin De Luxe Corporation. Figure is 27 inches high, is dressed in red rayon and is well con-

BIG PROFITS "DREAM BABY DOLL"



NEW JOBBING SETUP

Mass production does it. 1000 pieces daily and going stronger than ever.

SENSATIONAL PROMOTION ITEM

- Cellophaned Wrapped
- Sits on Throne
- Plenty of Appeal
- \$2.00 Value

Immediate Delivery — Deposit Required. Write — Wire

MIDWEST STUFFED TOY MFG. CO.
 421 No. Sangamon St. CHICAGO, ILL.

LADIES' WATCH

Very Flashy YELLOW GOLD COLOR

Fine quality silk cord wrist bracelet. White chrome back on case. 1 1/2" high 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

TIES LEADING ARTICLES:

Gold-Stamped, Pocket-Linked Neckwear, \$2.50 Doz. Sample Doz., \$3.00 Postpaid. Resilient Construction. Many Features. \$2.75 Doz. Sample Doz., \$3.25 Postpaid. Heavy Acetates, Moires, in Stripes, Plaids and Figures. \$2.00 Doz. Sample Doz., \$2.50 Postpaid. Regular Acetates and Figures, \$1.50 Doz. Sample Doz., \$2.00 Postpaid. Send 20¢ for Sample Tie and Free Catalog. Prices are F.O.B. N. Y. unless otherwise specified. 25% with order, balance C. O. D.

HERCULES NECKWEAR MFG. CO.
 772 Vermont St., Dept. B-2, Brooklyn, N. Y.

Specials for XMAS SELLING ALL NATIONALLY ADVERTISED VALUES!

GENUINE WATERMANS PEN AND PENCIL GIFT SETS IN PRESENTATION CASES

Boardmen! Operators! Cash in on this famous name. Genuine Waterman's Nationally Advertised \$8.00 value in guaranteed Pen and Pencil Sets—in jewelry type presentation cases. Beautiful mottled finish pen with single stroke ink filler. Propel-repel pencil. Men's and Ladies' styles. Quantity users write.

NATIONALLY ADVERTISED FOR \$8.00 YOUR COST \$2.50



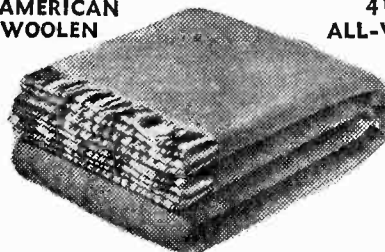
AMERICAN WOOLEN 4 1/2-lb. 100% ALL-WOOL BLANKET

NATIONALLY ADVERTISED "AMERICAN"

Made by America's leading woolen mills—American Woolen Company. Fluffy, fleecy, 100% wool, full 4 1/2 pound weight—full 72x90 inch size. Five year moth proof guarantee. Available in Rose, Blue, Green, Orchid or Peach with a 6 inch Celanese Rayon Satin Binding. It gets extra play on any type of sales deal. Everybody recognizes its value. Order now.

NATIONALLY ADVERTISED LIST PRICE \$15.00 YOUR COST \$9.95

CONSISTS OF 23 PIECES

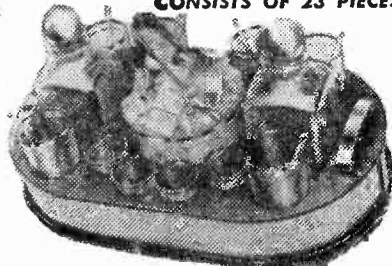


HOLLYWOOD SERVABAR THE 'SMART' DRINK ACCESSORY

A modern drink accessory that assures the success of every party... gets all the play on a sales deal in the home. Complete service for six people... 23 pieces in all. Recessed walnut tray with chrome trim measures 18x11x4 inches. Equipment includes decanters with chrome ball stoppers, highball and spirit glasses, swizzle sticks, ice cube bowl and tongs—23 pieces in all. Looks like four times the money.

REGULAR LIST PRICE \$9.95 NET TO YOU ONLY \$4.95

IMMEDIATE DELIVERIES SEND 25% DEPOSIT ON ORDERS TO GO C. O. D.



D. A. PACTER COMPANY
 MERCHANDISE MART CHICAGO, ILLINOIS

FURS OF DISTINCTION

DIRECT FROM OUR FACTORY

MAKE YOUR SELECTIONS FROM OUR SENSATIONAL 1941-'42 STYLE FUR COATS, CHUBBIES, JACKETS AND BOLEROS.

Muskrats, Squirrels, Raccoons, Skunks, Foxes in all shades, Marminks, Checkings, Caraculis, Mouton Lamb, Pony, Kid Skins, Sealines, Beaverettes, Persians and every other Fur from \$5.50 up.

WE ALSO SPECIALIZE in remodeling, repairing and glazing—your old garment transformed into a new one at a very low cost. PRICES furnished on request by return mail.

WRITE immediately for our new illustrated catalog and price list just off the press. It is free.

ANDREW PAUL AND E. ARKAS
 Manufacturing Furriers (Dept. B) New York, N. Y.

154 West 27th St.



IT'S NEW

PLENTY OF FLASH AND APPEAL Original HOLIDAY ITEM

All branches of the service represented by their official insignia, comes in 3 colors. Everyone will want one or two.

SELLS ON SIGHT
 Rush \$1.00 for samples and confidential price list. Be first in your territory

M. MALMAN
 2300 SO. MICHIGAN AVE., CHICAGO, ILL.

FOOTBALL AND SPECIAL OCCASION SOUVENIRS

BADGE NOVELTIES FOR FAIRS, RODEOS, CONVENTIONS AND SPECIAL EVENTS. WRITE TODAY FOR LIST OF ITEMS AND PRICES.

Always Featuring the Newest Items for the Novelty, Premium and Specialty Man.

1 day Service ACME PREMIUM SUPPLY CORP.
 3333 LINDELL BLVD. ST. LOUIS, MO

America is in a state of emergency. Every citizen is urged to do his part by buying Defense Savings Bonds and Stamps.

**NOW IS THE TIME TO MAKE PROFITS
XMAS SPECIALS**



Forrest made \$195.00 in one week selling these banners. Every Tavern, Store, Barber Shop and, in fact, everyone can use one or more of these Tissue Banners. Size: 15 inches wide, 10 feet long. Retail \$1.00.

- No. 109—Merry Xmas Banner. Each 40c. Doz. \$4.00
 - No. 110—Happy New Year Banner. Each 40c. Doz. 4.00
- Many "HOT" items listed in our new 1942 catalog just off the press.

MECHANICAL TOYS

	Doz.	Gross
BB100—BEE ON DOG'S TAIL	.80	\$6.75
BB101—KONGO MONK	.80	9.00
BB102—DANCING COUPLE	.85	10.00
BB103—PENGUIN	.80	9.00
BB104—PETER ON PIG	.80	9.00
BB105—JUMBO ELEPHANT	1.50	17.50
BB106—ROYAL GUARD	2.00	22.50
BB107—FURIOUS BULL	2.00	22.50
BB108—RED CAP EXPRESS	2.00	22.50
BB111—HORSE AND RIDER	2.00	22.50
BB112—MOTORCYCLE RIDER	2.00	22.50
BB113—STEAMER BOAT	2.00	22.50
BB114—FLIPO DOG	2.40	27.00
BB115—O. U. DOG (RED BOX)	1.00	10.90
BB116—WHISTLES FOR ABOVE	.70	8.95
BB117—BALLOON HEAD DANCING CLOWNS	.70	7.80



F. O. B. Indianapolis—25% Deposit with C. O. D. orders. Send \$2.00 for sample line of above Toys.
KIPP BROS. CO. EST. 1880
 117-119 SO. MERIDIAN ST., INDIANAPOLIS, IND.

structed, it is claimed. Item is perfect for salesboards and for other merchandise users, it is reported. Taverns, stores and hotels will also want one or more of these figures for window and backbar display. Firm is also offering mechanical toys to pitchmen at attractive prices.

Candy

The big holiday season for candy in re-use containers is on, according to Goldwyn Company. The firm is offering a variety of assortments, including fancy packages and cedar chests. Candy is attractively packed and has plenty of holiday flash appeal. Circular is available.

Baby Toddler

An item in keeping with the type of merchandise that goes well during the holiday shopping season is the Baby Toddler and walker. Number is 4 1/2 inches high and holds milk bottle in hand. It has plenty of eye appeal. Doll is dressed in colored polka dot clothes.

DEALS

(Continued from page 68)
 pacts, camera-size Motorola radios, the Colonial doll and sport and auto robes." The above information was forwarded to M. J. H. and is available to anyone else interested.

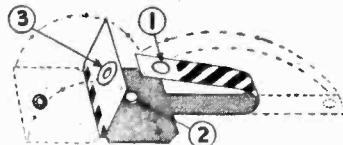
The D. A. Pachter Waterman's pen and pencil set gift offer should go for a good take from now till Christmas. Item has the advantage of national advertising backing and is priced low enough for a quick turnover on a small card.

HAPPY LANDING.

BENGOR DELIVERS THE GOODS
 Ready for Immediate Shipment
ICICLES—Flashy Box—Gr. Boxes \$2.75
XMAS TREE BULBS—C6—100 Bulbs 1.25
XMAS TREE SETS—8 Light Series, Doz. Sets 3.00
 Sales Cards—25 Holes, Per 100 1.50
 Sales Cards—50 Holes, Per 100 2.00
 Sales Cards—100 Holes, Per 100 3.00
 Cigarette Salesboards—1000 Holes, Each .70
FREE! Xmas Catalog and 1942 General Catalog. Thousands of Sensational Values. Write for Them Now!

BENGOR PRODUCTS CO.
 678 BROADWAY, NEW YORK, N. Y.

NEW AMERICAN MADE Patented Master Brand DANCE CHECKS



Men's Style Check (Illustrated Above)

Easy To Attach!
 Hole No. 1 fits over Metal Stud No. 2. Then Metal Fastener No. 3 fits over both No. 1 and No. 2 to lock check securely. See illustration above.

Wide Variety of Designs and Colors. Send for Free Copy of Our Big 1941 General Catalog Which Shows Complete Line of Checks at Low Prices.

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

JACKASS CIGARETTE DISPENSER



As illustrated, only in four FLASHY colors. Holds ten cigarettes. Nod his head and cig. slips out under his tail. **GET 'EM WHILE YOU CAN.** Sample 50c, Samp. Dz., \$4.00 Prepaid.

KELLY SEARS, SILVER CITY, N. C.

CHRISTMAS STORES

Agents - Concessionaires
 We have the finest line of STUFFED ANIMALS and DOLLS for jobbers who want Hot Christmas items. ALL FAST SELLERS and PRICED RIGHT. Immediate Delivery. Write for Details TODAY.

ARROW FUR CO. 142 W. 24TH ST. NEW YORK, N. Y.

HERE IS TODAY'S BIGGEST MONEY MAKER



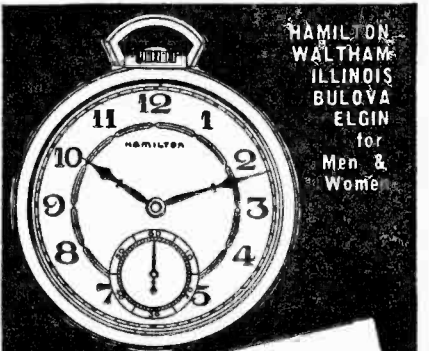
FLIPPY

MILITARY STRIP-TEASE CIGARETTE CASE

Right now—send for details about FLIPPY—today's fastest and hottest money maker. What a REPEATER! It's A-M-A-Z-I-N-G! Get in today—now! Write or wire.

SALESBOARD OPERATORS!
 8 new FLIPPY salesboard deals to choose from. Each one a winner. Get details now.

EVANS NOVELTY CO.
 Division of Premium Sales Co.
 Dept. K-5, 800 W. Washington, Chicago



HAMILTON WALTHAM ILLINOIS BULOVA ELGIN for Men & Women

ONE CENT
 is all it costs when you send a post-card for our latest Watch and Diamond Catalog of dozens of bargains. Write now! Xmas is coming!
WATCHES & DIAMONDS AT LOWEST PRICES
 Your Order Filled by Return Mail
QUAKER CITY JEWELRY CO.
 8th & Walnut Sts., Philadelphia, Pa.
 EST. 29 YEARS

Something NEW for DISTRIBUTORS Reaching Concessionaires, etc.

ROASTED PEANUTS IN THE SHELL

in cellophane bags to retail at 5c & 10c... Also sugar-coated, Red Skins, Spanish, and blanched peanuts, in novel baskets retailing at 10c. Profitable Items.

Write IRWIN R. TUCKER CO., 308 W. Washington... Chicago

Dexter Engraving Jewelry Co.

21 Arch St., Providence, R. I.
 Jewelry for Xmas Store Demonstrations. Hand polished 14k gold plated, non-tarnishable Pins and Guards and Fobs, card and cell., \$1.00 doz. Bracelets at \$1.00 doz. up. Lg. new line of Costume Pins with double heart, \$1.00 doz. Tie Slides, \$7.20 gr. bulk. Sm. D. Heart, \$4.50 gr. Mod. D. Heart, \$5.00 gr. Lg. D. Heart, \$5.50 gr. bulk. Single Scottie, \$5.50 gr. bulk. Lockets, \$2.50 doz. C. C. Send for samples at gr. price.

GOLD SEAL'S HIT PARADE OF VALUES TROPHY RADIOS

Replica of bowling ball on pedestal. Contains complete super radio with high fidelity speaker. Wonderful tone—with real flash and eye appeal. Improved model now retails for \$24.95. Sample, \$14.95. Six units, ea. \$13.95

CREST SOCIAL BAR Set of 23 pieces provides service for six people. Crystal clear glassware. Alcohol proof tray. Plastic handles. It gets the play. Sample \$5.65. Lots of six \$4.95 Ea.	STEWART WARNER PORT-A-BAR RADIO No. 1 Hit Sensation. Combines Radio and Bar Service. Goes big everywhere. Write for prices.	CEDAR CHEST Gold Seal's famous 2-lb. hand rolled chocolate filled embossed cedar chest. It's going better than ever. Lots of 6, ea. \$1.95. Lots of 12 \$1.68 Ea.
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VANITY DRESSER SET
 Gorgeous Red, White and Blue Marine Mirrored Set. Full 1 lb. candy fill. \$2.10
 Sample \$2.25. Case of six, ea. \$2.10

LEGEND BOOK CANDY FILLER
 Beautiful book replica. Mirrored edges. Full 1 lb. candy fill. Sample \$2.25. Case of six, ea. \$2.10

WRITE, WIRE OR PHONE—IMMEDIATE DELIVERIES
GOLD SEAL NOVELTY CO. 809 W. Madison St., CHICAGO, ILL.

BINGO! JOBBERS!

Do NOT load up on Special Game Tickets! Send us your name and address; it will be greatly to your advantage. Do it NOW—it is VERY IMPORTANT!

We want to hear from everyone in the country who handles BINGO EQUIPMENT AND SUPPLIES.

WM. HAMILTON PRODUCING CO., INC. 614 New York Ave. Union City, N. J.

GENUINE FUR COATS AND FUR JACKETS

Well Known New York Manufacturing Firm offers Latest Advance 1942 Fashions. Beautiful Styles. Finest Quality. Masterfully Moulded by Skilled Fur Craftsmen.

GENUINE FUR JACKETS
 Pieced Seal Dyed Coney Fur Jackets. \$6.50 Each
 Black or Brown colors. Finest quality, all lined. Sizes 12-20. \$1 deposit, balance C. O. D. Money returned within 3 days if not satisfied.

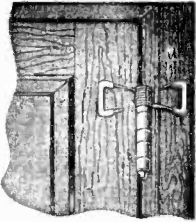
LARGE VARIETY OF ALL KINDS FULL SKIN & PIECED SEAL COATS
 Brown, Black Sable, Minkette, Silvertone, Skunkette and many other colors. Superior quality, fancy lined. Sizes 12 to 40. At attractive wholesale prices. 25% deposit, balance C. O. D. Money returned within 3 days if not satisfied. Write for free 1942 illustrated catalog on Fur Coats and Jackets.
AGENTS WANTED

GENERAL FUR MFG. CO. 48 West 27th Street, New York, N. Y.

EVER SEE ANYTHING TO EQUAL THIS!

AMAZING CLOS-IT DOOR CLOSER EAGERLY BOUGHT ON SIGHT

Imagine the instant sales you will make with this amazing clever patented door closer that does the work of high priced door closers! For 35¢ thousands will eagerly buy what 'til now they would have to pay several dollars to get! Saves fuel. Installed without screws in 5 seconds. You simply spread the "wings" and place on pintle of hinge. Nothing more to it. No metal to mar woodwork. Every Home, Store, Factory, Office—every outside door you see needs one. Bright nickel plated. Sells for 35¢ or 3 for \$1.00. \$1.50 per doz. \$4.25 for 50. \$2.50 for 25. F. O. B. Detroit. Order now or write for details. Sample postpaid 25¢. Rush TODAY.



CLOS-IT MFG. CO., 5434 15th St., Dept. 15, Detroit, Mich.

PATRIOTIC LICENSE EMBLEMS

Metal Booster Plates for Motorists—"Victory," "Glad I'm an American," "God Bless America," etc. Per Doz. 65¢. 100 for \$5. (Include Dep. & Postage.)
 ★ Latest Styles Patriotic Brooches—Lapel Buttons—Insignias. Send \$1.00 for Sample Assortment. Free Catalog, write.

CHAMPION SPECIALTY CO., 814-R Central Street, Kansas City, Mo.

XMAS GOODS & CANDY DEALS

- KNIVES & PENS: Nudies, Patriotic, Midget, Hunting, Jackmaster.
- POCKET LIGHTERS: Bowling, Bottle, Novelty Cigar. 12 to deal. Per Deal—\$1.85.
- DRUG ITEMS, NOTIONS, LOTIONS, EXTRACTS, CARDED GOODS, SIDELINE MDSE., CLOCKS.

BEST SELLING XMAS MECHANICAL TOYS

Mechanical Walking Ducks—Lays Eggs. Doz. \$2.00. Gr. **\$24.00**
 Tricky Clown Motorcycle. Dozen **24.00**
 \$2.00. Gross
 Army Tank with Cannon Trailer—Dozen \$2.25. Gr. **24.00**
 IciclesGross \$2.75

Large Assortment of Tinsel and Christmas Decorations at Cheapest Prices.
 Send \$1.00 for 3 Samples of Mechanical Toys Prepaid. Save Time and Expense by Sending 1/3 Deposit With All Orders.

HAMMER BROS. NOVELTIES, Inc.

114 Park Row, NEW YORK, N. Y.

JOBBER-STREETMEN HOLIDAY CORSAGES

These attractive Holiday Corsages, made of colorful miniature fruits are the fastest selling item on the market. Hop on to a real winner and clean up.

\$5.00 per 100 and up
 Sample assortment (6 varieties) \$1.00. (\$1.00 will be applied on quantity order)
SPECIAL—FOR LIMITED TIME ONLY

California Straw Flowers, asst. China Pots **\$1.50** per doz.

See Your Jobber Today—Or Write Us Direct.

Terms: 25% Deposit Quantity Orders, Balance C. O. D.

QUALITY CORSAGE AND SUPPLY CO.
 Manufacturer
 800 NO. CLARK ST., CHICAGO, ILL.
 (Complete Line of High Class Corsages)

MECHANICAL TOYS

WRITE FOR COMPLETE LISTING AND QUOTATIONS ON OUR LINE

Samples of 17 numbers for \$2.25 postpaid
 O-U Dogs, Kongo, Tumbling Clown, Dancing Couples, Penguins, Conceited Monkey, Crawling Baby, Pop-Pop Boats, Bull Frog and Spooky Spider.

CASH WITH ORDER—NO C. O. D.'s HOLIDAY CATALOG NOW READY
 Showing a complete line of Silverware, Jewelry, Electric Appliances, Decorations, Toys, etc.

Be Sure and Write for Yours Today
 Please state your type of business

LEVIN BROTHERS

Established 1886. Terre Haute, Indiana

WE FURNISH THE GOODS SINCE 1912



FOR XMAS SHIPMENTS NOW: Pocket, Wrist, Lapels, Coil, Pin and Bracelet Watches. In lots of dozens. Yellow and Pink Gold Plate. Standard made cases on tarnish proof back and beautiful designs. 6, 7, 15 jeweled complete with straps, \$50.00. Same assortment in lower grade cases, \$40.00 dozen. back, 6, 7 and 15 jeweled, complete with cord, \$58.00 per dozen. If you desire single ones, add 75c to proportion price.

FOR JEWELERS: Original Bulova's, out of pawn, 15 jeweled, \$9.50. Fob Watches, 8 3/4, 15 jeweled, \$9.00; 9 3/4, 15 jeweled, \$6.50. We keep overhead low to benefit our patrons by eliminating needless and costly correspondence. Order what you need at once and get results.

ZUSSMAN'S
 207 W. Girard Ave., PHILADELPHIA, PA.

LEADING SELLERS IN FUR COATS



Better sellers than ever before. ALL GENUINE FURS—Coats, Scarfs, Capes, Jackets—all styles, sizes. Nothing was spared to obtain the most superb styles and quality! Satisfaction guaranteed or money refunded in 3 days. Prompt deliveries. Write for NEW FREE CATALOG! Just off the press!
LOWEST PRICES! H. M. J. FUR CO.
 150-B West 28th St., N. Y. C.

SHELL NOVELTIES

Dogs, Cats, Dolls, Turkeys, Pincushions, Ash Trays, Cowboys, Birds, Shell Lamps, Etc.
 Write for Price List, Lowest Prices.
Red's Novelty Shop
 P. O. Box 504-C, BOCA RATON, FLORIDA

NOTES from SUPPLY HOUSES

Andrew Paul & E. Arkas, manufacturing furriers, have created a new service for their customers, they announce. In addition to manufacturing and selling a complete line of fur coats, chubbies and jackets, the firm is now offering to remodel coats as well. It has set up a new department to handle the business, and Brien Seward is pleased with the reception already given the service by the trade.

S. Angell, of S. Angell & Company, reports his firm is doing twice the business it did during the same period last year. All signs indicate that this trend will hold for the remainder of the season, he said. He offered the opinion that the general business pick-up has made it possible for housewives to purchase furs at this time. An important feature of Angell's coats is a process which gives each garment additional strength and longer wear.

S. Rose, of Rose Fur Company, states the firm is continuing to supply the highest quality garments with extra fancy finishings that make for quick sales and good profits. Rose is always willing to co-operate with workers and give them the benefit of his experience.

L. Frank, of Arrow Fur Company, announces his firm is looking forward to doing a big job with its Christmas line

of stuffed animals and dolls. This is indicated by substantial orders already placed by jobbers, who report they have received heavy demands from salesboard and Christmas store operators, agents and bingo operators. The firm has a complete line of stuffed toys and can make immediate deliveries, Frank claims.

Leon Levin, of Klipp Bros., Indianapolis, announces that the firm has added a line of premium goods to its stock, and that prompt shipment is assured. The company is issuing a large catalogue for 1942, says Levin, which will be ready for distribution soon.

SELL MARY ALLEN
 Finest Quality CHOCOLATES FOR CHRISTMAS

Hand-rolled Creams, Pecan Logs, Nut and Fruit, Caramels and Fancy Pieces. No two pieces alike. Guaranteed to be equal to any chocolates sold anywhere up to 75c per pound.

- 1 lb. Boxes 35c each (\$8.40 per case of 24 Boxes)
- 2 lb. Boxes 65c each (\$7.80 per case of 12 Boxes)
- 3 lb. Boxes 95c each (\$11.40 per case of 12 Boxes)
- 5 lb. Boxes \$1.35 each (\$8.10 per case of 6 Boxes)

FREIGHT PREPAID on orders for \$20.00 or more. Terms: Cash with order; or 25% deposit, balance C. O. D.

White and Gold Engraved Gift Boxes, Holly Banded.

CASTERLINE BROS.

2030 Sunnyside CHICAGO, ILL.
 (Wire Orders Must Include Deposit)

BULOVA—ELGIN WALTHAM—HAMILTON



GUARANTEED LIKE NEW
 SEND FOR 1941 CATALOG

BERMAN GREEN CO.
 801 Sanson St. Philadelphia, Pa.
 Diamonds Bought and Sold



SANTA With ELEC. EYES

No. 9457 — Electric Bulb Eyes with Flasher. Perfect for Salesboard. Store to store. Every Tavern, Store, Hotel will want one for Window and Backbar Display. 27 inches high. Dressed in red rayon, well constructed. Get started now.

Dozen Lots, \$36.00--Sample \$3.25

PITCHMEN Closing Out All Mechanical Toys. Write for Listing and Prices.

WIS. DELUXE CORP. 1902 N. Third St. MILWAUKEE, WIS.



EXTRA - It's New!

2 LB. MIRROR LEGEND BOOK

PACKED WITH DELICIOUS CHOCOLATES BRIGHT RED PLUSH COVER, GOLD FILAGREE CORNERS, CRYSTAL MIRROR ALL AROUND, BEVELED PLAQUE ON COVER.

- ★ TREMENDOUS FLASH BUY NOW
- ★ APPEAL \$2.00 Lots of 12
- ★ BIG PROFITS Each Samples \$2.25 Ea.
- ★ LOW PRICE Doz. \$24.00 (Indiv. Packed)

TERMS: 1/3 cash deposit with order — Balance C. O. D. net F. O. B. Chicago

Salesboard men, operators and distributors—here is one that gets the play, IT CLICKS BIG. Send for our new big FALL and HOLIDAY candy salesboard assortment circular. GORGEOUS PICTURE GIRL BOXES, all sizes, fancy boxes. HOLIDAY CANDIES, hot premium items, etc.

WRITE—WIRE TODAY

GOLDWYN CO., 542 So. Dearborn Street, Chicago, Ill.



New! P.D.Q. AUTOMATIC PHOTO MACHINE
 Today's Big Money Maker

Takes and Finishes Black and White, or Sepia Photographs IN ONE MINUTE.

Complete outfit costs about \$60. That's all you require to start This Big Money Business.

P. D. Q. CAMERA CO., 109 E. 35th St., Dept. BB-11, Chicago, Ill.

HERE'S THE MONEY THAT'S GOING MONEY!

DIXIE BELLE



42 in. HIGH

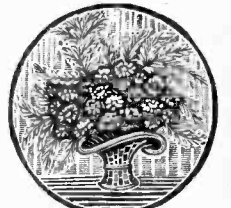
A PRIZE PACKAGE!

DIXIE BELLE is one of the most terrific items in America today! 42" high... absolutely gorgeous... dressed like a dream of the Old South in a beautifully patterned Organdy Gown that's available in four smart shades. Everyone goes wild about DIXIE BELLE's outfit. Very full swing skirt with ruffles in contrasting colors... ruffled bodice... large ruffled picture hat... Various hair shades. SHE'S THE BIGGEST GOLD MINE IN THE BUSINESS. BETTER RUSH YOUR ORDER IN RIGHT NOW!

WRITE WIRE PHONE FOR PRICES!

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 303-4th AVE., NEW YORK, N.Y. TEL. GRAMMERS 5-4935

BUY DIRECT FROM MANUFACTURER... FRUIT & FLORAL PLAQUES



Mounted under deep convex glass. Newest designs. Beautiful flowers, miniature fruit, scenic, religious and baby subjects. 3 1/2" to 6 1/2" in diameter. Sample assortment of One Doz. Varieties, \$4.00.

1/2 Dep. With Order, Bal. C. O. D. Write for Special Quantity Prices on Each Number or Assorted Lots.

BYERS FLORAL NOVELTIES
 3939 W. Madison St. CHICAGO

Fine Diamonds at OUT-OF-PAWN Low Prices

Liquidating unredeemed loan pledges and big cash buying power enable us to offer

GENUINE DIAMONDS

Remarkably low prices—less than cost.
 1 Ct. Man's or Lady's Ring \$95.00
 .75 Ct. Man's or Lady's Ring 71.50
 .50 Ct. Man's or Lady's Ring 47.50

Shipped for free inspection.

Send for list of additional offers.

Lloyd J. Butler, Pres.

PRUDENTIAL LOAN ASSN.

133 N. Clark St. Chicago, Illinois

BINGO

We stock a full line of SPECIALS: Heavy and Light Weight Bingo Cards, Tickets for every purpose, Numbers, Master Charts, Markers, Lap Boards, Certificates, Stage Money, etc.

11 E. 19th St. **SCHULMAN'S** New York N. Y.

Novelty Trends in War Periods

By CHARLES A. LOMAS and EMIL ZUBRYN

ALONG with songs and posters, novelties, particularly of the jewelry variety, play an important part as patriotic stimulators during war periods. The mood or psychology of the people during the momentous events of the past two years has made them particularly receptive to a wide variety of red, white and blue merchandise. It was only recently that novelty manufacturers have fully realized the wide market for patriotic novelties, brought about by the public demand for items that could be worn to show the solid unity of the public for the privileges which are enjoyed by the American people. Novelty items are also extremely popular because they are literally a thumb-nose gesture against the dictatorships which say that the democratic way of life cannot endure.

Manufacturers of novelty merchandise are now working full blast to supply the strong demand for patriotic items that reflect the patriotic spirit of the nation. Hundreds of thousands of dollars' worth of this merchandise has already been sold, but it is only a drop in the bucket to what the actual sales volume will be before the saturation point is reached. And that point is a very long way off, with novelty manufacturers and workers facing the prospect of continuously ris-

ing profits for a good many years. If this country should go to war there will be another tremendous spurt in demand, and in the post-war years the market does not diminish.

At this writing the influx of patriotic novelties has only just begun. As time goes on all kinds of additional ingenious badges, buttons and novelties, of up-to-the-minute appeal, will make their appearance. The masterminds of the novelty jewelry field in the New England sector are sitting up nights burning the midnight mazdas, thinking up new items with patriotic and military appeal. The novelty jewelry art has advanced considerably since the last war, particularly in enameling process methods. As a result, a wide variety of flash merchandise is available.

The most casual of surveys of previous wars immediately brings to the fore the important part novelties and slogans have played in contributing to public morale. As far back as the Spanish-American War in 1898 a novelty appeared. It was a post card showing naval signal flags which read in code, "Remember the Maine," the public catch slogan of that war. But it was not until the World War I that novelty items having patriotic appeal were produced in mass quantities and varieties. Banners, forerunners of the currently popular "God Bless America" numbers, sold in the millions. Most of them were service banners reproducing a star for each member of the family in active service overseas.

When the United States entered the last war there was a particularly heavy demand for Allied service bars, insignia, corps badges, citation shoulder cords and chevrons. Pins and rings with military insignia were very strong. "Over the Top" was a favorite slogan and appeared on colorful pillow tops with suitable patriotic pictures, as well as on other merchandise. Decalcomania flags and shields for auto windshields also sold well and usually reproduced the Allied colors. Swagger canes were in evidence everywhere, while pennants and merchandise reproducing the "Make the

World Safe for Democracy," punch slogan of the war, enjoyed a tremendously popular sale. Bumboatmen, the pitchmen of the navy, reaped a cash harvest selling silk handkerchiefs with navy emblems back in 1917. They were permitted aboard navy ships when they were anchored in port.

Comic novelties ridiculing the Kaiser were very strong. An article that gained a great vogue was a "Crush the Kaiser" novelty, a reproduction of the Kaiser's face in a rubberized material that could be squeezed to make all kinds of ludicrous grimaces. Many other comic novelties also found a wide public acceptance. Today the modern counterparts of these items, ridiculing Hitler, are strong sales leaders in the comic novelty field.

While the sales of patriotic and military novelties were satisfactory during the period that this country was actively engaged in the struggle, an odd note is that very heavy sales were made when the soldiers returned from overseas. The "Welcome Home" banners were displayed in every hamlet, town and city throuth the country, and the welcome motif was also used on a wide variety of novelty items. The market for war novelties included men and women buyers, with the weaker sex particularly interested in items that showed in what branch of the service their kinfolk served.

War periods have always been a bonanza for flag makers, with all sizes and all materials from silk to wool and cotton bunting enjoying good demand. During the last war, in addition to the large sales of the national flag, manufacturers received added impetus from the heavy demand for service flags and banners. Today flags also are well out in front in novelty sales, with quite a number of meritorious items available. One of the biggest hits, according to reports, is the Action Flag which waves constantly with the breeze created by an electrically operated blower.

Pitchmen follow the flag in war periods and thus cash in on current trends. For example, some of the items that have been successful at this time include a suction flag holder complete with three flags for autos, homes and stores; a rayon satin banner reproducing the American eagle, six American flags, and a border of 20 American republic flags in full color; and a timely "thumbs-up" pin which reproduces the American and British flags in color joined by the thumbs-up sign.

The first outbreak of patriotic stimulators in the present upset were the famous "God Bless America" banners. Many versions and designs of the banners appeared on the market and overtaxed the capacity of banner manufacturers. And this item still hasn't lost its appeal. Quite suddenly diversified versions of what was termed red, white and blue jewelry appeared, including costume jewelry, lapel pins, bracelets and wristlets, key chains, pocket pieces, rings, tie chains, etc. Tho the wearing of lapel pins of any kind had fallen into disrepute chiefly because it was not considered being well dressed to display them, the introduction of patriotic merchandise revived the wearing of badges and pins.


With the widespread acceptance of patriotic jewelry novelties, merchandise manufacturers became aware of a vast potential market and soon merchandise with a patriotic tie-up began to appear and at once met with an overwhelming demand. Radios, belts, household souvenirs, lamps, pen and pencil sets, cigarette lighters, knives, pillow tops, powder boxes, tablecloths, blankets, thermometers, wall and desk plaques, wallets and scores of other items were offered fea-

turing a patriotic tie-up. These items are strong sales leaders today and additional merchandise is being constantly added to the long list of items already introduced.

As in the last war, the presence of men in training camps throuth the country has created a vast new market for many kinds of novelties and a long list of practical merchandise featuring military insignia of all branches of the armed forces. Manufacturers of novelties and premiums quickly went into production and are currently at work preparing merchandise for the military market. They have done a splendid job of promotion and merchandising and, thru their efforts and the workers who handle this merchandise, business volume in novelties and premiums has been increased materially.

Post Exchange managers in camps throuth the country have recognized the possibilities of the market and stocked heavily with this merchandise. The approval of army authorities has been obtained. The current army regulations

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Renewed Guaranteed MEN'S WRIST AND POCKET WATCHES.

STARTS AT \$3.95

Wholesale Jeweler Since 1914

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NO PRICE INCREASE—NO SHORTAGE—NO DELAYS

Attractively boxed—and priced to fit your needs. Ideal for Corn Games, Stock Wheels, Ball Games, Guess Your Weight, Shooting Galleries, or "what have you?"

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Write for FREE Illustrated Circular!

Humidor Packed, Cellophane Wrapped. Conform With Pure Food & Drug Act.

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NO BETTER SELLING — NOR MORE PROFITABLE LINE FOR XMAS THAN



● **MOTHER OF PEARL** ●
BROOCHES, PENDANTS & FOBS

Mother, Sister, Sweetheart and 150 other names in Rolled-Gold-Wire Script.

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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.

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MIDGET BIBLE 

(Over 200 pages, size of post-age stamp, completely legible)

And 10c & 25c Paper Covered Books on **HYPNOTISM, JU JITSU, LUCKY NUMBERS, MAGIC, DANCING, WINNING CONTESTS, PALMISTRY, VENTRILOQUISM, MIMICRY & IMITATIONS, etc.**, etc. Over 100 books on unusual subjects. For premium and big-profit selling. 400% profit. Write for prices. Add this profitable side line!

JOHNSON SMITH & CO., Detroit, Michigan

4 FOR 10c PHOTOGRAPHERS CASH IN

On Our Photo Jewelry Novelties
RINGS — BRACELETS — CHARMS — TIE GLASSES, Etc.

Complete Line — Lowest Prices.

SEND 25c FOR SAMPLES OF 2 BEST SELLERS — CATALOG FREE.

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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

HAWAIIAN LEIS

Japanese and Domestic. Big item for Clubs, Dances, Cabarets, Taverns, Hotels.

UNGER SUPPLY CO.
567 Harrison St. CHICAGO, ILL.

FUR COATS \$6.75 up AND JACKETS

Gorgeous assortment of the very latest styles. Glamorous Furs. Full length and clubby styles. Tremendous selection. Write for free catalog.

AL FEDER, 151 West 26th, New York City


SELL TIES—OVER 100% PROFIT

\$1 STARTS YOU IN BUSINESS

Silk Lined Ties, Sample 15c, Doz. \$1.50; Slide-On Ties, Sample 25c, Doz. \$2.40; Cotton Made Ties, Sample 20c, Doz. \$2.00; Hand-Made Ties, Sample 35c, Doz. \$3.90. 25% deposit, balance C. O. D. Write for FREE Wholesale Catalogue.

PHILIP'S NECKWEAR
20 W. 22d Street, Dept. B-31, New York

ELGIN, WALTHAM BULOVA, GRUEN



Famous make watches rebuilt by fine watchmakers. Every one GUARANTEED. Lowest wholesale prices. Write for NEW FREE illustrated catalog.

KANE WATCH CO.
105 CANAL ST., NEW YORK

MECHANICAL TOYS



O-U DOGS
\$9 PER GR.
MONKEY
WITH HAT
\$9 PER GR.
LARGE
WALKING
DOG, \$30
PER GROSS

Many others. Write for List

ACME NOVELTY CO.

712 S. LOS ANGELES ST.
LOS ANGELES, CALIF.

on the use of coat-of-arms and service insignia on jewelry and novelty items, according to a letter received from the War Department by *The Billboard*, are as follows:

1. Unless such reproduction brings discredit upon the military service or is used to defraud or to misrepresent the identification or status of an individual, organization, society or other group of persons, the photographing, printing, or in any other manner making or executing any engraving, photograph, print or impression in the likeness of any decoration, medal, badge, insignia or similar article, or of any colorable imitation thereof, of the design prescribed by the Secretary of War for use by any officer or subordinate of the War Department, is authorized.

During times of crisis the trend has always been toward patriotic and military novelties and merchandise. However, in the military field all the merchandise is aimed at the army. In the last war, and during the years of peace that followed, the navy personnel could not compare with the millions of men in army uniform. However, today the picture has changed considerably. The Administration has inaugurated a navy building program that will eventually make the United States fleet one of the most, if not the most powerful in the world. The navy personnel has been greatly augmented and new recruits are constantly being added. This situation creates an opportunity for enterprising manufacturers to give the navy a break. The gobs and their admirers offer a strong potential market, and they would be heavy users of many of the novelty and merchandise items that now appear only under military insignia.

Operators in all phases of the novelty and merchandise industry have produced items that have capitalized on the demand for patriotic and military motif novelties and merchandise. The possibilities are by no means exhausted and the unprecedented demand shows no sign of abatement. Smart manufacturers may some day be able to convince official Washington regarding the im-

(See *Novelty War Trends* on page 77)

WAXED FLOWERS—BEST QUALITY—BEAUTIFUL COLORS Always a Fast Selling Item for the Holidays

- No. 8—Large Georgine \$27.50 per 1000; \$3.00 per 100.
- No. 7—Large Dahlia \$30.00 per 1000; \$3.25 per 100.
- No. 15—Rose \$20.00 per 1000; \$2.25 per 100.



No. 40—Large Xmas Red Poinsettias. Can be mounted on laurel same as Georgines, Dahlias and Roses. \$45.00 per 1000; \$4.75 per 100.

MOUNTAIN LAUREL 50 lb. Carton, \$7.50; 25 lb. Carton, \$3.75; Small Quantities, 25¢ lb.

GREEN ENAMELED HOLLY GREEN WREATHS

A Fast Selling Item for the Holidays and Will Last a Long Time.
No. 100—12 inch diameter, 4 bunches Red Holly Berries. Per doz., \$2.75.
No. 120—16 inch diameter, 5 bunches Red Holly Berries. Per doz., \$5.50.
No. 135—18 inch diameter, 6 bunches Red Holly Berries. Per doz., \$7.00.

SEND FOR COMPLETE PRICE LIST ON ALL FLOWERS. 25% DEPOSIT, BALANCE C. O. D.

LIBERTY JINGLE BELL FRUIT CORSAGES



Olson up for the Holidays with the Latest and Newest Creation. Buy Supplies direct from Manufacturer and save money. Manufacture your own Corsages and make 500% Profit. All our Fruit is the very best Quality, Highly Glazed, Attractive and Natural Looking. All Fruit comes in assorted colors.

Green Prepared Princess Pine Foliage for all Corsages. Per lb., \$0.25.
Best Quality Select Corsage Cones. Per 100, \$0.25.
Best Quality Select Wired Corsage Cones. Per 100, \$0.50.
One Inch Liberty Silver Jingle Bells with Silver Cord. Per 100, \$2.50.
Tie Wire for Making Corsages. Per lb., \$0.25.

Extra Large Size Red Holly Berries. Per Gross, \$0.25
Yellow and Red Poinsettia Pips. Per Gross, \$0.25

No. 21—Small Berries \$0.75
No. 30—Large Berries 1.00
No. 32—Small Bananas .75
No. 36—Med. Bananas .85
No. 44—Peppers .85
No. 48—Limes 1.00
No. 52—Apples 1.00

No. 60—Oranges \$1.00
No. 66—Pears 1.00
No. 71—Small Cherries .85
No. 80—Med. Cherries 1.00
No. 85—Large Cherries 1.25
No. 90—Strawberries 1.25
No. 92—Acorns 1.25

RIBBONS
Silver Ribbon, 3/8 In. Width. Per Roll of 10 Yards, \$0.15
Silver Ribbon, 1/2 In. Width. Per Roll of 8 Yards, .25
Silver Ribbon, 3/4 In. Width. Per Roll of 8 Yards, .25
Silk Ribbon, All Colors, 3/8 In. Width. Per Roll 50 Yds., .50
Silk Ribbon, All Colors, 1/2 In. Width. Per Roll 50 Yds., .60

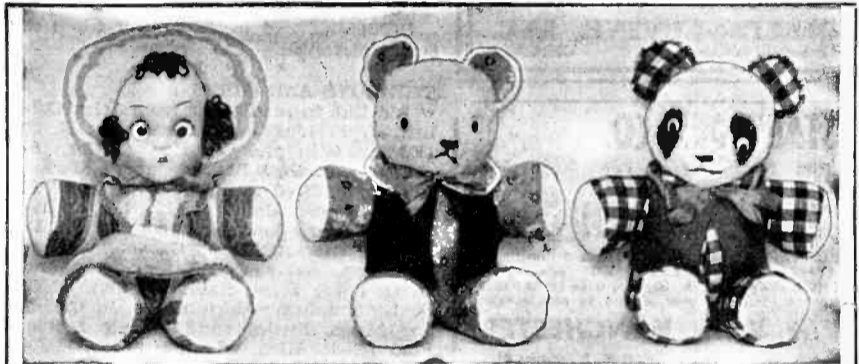
Per Gr. \$1.00
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1429 LOCUST ST.

IMPORTER AND MANUFACTURER

ST. LOUIS, MO.



No 686

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18" PANDAS -- BEARS \$8.50 DOZ. SNUGGLE DOLLS

Immediate shipment. Pre-defense prices. Finest quality fluffed stuffed. Rolling eyes. Order quick for holiday dollars. Ask for our "stepped-up" Catalog. Over 300 hot premium items. State your business.

NATIONAL PRODUCTS CO., 25 W. Court, Cincinnati, Ohio

Sell NEW YEAR'S WHOOPEE GOODS! For Quick Cash Profits

Agents, Distributors, Jobbers, grab this for the Holiday Season. Ride a buying wave. Sell Whoopee Goods for Christmas and New Year's parties and celebrations. Shipments from stock same day order is received. All American made. Party hats, noise-makers, balloons, confetti, serpentine streamers for Christmas, New Year's Eve, etc. Special bargain assortments for night clubs, cabarets, ballrooms, parties and all gala events. Book orders now. Clean up quick. Smashing low prices. Make up to \$12.00 an order.

FREE OUTFIT displaying complete line sent at once. No cash needed now or ever. Get spot cash profits the moment sale is made. Rush name today.

KAESER & BLAIR, INC.
Dept. 911, 400 Pike St. Cincinnati, Ohio

For A Big Christmas Work Our Exclusive FUR COATS JACKETS and BOLEROS Luxuriously Finished

Beautifully Styled. Popular Prices. We offer Coonys, Sealines, Beaverettes, Caraculs, Marminks, Persian Raccoons, Skunks, Foxes. Buy direct from manufacturer and profit. WRITE FOR FREE LIST AND ILLUSTRATED CATALOG. Investigate our exclusive Stra-Rite Process. Adds years to the life of each coat.

SEND YOUR ORDERS TODAY!

\$12.50 UP S. ANGELL & CO. Manufacturing Furriers
236 W. 37th St., Dept. B-7, N.Y.C.

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.

SALESMAN—MANUFACTURER'S AGENT 25 YEARS EXPERIENCE

Want Factory Line of Gift Merchandise or something similar. Particularly interested in Art-Wood, Plastics and any other new items not affected by "defense." Covered 24,000 miles this past year by auto—Drug, Jewelry, Stationery and General Store trade. Have 4,000 accounts. Have sold large quantities of cutlery, leather goods and gifts. Can rate D plus 2. Have office and warehouse to store and show. Have strong following in Middle Atlantic States, Eastern Pennsylvania, New Jersey, Maryland, Ohio and Western New York. Have sufficient capital to guarantee collections of all accounts! Commission! Offer to gross \$5,000 per year or more. Reliable and permanent. Write:

BOX D-136

Care The Billboard, Cincinnati, Ohio

BATONS

Pear-Shaped, Silver-Head Batons, 2 sizes. Tinsel will not peel off. Best made. 4 samples, 60¢; mail stamps.

UNGER SUPPLY CO.

567 Harrison St. CHICAGO, ILL.



ORIGINAL SLIP-NOT-TIES

New XMAS Styles, \$2.75 Doz. Postpaid. Fast Sellers, Repeaters. Send for Sample Dozen and be convinced. Free Catalog.

GILT-EDGE MFG. CO.
13 N. 13th St., Phila., Pa.



WALTHAM—ELGIN

Make extra money! Send for free 1941 Catalog of Watches, Diamonds, Jewelry, Novelties. Lowest prices.

PLYMOUTH JEWELRY CO.
168 Canal St., Dept. J, N. Y. City

MONEY MAKING MECHANICAL TOYS



ACROBATIC CIRCUS MONKEY

It tumbles and turns, performing tricks on two chairs. The monkey is dressed up in a bright colored suit. It is a well constructed toy and can take plenty of abuse.

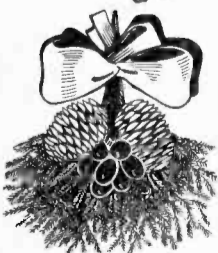
Doz. - - \$1.85
Gr. - - \$21.00



NEW! MECHANICAL BABY TODDLER

In "Walker," 4 1/4 inches high. Holds Milk Bottle In Hand. Dressed In Colored Polka Dot Clothes.

GR. \$10.80



CORSAGE

Beautiful Xmas Corsage. Made up of Bright Red Berries—Pine Cones—Green Foliage—and Attractive Ribbon.

Per 100 \$5.00



RUNNING MOUSE

Runs along the ground very realistically. Covered with Natural Felt, which makes it look like a real Live Mouse. American made. Gross \$7.20
ORIGINAL BLACK O-U SCOTTIE DOG. Gr. \$21.00.

MECH. NURSE, 5 1/2 In. high. Holds Baby In arms, lifting it up and down while turning around. Doz. \$1.30; Gr. \$14.40.

MECH. ROLL-OVER PLAYFUL DOG. Well made. Powerful spring and an all-metal body covered with plush. Doz. \$2.25; Gross, \$25.80.

1/3 Deposit, Balance C. O. D. Send \$1.00 for 5 of our fast selling mechanical items postpaid. All orders shipped out immediately. NO CATALOG.

COHEN BROS., 108 PARK ROW, NEW YORK, N. Y.



Walt Disney's
DUMBO
IN
OAK-HYTEX
BALLOONS
Sensationally
Popular

You can make big money with the new and popular Dumbo balloons. Ask your jobber, or write to us for details.



The OAK RUBBER CO. RAVENNA, OHIO

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

WHITEY BRANAN with your-name-on-sea-shell brooches, is reported to be getting the geedus in South Carolina territory.

ARE YOU set and ready to go in that Christmas spot? If not, why not?

THOSE ACE PITCH exponents, Art Nelson and Charley Kasher are working to successful results in Chicago. Writing from the Windy City, Art says: "Just heard the news that Speedy Bletsch and Bill Gordon were asphyxiated in a tourist home in Poplar Bluff, Mo. I knew both personally, not only as friend and pal, but also as an employer. Both were swell fellows and good, clean promoters. Pitchdom will miss them, as their ready smiles and personalities were an inspiration to all."

INDOLENCE and insobriety will trip men in any profession.

THE BOYS AND GIRLS would like to read pipes from John Collins, J. F. (Jake) Nieuwenhuys, E. E. (Eddie) Gillespie, Maurine Taylor, Al (Pop) Adams, Buster and Marion Robertson, Fred and Dot Krause, O. F. Brooks, Bill Angelier, E. H. (Eddie) Winterhalter, Jack Branscombe, W. D. (Pat) Patterson, P. J. Hoovers, George Thurman, Harry O. Allsing, Jerry and W. G. (Bill) Frost, Ralph Redden, Eddie Schirico, Johnny Morton, Donald Crabb, Joe Mann, Freddie and Maggie Smith, Fred (Red) Allen, Glenn Hosberg, Eddie St. Matthews, Henry (Hank) Solomon, Lee Johnson, Mae Gorman, Al and Trude Marks, Allen Ross, Red Mattison, Tony (Necktie) Tracy, Whitey Alm, Johnny (Two-Bit) Johnson, John O'Donnell, Jack and Connie Murray, Ted Travers, Travers Beard, Ernie Johnson, Paul and Ethel Miller and Johnny Shanahan.

BOOST, don't knock, the spot or town you are playing.

OUR SOUTHERN SCOUTS tell us that Atlanta should prove a good spot thru the Christmas holidays for good high pitchmen or jam men. Readers there are \$3.50 for three months Lot readers are \$1 per day and there are plenty of good locations available.

"I'M STILL WITH IT . . . letters Donald Crabb from Rochester, Minn. "Had a short but successful fair season in Michigan this year. I finished at Hartford and then took my gains and went South to work the highly exploited big ones. I showed a profit each day, but still managed to drop a large portion of the bank roll. Peeler workers at the Southern fairs weren't as plentiful as in the North. After playing Char-

lotte, N. C., I headed North and vacationed along the way. Arrived here November 12 and I'm enjoying a successful stand in a chain store. I'd like to read pipes from Giles Puryear, Spencer Mattson, Art Browers, Curly Fredrickson, Doc. J. F. Morgan, Melvel, of glass-blowing note, George Hess, Clarence Smith."

AUTO SHOWS are getting under way and some big scores are expected by the boys on the paper.

DOC CARL . . . med worker, advises from Spencer, W. Va., that business in that sector is hardly up to normal, as there is little defense work. Readers are high and difficult to obtain and many towns are closed, he says. The doc would like to see pipes from Doc Bryan, med man.

STILL CLICKING playing the high spots in Virginia are Doc Bradfield and Jack (Bottles) Stover, according to reports hitting the pipes desk from that sector.

THE SIZE of the pitchman's earnings depends upon his ability and the effort he puts into his work.

BIG AL ROSS . . . opened with the mouse in two Cleveland department stores November 15, and plans to work there thru the holidays.

FEELING THRUOUT the country is that the holiday period will see one of the largest spending seasons in several years. Are you prepared for it?

MEN AND WOMEN who apply the same principles and ethics that bring success in other lines will succeed in the pitch business.

WHILE PASSING THRU Minot, N. D., en route from Spokane to the Middle West, J. (Hank) Durham, paper man of note, ran across P. A. (One-Arm) Murphy, who has been in ill health there. Murphy, says Durham, had just been released from a local hospital, but is due to return soon. Durham adds that he and partner will return to Spokane for the holidays. Bill Ehns is still in Minot.

"MAIN STREET . . . here is full of people, but here's no spot or doorways open on the main stem," pens Bob Posey from Jackson, Miss. "I don't know, therefore, what it will bring. Would like to read pipes from Thomas Kennedy, Frankie Lager, Al Rice, Jack Curren, James L. Osborne, Jack Kerns, Joe Conti, Glass-Cutter Pollard and Pat England."

THERE are few vocations that offer larger pay for the hours worked than the pitch business.

DOC TOM MCNEELEY'S Pueblo Med Show closed a fairly successful tour of Colorado territory recently. He and Mrs. McNeely took delivery on a new house trailer and they report they saw some of the boys and girls at the auction lot in Pueblo, and all seemed to be getting good results. They add they'd like to read pipes from Toby Johnson and Jimmy and Libby Van.

STANLEY NALDRETT . . . is in his fourth week in Silver's Store, Charleston, S. C., and getting the geedus. Also working the spot is Pearl Riggle, with her embroidery gauge layout, and David Sax, who is corralling top takes with his jewelry stand.

ALL PITCHDOM was shocked to learn of the tragic death from asphyxiation of Roland L. (Speed) Bletsch and William G. Gordon, well known in pitch circles, in a tourist cabin near Poplar Bluff, Mo., recently. Both men, who worked at one time or another for the La Renze Company, were found by a Mr. Warren, owner of the auto court. He said the two men retired

AMERICA'S LATEST CRAZE

YOUR NAME

In Raised Coral Colored Letters on a Genuine Tropical SEA-SHELL BROOCH

Flash — Color — Plus Name Appeal. California Redwood was big. Shell Name Brooches are Tremendous. Beautiful Sun Set Shell, running a gamut of colors, and Coral Letters. Knocks them cold! Truly Nature's most gorgeous creation. The fastest selling novelty in years. Costs 2 1/2 c complete with printed brooch card. Easy to assemble with Ducco cement—takes half a minute. Getting a very fast 25c at Fairs, Conventions, Celebrations, Carnivals, and by independent demonstrators at Grant, Kresge, Kress and McCroly Stores. Hustlers! Demonstrators! Pitchmen! Novelty Workers! Act now while it's NEW!

PRICE LIST: Gross Thousand
Sun Set Shells \$1.75 \$10.00
Jeweler's Brooch Pins 1.50 10.00
Printed Brooch Cards80 4.00
Coral Colored Letters, 50c a Pound
Samples, postpaid, 15c. 50% deposit with order, balance C. O. D. Use Air Mail, Special Delivery or Western Union for fast One-Day Service.

J. A. WHYTE & SON
7310 N. E. 2d Ave., Miami, Fla.
Importers of Cuban and Bahama, West Indies Novelties, Curios, etc. Shell Lamps and Shell Jewelry. Price list on request.

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

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.

ACE BLADES

MILLIONS SOLD
Ace Blade prices reduced. Flashy display cards. Each blade honed in oil to hair-splitting sharpness. Buy at factory prices—pocket middle man's profits. Blades free for sampling your trade. We pay shipping. Rush name for free blade, factory prices.

ACE BLADE CO.
88 E. Eagle St. Dept. 523-A Buffalo, N. Y.

GOODRICH HONES TOP THE FIELD EVERY \$1 BRINGS YOU \$5

Pitchmen, window workers, jobbers, distrs. Flash demonstration sells 'em fast to the boys in camp and to every self-shaver. Made by the Goodrich Co., Est. 1864—your confidence statement. Each HONE in 50¢ Silver DeLuxe Box. Sample 10¢; low gross prices.

GOODRICH, 1500 W. Madison St., Dept. BR-12, Chicago, Ill.

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
187 E. Spring St. Columbus, Ohio

Special Offer!
Engraving Pins * Cultured Pearl

Sterling Silver \$3.95 Dozen

No. 2R55

Very Attractive Sterling Silver Ring set with genuine Cultured Pearl. Priced for special promotion. Take advantage of this big offer!

For Jewelry Demonstration
Our Catalog No. 26 features expensive looking, low priced jewelry — ideal for store demonstrations. A big line of lockets, bracelets and rings — that are the biggest sellers in jewelry today. — If situated near an army camp send for Catalog M42 for a complete line of Military Jewelry.

State Your Business

PAKULA & CO. 5 N. Wabash Ave. Chicago Ill.

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.

NEWEST, FAST SELLING JEWELRY

FOR ENGRAVERS, FAIRS, MILITARY STORES, RESORTS, PROMOTIONS, Etc. **FAST SERVICE!** Send \$3.00 for samples or write for free catalog.

MAJESTIC BEAD & NOV. CO.
307 Fifth Avenue New York, N. Y.

CHEWING GUM 26 BOX

RETAILS FOR \$1.00

Each box holds 20 Cellophanned 5c Packs Factory Fresh Gum Snappy Display Boxes help you to get quick 100% to 200% profits. Be our distributor—get started! Send 50c for sample box (prepaid).

GREAT FIELD FOR AGENTS. Write AMERICAN CHEWING PRODUCTS CORP.
4th and Mt. Pleasant Ave., Newark, N. J.

FILL-O-MATIC

The Newest and Best Low-Priced Line of PENS—SETS—COMBINATIONS. Backed by ARGO'S Reputation for Quality Since 1928.

ARGO PEN-PENCIL CO., Inc.
220 Broadway New York, N. Y.

SENSATIONAL

Opportunity for profit selling CHAMPION AC. Auto-Lite, etc., reconditioned spark plugs to gas stations, garages, etc. Guaranteed 10,000 miles. Send only 25¢ for sample doz.; balance 75¢ C.O.D. plus postage. Mention make and model of car. Satisfaction guaranteed.

ANTHONY C. UNIS, PEORIA, ILL.

NEW LINE 1942 JEWELRY NOW READY

Military Jewelry, Signet Pins, Rings, Bracelets, suitable for engravers; Mother-of-Pearl Locketts, Cameo and White Stone Rings, Roller Skate, Football Pins. Complete samples, \$2.

JACK ROSEMAN CO.
307 Fifth Ave., New York City

HEADQUARTERS FOR 1 Minute & 4-for-10 Photographers

MAKE GOOD MONEY THIS WINTER with our New Designed Mounts and Folders. Photo Pocket Mirrors with Catchy Sayings! Also Leatherette Double Photo Holders!

Fresh Stock of Improved **BLACK BACK CARDS**, 1 1/2" direct positive paper, and all supplies always on hand ready for immediate shipment.

BENSON CAMERA CO. 166 Bowers NEW YORK, N. Y.
Catering to Quick Finishing Photographers for Over 30 Years.

VETERANS' SERVICE MAGAZINE

3 months. Big Biz for you! Order now. New Joke Books, Patriotic Calendars. U. S. Supreme Court decision authorizes sales everywhere. Free samples, 10c.

169 Duane Street NEW YORK CITY

**ENGRAVERS!!
DEMONSTRATORS!!
WIREWORKERS!!**

Get your share of the Xmas business this year. Our line is ideal, with plenty of stock for immediate deliveries. Free catalog.

American Jewelry Mfg. Co.
19 Washington St., Plainville, Mass.

**E. Z. WAY
AUTOMATIC
STROPPER**



**RAZOR
STROPS**
W. M. MFG. COMPANY,
Sandwich, Ill.

**BIG HOLIDAY
SELLER**

Thousands sold every day

Tremendous demand from storekeepers and merchants for this quick handy suction sign holder for Xmas signs, price cards, posters, menus, merchandise, etc. Sells on sight in dozen lots. Big profit. Other big sellers.

COST TO YOU

Gross (2 1/2 c Each)	\$3.60
2 1/2 Doz. (40c Dozen)	1.00

GORDON MFG. CO., 110Z, E. 23d St., N. Y.

PAPER MEN

We Want Men in Kentucky and Tennessee. Regular proposition to old solicitors. Write W. E. DEATRICK

KENTUCKY FARMERS HOME JOURNAL
LOUISVILLE, KENTUCKY

**1.00 STARTS YOU IN BUSINESS
SELL TIES—100% PROFIT!**

Send \$1 for Sample Line (Reg. \$2 Value)

25c Values	\$1.50 Doz.
35c Values	2.00 Doz.
65c Values	3.75 Doz.
\$1 & 75c Values	4.25 Doz.
SLIDE-ON TIES	2.40 Doz.

25% dep. with order. Bal. C. O. D. We exchange ties not sold. Free catalog and swatches.

RADIO CITY NECKWEAR CO.
112 W. 50th—B12 New York City

**SPORT SWEATERS
SOLIDS & TWO-TONES
for HUSTLERS**

PULLOVERS Doz. \$8.00
BUTTON COATS Doz. 9.25

Camel Style Effect. Packed to Display Box. 25% Deposit With Order. Sample Pullover or Coat. \$1.25 Prepaid.

PRUDENTIAL TRADING CO., INC.
1241 Broadway New York City

**Secret Pocket
WALLETS**

Excellent Gift and Premium Item. Largest Assortment of Wallets with Army Insignia at Lowest Wholesale Prices. We also carry Traveling, Tourist and Military Sets; Premiums and Gift Items. No Catalog.

J. C. MARGOLIS
912-920 Broadway NEW YORK CITY

Social Security Plates

We are disposing of our entire stock at 20% off the retail price. Send for our new price list before ordering.

FRANK BONOMO
206 Melrose St., Dept. BB11-15, Brooklyn, N. Y.

RUN MENDERS

54 Gauge with Rubber Handle, \$2.50 gross; \$14.00 1000. Clifton Special (improved) \$3.84 gross. Rubber Handle Special Clifton, \$4.32 gross. 5 samples, one of each number, 50c. Directions furnished. Deposit required. Bottle Caps, gross \$2.16; Sample 10c.

RUN MENDER WORKS, Dept. *B, Waukesha, Wis.

**ELGIN - WALTHAM - ILLINOIS
BULOVA - WESTFIELD - GRUEN**

Renewed to Perfection
Money Back Guarantee
LOWEST PRICES
Write for Free Catalog

JOSEPH BROS., INC.
59 E. Madison St., Chicago, Ill.

shortly after renting the cabin, and at 9 a.m. the next day he went to wake them. Warren said the building was extremely warm at the time, the cabin being heated by a gas heater. Shortly after noon, Warren returned to the cabin to learn why they had not left and found them dead. Bletsch was lying across the bed, and Gordon was slumped in a chair. The attendant who found the bodies broke thru a window to get into the cabin. At that time, he said, the fire in the gas burner was very high. Local police officials reported that the gas was burning at such height that all the oxygen in the room had been absorbed, causing the men to become asphyxiated.

STATIC ELIMINATORS always went well at the various indoor events throuth the country. This year should be no exception.

"CHIEF ED EAGLE" and wife and baby passed thru here recently and reported they will spend the next six weeks in Piedmont, Mo." L. E. (Roba) Collins cards from Patterson, Mo. "Altho Mrs. Collins is in ill health, we are managing to present our magic and mystery show in several theaters and schools in Missouri."

JERRY THE JAMMER SEZ: "How can anyone hope to wind up anywhere but behind the eight ball if he becomes so busy minding other people's business that he neglects his own?"

DR. A. C. HUNT letters from St. Petersburg, Fla., that he and Mrs. Hunt are wintering there after a successful tour with their med show. They plan to reopen the unit about April 15 and play Indiana and Ohio spots.

SUCCESSFUL pitchers never become discouraged. They operate on the principle that one can never tell when good fortune will come his way.

TRADE SERVICE FEATURE

Events for Two Weeks

- November 24-29
- ARIZ.—Sells. Indian Fair Rodeo, 28-30.
 - COLO.—Denver. Poultry Show, 24-26.
 - FLA.—Miami. Fair-Expo. & Thrill Circus, 22-Dec.
 - ILL.—Chicago. Dog Show, 29-30.
 - IND.—New Castle. Poultry Show, 27-30.
 - MINN.—Alexandria. Turkey Show, 25-29.
 - ORE.—Portland. Dog Show, 28-30.
 - S. D.—Sioux Falls. Auto Show, 27-30.
 - WIS.—La Crosse. Poultry Show, 26-30.

- December 1-6
- ALA.—Mobile. Home Show, 1-6.
 - CALIF.—Los Angeles. Livestock Show, 2-7.
 - CONN.—Norwich. Poultry Show, 3-5.
 - Waterbury. Dog Show, 7.
 - CUBA.—Havana. Larry Suubrock's Rodeo, 5-7.
 - ILL.—Chicago. Natl. Assn. Am. Parks & Showmen's League Trade Show, 30-Dec. 5.
 - IA.—Manning. Poultry Show, 1-4.
 - Washington. Poultry Show, 1-4.
 - KAN.—Arkansas City. Poultry Show, 2-4.
 - Newton. Poultry Show, 3-5.
 - MD.—Smithsburg. Poultry Show, 2-4.
 - MICH.—Detroit. Dog Show, 7.
 - Grand Rapids. Apple Show, 2-4.
 - MINN.—Cambridge. Poultry Show, 3-6.
 - NEB.—Lexington. Poultry Show, 1-6.
 - N. D.—Minot. Poultry Show, 1-6.
 - OKLA.—Enid. Poultry Show, 3-6.
 - PA.—Altoona. Dog Show, 6.
 - R. I.—West Warwick. Poultry Show, 5-7.
 - TEX.—Plainview. Dressed Turkey Show, 2-3.
 - WIS.—Sheboygan. Police Assn. Circus, 5-7.

NOVELTY WAR TRENDS

(Continued from page 75)

portance of novelties in building up a strong united spirit. The mass appeal of these items cannot be questioned and, therefore, manufacturers dealing in these novelties may be able to secure a priority rating.

The latest move in the patriotic novelty field has been the adaptation of the V for Victory campaign motif for novelty items. Leading in popularity are banners, lapel pins including gold-plated and rhinestone studded varieties, and the more expensive costume jewelry. Here again the catch phrase caught on with the public and, as a result, the novelties introduced have found a ready market. While the V novelties do not attain the variety found in the patriotic and military fields, quite a number of items have appeared and manufacturers are constantly adding new, timely products.

Bundles for Britain and other British

relief agencies have introduced into the country numerous badges for men and women featuring the British flag, the Royal Air Force insignia and similar patriotic designs. The manufacturers on the other side are also fully aware of the possibilities of patriotic novelties and a great many of the items have trickled to our shores. In recent months United States manufacturers have also produced some merchandise featuring the American-British defense collaboration. These items have chiefly been confined to reproductions of American and British flags and emblems on one pin.

The last war and the conflict now going on have had a marked effect on the novelty field, for in times of stress the red, white and blue merchandise is demanded by the public as a visual sign of united opinion against any threats to the security of the nation and the democratic form of government.

AROUND THE GROUNDS

(Continued from page 57)

on the midway, 211th Coast Artillery Band of Camp Hulen and the unit's anti-aircraft exhibit, free sound pictures, public dancing, rodeo, model aircraft races, kiddie parade and historical pageant. Don Brashear was official decorator.

LA GRANGE, Tex.—Attractions at Fayette County Fair here on October 17-19 were free fireworks, coronation of queen, milk maid revue, mule derby and dancing. There was also a South Texas Day and Pioneer Day.

WAUSAU, Wis.—According to Secretary Harry A. Kiefer, Marathon County Agricultural Society, receipts from the 1941 fair were \$30,874.67, while disbursements totaled \$32,136.51. Gate receipts were \$6,475; grandstand and bleachers, \$5,444.80, and concessions, \$4,952.71. Society owes \$1,865.25.

SHELBY, O.—The 1941 Shelby Community Street Fair, September 3-6, set one of the best attendance marks in history despite rain the first day, said Secretary Carl L. Wentz. Concessions were well patronized. Seven granges had exhibits. There was a colt show and excellent displays of baked and canned goods, meats and fancy work.

SKOWHEGAN, Me.—At a Skowhegan Fair Society meeting a 21 per cent increase in 1941 gate receipts was reported despite weather handicaps, said Publicity Director H. N. Weston. Grandstand will be enlarged in 1942 to eliminate night show turnaway crowds, a frequent occurrence. Society was reported on sound financial basis.

BURTON, O.—Ohio county fairs are growing bigger and better and junior fairs are largely responsible. Win H. Kinnan, manager of Ohio State Fair, Columbus, said at the annual meeting of Geauga County Agricultural Society. Secretary Charles Riley reported \$1,700 profit on the 1941 annual, largest in history.

**GORGEOUS COLORFUL
CORSAGES**

Direct from the manufacturer

Big Xmas Seller

\$5.00 per 100 and up

Sample Assortment \$1.00
8 different numbers—your dollar will be applied on quantity order.

GOLDSTEIN & GUSTOW
51 W. 28th Street, New York City

NOTICE!

Doc Millerhaus is still with the Celtonsa Medicine Co. Reports to the contrary are misleading. We have no battery of lawyers in Washington, but we do have competent medical authority, where we obtain professional advice direct as to what we can or cannot put on our packages. We assure any Medicine Man in writing that any packages we put up are not mis-branded within the meaning of the State and Federal laws. We also carry liability insurance and can guarantee that when you are working you will not be stopped as a result of mis-branded goods.

CELTONSA MEDICINE CO.
M. F. GUYER, Sales Mgr. CINCINNATI, O.

WELCOME BUDDY BANNER

The item you've been waiting for. Every store, tavern, fair, movie, road stand a prospect. A real display come-on. Made of fine rayon satin, 12x18—red, white and blue. Flag silk fringe, gold, cord, stick and SPEARS.

\$30.00 gr.—\$3.00 dz.
(Sample 50c)
1/3 Dep., Bal. C. O. D.
Full line of Patriotic Banners and Jewelry Novelties. Send for Circular.

LIBERTY PRODUCTS
277 Broadway, Dept. B, New York City

SUBSCRIPTION MEN

Make more money selling this flashy, specialized Farm Magazine. Attractive \$1.00 deal. Sells fast at farm sales, carnivals, shows and on rural routes. Experienced men wanted anywhere north or east of Missouri River. List publications previously worked and territory you expect to cover. Write H. M. CURLEY, Manager of Agents, Room 311, Sandstone Bldg., Mount Morris, Ill.

ZIRCONS

Genuine White Diamond Cut
3 for \$1.75

Blue or Brown Zircons... \$1.25 per Carat
B. LOWE, BOX 525, CHICAGO, ILL.

DEMONSTRATORS ★ ENGRAVERS

Try Mother-of-Pearl without using metal!

We are in a position to give you immediate service on

**PENDANTS PINS BRACELETS TIE SLIDES
FOB PINS**

The only metal used in this line is chains and pins for mounting.



You have had great success in engraving metal jewelry with Mother-of-Pearl mounting. Avoid material delay and perhaps complete stoppage—see US for complete line of wire and wire-workers plates.

MURRAY SIMON
109 SO. 5TH STREET
BROOKLYN, N. Y.

Sample Assortment of 20 Items
\$2.50
Postpaid

The Trend of the Pitchman

By E. F. HANNAN

THAT the pitchman has played an important part in the business life of this country cannot be denied, although few people are aware of the thousands of merchandise items that came up thru this branch of the sales field. Many of them would never have been thought of had not some hustling pitchman, by consistent plugging, created a demand for them. Hampered by local and State laws, frowned upon again and again by over-zealous city and town officials and many times received with jibes at his selling job, and the very fact that he has had to weather all such opposition has resulted in making him the par-excellent salesman a successful pitchman must be.

There is an old saying, "salesmen are born, not made," and it aptly applies to the fraternity known as Pitchdom. It is not hard to turn a customer's mind toward something that is highly advertised in the press and on radio, nor does it require any great power of salesmanship to hand over an item the customer has made up his mind to own. But to sell something to a crowd, which has gathered perhaps merely out of curiosity and with no thought of buying anything whatsoever, I say there is nothing in all salesmanship that so well proves a man's ability.

I have known a great many pitchmen and their closely allied workers in the med field, and I have had the unique experience of having helped to the limit of my ability with their efforts to get results with whatever they were interested in promoting or selling. And while I have met many who could not discourse in the language of a college professor or a glib-tongued politician, I have yet to meet one who was not a born salesman. Of course I'm referring to real pitchmen, men and women who make their living in this field or in the med show business. There's a peculiar thing about the work that makes it much like the various branches of sports or show business. Once you get thoroly

inoculated with the germ there is no other work that seems to satisfy. As soon as a man is competent enough to talk crowds into buying, he becomes a pitchman for life at heart even tho he may desert the field and go into other lines. He's like a showman in this respect—it is always his first love.

Yes, Pitchdom has done a great deal for many types of merchandise and will continue to do so—so much so that I believe the day will come when pitchmen will be welcomed rather than banished. It does not require any great stretch of imagination to foresee the day when larger businesses will see the great results that come from using the efforts of men who are in a measure super-salesmen.

E. F. HANNAN, a native of Boston, where he conducts a play bureau, has been a prolific writer of plays and other material for all branches of show business for more than 30 years. A graduate in medicine, in veterinary medicine and law, he's a competent writer on these subjects.

He has also arranged innumerable lectures and talks for med showmen, demonstrators and pitchmen. Hannan is well traveled and his experience is broad, his jaunts including tours of Europe and the Orient.

Pitchman and Puzzles

Before the day of radio and movies crowds around the country store were easily entertained by a puzzle if the trick of working it out took time and mental stimulus. In those days puzzles sold easily, and even today they are not such bad items to carry along. If the idea is original.

A Boston pitchman, Frank O'Brien, promoted puzzles thru the East for years. One day he was working at the Worcester (Mass.) Fair when a stranger walked up to listen to his talk. The stranger seemed impressed and paid a quarter for one of Frank's puzzles, which was an ingenious device on the idea of the old Chinese ring trick used by magicians. In fact, it was just that, only in miniature. After looking over the puzzle the stranger stepped up to O'Brien and said, "I've got a puzzle that knocks the one you're selling sky-high," and pulled from his pocket what afterward was known as the Pig in Poke puzzle of note.

O'Brien tied up with the stranger, who happened to be a machinist with an inventive mind and before they were thru they had promoted over a dozen big-selling puzzles. The machinist who could invent and the pitchman who could sell, made a combination hard to beat. As good as the puzzle was it would have probably stayed in the machinist's pocket had he not run into a man who was interested not so much in the merits of puzzles but in something that could be turned into money. All of which goes to prove the old adage, "anyone can make an article, but he needs a salesman to keep the factory going."

Pitchman and Plasters

Plasters have been used for various ills as long as we can remember. The first ones were crude affairs that stuck to the skin and defied pulling off. Ralph Carlton, a pitchman who had also delved in med show business, thought up the idea of a plaster that had pine tar or pitch for its base, and adhered to the skin by warming it before applying. It also lost so much of its consistency after being worn a few days that it could be yanked off with little effort. Carlton called it the Woodsman's Plaster and, since his principal territory was the lumber districts of Maine, New Hampshire and Vermont, the name fitted and helped his sales.

Carlton lectured from a platform and before leaving town left a supply with the local druggist as his agent. For several years Carlton had with him a colored man of good physical build, who was also an entertainer. The colored man would strip to the waist and Carlton would apply plasters to the man's

chest and back and demonstrate his lecture. Tom Bryant, old-time blackface performer, used to tell of the time Carlton was pitching at Portsmouth, N. H., and being busy with his talk failed to notice his assistant had slipped away. That night Carlton was called to the station house to identify a man who had his body covered with plasters. As Bryant always closed the story, "he was plastered inside and out." However, this pitchman was one of the first to introduce this plaster, which is still being made and sold today. Here was another case where the pitchman kicked an item into the realm of big business.

Pitchman and Pictures

While the Chinese are good merchandisers in their own lines, I have never known many who were in the med or pitch game. There was one, however, who was not only a good lecturer but a clever entertainer as well. His name was Lee Ginn and many years ago his father operated a restaurant in the Chinese section of Boston. Lee took up bending and acrobatic work, and finally joined out with various platform and med shows in the entertaining line. Before long he was on the selling end with herbs and oil, and demonstrating in a way second to none. During the winter Ginn supplied Chinese merchants thruout the East with the various herbs that Chinese use as medicine. He also pitched a sachet powder that he worked into a good sales number.

He was a regular concessionaire at the various fairs and, being muscular, demonstrated his oil by rubbing it on his own chest while doing a chest expansion that was the envy of many onlookers. One night Ginn was lecturing on a New London (Conn.) street and a sailor was among his audience. The tar stepped up to Ginn's pitch and said, "I'm on shore leave because of a fall on deck of the ship. What can you do for me?" Ginn applied his oil and then covered the sailor's chest with a sheet of white paper to keep the oil from soiling the shirt. On the sailor's chest was a tattooed picture of a girl and in a minute or two the paper was imprinted with this picture. The sailor not only bought the oil but obtained the picture on the paper, as did several others who had been watching. Ginn, with the instinct of his race, became interested in transfer pictures, the type the kids were and still are crazy about. From then on he went to pitching pictures along with his oil and herbs. He imported some and made others, but as usual others with more capital saw and took over the idea, and reaped a harvest. But once again we find the pitchman leading the way up the hard road.

Pitchman and Bottle Stoppers

Recently a man who had been living for some years on the small fortune he had made from an article that came to his notice from a pitchman, died in an Eastern city. Before the days of the many gadgets that we now use as bottle stoppers—those which are inserted in the mouth of the bottle or clapped over the top—it wasn't unusual to hand the customer an extra cork in case this original was destroyed. Bartenders kept a drawer full of extra corks handy to be used in this way, and extra corks were fastened to the top or side of medicine bottles and other containers. Charles Lagare, a Rhode Island pitchman, thought up the idea of a rubber stopper with a top that could be used as a bottle opener and took it to a small manufacturer, who started making the article.

Before long it was being sold not only by pitchmen but by salesmen who handled hardware and bottle lines, and it found quick buyers in these channels. Lagare neglected to patent the idea and the small manufacturer never gave it a thought until it was too late and others began manufacturing it. Lagare was a top pitchman, but such things as patents never entered his mind. By missing this important trick he missed a small fortune. Here's another instance where the ingenuity and resourcefulness of a pitchman was responsible for something that everyone uses some time or other.

The Look-Back

Simple ideas have been worked into money-making sales articles when the idea caught the public's fancy. A piece

of mirror-glass set slantwise inside a small black pasteboard box would appear on first thought to be sheer nonsense. If you were told, however, that this simple item had a sale running into millions you'd have to agree that a man who combines the qualities of a real salesman and a first-class demonstrator can put over almost anything. While I have seen many pitchmen work the look-back novelty, none ever impressed me so much as did George Hardy. Every summer and fall for many years George, who in his youth had been a circus candy butcher, made most of the large fairs in the East with look-backs that he fashioned himself. Hardy's sales talk was so well put over that a Pinkerton detective, a friend of the writer's, told over and over again about the time he was detailed to duty at one of the larger fairs to keep an eye on the crowds, and how he became so interested in the way Hardy carried along his listeners that he forgot all about the crowds, reached down into his pocket to hand Hardy a quarter for one of his look-backs, and found that his wallet was missing. The detective got a great kick out of telling the story and was forever after kidded by his friends about it. What you couldn't see with these little look-backs wasn't worth seeing and even now, in magazines read by boys, the contrivance still finds a sale. But the difference in the sales of all such items was the difference in the man on the selling end. It was a pushover for a pitchman, a dud for an amateur.

Pitchman and Novelties

I recently heard a salesman in a chain store giving a talk on trick playing cards. The talk was convincing and got results and the set-up was one that could be worked to better takes to larger tips, such as those attending large fairs. The talk reminded me of Fred (Boston Blackie) Blackburn, who some years ago worked the same sort of merchandise. Blackburn was a magician of no mean ability, in fact good enough to play a vaude date when things were slow in the pitch game. Blackie had a paper-tearing trick which resulted in huge sales. He gave a slick paper-tearing performance, and explained the trick only to those buying it. He also took a cue from his magic and, with a magician's apparatus manufacturer of Boston, made small lots of lightweight



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CIRCUS MONKEY
PLAYFUL DOG
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SEND FOR PRICE LIST
of our
OUTSTANDING VALUES
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FAST SELLING MONEY MAKERS

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"BOOK OF LUCK"

Here are partial contents of this BIG 192 PAGE BOOK OF LUCK: What Is Your Lucky Number? Color Stone Days Things That Bring Good Luck Marriage Luck Teacup Reading Crystal Gazing Fortune Telling Astrology Dreams Stars Bumps Handwriting Palmistry Superstitions, etc. A swell premium or mail order seller. \$6.00 per 100, Sample 25¢. None free!

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THE BECKER LINE IS BETTER

Write for price list on Finer Soaps, Tonics, Liniments, Tablets and Salves. We also carry fastest-selling Herb Package on the market, formula attached. Prices right; plenty margin for you.

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IMPORTANT WIRE-WORKERS

The U. S. Government through the Office of Production Management issued an order on Oct. 21, 1941 which, in effect, restricted the use of copper in non-essential industry, and as a result we have been forced to curtail our production of Rolled Gold Plated Wire. This far we have tried to keep our customers supplied with their immediate normal requirements, and with that information we have at the moment, we can continue with the same restricted service until the end of the year when our quota of metal is exhausted. We will soon present to the Wire Workers a Holt product of Rolled Gold Plated Wire consisting entirely of Precious Metals, 14 Kt. Gold on Sterling Silver. This all Precious Metal product will necessarily be higher in price but will of course have a greater sales appeal due to its greater intrinsic value. Price-list will be available about Dec. 1st on request. We ask you to bear with us during these confusing times while we are all making sacrifices to assist in the security of our Government.

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75 CENTS PER GROSS

ELASTIC BANDS, \$1.50 PER GROSS.
Samples of Three Models Sent for a Dime.

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wood bottles loaded at one end. The bottles always landed heads up no matter how they were tossed around. Blackburn sold them quickly and then a wood-turner got an order for several thousand and the business flourished, especially during the holidays when they pushed them thru stores.

The same idea was incorporated later in various toys and novelties, many of which were made of rubber and other material. Had Blackie seen the extent to which his simple trick bottle would enlarge, he would have died with a huge estate. Pitchdom has drawn on the magical field very often and some of the best money-makers have been lifted, at least in part, from the devices cleverly arranged by performers in this art. The slogan, "the hand is quicker than the eye," is true and a good one to keep in mind by workers in the field. Folks like to find out if the slogan is correct and will buy almost anything seeking to prove this adage. Novelties with a trick or magical twist have in almost every instance come up the line thru the efforts of hustling members of Pitchdom.

Pitchman and Med

To sell a medicinal preparation requires more ability than anything else in Pitchdom. From corn remedies to tonic medicines, there is not a single item that can be promoted successfully by an amateur or poor salesman. But a salesman who can qualify in this field is in line to build a business that does not end with one sale, but continues to pick up a good deal of straggling coin, provided the hook-up is right and the preparation being sold has merit. A corn remedy, started by a Connecticut demonstrator, developed into a business that sold for \$10,000 five years after its inception. Early sales of every med tonic that has reached popular favor have been cradled in the lap of some worker in this field in its early days. There is an eyeglass cleaner on the market that was started by a hustling pitchman, who also worked department stores, and now he obtains a good living from these past efforts, as the cleaner is sold by optical dealers and jewelers. One of the country's big breweries passes out a beer-can opener which a former pitchman sold by the lecture method. It's a simple yet efficient gadget that the pitchman worked out himself and from which he realized a good bit of money.

Another pitchman worked out a holder that could be attached to pots and pans, permitting the pans to be lifted from the stove without burning the hands. The item is being sold in chain stores and with his royalty bit the old-timer hangs out in Florida in the winter and has a cottage on the Maine coast in the summer.

While once it was customary for pitchmen to set up on the street or in well-located doorways, not a few now operate on the main floors of busy stores or in windows on busy corners. These members of the clan have in some cases gone rather high-brow and like to be addressed as demonstrators. As in everything else, even politics, the eternal feminine angle has edged into the picture, and as I now step into one of the downtown stores the thought still comes to me: "Who is working here and what." If the store is one that seeks trade from the fair sex, it is almost a certainty that an attractive, flaxen-haired woman will be in the midst of a discourse on the

merits of something to make beautiful faces more beautiful, or maybe a hard-working male member of the clan is telling a group of matronly housewives how to paint the kitchen for 25 cents with a can of so-and-so's paint, and I stop and listen, and even tho I have at times put some of the words into their mouths, still I am always thrilled, and as I walk out again into the open it all comes to me as a symphony. This pitch game, a symphony that runs thru my mind with words something like this: "Step in closer, friends; step in just a little bit closer. I promised the chief I wouldn't tie up traffic and I've never yet broken a promise!"

Pitchdom Five Years Ago

Harry and Daisy DeGrace blew into Los Angeles with their new trailer for the winter. . . . After working the market in Kinston, N. C., to successful turns, P. E. Hudson set up his stand in Raleigh, N. C., where he was managing to do a fair job of corralling the geedus. . . . Dr. Speagle, of Speagolax note, was working to good results in Kinston, N. C. . . . Johnny McLane was making shops and entertaining in and around South Bend, Ind. . . . Dr. Victor Edison Perry, who had been operating several pitch stores in New York, was working department and drugstores in New England territory. . . . Jeff Farmer found North Carolina markets open, but sales were small and most of the tobacco had been sold. . . . South Boston, Va., was proving a winner for Syl LaVelle. . . . Phil C. Reiss, known as the "battery health doctor" for nearly two decades, was the star pitchman at Sergt. Frank Poulos's health exhibit on New York's main stem. . . . After a successful season with Roy Gray's Big State Shows, D. N. (Slim) and Evelyn Cantrell were working Houston to fair business while awaiting the holidays. . . . Mr. and Mrs. G. P. Wilson and daughter, Louise Ada, were headed for the Pelican State for the winter. . . . Mr. and Mrs. George Dumas, after working stores in Ohio with razor blades, were clicking with the item in Portsmouth, O. . . . Joe and Mary Perry were working stores in Washington and Baltimore respectively with a new coupon item. . . . Billy and Mabel Beam were doing swell business in Arkansas and Oklahoma territory. . . . Stanley Anderson was still promoting New England's favorite breakfast food, doughnuts. . . . Si Hart, of paddle note, was working with the key check outfit to filling stations and garages between pitches to some good touches. . . . George Shields added health books to his sex book pitch and was getting the gelt. . . . James Burnett was purveying razor blades and stroppers in and around Lexington, Ky., to good turns. . . . That's all.

Repeat Business

By E. F. HANNAN

ORDINANCES in many cities have forced lecturers and demonstrators from the outdoor pitch into stores and windows. Lecturers with public-address systems are the rule now rather than the exception in big-city drugstores. While this may not be the best thing that could happen, it is one of the changes in the business that had to come and must be accepted. Those experienced in this modern method of pitching, particularly those in the med field, contend that repeat sales taken care of after the demonstration is over are many times the most profitable end of the business. It has also been the experience of workers of this type that window selling is more adapted for promotion of certain items than it is for others.

A lecturer, who has worked windows for many years, says that med is as good as anything else for this type of demonstration, because med when bought by a customer becomes a natural repeater. The patient always gives credit for his cure to the last remedy taken, and med, being unlike other items, is used at some time or other in life by everyone. There are people who are constant buyers and users of remedies for their various ailments. Some years ago a good-sized outfit, operating in Eastern drugstores, kept a file on all buyers of their product, which was a tonic. Later it was found that on return campaigns the same names appeared on the records, altho the remedy's trade name had been changed. The big money made in the past with tonics came from the most part from pockets of those who were re-

peaters and in many instances buyers of as many as a dozen packages of the item. It pays to have the proper repeat set-up.

RINK CLASS WORK

(Continued from page 59)

believe, is wrong. Of course, some people might have the impression that it is another method for financial gain. To that I say most people never appreciate the value or seriously take instructions which they obtain free.

What more proof could anyone want than the fact that since inauguration of dance classes in June my business has increased 40 per cent and that they have made 38 per cent of the skaters either roller-dance or figure-skating conscious?

HEART OF AMERICA

(Continued from page 41)

held on New Year's Eve at Hotel Continental. Event will be preceded by the Ladies' Auxiliary Tacky Party December 30. A large delegation from the club is expected to attend the SLA banquet.

Ladies' Auxiliary

Club held a regularly scheduled social night and no business was done. Bingo was played and prizes for all were donated by Ruth Ann Levin. Ann Carter won first prize, with Blanche Francis getting second. Night's award went to Viola Fairly, who donated it to the club. Jackie Wilcox passed the penny box.

At close of the men's club meeting all adjourned to the men's dining room for lunch and refreshments. Frank Delmaine was emcee and short talks were made by Viola Fairly, chairman Ladies' Entertainment Committee, who, with Nellie Weber, co-chairman, accepted the thanks of all present; Jim Pennington, Mother Parker, Acting President Chester I. Levin, Johnnie Castle, Tony Martone, Noble Fairly, Paul VanPool, George Howk, Dr. Henry Haken and President Ruth Martone.

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Ideas to increase attendance—sell more special games.
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AMERICA'S HEADQUARTERS FOR ALL BINGO SUPPLIES
3000 SERIES IN—
• NEW 2 IN 1 and 3 IN 1 SPECIALS!
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SELL \$1.00 ITEMS FOR 5c

Absolutely the sales plan of the minute. Sell \$1.00 nationally known Medicines, Flavors, Cosmetics for only 5c. Tremendous volume—big profits. New low prices for Medicine Workers. Wire or write for full information on hundreds of fast selling items.

UNIVERSAL LABORATORIES
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America's Finest **CHRISTMAS SIGNS & BANNERS** 4 Colors & Tinsel
BEAUTIFULLY ILLUSTRATED SIGNS
Not ordinary printed signs—they are hand designed in four colors and tinsel. Seven styles, suitable for every store. Merchants will rush to pay you 75c or \$1.00 for a set of four signs. Send in your order NOW! Make some real money in the next few weeks. We pay all shipping charges if cash in full is sent with your order.
25 SIGNS FOR \$1.75 (Prepaid)
50 SIGNS FOR \$3.00 (Prepaid)
100 SIGNS FOR \$5.00 (Prepaid)
Sample Set of Seven Signs Sent for 50c.
(NO STAMPS)
SEND \$1.00 FOR SAMPLES OF 1 BANNER AND 7 SIGNS
RELIABLE SCREEN PROCESS CO., Washington Bank Bldg., Pittsburgh, Pa.

RAYON SATIN XMAS BANNERS
The most attractive CHRISTMAS BANNER ever introduced! Every store, office, club and home will want one or more. A genuine 75c or \$1.00 seller. Size 12x18 inches. Hand designed with illustration in red, green and white, with tinsel, gold fringe and gold tassels. This is your chance for a real cleanup—but you must act quick! Buy direct from the Manufacturer.
12 Satin Xmas Banners for \$ 3.75 (Prepaid)
25 Satin Xmas Banners for \$ 7.00 (Prepaid)
100 Satin Xmas Banners for \$25.00 (Prepaid)
Sample Banner Sent Upon Receipt of 50c.
(NO STAMPS)

OUTSTANDING VALUES for XMAS

Best Quality Oh-U-Dog, Red Box. Gr. \$10.80
Running Mice Gr. 7.00
Circus Monkey on Chair Gr. 21.00
Kris Kringle Santa Claus with Bags Gr. 4.50
Large Box Idoles Gr. 2.50
U. S. Gyroscope Tops Gr. 21.00
Large Mechanical Seal Gr. 18.00
Santa Claus Buttons Per 100 1.50
Swiss Warblers Gr. .50
3 1/2" Comic Buttons Per 100 7.50
1/2 Dupp on All Orders.
SEND \$2.00 FOR SAMPLES OF BEST SELLING ITEMS.
HARRY KELNER & SON, INC., 50 Bowery, New York City

NAT K. MORRIS says:
Our more-beautiful-than-ever patented DUR-X GLASS Cake and Fruit Knives and DUR-X PLASTIC DUPONT LUCITE Juice Extractors will be red hot Xmas numbers, each packed in a fancy gift box. They will sell in any store or any town at any time of the Year. We are still supplying our improved SPIRAL SLICERS and the MAGIC VEGETABLE PREPARER. Prices sent on request. Goods always shipped immediately upon receipt of your order.
KITCHEN GADGET MFG. CO., Asbury Park, N. J.

TO OUR MANY, MANY ENGRAVING CUSTOMERS AND FRIENDS
NORTH, SOUTH, EAST AND WEST FROM COAST TO COAST
Thanks a million for your understanding co-operation in this abnormal year, and our one hope is that conditions will change so that we will be able to serve you better in 1942.
ALWAYS SOMETHING NEW
EDW. H. MORSE & COMPANY ATTLEBORO, MASS.
"WE LEAD—OTHERS FOLLOW"

ROLL TICKETS
Flat • Folded • Book • Coupon
Millions in Stock for Immediate Delivery. Coat Room Checks, Raffle Books, Etc.
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GENUINE SEA SHELL & MIRROR FRAMES with Religious Subjects. Line includes various sizes and shapes; frames 6"x8", 8"x10", etc.; complete assortment of fast-selling big-profit religious pictures. Any picture can be inserted in frames. Send \$1.00 (refundable) for samples. Write **BELLA PRODUCTS CO.** 41 Union Sq., New York City

OUTDOOR BIZ LEAPS

(Continued from page 3)

same place will be the National Association of Amusement Parks, Pools and Beaches; American Recreational Equipment Association; American Carnivals Association, Inc.; Showmen's League of America, a benevolent organization of showmen; International Motor Contest Association and Central States Racing Association, representing auto racing at fairs.

Outdoor Shows Prosper

An advance glimpse at the programs of these organizations indicates that their reports on the season just closed will be extremely favorable. Expectations, always high in the spring, came to full fruition as the season progressed and produced the biggest outdoor period since 1929. The rising tide of prosperity which was evident in 1939 and 1940 was, as always, a bit slow in catching up with show business, but the upswing manifested itself strongly last spring, steadily gathered momentum, and reached its peak in the late summer and fall, with fairs, parks, carnivals and circuses reporting the biggest attendance and heaviest spending they had experienced in many years.

That the season would be a tremendous one was evident early in the year. Tens of thousands of workers who for a number of years had had only sporadic employment at none too high wages suddenly found themselves in steady jobs paying twice and three times what they had been receiving. Huge defense projects that sprang up all over the country brought life to many stagnant communities and changed them into thriving, busy towns, with factories working 24 hours a day.

Increased buying power of workers brought renewed life to every line of business and soon the public's natural desire for entertainment and relaxation was manifested in increased patronage of all kinds of amusement enterprises, and especially those in the outdoor fields. In the midst of this prosperity, the outdoor showman's big headache was labor shortage. Ride operators, electricians and other skilled and semi-skilled mechanics working on shows at

fair wages were grabbed by big industrial plants, which offered wages the shows could not meet. Unskilled workmen jumped at the chance to get jobs that would give them a permanent home and higher wages. Resulting shortage handicapped the movement and operation of many shows thruout the season. Nevertheless, show managements adjusted themselves and their shows to existing conditions and were enabled to carry on successfully.

Circus Grosses Soar

First to feel the upswing were indoor circuses, staged during the winter under auspices of Shrine Temples thruout the country. The three leading winter producers—Orin Davenport, Hamid-Morton and Polack Bros.—all had a successful season, with grosses in nearly every instance far ahead of those of 1940. With the start of the spring season, Ringling Bros. and Barnum & Bailey Circus opened at Madison Square Garden, New York City, to turnaway business, chalked up a new high for its Garden stay, followed up with a record Boston engagement indoors, then continued its triumph under canvas, playing to capacity at most of its stands thruout the season. The show played 27½ days (55 performances) at Madison Square Garden to a total attendance of more than 600,000. Gross averaged \$44,000 per day and the last two Saturdays averaged more than \$50,000 each. For the entire engagement the gross was almost \$1,200,000.

Independent Midways Click

Midway shows, plagued by rain during spring months, nevertheless played to big business whenever weather was favorable. When they hit their fair dates along in July, grosses soared to new highs and thru August, September and October business was terrific, and most of the shows closed the season with the biggest bank rolls in years. Independent midways, tried out at several leading fairs in the last two or three years, have proved both popular and profitable.

Ohio State Fair, Columbus, and Wisconsin State Fair, Milwaukee, have had independent midways for years and have found them quite satisfactory. In 1937 Canadian National Exhibition, Toronto, adopted the independent midway plan. Showmen in general predicted it would be a flop. Instead, it met with immediate favor from the public and did tremendous business. Each year grosses have increased, and Elwood A. Hughes, general manager of the CNE, reported that this year's gross represented an increase of 100 per cent over 1936, last year of an organized carnival policy in Toronto. *Water Follies* alone grossed \$17,000, and *Oriental Follies and Artists and Models* shows \$25,000. State Fair of Texas, Dallas, swung to an independent midway this year amid predictions that it would be a failure. Again the prognosticators were wrong. Even tho the fair management was inexperienced in framing such a midway and made some mistakes, the experiment proved a success. The public was pleased, and concession and exhibit revenue ran \$23,000 ahead of 1940 receipts. With the experience gained this year, the fair expects to do even better in 1942. Both fairs and showmen are watching the trend to independent midways with interest.

Carnivals playing the larger fairs rolled up some surprising grosses. At Minnesota State Fair, St. Paul, Royal American Shows grossed \$103,653.13 in 10 days, a new high, while in six days at Alabama State Fair, Birmingham, the same show got \$80,178, also a record. Johnny J. Jones Exposition scored a 45 per cent gain over 1940 at Indiana State Fair, Indianapolis; grossed \$48,191 at

Kentucky State Fair, Louisville, as compared with \$24,491 in 1940, and at Tennessee State Fair, Nashville, got \$43,219, only a little more than \$2,000 under the 1940 figure, in spite of children being banned because of polio. World of Mirth Shows upped their take at Central Canada Exhibition, Ottawa, 35 per cent over their former high made in '39. James E. Strates Shows at New York State Fair, Syracuse, topped 1940 by 60 per cent. Beckmann & Gerety Shows had a 42 per cent increase at Iowa State, Des Moines, and Hennies Bros.' Shows grossed \$91,043 at Michigan State Fair, Detroit, as compared with \$59,234 in 1940. Comparable figures were registered by other leading midway organizations.

Parks Show Heavy Gains

Parks reported heavy gains in operating revenue from the start of the season. Questionnaires sent out by A. R. Hodge, secretary of the NAAPPB, about the middle of June brought replies indicating substantial increases in nearly all parts of the country, gains running from 12 to 56 per cent in all except a few localities where rainy weather or other untoward conditions cut attendance. Business held up to a high level thruout the season. Answers to questionnaires sent out late in August showed an increase in gross revenue on the season for Eastern Canada of 60.57 per cent; Massachusetts, 54 per cent; Northern Ohio, 22 per cent; Oregon, 20 per cent; Eastern New York, 26.6 per cent, and so on down the line. Virginia parks showed the most amazing increase, reported at 250 per cent.

Record Year for Fairs

Most important of all were the grosses rolled up by State and county fairs of the United States and Canada. Fairs, of which there are more than 2,200, are a typically American institution, catering mainly to the rural population but also drawing thousands of people from the larger cities. They are an amazing combination of educational features and entertainment, and their strong appeal is evidenced by the huge attendance figures. Hundreds of fairs set new records in 1941, and total attendance for the year passed the 65,000,000 mark. This was about 25 per cent increase over the 50,000,000 average of the last five years. Canadian National Exhibition, biggest fair on the North American continent, had an attendance of 2,100,000. State Fair of Texas registered 1,252,527; Los Angeles County Fair, Pomona, Calif., 800,249; Minnesota State Fair, 762,228; Wisconsin State Fair, 676,288; Illinois State Fair, Springfield, 624,959, and a score of other leading fairs reported attendance of from 250,000 to 475,000. Scores of others ranged from 100,000 to 225,000 and more than 1,000 county fairs were in the 10,000 to 75,000 bracket.

Not only was attendance large at fairs, but spending also kept pace. Grandstand shows played to record crowds; midways rolled up phenomenal grosses, the thousand and one eating and novelty stands had a record season, and exhibitors garnered unusually large spot sales and prospect lists.

Eagerness for entertainment manifested itself thruout the country. Hundreds of sponsored events—festivals, home-comings, historical pageants, etc.—drew record crowds. The little town of Salem, Ill., entertained 300,000 at its *Soldiers and Sailors' Reunion*. The two-week *Midsummer Festival* at Milwaukee attracted 1,470,000 to its lake front grounds, and the eight-day *Minneapolis Aquatennial* entertained hundreds of thousands. Wherever lively, colorful entertainment was presented it attracted a public eager to be amused and entertained.

Shows Win Over Handicaps

The outdoor entertainment business is a terrific gamble. Weather, epidemics, labor conditions and many other factors may upset the most carefully laid plans. There were plenty of handicaps in 1941, but the people were hungry for entertainment, had money to spend, and responded so generously to the efforts put forth by showmen that they made the season the best in more than 12 years.

There is reason to believe that the year ahead will be another profitable one. Defense plans will keep hundreds of thousands of skilled artisans working at top wages for many months to come. Even tho a portion of these wages will be taken in heavier taxes and increased living costs, the people still must leave their work with pleasure. They will seek entertainment in their leisure hours, and the showmen who have something worth while to offer should profit handsomely.

SHOWMEN'S LEAGUE

(Continued from page 40)

Application of Mrs. Kees was presented. Elected to membership were Eula Lee Lawrence, Mrs. Helen Julius, Mrs. Herman Weiner, Mrs. Mavis Teznanq, Mrs. Harry Hartzog, Inez Schankel, Viola Blake and Mrs. Eva Brown. Past President Mrs. Edward A. Hock is in Hot Springs, Ark., and Past President Mrs. Ida Chase is in Denver. Sister Helen Rankine attended her first meeting and was enthusiastically received. Correspondence was read from Sisters Virginia Kline, Bess Hamid and Marge Kelly.

Your 1942 dues will admit you to the Ladies' Auxiliary installation dinner in Louis XVI Room, Sherman Hotel. Past President Mrs. Edward A. Hock is chairman. Sister Rose Page will be chairman of open house, and Past President Marie Brown will be installation officer.

PCSA

(Continued from page 41)

prize, donated by Jessie Loomis. Peggy Stienberg was the 13th member to enter the rooms and took the prize given by Fern Chaney.

Nominating committees posted these selections: Margaret Farmer, Babe Miller and Lucille King, president; Edith Bullock, first vice-president; Maybelle Bennett, Jewel Hobday and Betty Wilson, second vice-president; Vivian R. Horton, secretary-treasurer. Ballots will be mailed to out-of-town members, so inform the secretary of any change of address. Ballots must be mailed or notarized if some other member brings them in.

Ballot box closes at 9 p.m. December 8. Rosemary Loomis was given a hearty hand when she turned \$205 to the auxiliary from Zeiger's United Shows. Brief talks were made by Leona Barie, Inez Allton, Linda Barnett, Mae Stewart, Rosemary Loomis, Helen O'Brien, Rose Westlake, Marie Forrest, May Ward, Frieda Brown, Mildred Levitt and Laura Crafts Sears.

MIDWAY CONFAB

(Continued from page 39)

Mr. and Mrs. Jack Moore, Mr. and Mrs. Bill Scott, Mr. and Mrs. John Hiclos, J. H. Bailey and Jerry Still.

JACK EDWARDS, general agent Byers Bros.' Shows, advised from Aransas Pass, Tex., that Paul Ebersole, Fort Dodge, Ia., purchased two rides and the transformer trailer of the No. 2 Unit of the shows and not the No. 2 Unit, as was recently reported.

THE things about fair bookings that you don't know won't hurt you, unless you get caught trying to tell someone who does know the "inside dope."—Penny Pitch Pete.

MILO ANTHONY and members of his Side Show troupe are wintering at his brother's cottage in Staunton, Mass., Ted Marks, assistant manager, reports. He says Mrs. Anthony is preparing to undergo an operation and adds that Milo contemplates opening a museum soon.

PARK AMUSEMENT COMPANY, owned and operated by Mr. and Mrs. Cliff Liles, was subject of some highly complimentary remarks in a piece titled "Show People at Home" on the editorial page of the October 30 issue of *The Lake Charles (La.) American Press*. The Lileses and many members of their personnel winter in Lake Charles.

IF YOU sit in the lobby long enough with ears and eyes wide open, you will learn a lot that you missed hearing from the midway gababouts.

CARL AND JIMMIE BYERS, owners, Byers Bros.' Shows, are on a 10-day deer hunting trip in Southeast Texas. With them are Howard P. (Punk) and Clyde Hill and Harry Richmond, Byers Bros.' Shows; Blackie (Colonel Boots) McLemore, Bee's Old Reliable Show; Herbert Hall, Texas Exposition Shows, and Johnnie Guinn, World of Today Shows.

MRS. F. PERCY MORENCY, Art Lewis Shows, letters from Norfolk, Va.: "Percy and I will leave soon for Dallas, where we will remain thru the holidays, and then return to shows' local quarters. Owner Lewis purchased an attractive site here and there is plenty of activity in quarters, where a crew of 20 is at work."

SHOWMEN and concessionaires who have been down at the heel for years and then suddenly get lucky brag loud and long in hotel lobbies about their wizardry.—Whitey Cooks.

Stella

FOR SALE

The Million Dollar life-size nude masterpiece. The one original and only "STELLA" by Napoleon, Nant, Verona, Italy, 1885. Been on exhibition all over the world for 56 years. Made a million and will make a million more. Insured by Lloyds of London for \$10,000.00. Feature of the San Francisco Exposition last year. "Have you seen Stella?" is an international slogan. Millions have seen "Stella" since the Columbia Exposition, Chicago, 1894. The highest class and the most profitable exhibit on earth for \$6,500.00. Ask any Showman. In perfect condition, good for a hundred years. Will make a fortune. Good for \$100 a day in a Store Room, Art Exhibit, Department Store, Fair, Carnival, Exposition, Summer or Winter Resort, Hotel Lobby or Parlor. Sale of reproductions will make a fortune. Owner ill, unable to travel reason for sale. Write or wire for option and full particulars. Eight by ten inch beautiful photograph for one dollar. Masterpiece is seven by five feet. Shipped in special built shipping case. Address:

Charles B. Chrysler

1120 S. Grand Avenue, Los Angeles, Calif.
Oxford Hotel

WANT CIRCUS ACTS

For Indoor Circus, Municipal Auditorium, Dec. 1. Address all inquiries to Room 12, Burton Bldg., 21½ N. Fourth St., Zanesville, Ohio

To Our Friends:

THE UNITED STATES TENT AND AWNING CO.
THANKS YOU ALL FOR A GREAT SEASON.

S. T. JESSUP, PRES.

G. W. JOHNSON, V. P.

GEO. OLSON

JOS. PAUSE

701 NO. SANGAMON ST.

CHICAGO, ILLINOIS

Makers of Show Tents for 70 Years

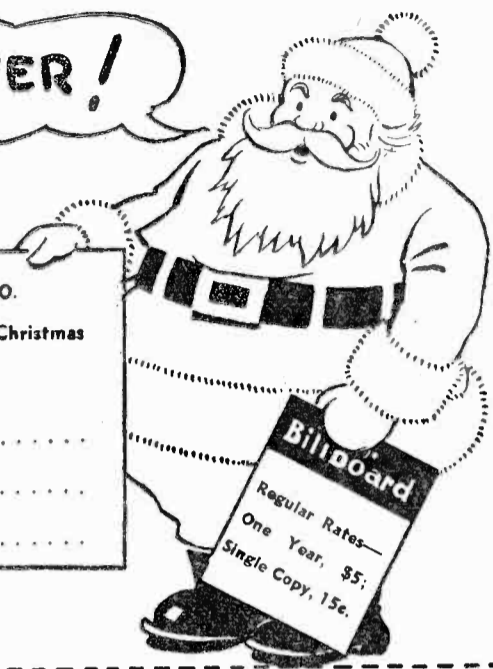
SPECIAL CHRISTMAS GIFT OFFER!

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 Send me the next 17 copies, your Christmas
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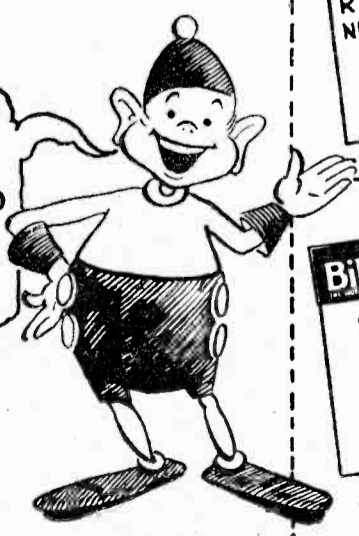
Give them a 17 Weeks'

Special Christmas Subscription—a \$2.55 gift value that costs you **ONLY \$1**. We mail an appropriate greeting card announcing the subscription as a gift from you.

JUST PIN A DOLLAR BILL TO EACH COUPON AND MAIL TO The Billboard, Cincinnati, O.

**This Special Gift Offer
 GOOD 10 DAYS ONLY!**

IF YOU DON'T
 USE THESE
 COUPONS
 GIVE THEM TO
 FRIENDS, SO
 THEY CAN
 SAVE, TOO!



SPECIAL GIFT SUBSCRIPTION ORDER FORMS

SPECIAL 17 WEEK GIFT SUBSCRIPTION \$1 ORDER FORM
 Mail to The Billboard, Cincinnati, O., within 10 days.



NAME
 ADDRESS
 CITY STATE.....
 NAME OF DONOR
 DONOR'S ADDRESS
 Begin With Issue
 Dated

SPECIAL 17 WEEK GIFT SUBSCRIPTION \$1 ORDER FORM
 Mail to The Billboard, Cincinnati, O., within 10 days.



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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

"The Show Must Go On"

A Guest Editorial by Dave Gottlieb, D. Gottlieb & Company, Chicago

"Barring the unforeseen, our industry will continue to prosper, and if the Administration at Washington finds it necessary to call on us we stand ready and willing to make such sacrifices as may be necessary to advance the Defense Program."

(Editorial Note: The quotation above closed the address of Dave Gottlieb, past president of the C. M. I., at the banquet of the 1941 show. Tremendous applause indicated that the entire industry was in accord with the speaker and that the patriotic spirit of the industry was on the march.)

My closing statement at the 1941 coin machine banquet was greeted with favor and indicated that our industry consisted of red-blooded, patriotic citizens, and an overwhelming majority still feel that way, for which I for one am extremely thankful. Gold and extreme hate for the President have converted a few to the extent that they are ready to be a part of a plot to conceal something from the government about our industry, as if that were possible. They argue that by exhibiting our products we would be flaunting the government, because our industry is a non-essential.



Well to begin with, if there is any human being that thinks he can conceal anything from our government any length of time, he is just kidding himself and probably is not familiar with the FBI. Our industry is just one of thousands that are classified as non-essential and they are not persecuting this industry any more than the rest. The proper agencies at Washington are accumulating all pertinent facts concerning all industries

and when they are completed all industries will be curtailed in the use of vital materials on an equal basis so that all industries, large or small, may survive this national emergency.

No Request From Government

Neither the government nor any of its agencies have asked us to discontinue the show. As a matter of fact, Leon Henderson made the following statement at Hot Springs, Va., recently: "Curbing of advertising as a means of controlling inflation and production has not been seriously considered." Our show is definitely for advertising and exploitation, aside from the number of other purposes it serves.

When our government asks for curtailment of our production, as it is doing with all other industries on a fair and equitable basis, most of our manufacturers are ready and willing to make such sacrifices as will be necessary to advance the Defense Program. It is a bit inconsistent to promote the sale of Defense Stamps, or incorporate groups to acquire defense work and then to take aluminum out of the back door when it has been earmarked for defense, and even try to conceal something from the government by not having a show.

There has always been a group of manufacturers who have placed the welfare of the industry and their govern-

ment ahead of everything else and they have worked hard against everything that tends to jeopardize the industry. Their policy of honesty and fair dealing with everybody, including our government, should make the industry proud of them and they will continue to fight for everything that is right and shall never be blinded by gold and selfishness.

Why the Show?

I have been associated with this industry for 21 years, seven years as an operator and 14 years as a manufacturer. As a manufacturer I have watched this industry grow to a point where it is now recognized as a major factor in this industrial nation. I have watched our show grow from 12 exhibition bedrooms in the Great Northern Hotel in 1927 to the giant convention and exhibition at the Sherman Hotel last year, when we used all the exhibition space available at the hotel and all the hotel facilities of the Sherman and three near-by hotels. I have watched energetic young men with meager capital and little equipment, but with an indomitable will to conquer, grow to giant industrialists. I have watched the manufacturers of by-products grow with the industry. I have watched the wizardry of engineering departments develop machines and ideas with such speed and skill that it amazed the industrial world and eventually found our products exported to the four corners of the earth. Every year the show reveals something new and startling which helps the entire industry, including the manufacturers, operators, jobbers and distributors. Some of these new ideas formulated at the shows have skyrocketed certain manufacturers to the top. I have seen connections made at the show that have made distributors prosperous. The exchange of thoughts and ideas at our shows has been an important factor in the development of the industry and anyone with an open mind will have to admit it.

Co-Operation With Government

Some of the features of this year's show will include an open forum where representatives of the Treasury Department will answer all questions on the new tax law. The OPM will have a representative for the purpose of enlightening manufacturers on how to acquire defense contracts. An outstanding personality in public life will represent the Administration at our annual banquet and will deliver an appropriate message from the government. The manufacturers' association will set aside a number of booths appropriately decorated and illuminated for the display of all items now manufactured by our industry for defense. They will also have decorated booths in each room where Defense Stamps and Bonds will be sold. The dominating spirit of this show will be "Honest co-operation between government and industry."

It is my honest opinion that the annual convention and exhibition has played a very important part in the rapid advancement of our industry. We and our allied industries employ thousands of people and our pay roll runs into millions. To crawl into a hole and hide would be detrimental to our industry, and I implore everyone concerned to brush aside false prophets and carry on. In the words of the seasoned theatrical trouper, "THE SHOW MUST GO ON."

My Reason for Wanting the Show

The following comments were received by Coin Machine Industries, Inc., in answer to the question as to whether or not those queried favored holding the 1942 Coin Machine Convention. Answers to the query revealed that 570 voted to hold the show, while 226 did not favor it. The total number of answers comprised about 10 per cent of the total number of questionnaires mailed by CMI.

Following are some of the "yes" comments and reasons for the "yes" vote.

"My vote is yes, and my reason is that every distributor should have an opportunity to see what is going to be available so as to be able to anticipate requirements for 1942."—H. D. M., Richmond, Va.

"Show stimulates new interest in the business and brings together operators from all corners, creating friendliness."—H. C. H., Park Ridge, Ill.

"To get away from my wife."—Independence, Mo.

"The coin machine show is looked for with delight. Would be an awful blow to the boys with vision bright."—F. S. A., Youngstown, O.

"Because it enables me to get a broad view of what I am to purchase for 1942. I consider my purchasing half the battle in my success as a coin machine operator. By all means have the show."—A. P. B., Creston, Ia.

"Yes, if it is possible for manufacturers to show any equipment that can be made up and delivered. Just now it seems important that distributors at least select their lines carefully with an eye to values and ability of the maker to deliver. The show would not be justified for any of us merely for a trip to Chicago."—F. B., Dallas.

"We wish to stay alive and in business."—A. N. C., Detroit.

"It's the only vacation I take and I have such a good time and buy lots of machines. I see new machines and gets lots of new ideas."—J. J. S. Jr., Sioux Falls, S. D.

"Continue the show even if in a smaller way just to preserve for future reference an industry that will greatly merit attention of public after present war is concluded."—J. N. K., St. Paul.

"Keep this business alive."—C. A. M., Flint, Mich.

"I believe every business should have a show once a year. I look forward to it each year."—P. DeH., Ames, Ia.

"No show might mean loss of power of that close feeling that attends each show."—K. D. C., Des Moines.

"The industry needs this as an incentive for advancement."—H. W., Moline, Ill.

"America must go on regardless of foreign affairs."—J. F. E., Tampa.

"We are still doing business in spite of conditions."—H. S. C., Fort Wayne, Ind.

"More necessary now than ever before."—L. B. N. Birmingham.

"Just because it helps to keep more and better life in the industry."—T. S., Grandville, Mich.

"To keep the coin industry before the public and for a better understanding of its aims and achievements."—F. A. Z., Ann Arbor, Mich.

"It gives an operator a chance to compare competitive merchandise and to get the different new merchandise while the models are new. This will give him more earning power per unit rather than waiting until the models are older and have less resale value."—F. S. M., Texarkana, Ark.-Tex.

"Our business must keep marching forward. This is no time to rest."—L. N., Belmar, N. J.

"It helps keep interest and enthusiasm in the industry."—J. C., Quincy, Ill.

"Business must go on as usual."—A. G. G., Elmhurst, Ill.

"Too many reasons to mention. Chiefly for the benefits derived from personal contacts."—(no name), Louisville.

"It is good for the industry to get together. It helps put pep in everyone in the game."—R. S. C., St. Louis.

"This is going to be the biggest year for coin machines. We need to see more new models."—L. C. C., Williamsburg, Ia.

"The co-op spirit of the show keeps us all looking forward to a better business unity. Let's not lose what we have."—E. S. F., Collinsville, Ill.

"We must continue to promote progress in the industry regardless of conditions."—(no name), Youngstown, O.

"Keep the industry alive and make it a good show."—L. S., Salem, Ind.

"Looking for help."—J. Y., Cedar Rapids, Ia.

"To prevent retrogressing in this lucrative industry."—G. L. S., Rock Island, Ill.

"The coin machine show sustains operators' interest in modern equipment with new models."—L. J., Paris, Ill.

"This show is indispensable to the coin machine industry."—A. P. G. and R. H. W., Colorado Springs, Colo.

"Big business should do things in a big way—should be bigger and better every year."—E. S. N., Memphis.

"Hold it. Too many reasons to mention why."—G. E., Silver City, N. M.

"Gets the operators together from all over the United States to discuss problems."—N. D. C., Oakland, Calif.

"Yes, it keeps the operators and manufacturers alive to each other's problems."—R. W. C., Louisville.

"So we can find out where we stand on so-called taxed and untaxed machines."—G. E. R., Downers Grove, Ill.

"All operators look to the coin machine show each year for new ideas—makes a fine contact for operators and manufacturers."—B. A. M., Fort Wayne, Ind.

"Let us show that despite adversity we are still strong enough as an industry to be able to present ourselves together as in the past."—U. V., Albany, N. Y.

"It is always an advantage to buyers of equipment to see things under one roof."—E. K., Maplewood, N. J.

"A convention, not an expensive show. We need associations and knowledge of our future in this business."—A. C. S., Waterloo, Ia.

The 1942 Coin Machine Show And Convention Will Be Held...

By JAMES A. GILMORE, Secretary-Manager, Coin Machine Industries, Inc.

IT WILL be a counter-irritant to the depressive condition that seems to have settled down upon a comparatively limited number identified with this industry.

What this industry needs—what this whole country needs, is more men, who, while admitting the seriousness of things, do not give evidence of being scared to death about it.

Whatever these times have in store for us cannot do to us other than what we permit it to do.

Keep on the beam!

Cultivate the attitude of mastery!

Do not be a cynic or a pessimist!

Happy are they who are not weary of life's perpetual round. Let never the stout heart falter.

There is nothing in all the world that takes the place of personal contact.

The 1942 Convention and Coin Machine Show will provide the opportunity for personal contact: exhibitors with prospective buyers, manufacturers with operators, distributors and jobbers, association executives with one another,

operators with operators and everyone with everyone else.

The problems that confront the industry as a whole are vitally important to everyone in the coin machine industry and they will be thoroly discussed and worked over in the convention program.

No one in the coin machine industry interested in his future or the future of the industry itself can afford to miss this opportunity.

The largest attendance on record is anticipated. All indications point to it.

CMA Elects New Treasurer

NEW YORK, Nov. 22.—At the regular fortnightly meeting of the Cigarette Merchandisers' Association of New York, Bernard Rosen, of Supreme Cigarette Service, New Rochelle, N. Y., was elected treasurer to replace the former officeholder who sold out and is now established in another State. Matty Forbes, secretary of the CMA, stated that the by-laws were straightened out and tightened up a bit at this meeting.

Other matters that came up, according to Forbes, included purchases of operations by members of the association; the offering of condolences to Aaron Gosch, whose father-in-law passed away in Chicago; a new member, Louis Morenberg, of Modern Cigarette Vendors, operating in the Bronx, and some attention was paid to the sixth annual banquet plans, altho no definite decisions have been made.

The meeting was well attended. Visitors from up-State come in at the regular meetings to exchange views and opinions with local members. Jackson Bloom, of Cigarette Service, is doing a good job as president and is getting able co-operation from the board of directors and chairman of the board, Harry E. Pincus, Forbes concluded.

Cleveland

CLEVELAND, Nov. 22.—The float and sound truck to promote the sale of Defense Bonds, sponsored by the Cleveland Phonograph Merchants' Association, drew much attention on Armistice Day when the unit, accompanied by 20 gaily decorated cars belonging to association members, paraded downtown streets preceded by a police escort. The unit also toured the city on other days and was used as an escort to the RCA-Victor Dance Caravan.

Attendance at the RCA-Victor Dance Caravan in Cleveland Public Auditorium exceeded all expectations. Thursday was Phonograph Merchants' Association night and practically every coin machine family attended. The contest sponsored by the association picking the most popular tunes resulted in close to 5,000 entries. Prizes were autographed records. *Pale Moon* and *Blue Prelude* were chosen.

The reason the name Windsor Automatic Phonograph Company was chosen for his new business, says Jimmy Pavney, was that when he was in Nassau he met the Duke and Duchess of Windsor.

The board of directors of the Ohio State Phonograph Owners' Association will hold its next meeting November 27 at the Euclid-Windsor Building headquarters.

Sam Abrams, secretary of the Ohio Cigarette Vendors' Association, is back from a trip to Columbus, O., on association business. He reports few complaints about slugs, and that cigarette prices are being maintained.

Gary Webber and Dale Eyman, who recently took on the distribution of Singing Towers phonographs, report many operators have been in to visit and that business is coming in satisfactorily.

BARGAINS FROM DAVE MARION

Vest Pockets, Blue and Gold, New Reel Strips, Repainted and Reconditioned	\$29.50	Jumbo Parade (New)	127.50
Vest Pockets, Green, New Reel Strips, Repainted and Reconditioned	24.50	Sport Page	32.50
4 Bells	\$217.50	Radio Rifle	32.50
Little Duke 1¢	14.50	Jail Bird	67.50
Slots	\$19.50 Up	Columbia Rear Door G. A. Cig., Lato Model, Like New	57.50
Chicken Sam	42.50	Bangs	\$10.00
Ocean Park	10.00	Davy Jones	10.00
Rotation	10.00	Fox Hunt	22.50
Landslide	22.50	Dixie	24.50
Metro	24.50	Free Play Tables A-1—Rails Scraped & Revarnished. 1/3 Deposit—Money Order or Draft.	

Write for Complete Bargain List. MARION COMPANY, Wichita, Kansas.

WHAT IS MINKA?

See Music Section, page opp. MUSIC POP. CHART. See Amusement Machine Section, page opp. Pt. 1 RECORD BUYING GUIDE.

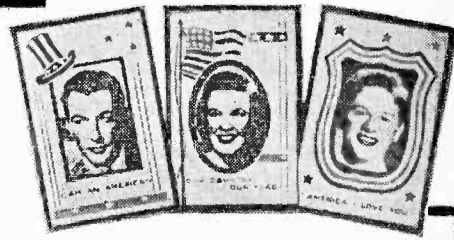
4 FOR 10c PHOTOGRAPHERS

Buy NOW; your Patriotic Photo Mirrors and Leatherettes. Price: Same as regular Photo Mirrors. We manufacture Photo Frames from sizes 1 1/2"x2" to 8"x10". If you are out to save money, send for our Illustrated Circular today.

Place your orders NOW as prices will be increased after this month.

AUTOMATIC MIRROR CO.

96 PRINCE STREET, NEW YORK CITY



AUTOMATIC PHOTOGRAPHY

The remarkable coin-operated PHOTOMATIC machine, a worldwide public favorite, automatically takes, frames and delivers a fine personal picture in only 40 seconds! Requires no attendants; very little weekly servicing. PROVEN a steady money-maker. Investigate without obligation.

INTERNATIONAL MUTOSCOPE REEL CO., INC. 44-01 11th St. Long Island City, N. Y.

San Francisco Assn. Helps Sponsor Army Camp Visiting Plan

SAN FRANCISCO, Nov. 22.—Amusement Merchants' Association, Inc., of San Francisco, took part along with other civic, industrial and business organizations in sponsoring the "V" Days (Visitors' Day) at Camp Roberts on Armistice Day. The program was sponsored by the California State Chamber of Commerce. Primary purpose was to develop civilian morale and give the citizen the opportunity of seeing the country's army at first hand.

The first "V" Day was held at Camp Ord, Calif., and resulted in 40,000 persons visiting the camp. Sid Mackin, managing director of the San Francisco coinmen's association, was caravan manager of the program. Many coin machine men attended both the Camp Ord and Camp Roberts "V" Days.

Amusement Merchants' Association, Inc., contributed the official car stickers which identified members of the caravan.

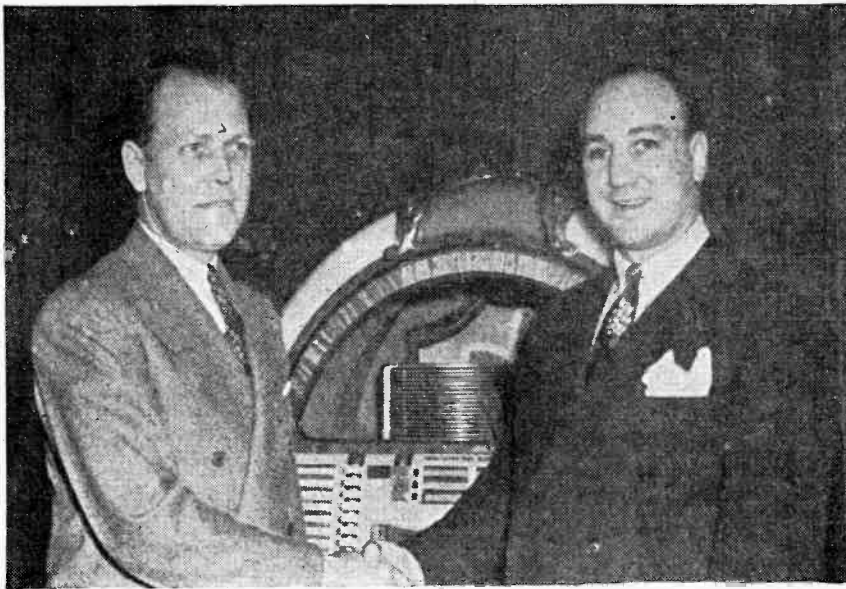
"V" Day visitors saw a sham battle, regimental parades, firing of various types of armament, and inspected equipment. Many other side attractions were organized by military personnel to show citizen visitors the thoroughness of army training.

First Anniversary For S. I. Coin Assn.

NEW YORK, Nov. 22.—Richmond Merchandisers & Amusement Association, Staten Island, celebrated its first anniversary with 100 per cent turnout of the membership. Group met at Billy Rose's Horseshoe November 13.

The Staten Island organization has always been an entity and has never mingled with other groups. It has handled its own legal problems, publicity and other matters ever since its inception.

Outstanding feature of the anniversary affair was the presentation of a scroll pledging loyalty and respect, signed by all the members, to the president, Herman Arlein. A check for Herman's year of service was also tendered.



FIELDS IMPRESSED BY WURLITZER PLANT VISIT. Jackie Fields, former welterweight boxing champion, and now general manager of Mayflower Distributing Company's Pittsburgh office, recently visited the Wurlitzer factory at North Tonawanda, N. Y. Here Mike Hambergren, Wurlitzer general sales manager, shakes hands with Fields. Handy with his dukes, the boss mixed it up for a moment for the benefit of gaping Wurlitzerites. (MR)

The scroll was handed over by Jerry Ellis, attorney for the group.

Herman spoke briefly, saying, in part: "We want the trade to know that we are not the largest group in the country but we are loyal to each other and work together for mutual benefit. We have no trouble on Staten Island, with all members making a good living and winning the respect of their neighbors and officials."

Present were Jerry Ellis, Mike Dee, Abe Green, Bill Gersh, Louis Balenti, Yank Galasso, Moe Tineralla, Charles Petrone, Barney Sugerman, Perch Seneger, Herman Arlein, Whitey Wagner, Mike Urincola, Fred Carullo, Herbert Salmon, Leo Berna and others. The association treasury footed all bills and the party continued into the wee hours of the morning.

Copper So Scarce U. S. May Have To Tap Silver Hoard

VIRGINIA BEACH, Va., Nov. 22.—Robert E. McConnell, chairman of the Engineers Defense Board, predicted that the government would have to dig into its hoarded silver supplies to find a substitute for copper as an electrical conductor.

Addressing the annual meeting of the American Society of Chemical Engineers, McConnell said the copper shortage occasioned by defense requirements was more acute than any other material shortage. He predicted that it would become necessary to prohibit civilian use of copper except in the manufacture of absolutely essential products.

One reason for the copper shortage, McConnell said, is that for a long time it has been used as a substitute for other metals in which temporarily more serious shortages had developed. For copper, however, there are relatively few satisfactory substitutes, one of them being silver.

Estimating the demand for copper conductors in aluminum and magnesium plants alone at 75,000 tons, McConnell said the government might have to dip into its 100,000-ton pile of silver to meet the requirements. Silver so used, he said, "would be substantially as safe as in vaults."

With less than 300,000 tons of copper available to meet non-defense demands totaling more than 1,000,000 tons, McConnell said, it may become necessary to eliminate copper and brass pipe, roofing, flashing gutters and other building materials in civilian work and to curtail rural electrification.

For some non-electrical uses of copper, he said, it may be possible to substitute steel, glass, plastics, wood and fabric.

Other materials in which shortages exist, McConnell said, are aluminum, steel, chrome, manganese, nickel, tin, zinc, graphite, mica, tungsten, antimony, quartz crystals, lead and iridium.

Fewer Chi Taverns

CHICAGO, Nov. 22.—An indication of the number of tavern locations in Chicago is given in the city's report that the number of licenses in effect at the close of the license year for taverns totaled 8,659, as compared with 8,950 a year ago. The reason for the shrinking of the drinking business, trade leaders opine, is that many young men have departed for army service.

Beginning this month, the city of Chicago is licensing grocery, drug, department and other stores to sell liquor. An ordinance prohibiting the sale of liquor in stores other than saloons was passed last April. This has been voided by an act of the Illinois Legislature. The retail liquor licenses are expected to equalize the loss brought about by the fewer number of taverns.



COMING EVENTS

Nov. 30-Dec. 5—Twenty-third annual convention National Association of Amusement Parks, Pools & Beaches. Hotel Sherman, Chicago.

December 7—Annual Banquet of Phonograph Operators' Association of New Jersey. Top Hat Club, Union City, N. J.

January 12 to 15, 1942—Annual convention of Coin Machine Industries, Inc., Hotel Sherman, Chicago.

January 13-17, 1942—10th annual convention, National Association of Tobacco Distributors, Palmer House, Chicago.

January—Last week of month designated as National Peanut Week.

OPM Aids Radio Firms Obtain Plastic Bases

WASHINGTON, Nov. 22.—Radio manufacturers, faced with increasing difficulty in obtaining plastics, have been extended additional assistance by the Office of Production Management in acquiring materials for which no substitutes are available.

The OPM priorities division issued two amendments to general preference order M-25, governing supply and distribution of formaldehydes and the synthetic resins made from them. The amendments were designed to aid firms in procuring these items which are important bases for plastics.

Amendment No. 3 places bases for radio tubes under classification No. 1 of the permitted uses, as no suitable substitute for plastics for this purpose has been discovered. This classification means that deliveries of the resins for the production of bases are assigned a rating of B-4.

Amendment No. 4 assigns a preference rating of B-8 to deliveries of synthetic resins molding powder to radio manufacturers in the amounts required to produce molded cabinets for their existing inventories of radio chassis. Radio manufacturers who produce their own synthetic resins molding powder may use it in the amounts required for the same purpose.

MOVIE MACHINE BITS

Officials of Soundies Distributing Corporation announce that a complete line of point-of-sale advertising accessories is now available. Ads were produced under direction of William F. Crouch, firm's advertising and publicity head. An elaborate new catalog containing pertinent data about all Soundie releases to date just came off the press and has been sent to all Soundies operators to help them select the programs they want.

Appointment of two new distributors of films produced by Techniprocess and Featurettes, distributing thru Associated Producers Distributing, Inc., were announced in Hollywood Thursday (13).

Sam Lucas, of Detroit, was named to handle APD releases in Michigan, Wisconsin, Illinois, Indiana, Ohio, Kentucky and West Virginia. Meyer Abelson, of Pittsburgh, was named to distribute in Pennsylvania, Maryland, District of Columbia, Virginia, Delaware and New Jersey, with the exception of Passaic, Bergen and Morris counties. Abelson will also distribute in Niagara, Orleans, Monroe, Wayne, Seneca, Ontario, Livingston, Erie, Wyoming, Genesee, Yates, Schuyler, Chemung, Steuben, Alleghany, Cattaraugus and Chautauqua counties in New York State.

Will you save a life?



NOT many of us can be spectacular heroes. Yet by buying Christmas Seals you save human life just as surely as if you had plunged into a burning building!

More people between the ages of 15 and 45 die from tuberculosis than from any other one disease. By using Christmas Seals you make possible a year-round campaign against this pestilence—a campaign that since 1907 has reduced the tuberculosis death rate 75%!

Help save more lives in 1942!



Buy CHRISTMAS SEALS

The National, State and Local Tuberculosis Associations in the United States

Location Agreement Okay With Coinmen

NEW YORK, Nov. 22 (MR).—Charley Fleischmann, of Baltimore Salesbook Company, has just introduced a new "location agreement" which he says has met with the approval of leading operators, distributors, jobbers and associations. Trade leaders say the agreement is one of the best pieces of research work ever presented to the trade.

"In our belief," said one of the leaders, "Charley Fleischmann has produced an item that has been needed ever since the federal tax went into effect. With the tax being paid we want to feel that the locations are ours, and this agreement covers all phases of the coin machine business."

According to certain association heads here, agreements have been reached with members to use this form on their locations. The loss of location is eliminated and operators are protected in many ways, thus insuring that his business will be safe for a long time to come.

One of Jersey's leading distributors, Barney Sugerman, of Royal Music Company, stated: "We have found the agreement has been approved by all Jersey locations. It is so simple to understand that location owners know instantly what it is all about. The agreements are packed in such a handy way that it is a simple matter for our agents to carry them."

Keeney's Submarine Gets Big Reception

CHICAGO, Nov. 22 (MR).—"It's the big news from Coast to Coast," declares Bill Ryan. "Never in our history have we had a piece of equipment received with such enthusiasm. Keeney's distributor in New York, Dave Simon, ordered a carload as his initial shipment."

"Keeney's new Submarine gun shoots ball-bearing bullets at a rising, ducking target that moves back and forth. The bullets pour out of the gun with machine-gun rapidity as long as the trigger is pulled back. We've eliminated all make-believe. In this Keeney gun the player gets the real thing. He gets the thrill of actual shooting and can see the bullets land on the target and so correct his aim if necessary. Incorporated into this new gun machine is one of the cleverest of all scoring systems, an idea that will keep the shooter's interest at high pitch at all times."

Venus Excites Chi Coin Officials

CHICAGO, Nov. 22 (MR).—"It pays to get excited once in a while," says Sam Gensburg, of Chicago Coin Machine Company. "Enthusiasm at our factory is at high pitch because of the success of our new Venus table."

"When big distributors of games like Al Simon, of New York, double their orders and men like I. Rothstein say it is one of the best games they've seen in a long time, we know we have something."

"One would think that we'd become immune to all this after being manufacturers so long, but if a game is a winner we get a thrill just as we did years ago when the first successes started to roll off our lines."



EDDY DUCHIN AUTOGRAPHS BOOKS FOR THE STAFF of Manhattan Distributing Company. Duchin was a recent visitor to the Wurlitzer distributor for metropolitan New York. Joe Eisen, co-owner of Manhattan, peeks over the girls at the right. (MR)

Gam Basketball Receives Acclaim

PEORIA, Ill., Nov. 22.—(MR).—Maurice G. Sax, manager of Gam Sales Company here, manufacturer of tip, tally and jar tickets, believes that no other Gam ticket game idea has ever received so much acclaim from users as has the ticket game idea in back of Gam's Basketball Jack Pot card.

"We have received many letters praising the firm for devising a ticket game so applicable to this sport. We have always maintained a policy of introducing new ideas and, in particular, those which tie in with a currently popular sport. Our Basketball Jack Pot card is an excellent example of this. Every new item offered by our firm is designed with one thought in mind—the production of ticket game ideas that appeal to players and move quickly for users."

"We have always believed that a company grows larger only when its customers are pleased. The results gained by users of our line have built for us a wide circle of friends throughout the nation, and Gam is the fastest growing ticket producer in the industry."

"Our plant has been undergoing considerable expansion in building space. The installation of additional machinery and the additions to the firm's personnel in recent months has been necessitated by the heavy demand our customer friends have favored us with."

Orders Swamp Keeney Distributors

CHICAGO, Nov. 22 (MR).—Ever since the announcement went out that the Keeney line of Super Bell consoles would be sold on a special free-trial offer, the Keeney network of distributors has been flooded with orders, reveal Keeney officials.

"Operators realized that if we were able to make such a generous trial offer," said Keeney's general manager, Bill Ryan, "the consoles should certainly be all we claim for them. Our standard one-coin Super Bell Console has been on the market many months now. Experience has shown us that we could make any kind of an offer and know that it would stand up. When we brought out our two-way Super Bell Console and the four-way Super Bell Console we also knew that we were safe in extending the liberal guarantee to these models as well."

"The newest member of the Super Bell console line, the four-way model, is so constructed that four people may play the machine at the same time with complete independence from each other, inasmuch as there are four payout units and four payout cups in the game. Yet only one location tax need be paid, according to official rulings. We're stepping up our console production," said Ryan, "as fast as conditions warrant."

Miami

MIAMI, Nov. 22.—Bill Shayne, Dixie Music Company, in answer to a plea for contributions of recreational equipment for the service boys at the naval base in Key West, contributed a Wurlitzer to the cause. Shayne has already contributed equipment to the base at Opa-Locka and the new recreational USO center in Miami.

Bob Hargraves, De Luxe Coin Machine, has moved to a modern building at 645 N. W. 36th Street. Hargraves will concentrate on games, having sold his phone route to Miami Scale Company.

Jack Rose, formerly with Stuart-McGuire Company and now working in his own line of cigarette vending machines, visiting at the Shelbourne Hotel.

Norman Rothschild, Miami Coin Machine Exchange, has left on a business trip to the West Coast.

Bill Frey tied in with the *Lady Be Good* picture at the Rex Theater, with a Wurlitzer in the theater lobby plugging the featured tunes in the picture.

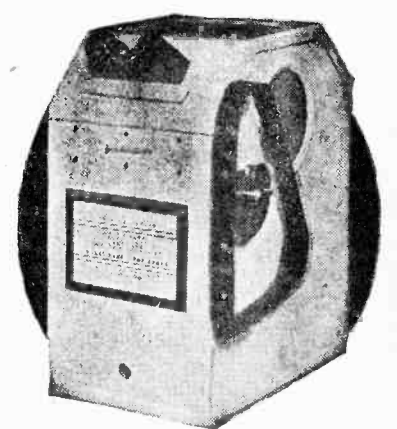
Philadelphia

PHILADELPHIA, Nov. 22.—Harry Sloan, pinball operator, became the father of a son October 27 at Mount Sinai Hospital. Other recent poppas here are Paul Cooper, pinball operator, and Jack Brandt, secretary of the pinball operators' association.

Working 24 hours a day, seven days a week, the mints here, along with those in Denver and San Francisco, have turned out 1,151,575,000 American coins in the first nine months of this year, representing a 20 per cent increase over last year.

John A. Miguel Jr., since 1938 assistant manager of the International Division of the RCA Manufacturing Company, Victor-Bluebird factory at Camden, N. J., has been promoted to manager of the department. He is exceptionally well acquainted with Latin American markets as a result of many and extended trips to the Southern republics.

Rake Coin Machine Exchange, major vending firm, has been reorganized, according to application filed October 31 in the Philadelphia Court of Common Pleas. Under the new set-up the concern becomes now the partnership of Emanuel Rakowsky, Nathan Rakowsky and Joseph Rakowsky.



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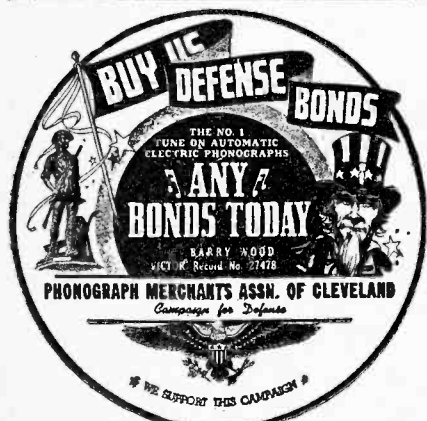
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IN CLEVELAND the Phonograph Operators' Association placed a large-sized ad (reproduced above) in the Cleveland papers, calling attention to the industry's drive to promote Defense Bonds.

A Handy Summary of

WE ARE publishing herewith a summary of information available on the federal tax as it applies to coin machines. The 1941 Revenue Act, as applied to coin machines, went into effect on October 1, 1941. Due to the fact that many other new taxes were included in the law the Internal Revenue offices have been swamped with inquiries, requests for rulings, etc.

Rulings on coin machines have been issued by the Internal Revenue Department in the form of letters or telegrams to individuals and firms. We have collected as many of these special rulings as possible and the information contained in this summary is based on these rulings.

The Internal Revenue Department will issue an official bulletin to contain all these rulings, but until then there is a lot of confusion about the taxes on coin machines. Regional tax offices will not have complete official notices and interpretations of the rulings until the official department bulletin is published.

Opponents of coin machines have taken advantage of the situation, and political pressure is being put on some regional offices. In some cases regional offices have apparently not had full information on the various types of machines and have undertaken to collect fees not supported by present rulings. This will all be cleared up as rulings come down from Washington.

Location owners have in many cases been disturbed by the confusions about the taxes, and this summary is published with the idea that operators may use it to help promote a better understanding on the tax situation.

No rulings or information contained in this summary is "official" in the strict sense of the word. The official text of the law is reprinted and also reproductions of some official letters are made. The information in the summary is based upon reports from the most reliable sources available to us.

General Data

There are several general bits of information to be made note of that in effect are a preamble to the specific rulings that follow:

1. The person responsible for filing returns and paying the tax, in the eyes of the Internal Revenue Department, is the LOCATION OWNER. Tax receipts obtained from the Internal Revenue Office must be posted publicly on the premises of the location where a machine is in operation.

2. As matters now stand, no provision is made to allow transfer of licenses from one location to another. As a result, to protect their interests, many operators are asking location owners for contracts that will insure their equipment staying on location for the life of the tax receipt.

3. Rulings on specific types of equipment to be binding must be obtained from the Internal Revenue Department in Washington in writing. All persons making inquiry should do so in writing and should send picture and full description of the machine in question. Rulings are now under way on probably every known type of machine, so operators in general are requested to await further information before making individual inquiries.

4. All rulings by the Internal Revenue Department stress the literal application of the law. The text of the law specifies two types of coin machines. They are (1) "So-called pinball and other similar amusement machines" operated by a coin, token or similar object. On the basis of this text, for instance, target machines are exempt from the \$10 fee

because they are not pinball games and are not similar to them. (2) The second type of machines mentioned in the text are slot machines of various kinds which have some form of payout. Please note that the Internal Revenue Department is sticking as closely as possible to these two classifications and is trying to give the trade the benefit of any doubtful cases.

5. Regional tax offices now have tax forms from Washington. It is now important that operators cooperate with the tax office in their district and with their locations in complying with the law. Many locations are confused. Operators can help straighten them out by supplying them with correct information.

Pin Games

Section 555 of the U. S. Revenue Act of 1941 sets a \$10 a year tax on "so-called 'pinball' and other similar amusement machines operated by means of the insertion of a coin, token or similar object."

Free Play Games

The most important information on the new federal tax as it applies to games was contained in an official letter to Chicago manufacturers, dated October 15, 1941, and signed by D. S. Bliss, deputy commissioner of Internal Revenue office in Washington. One important paragraph in the letter is as follows:

"A pinball machine which merely gives or permits of free play only or where the location owner offers prizes for scores is considered to be an amusement device as defined in Section 3267 (a) (1) of the Internal Revenue Code with respect to which the tax is at the rate of \$10 per year."

This indicates two important points in favor of pinball games: 1, the Internal Revenue office places extended or free-play games in the \$10 class, and 2, the Internal Revenue Department is not concerned about the prizes which the location awards for scores on a pinball game, provided the method of giving prizes is not a part of the machine itself.

Letter for Reference

A previous letter from the Treasury Department which operators should keep for reference was dated October 10, 1941, and addressed to Attorney George M. Glassgold, of New York City. The letter follows:

"Sir: Reference is made to your letter of October 3, 1941, and to the several conferences held relative to the applicability of the tax imposed under Section 3267 of the Internal Revenue Code on coin-operated amusement and gaming devices, with respect to certain types of machines, the description of which you submitted.

"Amusement devices subject to

U. S. Revenue Act of 1941

Federal Excise Tax Law as Applied to Coin Machines

Approved Sept. 20, 1941 — Effective Oct. 1, 1941

SEC. 555. COIN-OPERATED AMUSEMENT AND GAMING DEVICES

Subchapter A of Chapter 27 of the Internal Revenue Code is amended by adding at the end thereof the following new part:

"PART IX—COIN-OPERATED AMUSEMENT AND GAMING DEVICES

"Sec. 3267. Tax on Coin-Operated Amusement and Gaming Devices.

"(a) RATE—Every person who maintains for use or permits the use of, on any place or premises occupied by him, a coin-operated amusement or gaming device shall pay a special tax as follows:

"(1) \$10 per year in the case of a device defined in clause (1) of subsection (b);

"(2) \$50 per year in the case of a device defined in clause (2) of subsection (b); and

"(3) \$10 or \$50 as the case may be for each additional device so maintained or the use of which is so permitted. If one such device is replaced by another, such other device shall not be considered an additional device.

"(b) DEFINITION—As used in this Part, the term 'coin-operated amusement and gaming devices' means (1) so-called 'pin ball' and other similar amusement machines, operated by means of the insertion of a coin, token or similar object, and (2) so-called 'slot' machines which operate by means of insertion of a coin, token or similar object and which, by application of the element of chance, may deliver or entitle the person playing or operating the machine to receive cash, premiums, merchandise or tokens. The term does not include bona fide vending machines in which are not incorporated gaming or amusement features.

"(c) APPLICABILITY OF ADMINISTRATIVE PROVISIONS—An operator of a place or premises who maintains for use or permits the use of any coin-operated device shall be considered, for the purpose of subchapter B, to be engaged in a trade or business in respect of each such device.

"(d) EFFECTIVE DATE OF TAX—With respect to the year ending June 30, 1942, no tax shall be payable under this Part for any period prior to October 1, 1941."

Penalties for Failure To Comply

Penalties for failure to comply with the terms of Section 555 of the Federal Revenue Act are described on the reverse side of the Special Tax Return Form (11b) used in connection with Section 3267 of the 1941 Revenue Act pertaining to Use Tax on coin-operated devices. These instructions specifically state:

"If application on this form is not filed with the Collector during the month in which the liability began, the penalty described by Section 3612d (Internal Revenue Code) is incurred."

This section of the Internal Revenue Code reads:

"(d) Additions to tax.

"(1) Failure to file return. In case of any failure to make and file a return or list within the time prescribed by law, or prescribed by the commissioner or the collector in pursuance of law, the commissioner shall add to the tax 25 per centum of its amount, except that when a return is filed after such time and it is shown that the failure to file it was due to a reasonable cause and not to willful neglect, no such addition shall be made to the tax: Provided, That in the case of a failure to make and file a return required by law, within the time prescribed by law or prescribed by the commissioner in pursuance of law, if the last date so prescribed for filing the return is after August 30, 1935, then there shall be added to the tax, in lieu of such 25 per centum: 5 per centum if the failure is for not more than 30 days, with an additional 5 per centum for each additional 30 days or fraction thereof during which failure continues, not to exceed 25 per centum in the aggregate.

"(2) Fraud. In case a false or fraudulent return or list is willfully made, the commissioner shall add to the tax 50 per centum of its amount."

the tax are held to mean the so-called pinball and similar amusement machines. Devices described, such as the 'air raider' machine gun, the 'anti-aircraft' machine gun, the submarine gun and the grip scale or tester, do not come within the classification of the pinball or similar type of machine and are not taxable.

"Pinball and similar machines, such as the 'Fortune' type of device described, which may automatically deliver coins or tokens to the player, are classed as gaming devices with respect to which the tax is at the rate of \$50 per year for each machine.—Signed, D. S. Bliss, Deputy Commissioner, U. S. Treasury, Office of Commissioner of Internal Revenue."

Sport Games

In a letter to International Mutoscope Reel Company, New York, dated November 1, D. S. Bliss, deputy commissioner of the Internal Revenue Department, Washington, rules that sport games, such as football, basketball, soccer, hockey, baseball, tennis, etc., which have movable balls, appear to come under the classification of "pinball or other similar amusement machines" and are therefore subject to a tax at the rate of \$10 per year per machine.

Payouts

The text of the law specifies "slot machines" that "by the application of the element of chance may deliver or entitle" the player to receive cash, tokens, premiums or merchandise.

It will be noticed that the coverage of any sort of payout or award is pretty broad. Any coin-operated machine that has a payout arrangement, even tho the mechanism may be shut off, comes under the \$50 class. The idea seems to be to bring all coin machines with payout features under the \$50 class.

Government officials have also stated that if payout devices were operating after October 1 on any machine, regardless of later alteration to close them up, the location owner is still liable for tax (at \$50 rate) to the end of the fiscal year, June 30, 1942.

Diggers, Cranes

Most reliable information from Washington available is that Internal Revenue officials definitely consider diggers and cranes in the \$50 classification. Ruling, it is understood, was based on various court decisions handed down thru the years.

Federal Tax Information

Publication of Taxpayer Lists

There is much confusion as to whether or not the Internal Revenue Department will make public lists of locations paying taxes on coin-operated devices. Official dictum from Washington is that Collectors of the Internal Revenue Department are subject to the Revenue Code and must comply with its stipulations.

The language of the 1941 Revenue Act clearly states that the coin machine levy is a "Special Tax" and therefore is subject to that section of the code binding special taxes.

These sections of the code read:

"SEC. 3275—LIST OF SPECIAL TAXPAYERS FOR PUBLIC INFORMATION

"(a)—In Collector's office—Each Collector shall, under regulations of the Commissioner, place and keep conspicuously in his office, for public inspection, an alphabetical list of the names of all persons who shall have paid special taxes within his district, and shall state thereon the time, place and business for which such special taxes have been paid, and upon application of any prosecuting officer of any State, county or municipality he shall furnish a certified copy thereof, as public record, for which a fee of \$1 for each one hundred words or fraction thereof in the copy or copies so requested may be charged.

"SEC. 3276—APPLICATION OF STATE LAWS

"The payment of any tax imposed by the internal revenue laws for carrying on any trade or business shall not be held to exempt any person from any penalty or punishment provided by the laws of any State for carrying on the same within such State, or in any manner to authorize the commencement or continuance of such trade or business contrary to the laws of such State or in places prohibited by municipal law, nor shall the payment of any such tax be held to prohibit any State from placing a duty or tax on the same trade or business for State or other purposes."

These two sections of the code, according to reliable reports, were passed years ago to deal with liquor taxes under pressure from dry groups. Ordinarily tax information is kept secret, but since the two regulations have been on the books for some time, it seems the only way open for the industry to keep location lists off the record lies along the lines of making an effort to get the "special" classification removed from the taxes being paid on machines.

Some collectors may take steps to discourage snoopers, but there is little they can do to prevent the tax information from becoming public information at present.

Arcade Mchs. Vending Mchs.

In a letter to the International Mutoscope Reel Company of New York, dated November 1 and signed by D. S. Bliss, deputy commissioner of Internal Revenue Department, Washington, the following rulings were set down on arcade machines:

(a) Bona fide vending machines in which are not incorporated gaming or amusement features.—No Tax.

(b) Athletic equipment which includes punching bags, grip-testing machines, etc.—No Tax.

(c) Fortune-telling machines which reveal a reading or register an expression by means of lights or other mechanical or electrical devices.—No Tax.

(d) Novelty games, such as Drive Mobiles.—No Tax.

(e) Shooting Devices.—No Tax.

(f) Moving picture reel machines (Mutoscope type).—No Tax.

(g) Sport games, such as football, basketball, soccer, hockey, baseball, tennis, etc., which have movable balls, appear to come under the classification of "pinball or other similar amusement machines" and are therefore subject to a tax at the rate of \$10 per year per machine.

Bona fide vending machines are specifically exempted in the text of the law, if the machines do "not incorporate gaming or amusement features."

Prize Ball Gum

The new National Vending Machine Association, with offices in Chicago, reports that "a ruling has been handed down by the United States Treasury Department, office of the Commissioner of Internal Revenue, holding that said gum ball vending machine and merchandising method is not within the scope of the new act and therefore is not subject to the tax."

The ruling is then quoted as follows:

"Vending machines of the type described are not subject to the tax imposed on coin-operated amusement and gaming devices provided there is not inscribed thereon any legend or attachment incorporated indicating that the person using the machine may be entitled to receive a chance award."

This ruling indicates that the prize ball gum vending machines and other similar vending machines may have a prize award plan, provided the mechanism does not indi-

cate a chance payout and provided metal tags, stickers, etc., on the machine do not indicate that the patron may receive a chance award or prize.

Free Portion Venders

We have been informed by the manufacturer of a penny nut vender which gives free portions to customers that the vender is not taxable under the new federal law, according to a ruling obtained by the makers of the machine. Operators who have such machines should get copies of the official ruling from the manufacturer.

Scales

Section 555 of the Internal Revenue Act does not levy any tax on vending or service machines "in which are not incorporated gaming or amusement features."

Slot Mchs.

Section 555 of the Revenue Act specifically levies a \$50 a year tax on all "so-called slot machines which operate by means of insertion of a coin, token or similar object and which, by application of the element of chance, may deliver or entitle the person playing or operating the machine to receive cash, premiums, merchandise or tokens. The term does not include bona fide vending machines in which are not incorporated gaming or amusement features."

Counter Games

Rulings have already placed many of the small counter reel machines, trade stimulators, etc., with spinning reels, or that resemble a slot or bell, in the \$50 class. Any sort of prize feature or payout arrangement on these small machines tends to put them in the \$50 class. It will be necessary to scrutinize very closely many types of these small machines as to the trade stimulator or other prize features. The Internal Revenue Department expresses a desire to be as liberal as possible toward these machines, but will follow the text of the law in all cases.

The trade is now introducing non-coin operated counter machines. The removal of the coin slot means that the federal tax on coin-operated machines does not apply.

Consoles

An important contribution to rulings on the federal tax as it applies to various models of console machines is contained in a letter from the Office of Commissioner of Internal Revenue, Washington, dated November 4, 1941. Preliminary announcement of this expected ruling was made in The Billboard, issue of November 8, page 61.

The manufacturer's descriptions and the rulings of the Internal Revenue office should be carefully studied in order to apply the rulings to various types of console machines now on the market.

Rulings on Consoles

To J. H. Keeney & Company, 6610 South Ashland Avenue, Chicago: "Reference is made to your letter dated October 15, 1941, relative to tax on coin-operated amusement and gaming devices imposed by Section 3267 of the Internal Revenue

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Code, as added by Section 555 of the Revenue Act of 1941.

"You make reference to a letter dated October 10, 1941, addressed to Attorney George Glassgold, 300 Madison Avenue, New York, wherein a ruling was made as to the classification for the purpose of the rate of tax under Section 3267 of the code of a machine manufactured by you and known as 'Super Bell' console. You state that the wording of such letter indicates that this office was under the impression that the machine was equipped entirely with an automatic pay-off device. Therefore you list the description of four models of your machines and request a ruling as to each.

"The four models with your description will be listed in order with the ruling of each model immediately following:

"Manufacturer's description, Model A: This model operates by the insertion of a coin and the pressing of a handle which causes three revolving reels to spin, and subject solely to chance, the machine will automatically pay out various rewards in the shape of cash or tokens."

"Ruling by Internal Revenue Department: From the description of Model 'A' such machine falls within the classification of a slot machine and is taxable at the rate of \$50 per year.

"Manufacturer's description, Model B: This model operates by the insertion of a coin and the pressing of a handle which causes three revolving reels to spin. There is no automatic payout device contained in this model and scoring rows merely record free plays on the backboard which permits the player to extend the length of the game by further playing of the machine without the insertion of a coin. This is strictly a free-play game and we feel it should come within the \$10 tax bracket."

"Ruling by Internal Revenue Department: The machine described not being a pinball or similar type does not come within classification of amusement devices with respect to which the rate of tax is \$10 per year. If the machine does not in any manner indicate to the person playing or operating the machine that he is entitled to receive cash, premium, merchandise or tokens, the machine is not regarded as a gaming device, as defined in the act, and accordingly is not taxable.

"Manufacturer's description, Model C: This model is a combination of Model 'A' and 'B.' In other words, there is incorporated in the machine one free-play unit and also

(Continued on next page)

one automatic payout unit. We readily understand if this machine is operated with the automatic payout device operating that it should fall within the \$50 class. There are a great many machines of this model now in use. If the present user of the machine removes the payout mechanism entirely and operates it merely as a free-play amusement game then what is the tax status? The combination model, we might say, was made to simplify manufacturing problems, as it enables us to serve two different types of markets with one model. Further, it enabled the operator of free-play equipment to resell this model into a payout territory when he was thru with it, and vice versa.

"Ruling by Internal Revenue Department: If the payout mechanism in this model is susceptible to ready removal or attachment by the per-

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AUTOMATIC PHONOGRAPH MANUFACTURERS ASSN= C 768
120 SOUTH LASALLE ST CHGO=

REFERENCE TELEGRAM SIXTH TAX IMPOSED SECTION FIVE FIVE FIVE REVENUE ACT FORTY ONE DOES NOT APPLY TO COIN OPERATED PHONOGRAPHS=

D S BLISS DEPUTY COMMISSIONER.

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WB125 27 DL COLLECT=4R WASHINGTON DC 8 136P
AUTOMATIC PHONOGRAPH MFRS ASSN= C 780
120 SOUTH LASALLE ST CHGO=

REFERENCE TELEGRAM SEVENTH IF ONLY ENTERTAINMENT IS PHONOGRAPH OR COIN OPERATED MUSIC MACHINE AND SPACE WHERE PATRONS MAY DANCE FIVE PERCENT CABARET TAX DOES NOT APPLY=

D S BLISS DEPUTY COMMISSIONER.

son maintaining for use or permitting the use of such machine, it is classed as a gaming device.

"Manufacturer's description, Model D: Model "D" is exactly the same as Model "B" insofar as it is strictly a free-play game with no automatic payout device whatsoever. Model "D" however, incorporates in its structure a pin-game field. The spinning of the wheels merely sets up possible scoring combinations; the awarding of free plays on the backboard is then dependent upon the player's skill in shooting one or more balls into certain positions in the pin game playing field, which will award free plays on the backboard regardless of the action of the three spinning wheels, provided the player is successful in shooting one or more balls into certain positions in the pin game playing field, which will award free plays on the backboard regardless of the action of the three spinning wheels, provided the player is successful in shooting one or more balls into that particular section of the field. In other words, Model "D" is a combination pin game, and free-play awards are dependent entirely upon the player's skill in shooting the pin game section, and the action of the three wheels merely sets up the possible amount of free games to be scored."

"Ruling by Internal Revenue Department: Such machine, inasmuch as it has incorporated therein a pin-game field, falls within the classification of 'pinball' or other similar amusement machine and is taxable at the rate of \$10 per year." (Signed) D. S. Bliss, Deputy Commissioner.

Phonographs

Two rulings set down by D. S. Bliss, deputy commissioner of the Internal Revenue Department, on October 7 and 8 and reproduced below specifically state that the tax levied on coin-operated amusement and gaming devices in Section 555 of the Federal Revenue Act does not apply to coin-operated phonographs. Neither do locations which depend solely on an automatic phonograph for the entertainment of their patrons—whether or not they provide space for dancing—have to charge patrons the 5 per cent "luxury tax" which, under terms of the Revenue Act, applies to admissions, cover charge, service, refreshments and merchandise of "roof gardens, cabarets or any similar places furnishing a performance for profit."

Actual reproductions of Internal Revenue Department rulings as wired to the Automatic Phonograph Manufacturers' Association are printed above.

Movie Machines

No tax on movie machines is provided in the 1941 Revenue Act.

Mississippi

NATCHEZ, Miss., Nov. 22.—November brought better machine business to this section. Operators have established new locations and all are optimistic that business will increase. New "leave camp" for 1,000 soldiers here has proved a boon to operators, as the men in khaki are good coin machine players.

Bill Eidt has several new locations on Franklin Street in Natchez. He recently purchased a number of new machines.

Sam McCabe, Seramac Novelty Company, is now broadcasting football games at the local high-school field over Station WMIS, Natchez. Sam formerly handled the p.-a. system at all home games.

Allen Hullum, connected with Buster Williams as serviceman, recently moved here from Vicksburg, Miss. He was formerly located here as serviceman for La-Ark-Tex Company.

Buster Williams was a visitor here from Newellton, La., recently. Buster operates in this State and in Louisiana. He says his business is good.

Bruce Swayze Jr., of Ferriday, La., was here on a visit with friends recently en route to Baton Rouge, La., for the L. S. U.-University of Mississippi football game. Bruce says his business is on the upgrade.

Spokane

SPOKANE, Nov. 22.—Carl Sheldon, of Carl's Novelty, is in San Mateo, Calif., on a vacation. He is expected back about December 1.

Nick Rego and Ralph Petrogallo, a former coin machine operator here, accompanied by their wives, left November 11 on a three-week trip to Los Angeles via Boise, Salt Lake City and Grand Canyon. Rego is starting a policy of radio repairing in addition to machine servicing.

H. D. Severson, owner of Standard Sales Company, is in Chicago on a general merchandising trip.

Larry Loughbon, serviceman, is new at Interstate Novelty Company.

Roy Bradley has joined the office force at Wellcome Music Company.

Dale Grimes, manager of local branch of Jack R. Moore Company, recently bagged a 160-pound deer.

Birmingham, Ala.

BIRMINGHAM, Nov. 22.—Ten Ball Novelty Company, this city, has signed a contract with the Lane Drug Stores to place Packard music systems in all Lane stores in Alabama. This is the first time a chain drug concern in the State has placed phonos in its stores as a fixed policy, according to Nathan Allen, president of the Ten Ball Company, altho individual drugstores have from time to time made such installations.



WOLF SALES COMPANY, WURLITZER DISTRIBUTOR in Denver, entertained a group of Wurlitzer officials at a recent meeting. Left to right are J. C. Ditto, service manager of Wolf; Al Roberts, manager of Wolf; Fred Fields, Wurlitzer distributor in Seattle; Harry King, Wurlitzer factory representative; Ed Wurgler, Wurlitzer credit manager; Al Goldberg, California Simplex Distributing Company; M. G. Hammergren, general sales manager; Bill Bye, Wurlitzer district sales manager for the West Coast; Spence Reese, assistant general sales manager; Ed Smith, manager, California Simplex; Wolf Reiwitz, owner of Wolf; Russ Smith, California Simplex Distributing Company, and L. W. Peteet, Wurlitzer district service manager.

NO FEDERAL TAX EXTRA

CIRCUS TAKES LINCOLN FOR A RIDE

YES—This FASCINATING counter-game gives a penny a LONG ride that stretches PENNY PLAY into PROFIT DOLLARS. New and different pin construction and arrangement keep pennies BOUNCING, JUMPING and JITTERING to build ENORMOUS APPEAL. Mechanical tilt makes CIRCUS 100% CHEAT-PROOF and protects both operator and dealer. Sustained suspense holds player and never wears out a location. NO OTHER GAME IS AS MUCH FUN AS CIRCUS.



IDEAL FOR ARCADES! 1/3 with order, bal. C. O. D.
Order yours today at \$22.50 EACH 2 per carton at \$40.00

MFG. BY ATLAS GAMES 6121 BORAIN AVE., CLEVELAND, OHIO

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Numbered keys snap off and on. HOLDS 50 KEYS. OPERATOR'S PRICE ONLY \$7.50. KELLEY-MENNES MFG. CO. Rockford, Illinois

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WILL PAY HIGHEST CASH PRICES

For Used Skyfighters, Ace Bombers, Rotary Diggers, Wurlitzer 412s and 616s, Drivemobiles, Photomatics and all other types of Deluxe Equipment. Tell us what you have. QUICK ACTION. BOX D-131, care The Billboard, Cincinnati, Ohio.

New Orleans

NEW ORLEANS, Nov. 22.—Record distributors and phonograph operators have worked side by side to make *Any Bonds Today?* a success in the Crescent City area. While a few operators have not fully co-operated in the move, 75 per cent of the machines on location in the city limits have the number.

Mr. Stork continues to work overtime among the coin machine operators of the city. A son was born November 2 to the Numa Goutierrez family (Dixie Coin Machine Company), and the Frank Anselmos (Fair Play Novelty Company) had a daughter, Frankie Lee, November 4.

Electro Ball Company, Dallas, has sent down J. W. Smalley to assume temporary charge of Southern Music Sales Company's office.

Coin machine men here were sorry to hear from Gainesville, Tex., of the serious accident suffered by Harry Batt, head of Pontchartrain Beach. Batt left New Orleans in September to visit various amusement parks and resorts in Texas and other Western States and was en route to Houston from Dallas when his car struck an oncoming truck, demolishing the Batt machine and throwing the four occupants to the road. Accompanying the Batts were Mr. and Mrs. Harry Dienes, auditor of Pontchartrain Beach. Dienes suffered a misplaced hip and is confined to the Hotel Dieu, this city. Batt, with eight ribs fractured, will have to remain in the Texas hospital two more weeks. Mrs. Batt, badly shaken up but not seriously hurt, remains at his side.

Sterling L. Stanley, Memphis, district sales representative of the J. H. Keeney & Company, spent a couple of days here recently, calling on Nick Carbajal, head of the Dixie Coin Machine Company.

Alex Merhige, of New Orleans Coin Machine Company, has moved his offices to 804 Dumaine Street. Merhige has just purchased a line of new Bally Moniker and Exhibit's Knockouts.

The J. H. Peres Amusement Company has sold its Mid-Way sportland at 138 St. Charles Street to the New Orleans Novelty Company.

Ed Quinlan, of Gulf State Exhibit Company, has opened the Pennyland, Penny Arcade and coin machine sportland at 137 Royal Street.

R. N. McCormick, Southern sales manager of Decca Distributing Company, reports a heavy demand for the Decca recordings of *Any Bonds Today?* by Jimmy Dorsey and the Andrews Sisters.

J. H. Peres, J. H. Peres Amusement Company, and Peter Nastasi, Automatic Coin Machine Company, have organized a new distributing corporation to handle second-hand pin games, coin phonographs and novelties.

Here's One Way To Discourage Slug Users

PHILADELPHIA, Nov. 22.—Tired of throwing bad money after good, two alleged counterfeiters gave up playing slot machines with the coins of their own making. Then they played into the hands of the local police. Held on \$2,000 bail for "making money"—are Stephen Nichols and Alfred White, of Green Lane, Pa., former toy soldier manufacturers.

The men said they hoped to feed the lead coins to slot machines until they hit the jackpot. But as luck would have it they tried to pass the bogus stuff on to the storekeepers.

They were apprehended when a local operator, noticing the slugs in the machine's coin box, set up a watch. He finally found them playing the machine again and reported their license number to the police, who found a cache of home-made slugs under the front seat of their car along with several pounds of lead and plaster of paris molds in the men's workshop. Unable to put up bail, they were jailed to await action by the federal grand jury.



THE ANDREWS SISTERS ARE SHOWN behind the counter, helping out in the Music for Defense Drive. The "Any Bonds Today?" records the girls are holding are being plugged by the smiling gentleman on the right, Nat Cohen. At the extreme left is Lillian Schoenberger. (MR)

West Coast News Notes

By SAM ABBOTT

Of The Billboard Los Angeles Office. Address: 416 W. Eighth Street

LOS ANGELES, Nov. 22.—Continued warm weather boomed business in local and beach sportlands, and indications are that hefty trade will continue for some weeks. Phonograph operators report good business, with collegiate numbers going strong on the machines. Vending machine distributors say that November sales, up to now, compared favorably with October.

COAST CHATTER

Coin machine men are glad to know that Joanna, 11-month-old daughter of John Winn, Long Beach coin man, is recovering from injuries sustained in an auto accident near San Diego last month. Mrs. Winn escaped with slight injuries.

George Bates, Allied Amusement Company, Oakland, is expanding his wired music operation. Leon (Hi-Ho) Silver is driving on Adams Gun Venders and reports excellent results.

Harry Lill, of Lill & Lill, cigarette operators in Gencale, was a recent visitor to Los Angeles. Nick Ranells, cigarette operator, is looking around for new equipment to take care of his expansion needs. He visited the Parina firm here to view DuGrenier equipment.

Frank Myers, of Exhibit Supply Company, is in Palm Springs. Fred Riley, of Western Exhibit, Los Angeles, is building a new machine which will soon be announced. Art Dawes, of Novelty Amusement Company, San Diego, was a recent visitor to Los Angeles. Frank Root, of Lancaster, Pa., was in Hollywood for a look-see at the film capital. Roy Smith, also of Lancaster, reports that the phono-

graph business in that section is going all right. Bert Beutler, of the Paul Laymon firm, has received an invitation to attend the Circus Fans of America banquet. Beutler is an ardent circus fan. Claude Tomlinson, of Exeter, Calif., made his usual visit to the city and spent most of his time conducting business.

PACIFIC PATTERN

Jim Alle, Los Angeles music operator, is busy getting his machines in shape for the holiday business. Percy Shields reports good business at his new store on West Pico. Fred Gaunt, of Trojan Novelty Company, says that arcade equipment is on the boom.

Al Meyers, Gottlieb representative, who moved here from San Francisco, has returned from a swing down San Diego way. Mac Mohr is contemplating another of his periodic swings thru his territory in the interest of Daval, Baker and Evans lines. Smoky Leinart, serviceman at Jack Gutshall's, is still talking about that vacation trip back east. He took in Washington and New York on the jaunt. J. A. Ewing, Bakersfield coinman, is expanding his operations. Spike Jones, leader of the City Slickers, who made *Swinging Doors* and *Red Wing*, has been signed for more tunes at Bluebird. Johnny Yates, Santa Monica music operator, reports that the music business is strong in the vicinity of San Pedro. George F. Wheelock, of San Diego, is going strong with Buckley Music Systems.

WESTERN WHISPERS

M. H. Thiede, of the Los Angeles

branch of E. T. Mapes Music Company, Seeburg distributor, is back in town. C. T. Preshler, San Diego music operator, was in town. Construction on the new Paul Laymon home is moving along nicely. Charles E. Washburn is getting his camera in shape for a jaunt with Mrs. Washburn to Mexico. Jimmy Jones, of Southwestern Vending Machine Company, spends his week-ends visiting friends in outlying towns. Louis Kaplan, son of Harry Kaplan, of Southwestern, is well into his pre-med studies. J. D. Turner, of General Music Company, is leaving for Texas next month on a visit. Geraldine Douglas is in charge of the office at the E. T. Mape Music Company. John Winn will fly his own plane to Phoenix for a hunting expedition.



★ BUY ★

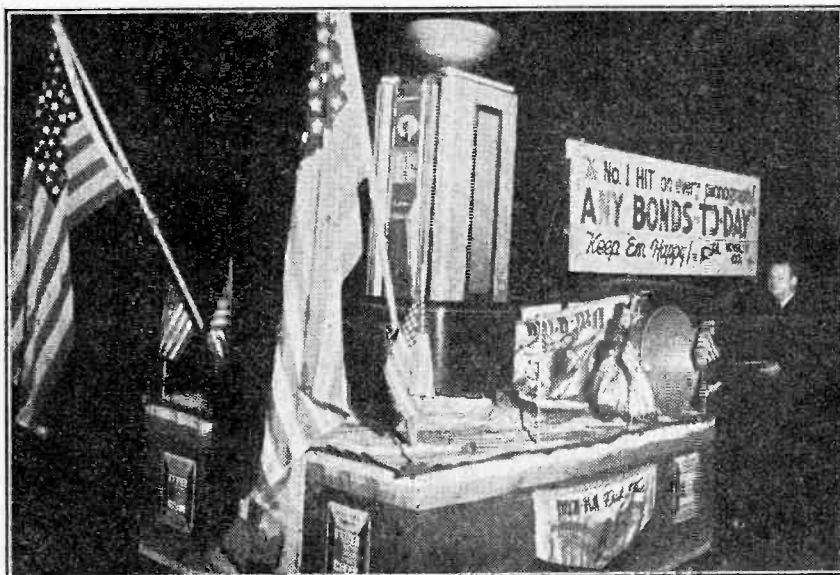
United States

DEFENSE

SAVINGS

BONDS and

STAMPS



ON ARMISTICE DAY the Ideal Novelty Company, St. Louis, headed by Carl Trippe, had this float in the parade there. The rest of the week the float appeared in downtown St. Louis, playing "Any Bonds Today?" Night of the coin machine Defense Bond meeting, the float was at the hotel where the meeting was held.



MUSIC MERCHANDISING

Wall St. Journal Recounts History of Record Industry

Attributes rebirth of business during past decade to automatic phonograph, lower prices and better quality disks—sets 1941 output at 100,000,000

NEW YORK, Nov. 22.—The conservative *Wall Street Journal*, bible of the financial world, carried a page-one story November 13 devoted to the ups and downs of the record industry, in which it paid tribute to the automatic phonograph industry for being the record manufacturers' best customer. While members of the trade could justifiably take exception to the statement made in the article that music box operators "take about 22 per cent of the industry's output and it is believed that in 1941 juke boxes will take between 22,000,000 and 25,000,000 records"—when most conservative trade estimates place the automatic phono consumption at 45,000,000 disks this year, as a whole, the article is of intense interest to the trade, for it recounts much of the early history of the record industry.

"It takes just 36 seconds to transform a shapeless lump of plastic," the article began, "into Beethoven's *Fifth Symphony* or the *Streamline Strut*."

"This reflects the tempo and stamina of the phonograph record industry which in its 43 year lifetime nearly expired three separate times. It always made a comeback and the current year promises to be the best of a decade."

"Recorded music last had troubles in 1932. In 1923 and just prior to the turn of the century (when it was still an infant industry) it had to overcome serious difficulties."

"The process of capturing sound waves in tiny whirling grooves is in full swing this year. Phonograph record output in 1941 is expected to reach 100,000,000."

"It would take about 1,293 years to play that many records."

"The low point was in 1932 when 10,000,000 records were produced. By 1939, production had reached 35,000,000 and in 1940 gained further as output went to 55,000,000. This was still short of 1929 production of 110,000,000 records, estimated high for the industry."

"Important to the rebirth of phonograph records as a home entertainment medium was the introduction in 1934 of good, low-priced records. Later, in 1935, the industry got the greatest lift of all—swing was born. That year also saw the introduction of phonograph record albums. Other factors which helped popularize music include the radio and jukeboxes (coin-operated phonographs)."

"Big three of records are RCA-Victor, largest dollar volume business in the industry; Columbia Recording Corporation, and Decca Records, Inc., largest in unit volume."

History of the Talking Machine

"While the first talking machine appeared in the 13th Century, when Roger Bacon constructed an ingenious talking head, it is generally conceded that the first, but somewhat dreamy conception of a phonograph, must be credited to a Frenchman, Leon Scott. This was in 1885, when the idea failed to secure financial backing and the scheme failed."

"In November, 1887, Edison announced the phonograph as an actuality. In 1888, Emil Berliner conceived the idea of pressing a number of records from a master, rather than spoiling the original by playing it back as his predecessors had done."

"At first the Edison phonograph played cylinders—rolls covered with tinfoil. Berliner's invention covered disks. This was the start of a battle between disks and cylinders which, as is well known now, wound up with disks the winner. The first Berliner disks measured seven inches in diameter."

"Early conceptions of the phonograph were for business purposes. It was first thought of as a machine to take dictation. Because of its high price, no one thought of its potential amusement value. In 1893, an electric motor phonograph, using a wax cylinder, sold for \$190."

"A water motor phonograph sold for \$150; a foot pedal one, operated by a treadle similar to a sewing machine, sold for \$140. Introduction of spring motor phonograph by Edison in 1895 lowered the cost. Since then consistent im-

provements have continued to bring more value and a better instrument to the customer.

Small Range Reduced Quality

"Another factor which probably prevented early phonographs and records from becoming popular in the home entertainment field was the quality of the recording itself. The voice of Caruso, first artist of the record industry, had a fundamental range of 2½ octaves or a frequency of 100 to 700 cycles. As a result of poor recording not only all undertones were lost, but many overtones were too weak to be reproduced. Thus, the voices of the artists in those days sounded more like an echo than anything else."

"Prior to the advent of the Caruso records in 1906, the phonograph was considered a toy. Buyers refused to touch it, great artists refused to record for it; but when Caruso records began to sell, other artists soon stepped up and began to make recordings. What made Caruso's voice great was the number and range of overtones, but poor recording lost many overtones. Nevertheless Caruso may be credited with bringing the industry its first reprieve, thru his signing as a Victor Talking Machine Company artist. Victor in 1906 enclosed the horn in the cabinet of the phonograph and called the instrument a Victrola."

"Development of recording technique followed. In 1913 Joseph Sanders, of Washington, perfected a record, which was a disk having a solid fibrous core faced on both sides with a very thin layer of superior shellac composition resulting in a remarkably smooth record which, in addition to being lighter in weight than previous compositions, also stood climatic changes better."

Victor Early Leader

"Estimates are that between 1915 and 1917, Victor accounted for about half the production of the industry and more (See WALL ST. JOURNAL, opposite page)



J & J NOVELTY COMPANY, DETROIT, reports that the *Dance for Defense*, held in Detroit, November 3 and 4, was a huge success. J & J disposed of 657 books of stamps, a total of \$1,250, plus 15 bonds. Pic shows some of notables at dance. Left to right, Sam Ciaramitaro, of Triangle Music Company, Detroit; Shep Fields, orchestra leader; Al Hunter, of J & J; Lucy Monroe; D. Emback; C. R. Armstrong, and James A. Passanante, J & J head.

The Music World Works Together

By WALTER W. HURD

THE steady improvement in the music business during the past several years suggests there must be certain common interests or policies that affect all branches of the music world in a favorable way. It could be said that co-operation, either planned or unintentional, is the tie that binds all phases of the music business together and promotes the success of all concerned. One fact is certain—when one branch or group of the music world finds success, there is a tendency for all other groups in the industry to share in some way in that success.

As the business of selling popular music has come steadily forward during the past several years, much attention has been given to the commercial phonograph and the part it has played in helping to push popular music to greater heights. The commercial phonograph has grown rapidly in popular favor since 1933 and is now considered an established part in the great American scene. Many types of retail establishments would be considered out of step with the times if they did not have a modern phonograph.

From the beginning, the commercial phonograph industry has been an advocate of the idea that whatever boosts the public taste for music boosts the phonograph business. It has sought the co-operation of all groups within the music industry and it has offered co-operation to all divisions of the music world. The phonograph trade has never felt that it was in competition with any branch of the music industry and it has

never fostered the idea or spirit of competition.

It is the very nature of business that there is always some competition, but the phonograph industry has always played up the idea that all branches of the music world have much in common and will all share in the general success of music. When commercial phonographs first began to stage their modern come-back in the business world, there were some who said that the commercial phonograph would soon come into direct and heavy competition with the radio industry. But time has shown that the public wants both phonograph and radio music and thru all these years both industries have attained a phenomenal success alongside each other.

For the Common Good

It has been clearly shown that two great branches of the music world can grow along together and that the increasing success of the one also helps the other. This leads to an inquiry into some of the common principles that have helped to boost the music industry as a whole, with the idea in mind that these principles can be followed more intensively in the future. By emphasizing the common policies that boost the success of the entire music world it may be possible to keep competitive evils at a minimum.

The first general principle to emphasize is that all branches of the music world have the common problem of selling music. We are all engaged in the business of selling music. This includes the composer, the author and the artist, as well as the publisher, the entertainment house, the retail store and the commercial phonograph. Even the radio industry must seek as many listeners as possible. Artists have been particularly hard put during the past few years because of the increasing job of selling their music. An orchestra or band must have real business management in order to keep going in the modern world. That indicates how true it is that we are all in the business of selling music.

When it comes to selling music there is one general principle to keep in mind: Any and all sales of good music automatically tend to boost the sales of all other forms of good music.

This is a business principle that everybody in the music field needs to take to heart. The appeal of good music is universal and there is no such thing as saturation in the amount of music the public can enjoy as long as it is good music.

Because the sale of one form of music tends to boost the sales of all other forms of music, then there is no need for antagonism between the divisions or occupations in the music world. There is no need to allow a feeling of bitter competition to develop.

With a proper understanding of the bonds that tie everybody in the music world together for the common good, then there are many things that can be done for selling more good music. (See MUSIC WORLD on page 99)



STARS OF THE RCA VICTOR DANCE CARAVAN co-operated with the Cleveland Phonograph Merchants' Association in the drive to sell Defense Stamps and Bonds. Standing in the tractor float are, left to right, Barry Wood, Lucy Monroe, Jack Cohen, Shep Fields, Leo Dixon and Tommy Dorsey.

WALL ST. JOURNAL

(Continued from opposite page)

than half of the gross sales. Partly due to orders accumulated during the World War, production of both records and phonographs climbed sharply during 1920 and 1921.

"About 1920 a further advance in recording was made through a development in the laboratories of Western Electric. This was the conversion of sound waves into electrical impulses, which were amplified and directed to vibrating the graver on the record i.e., electrical recording. With this added power the graver was able to cut vibrations ranging from 30 cycles to 5,500 cycles. Good reproduction was made possible.

"Then in 1921 came radio, with not only a new idea but also a vast improvement in sound reproduction. Beside it the phonograph, still using acoustic processes developed in the early 1900's (electrical recording at the outset received a cool reception) sounded amateurish. By late 1923, early 1924, it seemed that the phonograph industry was again in the clutches of the industrial undertaker.

"By the fall of 1924 and early 1925, phonographs, the tonal equal of the finest radios of that day, were introduced.

"Electricity and the microphone had replaced the elongated horn actuated

entirely by lung power in the recording end of the industry.

"Once again the phonograph record industry was under way, sales increased. The skies had cleared; but not for long—the depression soon came.

"During the five years from 1924 to 1929, the phonograph record industry built up to a production peak, and in three years that followed output sank from 110,000,000 to 10,000,000 records.

"In 1929, Radio Corporation of America bought control of Victor, thereby putting together the technical advances of radio and the phonograph. During the period from 1929 to 1933 recording developed to a high point. In 1933, radio ceased to be a novelty, used less music, began to put on forums, new broadcasts, and present dramatizations.

Important Milestones in Industry

"The next two years, 1934 and 1935, were important milestones for the industry.

"About this time the phonograph industry was revived again, and radio contributed substantially to the rebirth of records. The radio networks began a musical education campaign, and, in the interest of public service, broadcast operas, symphonies, etc.

"Then in August, 1934, Decca Records, Inc., was formed. Deliveries from Decca began in October, 1934. The company was founded with the premise of selling good music on a 35-cent record. This proved to be a heavy stimulant to record sales, and continuance of this policy has brought the company to a point where today it is the unit volume leader of the industry.

"In 1935 the advent of swing gave phonograph records the greatest popular demand ever. That year also saw the introduction of record albums. These coupled with the low priced popular records, presentation of popular orchestras with the new tunes by radio, and juke boxes all were contributing factors in putting the industry back on its feet.

"In turn, sales of low-priced popular records encouraged the development of the juke box. Currently, coin-operated phonographs (juke boxes) are the largest consumer of records on a unit basis. These operators pay 21 cents a record for popular music. What low-priced music on records has done for them can be seen from their growth in this country from 20,000 juke boxes a few years ago to the currently estimated 300,000 units of today.

"The coin phonograph operator does not gamble on music hits. Instead he waits until a tune has become thoroughly popularized on the radio or elsewhere before putting it on his machines. Nevertheless, juke boxes have contributed in some measure to plugging popular music.

"Currently, it is estimated that these operators take about 22% of the industry's output and it is believed that in 1941 juke boxes will take between 22,000,000 and 25,000,000 records.

"Meanwhile, between 1935 and 1939 sales of classical records gained steadily. In addition, with the introduction of albums thousands of persons began to assemble record libraries."

Hillbilly and Foreign Record Hits of the Month

(Note: Here are the most popular hillbilly and foreign recordings of the past month. Similar lists will be published in this section once every month.)

HILLBILLY RECORDINGS: You Are My Sunshine, Gene Autry, Airport Boys; You Waited Too Long, Gene Autry; My Carolina Girl, Rice Brothers; I'm Sorry Now, Jimmy Davis; Walking the Floor Over You, Ernest Tubbs; Foolish, Griff Williams; I Had Someone Else Before I Had You, Light Crust Boys; Rocky Mountain Lullaby, Ellen Britt; Ride for the Open Range, Montana Sim; It Doesn't Matter Any More, Bob Archer; Frisky Fiddlers' Polka, Curly Hicks and his Taproom Boys; Behind Those Swinging Doors, Spike Jones and City Slickers.

INTERNATIONAL RECORDINGS: Pound Your Table Polka, Misirlou, Waltzing on the Kalamazoo, Come and Get It.

FOREIGN RECORDINGS: German, In Muenchen Steht Ein Hofbraeuhaus, Hoer Mein Lieb Violetta; Bohemian, Smutna Vdovicka, Ja Rada Tancuju; Hungarian, Lekaszaltak mar retet, Magyary Csarasok; Croatian, Marijana, Sustar, Kajo Moja Kajo; Polish, Nie chce wiecej robic, Poczekaj, Powiem Mamme, Za Granica; Scandinavian, Balen I Karlstad, Janka, Karpatski; Swedish, Stryman Karlsons Hambo, Jungman Jansson; Italian, Canto della notte, Non Mi Stanco; Jewish, Belz, Schloimele Maikete; Creek, I Vasso, Zehra.

Virginia Operators Boosting Bonds

RICHMOND, Va., Nov. 22.—Officials of the Virginia Coin Machine Operators' Association have agreed to place *Any Bonds Today?* in the No. 1 position in each of the 6,000 coin-operated phonographs in the State.

The proposal was advanced by Robert Nelson, publicity director for the Virginia State Chamber of Commerce, who now is on leave to promote the sale of savings bonds and stamps in the State. D. M. Wertz, secretary-treasurer of the association, said members who attended a meeting here this week heartily agreed to the idea and also planned to put patriotic stickers on the machines.

PHONOGRAPH HEADQUARTERS

FOR DEFENSE BUY UNITED STATES WAR BONDS AND STAMPS

16-Record MARBL-GLO WURLITZER
With Illuminated Dome Completely Remodeled



Complete Money to Operate **\$89.50**
Ready-Back Guaranteed

61 Wurlitzer Counter Model \$79.50

616 Wurlitzer \$9.50
600 Wurlitzer 139.50
500 Wurlitzer 154.50
Seeburg Rex 84.50

MISCELLANEOUS

Rotary Merchandiser ... \$149.50
Shoot the Chutes 79.50
Chicken Sam 59.50
New Keeney De Luxe
Baseball 39.50
1/2 Deposit With Order

GERBER & GLASS
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SPEAKER CABINETS
THAT BRING YOU ADDED PROFITS



Handsome cabinets finished to harmonize with your location. Will house any size speaker from 6" to 15". Designed for high fidelity over entire tone range.

Natural Walnut or Marble-ized Finish **\$10.00** 2-Tone Leather Covered **\$11.50**

REMOTE CONTROL CABINETS for standard mechanisms. Sturdily built. Metallic hammered effect finish \$25.00

1/3 Deposit with Order, Balance C. O. D.
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★ GENUINE SAPPHIRE Phonograph Needles

Harder than steel — they rank second only to diamonds for hardness!

Lots of 1 doz. to 100 ea. **65c**

Lots of 100 or more ea. **50c**

2 samples \$1.00

Send for trial order, you will be completely satisfied!

MURRAY SIMON
109 So. 5th St., Brooklyn, N. Y.

USED RECORDS
BOUGHT FOR CASH
A. de KIKI, 220 Fifth Av., New York, N.Y.



CLIMAXING THE AUTOMATIC MUSIC FOR DEFENSE RALLY held November 1 at the Waldorf-Astoria, New York, by the New York Phonograph Operators' Association, characters depicting the Minute Man and Miss Liberty were presented with the Seeburg Minute Man Symphonola phonograph. With them, left to right, are C. T. McKelvey, Seeburg general sales manager; Mr. O'Brien, in charge of New York bond promotion; J. Irving McClelland, Robert Dunlap, Spencer Otis and Sam Kressberg, Seeburg representatives, and Nat Cohn, Seeburg distributor. (MR)

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FOR AUTOMATIC COIN PHONOGRAPHS

Saves you money by avoiding damages to your cabinets. Sturdily made and waterproof.

No. 4 Adjustable Pad (for cabinets up to 55"x36"x27") **\$11.50**

No. 12 Adjustable Pad (for cabinets up to 67"x40"x28") **\$13.75**

No. 25 Slip-Over Pad (for cabinets up to 55"x36"x27") **\$10.00**

No. 35 Slip-Over Pad (for cabinets up to 67"x40"x28") **\$10.75**

No. 30 Adjustable Carrying Harness (for all size cabinets) **\$7.50**

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1 TO 12, 25 CEA. - 13 TO 99, 25 CEA. 100 UP, 20 C EA.

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It's getting 'round
Miracle Point Needles
are top's

MIRACLE POINT

M. A. GERETT CORP. 2947 NO. 30 ST. MILWAUKEE, WIS.

WHAT IS MINKA?

See Music Section, page opp. MUSIC POP. CHART. See Amusement Machine Section, page opp. PL. 1

RECORD BUYING GUIDE.



Deal Yourself In
On These New

Victor
Bluebird

Profit Numbers
"I THINK
OF YOU"



Ear-marked for top returns — a mellow-mooded spellbinder served up by the sentimental gentleman himself.

plus

"WHO CAN I TURN TO?"

Tommy Dorsey 27701

also
a velvety version by Shep Fields together with

"MINE"

Shep Fields
B-11366



FULL HOUSE OF HITS

"AND SO IT ENDED"

(nominated for national favor as the "hit of the week" in a current issue of PUCK COMIC WEEKLY)

"A SINNER KISSED AN ANGEL"
Vaughn Monroe B-11361

"COFFEE AND CAKES"

Una Mae Carlisle B-11362

"MOONLIGHT MASQUERADE"

and
"M-O-T-H-E-R"

Jan Savitt 27699

"EV'RYTHING I LOVE"

and
"BABY MINE"

Glenn Miller B-11365

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FROM YOUR VICTOR
RECORD DISTRIBUTOR

In Canada:
Contact RCA Victor
Co., Ltd., Montreal

RECORD BUYING GUIDE--PART 1



Records and Songs With the Greatest
Money Making Potentialities for
Phonograph Operators

Records listed below are based on a consensus of reports gathered each week by representatives of The Billboard from at least four leading operators in each of the 30 most important operating centers in the country.

GOING STRONG

YOU AND I (15th week)	GLENN MILLER (Ray Eberle) BING CROSBY KAY KYSER (Harry Babbitt-Ginny Simms-Ensemble)
I DON'T WANT TO SET THE WORLD ON FIRE (10th week)	HORACE HEIDT (Larry Cotton-Donna and Her Don Juans) INK SPOTS TOMMY TUCKER (Amy Arnell-Voices Three)
JIM (9th week)	JIMMY DORSEY (Bob Eberly-Helen O'Connell) DINAH SHORE
I GUESS I'LL HAVE TO DREAM THE REST (8th week)	GLENN MILLER (Ray Eberle-Modernaires) TOMMY DORSEY (Frank Sinatra-Pied Pipers)
CHATTANOOGA CHOO CHOO (6th week)	GLENN MILLER (Tex Beneke-Modernaires)
ELMER'S TUNE (4th week)	GLENN MILLER (Ray Eberle-Modernaires) DICK JURGENS (No Vocal)
PIANO CONCERTO (3d week)	FREDDY MARTIN (No Vocal)

COMING UP

THIS LOVE OF MINE TOMMY DORSEY (Frank Sinatra)
The fine Dorsey ballad disk zoomed skyward this week and looks ready for a sojourn in Going Strong. Only thing against it right now is the fact that every record in Coming Up this week shows excellent possibilities of breaking thru within the next fortnight. The Dorsey lulu is best right now, tho, and if it can withstand the challenges of the others will undoubtedly crash thru the barrier next week.

WHY DON'T WE DO THIS MORE OFTEN? KAY KYSER (Harry Babbitt-Ginny Simms)
FREDDY MARTIN (Eddie Stone)
ANDREWS SISTERS
This may be one of that strange kind of tune that does everything but make top ranking. It is a best seller in a quantity of spots, but not in enough to prove real national Going Strong ranking. It is on the brink, in other words, and may have reached its peak. Next week will tell the story. Come what may, tho, the song is a real nickel-earner.

B-I-BI HORACE HEIDT (Donna and Her Don Juans)
KING SISTERS
Much better than last week is the national consensus on this tune. The King Sisters have picked up a lot of plays without diminishing the popularity of the Heidt disk, which proves that the thing is growing. Last week it looked as if it would not make the top, but things are different now. It's in the race, all right, and might win out.

THE WHISTLER'S MOTHER-IN-LAW. BING CROSBY (Muriel Lane-Woody Herman's Woodchoppers)
This novelty is still coming right along and is a good distance from its peak. All it needs to soar into the charmed circle is another couple of weeks at its present clip. What might hurt it a bit is the red-hot batch of more recent Crosby platters, all of which are also hit material and might steal the show. We shall see.

JEALOUS ANDREWS SISTERS (Male Chorus)
After coming to a strange stop last week, this record picked up again and is now right back in the thick of things. Many operators tell us that it is their top item. Altho ranked fifth here, not more than a hair's breadth separates it from the numbers one and two tunes of this category. It's in there. Remember, altho it is an old tune, it is a new record and has a long way to go.

THIS TIME THE DREAM'S ON ME... WOODY HERMAN (Woody Herman-Ensemble)
GLENN MILLER (Ray Eberle)
Woody Herman's great record took the popularity lead this week, but Miller also picked up plenty of new customers, which shows you how this ditty is improving all over the land. Only reason it drops a few notches this time is because of the remarkable spurts made by all the other coming disks in this section. All we can do is repeat our promise that when the picture *Blues in the Night* get national circulation this number will amble into Going Strong with no trouble at all.

TIME WAS JIMMY DORSEY (Bob Eberly-Helen O'Connell)
Altho it dropped down a slot this week, this fine record is in much better shape than it was last time. This gives us just another indication that there are going to be wholesale replacements in the Going Strong category within the next couple of weeks, and *Time Was* has a swell chance of beating some of the others to the laurels.

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."

YES, INDEED TOMMY DORSEY (Sy Oliver-Jo Stafford)
(22d week)
Unbelievable, but it's still here, and still doing okay.

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.

KAY KYSER



goes to town with
THE TOPS IN POPS

ON

Columbia
RECORDS . . .

fanfare for
your
coin machines!

A great new number
by the Ol' Professor . . . and
one of the best yet!

36445 There'll Be Bluebirds Over
THE WHITE CLIFFS OF
DOVER—Fox Trot
Vocal Chorus by Harry Babbitt and Glee Club

THE NADOCKY
—Polka Fox Trot
Vocal Chorus by Harry, Dorothy, Trudy, Jack and Max

Hits of the show from the new
Kyser Movie, "Playmates"

36441 THANK YOUR LUCKY STARS
AND STRIPES—Fox Trot
Vocal Chorus by Harry Babbitt with Dorothy, Trudy, Max and Jack

(P.S.: It's the Fitch Bandwagon Special, too, Nov. 30)
HOW LONG DID I DREAM?—
Fox Trot

36433 HUMPTY DUMPTY HEART—
Fox Trot
Vocal Chorus by Harry Babbitt

ROMEO SMITH AND JULIET
JONES—Fox Trot
Vocal Chorus by Ginny and Harry

These tunes wowed 'em on the
air . . . in the "College of
Musical Knowledge" and on the
Coca Cola "Spotlight Bands"
programme

36422 POPOCATEPETL—Waltz
Vocal Chorus by Harry Babbitt with Sully, Jack & Max

BY-U BY-O—Fox Trot
(The Louisiana Lullaby)
Vocal Chorus by Harry Babbitt with Trudy and Max

Trade Marks "Columbia"
and "Okeh" Reg.
U. S. Pat. Off.

ORDER FROM YOUR
Columbia
DISTRIBUTOR TODAY!



PICTURE TIE-UPS FOR MUSIC MACHINE OPERATORS

The Filmusic Forum

"Playmates"

We predicted some weeks ago that the RKO musical, *Playmates*, would supply at least one hit tune for the recording studios to wax merry about. With the release date for the film still far off, one of the ditties already takes shape as a candidate for honors on the machines. A rhythmic ballad with a cute title, *Humpty Dumpty Heart*, will soon be released on a score of differently labeled recordings. Decca has Bing Crosby, accompanied by Woody Herman; Victor presents Glenn Miller and Art Jarrett, and Columbia has Kay Kyser with Frankie Masters on the Okeh tag.

Kay Kyser, featured in the pic, has three other recordings of *Playmates* tunes: *Romeo Smith and Juliet Jones*, *Thank Your Lucky Stars and Stripes*, and *How Long Did I Dream?* The last-named also boasts a Frankie Masters pressing.

Record Round-Up

By way of proof of the influence of filmicals on disk popularity, notice the way picture melodies are selected for waxing once the films stand up well after public showing. Glenn Miller, for example, has just completed another version of *Baby Mine* from Disney's *Dumbo*; Hal McIntyre recently placed his side of *Tropical Magic*, from 20th Century-Fox's *Weekend In Havana*, and Jimmie Lunceford may soon come out with a *Blues in the Night* waxing.

"Babes on Broadway"

The MGM production of *Babes on Broadway*, starring Judy Garland and Mickey Rooney, hasn't been released yet, but some of its tunes have already been grabbed by Decca and Columbia. Decca has Judy's sides of *How About You?* and *FDR Jones* on the release schedule, while Columbia has set the *How About You?* ditty for Dick Jurgens on Okeh.

"Keep 'Em Flyin'"

Additions to the list of tunes from Universal's *Keely 'Em Flyin'* that have

been recorded, include Earl Hines' treatment of *The Boy With the Wistful Eyes*, and *You Don't Know What Love Is*, on Bluebird. Latter will probably be cut by Harry James for Columbia.

Trade Show

Paramount's tune-laden vehicle, *Louisiana Purchase*, starring Bop Hope and Vera Zorina, will be trade-screened in all exchange cities November 28. *Purchase* ranks second only to *Birth of the Blues* for number of recorded tunes.

Information on location of exchange centers and admission restrictions can best be obtained from the manager of your local motion picture theater.

Musical Filmfacts

The Merry Macs have recorded *Annabella* from Monogram's *Zis Boom Bah* for Decca. . . . Connie Boswell will warble in RKO's *Syncopation*, probably with the All-American band to be selected by *The Saturday Evening Post* readers as part of an exploitation tie-up with the film. . . . Vincent Youmans' version of *Shore Leave* (RKO) may enlist Ginny Sims if her tests are satisfactory. . . . *Holiday Inn*, in which Bing Crosby sings 11 new Irving Berlin songs, goes before the cameras November 18. . . . MGM's *Panama Hattie* now being prepared for release. . . . Casting is completed for MGM's *We Were Dancing* and *Born to Sing*. . . . *Rio Rita* has started production, with Abbott and Costello in comedy roles and Kathryn Grayson and John Carroll in romantic singing leads.

Mississippi

NATCHEZ, Miss., Nov. 22.—Coin machine business is showing noticeable improvement in Mississippi and across the river in Louisiana. Many new locations are being established.

Mrs. O. P. Jennings, wife of the head of Jennings Coin Machine Company, Chicago, is continuing her stay at the Jennings plantation home in Port Gibson, Miss.

Buffalo

BUFFALO, Nov. 22.—Ben Kulick, of Atlas Phonograph Company, and Harry Kelley, J. P. Seeburg district sales manager, have arranged for a tie-up of the phonograph industry with the Marine Trust Company. A specially built Seeburg Defense Bond model music machine will be on display from November 24 to December 2 in a different downtown location every day of the period. Girls will be in attendance with posters, etc., selling bonds and stamps.

Irene Snyder, former secretary of Lew Wolf, Rex Amusement Company, has rejoined the organization after an absence of several months.

Victor Stehlin, Victor Music & Amusement Company, has purchased 20 new Rock-Olas with wallboxes for new locations. He is also adding to his lineup of pin games steadily.

Ben Kulick, Atlas Phonograph Company, Seeburg distributor, went to Chicago on special business November 18.

Chuck Breissinger, head serviceman at Victor Music & Amusement Company, and his boss, Vic Stehlin, are planning to be away on a hunting trip in the

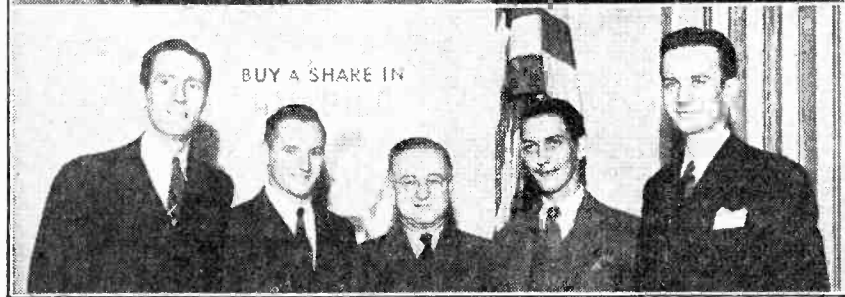
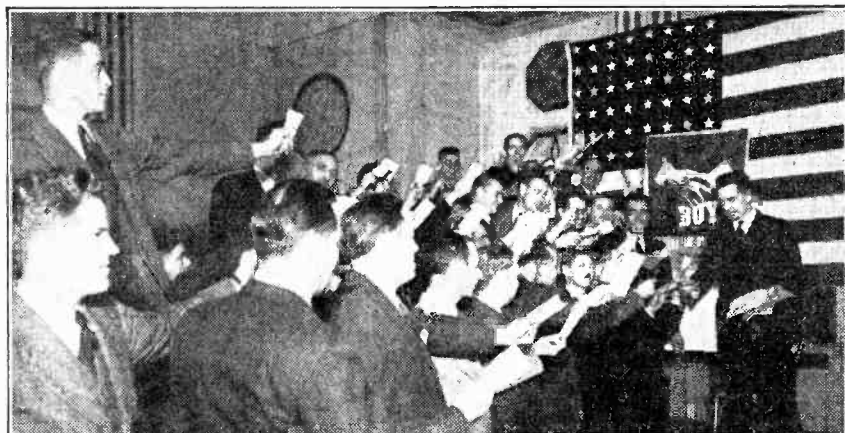
Adirondacks next week. They'll also take in the 1942 Coin Machine Convention in January together.

Harry Kelley, Seeburg district sales manager, is in town seeing distributors and operators along coin row and in surrounding towns and cities.

Wilkes-Barre

WILKES-BARRE, Pa., Nov. 22.—Pinball addicts couldn't wait until the hotel employees' strike against the Hotel Sterling was settled. Those in the hotel the first evening the strike was over were astounded to see the number of people awaiting their turn to play the pinball machines in the hotel. *The Wilkes-Barre Record* ran a story the following morning on the incident. The article opened thus: "Hotel Sterling's Home Guards—which became a Lost Battalion when outflanked by a union picket line—were back in action last night firing barrage after barrage on pinball machines and outmaneuvering enemies across checkerboards."

The Forte Sales of Hazleton, Pa., cigarette vending machine operators, placed a booster advertisement in the Hazleton paper hailing the first anniversary of Ansbach's Hotel there.



BIRMINGHAM, ALA., MUSIC MACHINE OPERATORS are 100 per cent behind the Defense Bond drive. Here are two scenes from a recent meeting. In the top photo, operators are holding out their bond purchases, having bought \$4,600 worth of bonds at a meeting held at the Hotel Jefferson November 14. The bottom pic shows the men responsible for the meeting. Left to right, Lawrence Hubbard, Watts Newsome Company, Columbia record distributor; Gus Alley, Magic City Music Company, Seeburg distributor; Harry Hurvich, Birmingham Vending Company, Rock-Ola distributor; Lowell E. Matthews, G & S Distributing Company, Wurlitzer distributor, and R. P. McDavid III, R. P. McDavid & Company, RCA-Victor record distributor.

1941'S RECORD SURPRISE

HEAP BIG PROFIT FOR YOU!...

"COME AND GET IT" and "TINKLING GLASSES"



by André Musette Orch.

A VICTOR INTERNATIONAL Record
SEE YOUR RCA VICTOR JOBBER AT ONCE!

STANDARD PHONO CO.
168 WEST 23D STREET NEW YORK, N. Y.

WHAT IS MINKA?

— a beautiful new lover's lullaby that's on its way to long life in the machines.

MINKA

5 choice recordings by these favorite artists. Get started today with—

HARRY JAMES	MITCHELL AYRES	SAMMY KAYE	KING SISTERS	CHARLIE SPIVAK
on Columbia 36390	on Bluebird B-11336	on Victor 27567	on Bluebird B-11317	on Okeh 6415

HARRY SOSNIK (Soon to Be Released)

REPUBLIC MUSIC CO., 607 5th Ave., New York

Detroit

DETROIT, Nov. 22.—Oriole Music Company, manufacturer of phono speakers and remote-control cabinets, has been taken over by Donald E. Matthews and Leslie L. Ellis. Harry Wish was the former owner.

The company has increased its production facilities, and is now putting out an enlarged line of both types of cabinets. Assured of an adequate stock of raw materials because of the designing of its product, the company will be able to maintain production despite any likely shortage situation which may arise.

Joe Godlewski, a newcomer in the Detroit area, is buying Mills phonographs for a route in suburban Dearborn.

Barney Greenburg, of Atlas Automatic Music Company, spent Thanksgiving in Pittsburgh visiting his mother.

Ben Newmark, of the Detroit office of Atlas, spent the week-end in Chicago, attending the marriage of his niece.

Howard Welch, Battle Creek, Mich., music operator, has opened a new night club there, the Derby.

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.

HUMPTY DUMPTY HEART **KAY KYSER** (Harry Babbitt)
BING CROSBY (with Woody Herman's orchestra)
ART JARRETT (Cale Robbins)

This tune is from Kay Kyser's latest movie, *Playmates*, and is a solid, lilting ballad with more sparkle and zip than most such ditties. Should be no trick at all for the operators to magnetize the nickels with it. Kyser may have an advantage in the machines the minute the film gets widespread exhibition, but Bing is sure to have more than his share of followers on this one. Miss Robbins's vocal on the Jarrett disk is outstanding and should be counted in.

VIOLETS FOR YOUR FURS **TOMMY DORSEY** (Frank Sinatra)

A torchy, very slow and dreamy ballad as produced by the Dorsey band and singer Sinatra. Most of the disks coming out recently have been ballads of this type, and many of them will suffer from this competition. However, this one stands above the average and may easily be one of those to hit the high places. The band and the vocalist involved here certainly will not hurt its chances.

DREAMSVILLE, OHIO **GLENN MILLER** (Ray Eberle-The Modernaires)

There is a restrained swingy tempo to this one that is catching. A honey of a vocal treatment is given it by Eberle with the Modernaires backing him. The Miller instrumental is exceptionally good, too. The operators won't have any trouble peddling it to their locations, and that title has a nostalgic touch that will lure plenty of patrons to take the first chance on it.

THIS IS NO LAUGHING MATTER **SAMMY KAYE** (Tommy Ryan)
CHARLIE SPIVAK (Garry Stevens With the Stardusters)

Giving this one a repeat here this week, altho it makes it a full house for ballads this time. Despite the raft of such tunes, it should make the grade into the higher categories. The two records listed will be supplemented by many more on this tune before next week's issue, and it will be a race among 'em to see who catches the blue-ribbon honors.

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.

VIOLETS FOR YOUR FURS **TOMMY DORSEY** (Frank Sinatra)

It's a scorching torcher for this side, with Frank Sinatra carrying the burden for the entire ballad. Save for a brief interlude for Tommy's trombone magic, it's all Sinatra singing about the lady in furs who found favor in his violets. It's a beautiful song and its introduction here by the Dorsey crew makes it shape up as a music machine must.

CANCEL THE FLOWERS **TOMMY TUCKER** (Don Brown-Voices Four)

The combination of a ballad by the writers of *I Don't Want To Set the World on Fire*, getting the same sort of embellishment by the band that first started the earlier song ablaze, is bound to create interest for music box coinage. Song is an honest-to-gosh torcher of the *Dinner-for-One* variety, with Brown doing the balladeering, later joined by the Voices Four to give it a much more effective rhythmic lilt.

THE MAGIC OF MAGNOLIAS **JIMMY DORSEY** (Bob Eberly)

There's bound to be a music machine hit in the large floral bouquet that this record release brings. It's a romantic number that rubs just the right way, and the Dorsey setting with Eberly's song selling gives it that just-right glossy finish. Moreover, the tune has the added benefit of a picture tie-up, since it stems from the score of *Glamour Boy*.

ROMEO SMITH AND JULIETTE JONES. **KAY KYSER** (Ginny Simms-Harry Babbitt)

A situation song from the forthcoming *Playmates* picture, it tells the romantic story, in rollicking fashion, of a modern Shakespearean balcony team, excepting that here the locale calls for a fire escape. Kay Kyser makes it move along in rhythmic fashion, and the boy-girl dueting of Miss Simms and Harry Babbitt makes it fashionable. Even more important for the operators is the fact that Kyser and his company are featured in the film. Other side is also from the screen score and has Babbitt giving voice about his *Humpty Dumpty Heart*.

JINGLE BELLS **GLENN MILLER** (Tex Beneke, The Modernaires and Ernie Caceres)

This being the season for sleigh bells, this disk is just the thing to fill the operator's stocking. And while the Christmas classic is a most timely entry at this time, Miller's music-making here is a clutch to catch the coins at any time of year. Instead of getting sentimental for the holiday song, Glenn gives it the kind of treatment usually reserved for the exciting stomp and swing tunes. The vocal contingent is also on the click side. Of equal interest because of its timeliness is the other side, which has Alvino Rey doing *Santa Claus Is Coming to Town* in a rhythmic way with the King Sisters vocalizing.

TIME CHANGES EVERYTHING **WAYNE KING** (Wayne King and Male Trio)

The soft and modulated tones that Wayne King applies to the waltzes is equally effective for the hillbilly classics. With a slow and swaying lilt, he makes this simple, melodic structure a most engaging bit. And the barbershop harmonizing of the maestro and the male trio is in keeping with the requirements of this country lullaby.

Names in parentheses indicate vocalists. Double-meaning records are purposely omitted from this column.

PART ONE of the Record Buying Guide discussing records which are Going Strong and Coming Up in Music Machines appears on another page in this department.

THE HEIDT HIT PARADE



HORACE HEIDT'S
DOUBLE VALUE
COLUMBIA
RECORDS
CUT YOUR RECORD
COSTS IN HALF

36403

LET'S WALTZ as we say GOODNIGHT

DON'T JUST STAND THERE (Do Something)

36337

B-I-BI

TATTLE TALE

36370

SHEPHERD SERENADE

DELILAH

36295

I DON'T WANT to set the WORLD ON FIRE

MAMA

36306

I'M A LITTLE TEAPOT

MY HEART RUNS AFTER YOU

NOW IS THE TIME TO REMODEL YOUR PHONOS Don't Wait!

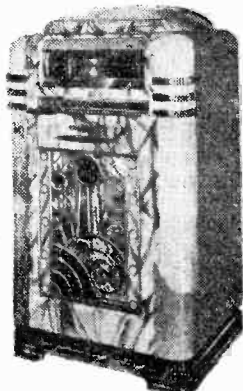
The shortage of new machines is becoming more acute daily, and if you want to keep your top locations happy with modern equipment let us do your remodeling. We specialize in SUPER REMODELED WURLITZERS featuring MARBL-GLO ALL LACQUER FINISH plus COLORFUL LEATHER SIDES. New domes, new grilles with polished aluminum castings, etc. Write for prices!

WE DO SUPER REMODELING OF:

Wurlitzer	Seeburg	Rockola
618	Rex	Standard
24	Gem	DeLuxe
600	Casino	etc.
500	Vogue, etc.	

CUSTOM BUILT SUPER REMODELED WURLITZER "500"

Completely remodeled with new DOME (heavy molded plastic), new GRILLE, new door plastic, new chrome plate above keyboard, etc. Plus LEATHER and MARBL-GLO finish. Write for price.



Write for Prices of Complete Line

SPECIAL DEAL FOR OPERATORS OUTSIDE OF NEW YORK AREA WHO SHIP US PHONOS FOR REMODELING.

Write for Information!

ACME SALES CO.
625 TENTH AVE. N.Y.
TEL: LONGACRE 3-5136

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

Les Brown's recording option has been picked up by Okeh for another year. . . . Andy Kirk has signed a new two-year contract with Decca. . . . Following their two-week engagement at the Strand Theater, New York, which starts December 11, Count Basie and band will head for the Coast to start in a feature musical film for Columbia Pictures. . . . Cootie Williams, ace trumpet man, has left the Benny Goodman band but hasn't decided yet whether he will go back with Duke Ellington or front his own band. Mortie Palitz, of Columbia records, who has been supervising disk sessions, is now leading a 14-piece band and back-

ing Jack Leonard on the singer's Okeh waxes. . . . Note to Salt Lake City operators: Tiny Hill and his band will move into the Rainbow Rendezvous in your city soon for five weeks. . . . The Vaughn Monroe band introduced a new novelty number on its New York Commodore Hotel remote last week. Title is "Don't Be a Worry Bird." . . . Okeh's long-awaited release eulogizing fighter Joe Louis, "King Joe," was brought out last week. Paul Robeson sings the lyrics. . . . Kay Kyser and band get the call on the November 30 Fitch Bandwagon air show, and his Fitch special on Columbia will be "Thank Your Lucky Stars and Stripes."

Lionel Hampton and band will start recording on their Decca contract this month in New York. . . . Freddy Martin did two in a row on the Saturday Coca-Cola radio spot, both on the strength of his "Concerto" record. . . . Bill Darnell, former vocalizer with the Bob Chester band, has been released from the army and is expected to return to the business. . . . Following work on his next picture, "I'll Take Manila," Tommy Dorsey moves his band into the Palladium Ballroom, Los Angeles, for a long run.

Cry for Tunes

Operators in Buffalo are sending out an SOS for more pop tunes for their machines. They report that the shrinkage in number of releases over this time last year is seriously hampering the current season, which is usually the biggest of the year. Shortage, they say, has forced them to hunt up old standards and also to hold on to current hits much longer than they would ordinarily. Operators say they hope the disk companies will soon catch up on production, because they feel they are milking the hits on the machines today to a point where the play drops off before they have a chance to replace them with other hits.

Release Prevues

Latest Horace Heidt Columbia studio session had the maestro cutting "I'll Never Forget," "So It Goes," "I Wish I Had a Sweetheart," "Tica Ta Tica Ti" and "All I Need Is Vitamin U." . . . New Standard labels coming up include Alfredo Mendez doing "El Cojo" and "Te He De Sonar," and Henri Rene's Muzette with "Pete the Pickelman" and "On the Cuff." . . . "Modern Design," "Sex Who? Sez You, Sez I," "The Skunk Song" and "The Lollipop Song" are next on Johnny Messner's Decca schedule. . . . Jack Leonard did an Okeh date with "Skylark," "I'll Never Forget," "Who Calls" and "It Isn't a Dream Anymore." . . . The Barry Sis-

ters, accompanied by the Harold Grant band, have recorded "You Darlin, You" and "Stop Me" for Standard label.

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:

CHICAGO:

I Got It Bad and That Ain't Good. Duke Ellington.

This mournful low-down torcher from Ellington's show, *Jump for Joy*, is beginning to catch hold in various sections, but Chicago was the first city to accept it as a top phono hit. The outstanding Ellington arrangement and Ivie Anderson vocal make this disk a must for all locations catering to lovers of real jazz.

BRIDGEPORT, CONN.:

Modern Design. Sammy Kaye.

Kaye's catchy take-off on the cigarette radio commercial has charmed residents of Bridgeport into dropping nickel after nickel. The disk looks as if it might make the grade nationally, but it has already justified its existence as far as this town is concerned.

NEW YORK:

When Your Old Wedding Ring Was New. Tommy Tucker.

Big City phono fans have taken this old-time ballad to their hearts and have given it a great start on its machine career. Reports from other parts of the country are beginning to mention this number as played by Tucker and other orks, but New York has made a local hit of it. Vocal work of Voices Three is thought to have much to do with disk's success.

DETROIT:

Clementine. Bing Crosby.

Here is another disk that seems headed for a nice run on the country's coin phonographs. Its greatest strength at present, however, lies in the Motor City, where Crosby's socko lyric selling has catapulted the record to the top of all lists. This oldie is ever-green, and Crosby's fresh approach has done the trick in bringing it back to public favor for the umpty-umph time.

DENVER:

Moonlight Masquerade. Jimmy Dorsey.

Bob Eberly's chanting of this lovely ballad has helped it get a firm foothold here. The song is a new one and has not had sufficient time to make itself felt nationally, but if Denver can be taken as a sound example, the tune and Dorsey's version of it are due for plenty of patronage from the people who drop the nickels.

Note

FOR a comparative listing of songs broadcast most often over the networks during the week ended November 22 and the week before, ended November 15, see the Music Popularity Chart in the Music Department in this issue.

Houston

HOUSTON, Nov. 22.—Horace Heidt and his orchestra were honored with an elaborate informal dinner-dance by Southwestern Music Corporation November 3 at Pier 21, local restaurant. About 200 were present, consisting mostly of phonograph operators and record dealers and their wives and friends.

Anderson Sage, Houston Electro-Ball office manager, with his wife and baby, visited here recently.


Cecile Shrader has returned to her position as secretary of South Coast Amusement Company after an absence of several weeks caused by a major operation.

Walter Zaboroski took over as service manager of the Houston branch of Commercial Music Company November 5. He was formerly with Harrington Amusement Company.

Mike Bland, Orange (Tex.) operator, was in Houston recently and did some heavy phonograph and equipment buying.

Commercial Music Company, Wur-litzer distributor, is one of the major Houston firms pushing the sale of Defense Bonds. Every regular employee of the company has purchased bonds, and the front showroom prominently displays several attractive posters.

Another Houston firm boosting Defense Bond sales is Stelle & Horton, Rock-Ola distributor. Posters are up in their display and sales rooms.



Guy LOMBARDO
and his
Royal Canadians
- bringing you
The Sweetest MUSIC
THIS SIDE OF HEAVEN
on these **DECCA** records

4077 **MEMPHIS BLUES**
S-H-I-N-E
—just released

4066 **SAILBOAT IN THE SKY**
EASY STREET

4021 **B-I-BI**
YOU'RE DRIVING ME CRAZY

On the Air—for Colgate Tooth Paste, every Saturday, 8-8:30 P.M. CBS—Coast to Coast
In Person—Hotel Roosevelt, N. Y.

EXCLUSIVE MANAGEMENT
MUSIC CORPORATION OF AMERICA
LONDON NEW YORK CHICAGO
Beverly Hills SAN FRANCISCO CLEVELAND DALLAS



SALES REPRESENTATIVE IRVING SANDLER, of the Hy-G Amusement Company, Minneapolis, placed this Seeburg Hi-Tone Symphonola in the lobby of the Minneapolis Orpheum Theater in connection with the personal appearance of Horace Heidt, orchestra leader. (MR)

THE BILLBOARD'S Record Reviews.
Nov. 22:
" . . . OF MAJOR IMPORTANCE TO MUSIC MACHINE OPERATORS ARE THESE

Standard
RECORDS"

- T-2022 **CROSS YOUR FINGERS IN THE FLOPHOUSE**
Rene Muzette Orch.
- T-2024 **FLAT TIRE POLKA**
DAILY DOUBLE—Polka
Bernie Wyte and his Orch.
- T-2028 **POLAR BEAR SCOTTISH SPRING RAIN HAMBO**
Nordic Instrumental Quartet
- T-2031 **SWEEPSTAKES HOT CHOWDER**
Rene Muzette Orch.
- T-1000 **CAMINANDO**—Danzon
(Walking)
Francisco & his Cuban Boys
YA ME VOY—Rumba
(I Am Going)
Francisco & his Cuban Boys
Vocal in Spanish by Felita Ray
- T-1001 **VIVA EL AMOR**—Bolero
(Long Live Love)
Alfredo Mendez & his Orch.
Spanish Vocal by Rita Molino
VEN A MI—Bolero Son
(Come to Me)
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WHAT IS
MINKA?
See Music Section, page opp. MUSIC POP. CHART. See Amusement Machine Section, page opp. Pt. 1 RECORD BUYING GUIDE.

WAYNE KING (Victor 27694)
Time Changes Everything—FT; VC.
Misirlou—FT.

Having already cornered the waltzing crown, Wayne King now makes a strong bid for hillbilly fame. Applying his lush and sugary syncos to the tall corn country ballad, he brings the simple melodies an added charm that goes far in widening the scope of their commercial appeal. Here he takes Tommy Duncan's *Time Changes* chant for a musical dressing fitting for any of the more sophisticated songs. Emphasizing the rhythmic lilt of his string section and woodwinds, and adding his own voice with that of the male trio, the country music becomes a melodic delight in keeping with the city standards. In direct contrast, a beguine beat is set for the haunting *Misirlou* melody, making for an instrumental tone painting.

The polished King rhythms for the hillbilly ballad makes "Time Changes" a regal dish for the music boxes. The song is a standard and King makes it all the more striking for favor-finding at the city and country locations alike. And for the class spots, the "Misirlou" side is musical ecstasy for such discriminating music boxes.

HARRY JAMES (Columbia 36434)
My Melancholy Baby—FT. *My Silent Love*—FT; VC.

The "Jazz Masterwork" markings on this couplet is only a carry-over for merchandising purposes. Its only distinguishing relationship to the series originally devoted to the righteous jazz is that the label lists the entire personnel of the James aggregation. On the unwinding, it's only a pairing of two evergreen ballads that doesn't nearly approach the high mark James has been hitting on his more recent recordings. The *Melancholy Baby* reviving at this stage is by reason of its inclusion in the old-time song cycle in the *Birth of*

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 10)

the Blues picture. Sudden show of *Silent Love* is by reason known to only James and the recording company. Both taken at a moderate tempo, A side is all Harry's horn, in the lower registers, supported by the string ensemble, for the two choruses. The trumpet's clear bell-tones above the staff highlight the opening half chorus for the B side with Dick Haymes entrusted with the remainder of the side for a fling at the song chorus.

Only benefit operators find here is that attention is directed to the "Melancholy" music in Bing Crosby's "Birth of the Blues" picture. But lack of a vocal limits its appeal even for such spotting.

SAMMY KAYE (Victor 27666)
Honeybunch—FT; VC. *This Is No Laughing Matter*—FT; VC.

Sammy Kaye can almost always be depended upon to pick hit-parade potentials for his platterings. And he rings the bell again with these two highly commercial tunes. The *Honeybunch* bit is an easy-flowing and breezy rhythm tune, with the Three Kadets called upon to raise their voices in song. It's Sammy's standard style until the closing chorus, at which point, and for no obvious reason, it goes into the shuffle rhythms of Henry Busse, replete with the Busse brand of trumpet tootling. Plattermate is a torch ballad, with Tommy Ryan burning the light in song, all soft and smooth in the Kaye manner.

Both tunes are new, and their phono possibilities are unknown. Both are heavily laden with commercial appeal, however.

RACE RECORDS

A varied assortment of musical moods of equal appeal to music machines in Harlem quarters and the inner circles of the swing cult among record collectors is found in the recent releases of race recordings from the Decca waxworks. Most commercial of the couplets, with appeal extending beyond the race register, is the Delta Rhythm Boys, male quartet, backed by a jump band, for *Take the A Train* and *Let Me Off Uptown* (8578). No jive, no scat. Smooth harmonies by a good blend of male voices.

Art Tatum restrains his piano magic in favor of the low-down blues singing of Kansas City's Big Joe Turner. It's the slow and sultry blues shouting for Tatum's rocking *Rock Me, Mama* and the lament anent *Lucille* (8577), the woman who has done him wrong. Flashes of Tatum's pianology, electric guitar and trumpet cut thru. Big Joe Turner carries a couplet of his own, a piano, guitar and bass setting the background for his bluesy love miseries for

Nobody in Mind and *Chewed Up Grass* (7868).

Getting deeper in the race register is the blues singing of Jimmie Gordon. With the piano, his *Beer-Drinking Woman* is coupled with *Looking for the Blues* (7865). Shoutin' of Yack Taylor, with piano, guitar and traps, is in the way low-down groove. Gal lights the torch for *Don't Stop Now*. Even more sultry is her *My Nightmare Jockey* (7864). Disappointing is the doubling of Nora Lee King and Georgia White. With piano, guitar and bass backing, Miss King shouts *Why Don't You Do Right*, while Miss White is at a loss for the listless *Mail Plane Blues* (7866).

For the jump and jive rhythms, Skeets Tolbert and his little band of Gentlemen of Swing make minor excitement with *Big Fat Butterfly*. *Uncle Eph's Dream*, completing the couplet (8579), is a weak instrumental. More throbbing and torrid are the jump rhythms of Louis Jordan and His Tympany Five for *Saint Vitus Dance*, husky singing of the maestro explaining the gyrations of the dance. And with a sorry shuffle beat trying to pass off as the boogie, flipover is titled *Boogie Woogie Came to Town* (8581).

Erskine Butterfield and His Blue Boys, expounding the more polished rhythms, revive the Lew Pollack-Jack Yellen hit of yesteryear, *Cheatin' on Me*. Butterfield features his singing rather than his sparkling Steinwaying, and not to best advantage on this side. Carrying greater race appeal is his plattermate, *You Done Lost Your Good Thing Now* (8576). Boogie-Woogie expert Pete Johnson packs all his piano excitement into *Pete's Mixture*, and then proves he is equally proficient for the four-four in the *Just for You* ballad (8582).

CONNIE BOSWELL (Decca 4046)

Stormy Weather—FT; V. *Gee! But I Hate To Go Home Alone*—FT; V.

For getting under a lyric and singing it right under the listener's skin, la Connie is still in a top drawer all of her own. The song is of second consideration. The important thing is that Miss Boswell is singing it. And her lyric projection makes a song sound like the composers wished they could write it. However, in this twosome, Miss Boswell graces at least one song about which there is no question as to its quality. *Stormy Weather* has had quite a hectic, and most deserving, career on records and allied mediums. But nobody has ever sung it as Miss Connie does now and therein lies its greatest commercial appeal. Just as appealing is her song selling for the sentimental

song for the flipover. It's the singing of a girl that's lonesome and Miss Connie makes it a rhythmic heartthrob. Victor Young gives the sterling instrumental support.

While Miss Boswell means more over the counters than in the music boxes, her "Stormy Weather" side is definitely worth a disk position in the machines. And if it's a location where the sentimental singing sides are strong, the companion piece, with the title an attention-getter, is a cinch to cop the coins.

ART KASSEL (Bluebird 11356)

Angeline—FT; VC. *I'm a Little Teapot*—FT; VC.

The sugary-style rhythms of Art Kassel, with a trio of male voices to tell the story, makes the serenade to *Angeline* a delightful dance disk. The *Teapot* ditty is a zany dish and Marion Holmes's gay singing makes it a neat novelty, selling it for most of the side.

Neither side makes a strong impression for mass appeal, but for the band's bailiwick in the Midwest territory, either side will find the fans flocking to the machine.

THE KORN KOBBLERS (Okeh 6468)

Friendly Tavern Polka—FT; VC. *When It's Hog Calling Time in the Valley*—FT; VC.

Unshamed and unadulterated corn is dished out in heavy dosage for this couplet. The Kobblers have been drawing down heavy dividends for their obvious capabilities in this direction, and for those to whom the simulated musical effects of auto horns and slapstick clarinetting is music to their ears, the disk may be reckoned as manna from the cornfields. Matching the beer-garden band style of this little group of musical vegetarians are the throatings of Nels Laakso and the ensemble for the tavern classic and the nasal tenoring of Stanley Fritts for the comedy *Calling Time* tune.

For the country belt's taps and taverns, it's the sweetest music this side of heaven with the Korn Kobblers. The "Hog Calling Time" side, with its comedy connotations and a title that strikes close to the hearth, is the side that will make the circle around the machines.

SAMMY KAYE (Victor 27691)

The Shrine of Saint Cecilia—FT; VC. *Santa Claus Is on His Way*—FT; VC.

The chapel atmosphere is captured by Kaye for the *Shrine* song. While of high musical quality and benefited by a sympathetic song story, its spiritual implications make it doubtful as commercial copy. Moreover, Kaye's interpretation, employing a choir background for Allan Foster's singing with chimes and organ effects for the musical support only accents the theological character of the tune. The *Santa Claus* side, with the Three Kadets to herald the jolly gentleman's coming, is another in the long line of Santa songs that pop up suddenly with each holiday season and are just as quickly forgotten.

Strictly because of its timely appearance, the "Santa Claus" side may attract coins from the Sammy Kaye fans. But the song material isn't strong enough to make the machines ring as merrily as the sleigh bells it brings to mind.

XAVIER CUGAT (Columbia 36436)

Tschaikowsky's Piano Concerto—FT. *Loved One (Desesperadamente)*—FT; VC.

All that remains is for somebody like Freddie Slack or Meade Lux Lewis to set the *Piano Concerto* to the boogie-woogie beats and then Peter Ilych can return to his hallowed resting place until Tin Pan Alley needs another song hit. Cugat has spared no efforts in setting the opus to a striking and highly imaginative arrangement, using the Cugat Chorus to add color to the instrumentalists. However, the rumba rhythm is the wrong blood type for Tschaikowsky. Plattermate is more in keeping with the treatment Cugat graces a tune. A Latin lullaby with no particular charm of its own, Cugat gives it some semblance of appeal. Carmen Castillo sings the native lyrics, the Cugat Chorus humming in the background.

While the rumba rhythm is unquestionably here to stay, its continued popularity will depend more on treatments as Cugat employs in coloring "Loved One" rather than its application to the "Piano Concerto."

JAY McSHANN (Decca 8583)

Hold 'Em Hootie—FT. *Dexter Blues*—FT.

Altho this item is shrouded in the wax firm's race list, it looms as a brighter bit of dishing than many of the items spotlighted on the regular pop list. Interest is all packed on the *Hootie* side, which showcases the piano playing of Jay McShann, youthful Kansas City

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WHAT IS

MINKA?

See Music Section, page opp. MUSIC POP. CHART. See Amusement Machine Section, page opp. Pt. 1 RECORD BUYING GUIDE.



BARRY WOOD, WHOSE RENDITION of "Any Bonds Today?" has been placed in thousands of phonographs, and Jack Mitnick (left), of the George Ponsler Company, New York, distributor of Mills Phonographs, have just spotted the No. 1 defense tune on the Mills Empress phonograph. (MR)

ivory-massager. With an original style that makes the Steinway rock and roll, and with a true conception of the traditional blues and a bit of the eight-beat rhythm for the left hand, he gives his own composition a solid kick thruout the entire side. Taken at a medium tempo, backing of bass and drums makes it all the brighter, especially for the fancy rim shots of the skin-beater that give terrific impetus to the piano swing sparkles. Drummer boy sounds as if it might be Jessie Price, who was also tutored in the school of rhythm that produced Count Basie. The *Blues* side, dedicated to music critic Dave Dexter, is the typical jump and jive riffing by a small band that makes little of McShann's capabilities.

The "Hootie" side is a cinch for the race locations, especially out Kansas City way. But operators catering to the campus locations, where the serious swing students delight in uncovering an unknown on the disks, shouldn't pass up the possibilities the side provides.

BARRY WOOD (Victor 27692)

Madelaine—FT; V. *This Is No Laughing Matter*—FT; V.

The hit parade songster tackles two of the newer ballad entries, and both shape up as strong contenders for hit parade fame. *Madelaine*, the collaboration of Phil Spitalny and Joe Capwell, is a highly melodic love song serenade the "flower of Normandy," promising that romance will bloom again after the war clouds have lifted. The torch ballad on the B side is also excellently sung, with added vocal color in the female voices of the Wood-Nymphs.

Both ballad sides pack plenty of promise of being around for a long time, and Wood's warbling goes far in creating that impression. Where the vocal sides are strong, operators will either have to flip a coin for the one to be on top or more profitably, use both. Both songs are designed and undoubtedly destined to catch the coins.

GLEN GRAY (Decca 4048)

City Called Heaven—FT; VC. *I Found You in the Rain*—FT; VC.

It has become sort of a rare occasion that returns the Casa Loma band to the records. However, this occasion does not mark a rare occasion. Instead, it gives the smooth and rhythmic tones of Glen Gray for two ballads, with the lion's share of each side going to the soft tenoring of Kenny Sargent. *City* song has been kicking around for some time and has still to make a lasting impression. More to the moment is the plattermate, Harold Barlow's adaptation of Chopin's *Prelude No. 7*. And there's a strong possibility that Chopin will soon find himself in Tschalkowsky's Tin Pan Alley class.

Save for the fact that it returns Glen Gray to the records, it's not the music magic that the band has been accustomed to etch on the waxes. However, with the "Rain" side showing the strongest song, that's the side to tempt the phono fans.

FRANKIE MASTERS (Okeh 6467)

I'll Wait for You—FT; VC. *Got Something in My Eye*—FT; VC.

A ballad for the A side, with Phyllis Myles chanting, coupled with the maestro's own song efforts for a breezy rhythm ditty, gives Masters a smooth enough disk. However, with the tunes lacking in luster and the band applying little polish to them, disk is designed for dancing rather than for attracting attention to it.

The "Something in My Eye" side is the most listenable one, but as music machine material, it's the drawing power of the band rather than the attractiveness of the tune that will condition its coinage.

DINAH SHORE (Bluebird 11357)

This Is No Laughing Matter—FT; V. *I Got It Bad and That Ain't Good*—FT; V.

Miss Dinah dishes out two dandies to make this couplet complete. Her song stylings make these two torchers burn so much brighter. Sings *Laughing Matter* most engagingly, and as for Duke Ellington's *Got It Bad* beaut, she takes it at a light and rhythmic tempo. And it's plenty good.

If it's a Dinah Shore disk the machine requires, this entry will make for double duty. The "Laughing Matter" is a new ballad that looms big, and with equal perfection, she makes the diskmate ever bright.

BOB CROSBY (4049)

A Week-End in Havana—FT; VC. *My Imaginary Love*—FT; VC.

Crosby is a bit late in getting around to the *Week-End in Havana* picture title tune. But it matters none because no ground was lost. Like a program picture, Crosby doesn't make it sound any more different from a like ordinary program tune. Nor does Liz Tilton's vocal add anything to its selling qualities. Bet-

EASTERN FLASHES

By JOE ORLECK and BEN SMITH

NEW YORK, Nov. 22.—Johnny Billotta, Newark, N. Y., one of the largest and most successful operators in Central New York, has been promoting many professional athletic events. Johnny passes along a percentage of the receipts to the U. S. O.

Ray Mason, head mechanic for Frankie Morris, of United Amusement Machine Company, Bridgeport, Conn., is now supervising the Panoram operation. Morris claims Lou Northrup, who also assists him mechanically, is almost as good as Mason. Frankie's secretary, Betty (Hollywood) Picard, also received high praise from her boss for her efficiency. Frankie ranks her as one of the most beautiful girls in the industry.

Ernie (Hub) Waldrop, doing a large distributing and jobbing business in Baltimore, is also touted as being tops as host to out-of-town visitors. . . . Jack Putterman and Maxie (Baron) Putterman, of Putterman Novelty Company, New Britain, Conn., were in New York replenishing their wardrobes. Alex (Flash) Gold, of Roselle Novelty Company, same town, was with the Putterman brothers, and also went for a piece of scenery. While her bosses were in the big city Miss Judy, secretary to the Puttermans, was capably handling the rush of business.

Tom Singleton spent a few days in New York with Joe Munves. Tom has opened an arcade in Watertown, N. Y. He tells how, the surrounding towns were in the midst of a warm spell, he was caught in a snowstorm for a stretch of 10 miles between Watertown and Syracuse.

Sandy Warner, Seaboard Sales, received his pilot license and has been shopping around for an airplane. Bert Lane has been keeping him busy at the office taking care of the rush for Genco's Victory, and Sandy has had little time to do anything else.

Irv Mitchell is still concentrating on venders and counter amusement machines and claims business is good. . . . Mike Munves, the arcade expert, has reserved a suite of rooms at the Sherman Hotel for the park men's show. Joe Munves may make the trip with Mike.

FAST FLASHES

Jack Kay, of Ace Vending, Newark, N. J., is thrilled over the appearance of his building and office, and business isn't bad either. . . . The three ambassadors of Ambassador Vending, Brooklyn, Al Sherry, Al Koondel and Phil Gould, continue to do good business in used games and report that their music department is doing well also.

Bill Rabkin and Al Blendow will take in the outdoor showmen's convention in Chicago. . . . Max Levine is convinced that the coin machine industry is in for a tremendous boom when the present world situation clears. . . . Dave Robbins is back in stride again with his reconditioned cigarette vending machines and going full force.

Murray Sandow, of Weston Distributors, Inc., claims Exhibit's Big Parade is going stronger than ever. . . . Now that Rosiland Nelson is back in the office, Lou Cantor takes advantage of her knowledge of the business to spend more time on the road.

"Elka" Cohen, of DuGrenier, flunked her auto driving test. Not a matter of efficiency, but because of her trusting nature. Her instructor asked her to make a turn on a red light, and she followed instructions. Next time she'll know better. Blanche Bouchard, DuGrenier treasurer, came down from the Haverhill factory and was a welcome visitor on coin row.

Sam Sachs, of Acme Sales Company, advises that Jesus Izquierdo, who will represent the firm in Venezuela, is spending a few months in the New York factory to gain a better knowledge of

ter picking is Jack Lawrence's *Imaginary Love*, which serves as setting for Bob's balladeering. It's a nice enough ditty but far from being a distinctive one.

The Crosby band seems to have gotten in a rut as far as its recording activities are concerned, and this doubling doesn't do anything to get them out of it. As far as the operator is concerned, this couplet is reserved for locations where the call is for Bob Crosby, regardless of what the tunes might be or how well they present them.

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the firm's method of remodeling phonos. . . . Al and Murray Simon, of Savoy, are up to their ears in work taking care of Chico's Venus and supervising the shipment of used games.

Murray Wiener, U-Need-a-Pak sales manager, currently on a sales trip thruout the South, sends word that he is writing loads of orders for the Norman Bel Geddes-designed Model 500 cigarette merchandiser. He states further that Southern operators are acclaiming the machine one of the greatest location-getters they have ever handled.

OF MEN AND MACHINES

George Pouser's next trip to Chicago will not be until December 17, when he plans to go to the Mills Panoram party. George expects to drive home in a new car (first prize for the Mills Panoram contest).

Al Davis, of Automatic Sanitary Vender Corporation, is away from his office a good deal of the time seeing operators interested in purchasing his new stamp vending machine. . . . Willie Levey and Lucky Skolnick, who tied up with Hymie Budin to form the new Budco company, are on hand to welcome their friends. The trio expect to pull a surprise on their friends in the near future.

Bill McDonald, office manager of Fitzgibbons, handed out the cigars to celebrate the arrival of a daughter November 17. . . . Bernie Beder, of Mike Munves' office, was away from the office last week honeymooning with the former Muriel Kass. The wedding took place November 16. Another coinman who joined the ranks of benedicts is Joe Mandel, who married Lee Newman November 15. Mandel is the proprietor of Queens-Nassau Automatics in Brooklyn. The showrooms of Manhattan Distributing Company were lined with many interested music operators giving Wurlitzer's new Model 430 Selective Organ Speaker the once-over. Joe Eisen and

Jerry Thorner were pleased with the enthusiastic reception.

Earle C. Backe is particularly proud of the many complimentary letters received by National Novelty Company, of Merrick, L. I., and coin row praising the quality and efficiency of their reconditioned equipment. The firm's stock includes all types of games and phonos.

HERE AND THERE

The Art Novelty Company, Albany, N. Y., filed certificates October 20 in Onondaga and Albany counties changing the name of the firm to the Arthur Hermann Company. Hermann is distributor for Wurlitzer phonographs in Syracuse and Albany, N. Y. Hermann says operators in both areas report that business is holding up very well.

Frank Hart, of Eastern Automatic, Newark, N. J., never tires of talking about Victor Vending Company's new Model V Vender.

Ben Becker, roadman for Weston Distributors, returned to the city for the Thanksgiving week-end. Ben claims a successful trip with Exhibit's Big Parade. Becker reminisced about an interesting story that happened a few years back. While riding down an elevator in a large Detroit hotel Rosemary Lane, the actress, claimed to have met him somewhere. Ben and Miss Lane stopped to chat, and when she found out in what business he was she remembered seeing his photo on a Mutoscope Photomatic in Long Beach, Calif. It seems that Becker's photo is on every Photomatic sold, which means his phiz is plastered all over the world.

Irving Sommer is headed back to Miami, where he will remain for a few weeks, and then return to New York.

Willie Blatt really moved around last week. Your correspondent bumped into him in three Brooklyn offices, downtown New York, and in a dozen places on coin row.

Sterling Event

The show business and the coin machine industry are joined thru the marriage of George Imes and Mary Coyne, of Scranton, Pa., employees of Ben Sterling Jr., who, besides being a coin machine distributor, is owner of Rocky Glen Park, well-known amusement area. Imes is a coin machine salesman, while the new Mrs. Imes, with her parents, occupied the Swiss Cottage in Rocky Glen Park. For the wedding reception



the Swiss Cottage was redecorated, an orchestra and entertainers were hired and over 200 guests invited. The honeymooners visited Baltimore and Philadelphia.

In Support of The Minuteman

Phonographs for Defense is a patriotic campaign which has the most sincere purpose—the desire of phonograph operators and manufacturers to do their part to aid the sale of Defense Stamps and Bonds, and by doing so to aid their

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 WE GAVE YOU THESE RECORD HITS!
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 "I Wish I Was Back In Milwaukee" Decca 3458
 "Let's Make Believe We're Sweethearts"
 A hit on Bluebird, Decca and Okeh
 "Look on the Bright Side" Okeh 05013
BUT NOW LOOK!
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MEN MACHINES

country. Moreover, the phonograph campaign has not only aided the sale of bonds and stamps, but has increased the prestige of the phonograph business. Thruout the country have appeared mentions in the press of the campaign. Many of the pictures are concerned with the Minuteman phonograph, a specially designed phono in red, white and blue with stars and a silhouetted Minuteman. One such pic appeared in *The Chicago Daily News* November 14, showing two uniformed girls selling Defense Stamps to two members of the American Legion.

Make 'Em Last—Monarch's Order of the Day

"With the trade seeking to make every machine produce the utmost in profits, Monarch initiates a timely new order of the day—Make 'Em Last," reports Al Stern, sales manager Monarch Coin Machine Company, Chicago. "We realize that the late model quality merchandise we have to offer, reconditioned the Monarch quality way, is the operators' best assurance for getting the utmost returns from every machine. We think that replacement of old, unattractive machines of doubtful profitability with late Monarch reconditioned games squares with the national mottoes, 'Keep 'Em Flying' and 'Keep 'Em Rolling,' for it helps operators to 'make 'em last' and thereby assure long, profitable runs."

Philadelphia, Miss.

Thought for a minute that the editor was mixed up, but Philadelphia, Miss., is the home of the Mississippi Vending Company. The firm also has offices in Sterling, Ill. W. S. Redd, firm official, writes that business in Illinois and Mississippi is good and reports that the firm has two large warehouses well stocked with new and used games.

Joe Huber

Many coinmen may wonder as to the whereabouts of Mr. and Mrs. Joe Huber. Joe was the manager of the coin machine show years ago and also headed the Huber Coin Machine Company. He and his wife are currently operating a large resort known as Norwood Pines, located on Route 70 at Minocqua, Wis. Mrs. Huber writes that they have a swell place, with cabins and cottages adjoining the main building. "Best of all," she writes, "we have two lakes and one of them is named Kewaugasaga."

Parts Here, Parts There

Max Wiczer, president of the Harry Marcus Company, Chicago, reports that they have parts for all types of coin-operated equipment. "We've parts all

over the place and can supply the part of almost any kind of machine desired. Not only that, we're located in the heart of the market and can give fast delivery to every order be it large or small."

News of Nudes In Eight Colors

Manny Gutterman, factory representative of Harlich Manufacturing Company, Chicago, recently tripped his way thru the Eastern States and as far south as Florida to introduce the new Harlich line of leatherette plaque boards.

The plaque is detachable from the board, so that when the board is emptied the plaque can be detached and used as a wall decoration. Gutterman found business conditions favorable. The reception for the new line was overwhelming, he reports.

Private



Private Herbert C. Ellis, formerly with Atlas Coin Machine Company, Boston, is now at Camp Croft, S. C. He is a member of the 4th Platoon, Company O, Infantry Training Bn.

Virginia Bellanger, of Atlas, furnished this picture. We have no way to telling whether he is private to her or not.

Confidence Is a Necessity

Curley Robinson, of the Associated Operators of Los Angeles County, sends thru a series of embossed cards, the wording of one of which is reprinted here. The cards are signed by the association and bear its seal. Says the first of the series: "Confidence Is a Necessity. When one has the feeling of trust in or reliance upon another person, the assurance or belief in the purpose or ability of another, a feeling of self-assurance or security, then and then only does one have Confidence. Truly, Confidence is a state of good faith or trust between persons."

Others in the series will be printed in subsequent issues.

Hotel Manager And Inventor

Del Courtney (not the ork leader), manager of Hotel Pick-Ohio, Youngstown, O., is revealed as the inventor of a spurious coin eliminator by the recent purchase of the device by a group of Kansas City manufacturers.

Buy a Bond For Baby

The full-page advertisement of the Mills Novelty Company in the November 15 issue of *The Billboard* showing a picture of a fine-looking baby and carrying the simple caption, "Buy a Bond for Baby," has occasioned much comment. For the record here are the names of the men responsible: James T. Mangan, advertising manager of Mills, who conceived and directed the idea; Torkel Korling, the photographer, and Grover Jungbluth, layout man.

Koplo Komments

Al Koplo, Koplo Sales & Supply Company, Chicago, reports that Seven Grand and Roll-a-Way are going along at their usual gait of profitable operation. "In fact," he says, "sales of these dice counter units are better than ever. They play for pennies, nickels, dimes or quarters thru the same coin chutes, and I am sure that anyone who has ever observed one of these games in operation will know that they are profitable," continues Koplo, "for there is an instantaneous attraction to the player."

Everything Ducky At Atlas Plant

"We enjoyed a swell Thanksgiving at Atlas and had a lot of things to be thankful for," is the general chorus of Morrie and Eddie Ginsburg, Hal Schwartz, Irving Ovitz, Harold Pincus and Howard Freer. "Our business is good and we've been fortunate in having the kind of equipment that makes for satisfied customers. We are currently carrying an unusual stock of reconditioned equipment of all types.

"In addition the our reconditioned equipment, we represent the leading manufacturers whose products have been the most popular during the past year. It is any wonder that Thanksgiving Day was a happy one for us?"

Pointer on Reconditioned Games

"But for one important point, buying of reconditioned machines would be like picking a cat in a bag," says Sam Kleiman, of Allied Novelty Company, Chicago. "And that point is the company behind the game. Reconditioning is a broad word and covers many definitions. We do not intend to infer that other firms are unable to recondition games as well as the Allied Novelty Company. We know that Allied is thoro on every game, and that only a game in perfect order can be shipped from Allied as a reconditioned game. Some of our customers report buying reconditioned games sight unseen and then finding out the extent of reconditioning upon its arrival.

"We may quote a higher price on a game now and then. But if we do it means that the difference between the game we offer and the cheaper one is the reconditioning."



MASER'S CONCERTINOS. Left to right: Hank Maser, Pops Druck and George Druck.



Industry Mentions Magazines -- Newspapers -- Radio

Wall Street Journal, November 13.—This important financial publication paid special tribute to music boxes in an excellent article on phonograph records, saying that the industry has been down several times, but never out, and is now setting new marks, due to the development of automatic boxes. It estimates that music box operators now take about 22 per cent of the record industry's output and that in 1941 will take between 22,000,000 and 25,000,000 records. Tracing the phonograph record industry's progress, it says that its low point was in 1932 when 10,000,000 records were produced. By 1939 production had reached 35,000,000, and in 1940 went to 55,000,000. High for the industry was in 1929 when it produced 110,000,000 records.

The Racine Journal-Times.—"Should slot machines be legalized and licensed?" was the question this newspaper's Inquiring Reporter put to various residents of Racine, including six housewives, an attorney, a tavernkeeper, a wood pattern maker and three mechanics. Pictures, names, addresses and replies of those interviewed were published. Of the total interviewed only three (housewives) were not in favor of legalizing and licensing the machines.



"Tell me I have a nasty temper, will you?" NEA Service, Inc. "Hold Everything."

Esquire, December.—Two coin machine cartoons appear in this issue. In one Santa Claus, standing on a corner ringing bells to solicit donations, instead of having the usual iron pot to receive the money, has a slot machine mounted on a low brick chimney. A fellow who has passed him up stops short at sight of the machine and is about to return to play it. Santa has a knowing little smile on his face.

In the second cartoon Falstaff, a Shakespearean character who liked his wine, women and song, is shown in a modern bar, leaning on a modern music box drinking a Zombie. Sign says only one Zombie to a customer. Falstaff is on his second, has two more coming up, and the drink a "nice light ale." The music box is the most prominent thing in the picture.

The William Taylor Company, Cleveland department store, advertised a two-piece dress for junior girls called the Juke Box. The dress is one which is popular in Chicago also, but it is not known there by any particular name. Evidently the Cleveland fashion copywriter chose the name as being timely and one which would appeal to the junior miss, girls of that age group being most frequent patrons, with their boy friends, of automatic music boxes.

The Superior (Wis.) Telegram, October 29.—In "We, the People" is published a long letter from a woman writer who defends slot machines and gives many arguments in favor of them over dice and gambling, which is permitted in some parts of Wisconsin, while slots are banned.

The Chicago Daily News, November 19.—In his column *Sharps and Flats*, Robert M. Yoder describes the many types of coin machines he encountered in a railroad station, commenting especially on "a new marvel of automatic vending done in the national colors" which will vend you a tune and deal

you out a defense stamp upon the insertion of a quarter.

Editorials are appearing in newspapers all over the country commenting on the difficulties which the coin machine industry is encountering due to priorities orders. Opposition newspapers are making much of the situation to argue against the industry.

The Lake Region (Fla.), November 13.—On October 25 this paper carried a feature story on the automatic phonograph industry in Lake County, Florida. The Billboard liked the story and reprinted it in full in its issue of November 1. Front-page comment in The Lake Region on the reprint indicates pleasant surprise at the "international publicity" given Eustis and Lake County thru The Billboard's reprinting of the story and tells how the story came to be written in the first place. It says that George Van Gieson, advertising manager of The Lake Region, was so impressed with the part music machines were playing in national defense that he prepared the feature story on the industry in Lake County.

Gags, January.—Cartoon shows a fellow who has just put a slug into a slot machine getting socked on the jaw by a boxing glove on the end of a folding arm which jumps out of the machine like a Jack-in-the-Box.

Bartender tells another customer, "It's a new slug detector that's just been put on the market."

Radio Mentions.—Red Skelton and Harriet Hilliard. Skelton, nervously waiting to make a speech, is asked by Harriet, "Why are you shaking, Red?" Skelton, "I've got a hangover from a pinball game."

Movie Mentions.—One scene in *Flying Blind* shows slot machines as one of the feature attractions of visitors to a Los Vegas resort. *Parachute Battalion* uses an automatic music box to furnish music for dancing.

THE MUSIC WORLD (Continued from page 90)

Remember the Customers

The second principle which makes for the common success of all in the music business is to remember that the masses of the people are our customers. The phonograph industry has had one big problem thru the years, and that has been to educate the operator to appreciate his customers, the people who patronize his phonographs. If this is true of the phonograph operator, it is also true of practically all other groups in the music world.

The phonograph operator has one big advantage over most groups in the music business. He can check on his machines and determine just what selections the public has really wanted to play. It is this factor about the commercial phonograph that has made it so important in the whole music world today. But even with this careful check on the public tastes in music, it is still necessary to urge operators to give more attention to their customers, the masses of the people who want and pay for popular music.

It applies to the author, the composer, the artist, the publisher, radio, retail stores and all who make or sell music. There is always the need for comparing notes and trying thus to improve the quality of music offered to the public. There are many ways in which analyses of public tastes can be pooled for the benefit of the entire music industry, once all groups in the business face the need of such information. With pride, the phonograph industry can say that it has helped to center the attention of the music world on this big problem. As long as there are people who want music, it will be necessary to study human nature to decide how to provide the right music menu.

Human nature being what it is, there will always be the difficulty of trying to foretell what people will like, or not like, in music. That is why such a checking instrument as the commercial phonograph should always be a welcome factor in the music business. The author and the composer, being creative workers, like an editor, will always have difficulty in being a real part of the heyday world. Musicians have a hard time gauging the broad popular tastes because the cafes, clubs and other places where musicians

perform always have a limited group of people and hence are not a true test of what will be popular with the masses. This is one reason why orchestras accustomed to performing in places of entertainment have difficulty in making recordings for commercial and home phonographs.

The job of everybody in the music business is to study public tastes in music, to exchange that information for the common good, and to respect the public as a mass of individual customers.

In dealing with the masses, of course, it is popular music that makes the mass appeal. Some have felt there is a conflict between popular and classical music here. But there really is not. For it always holds true that an increase in the demand for popular music also boosts the demand for classical music; in other words, there is no real competition between popular and classical music.

Many Outlets for Music

When all groups in the music business have agreed on the importance of co-operation and of the necessity of respecting the customers, then it is important to take into consideration all those retail outlets for music. Every cafe, restaurant, theater, hotel and other place where musicians perform is a retail outlet for music just as well as the retail music store. The commercial phonograph has in recent years greatly increased the number of retail outlets for music. At least 300,000 retail establishments have been added to the music industry by the advent of the modern phonograph. Since even the author and the composer must be interested in the eventual selling of his music, it is necessary that all these thousands of retail outlets for music be considered as a vital part of the music industry. The managers and proprietors of these retail establishments have a job to perform in pleasing the customers. These managers and proprietors also get ideas about public tastes in music and are to be considered when it comes to pooling ideas on what the customers want.

The operators of commercial phonographs come in direct contact with thousands of these retail outlets from day to day and consequently the operator gathers many and varied ideas about musical tastes. He learns how music tastes vary from district to district in the same city and how the short distance of a city block may show different tastes in music. Operators learn by daily experience how to judge the reports from retail spots and also from the registers on their machines. It is a continual process of gathering information on the public, on regional variations, and on the reception which new songs and new records get from the public. The discussions of phonograph operators and the trade literature of the music box industry thus contain many suggestions and ideas on the music appetite of the nation.

It is by duly evaluating the importance of these retail outlets for music that the merchandising knowledge of all engaged in the music business can be built up so that the sales of music can always be kept on the upgrade, whether it be sheet music, musical instruments, talent or any other music item.

Examples of Pulling Together

The success of the commercial phonograph industry has brought out some very concrete examples of how various branches of the music world can pull together. The best examples of co-operation have been seen in those instances in which prominent orchestras have made local tie-ins with the commercial phonographs in a given city. Many examples are now on record in which an orchestra sought the co-operation of phonograph operators to publicize a local engagement, to feature certain recordings by the orchestra, and to co-operate in other publicity arrangements. The results were beneficial both to the operators and the orchestra.

Orchestra leaders have also used many plans to cultivate the acquaintance of the phonograph operators and have found that it pays. The phonograph industry also greatly appreciates the favorable attitude of orchestras and artists because it brings favorable publicity to the phonograph industry as a whole.

Illustrations of such co-operation between operators and artists and orchestras could be multiplied many times over. The methods of promoting such co-operation are now pretty well understood and no doubt new ideas will be tried out from time to time. The idea which stands out in every case is the simple lesson that co-operation pays. As the phonograph industry continues to grow, the possibilities exist for the ex-

tension of the co-operative idea into many fields.

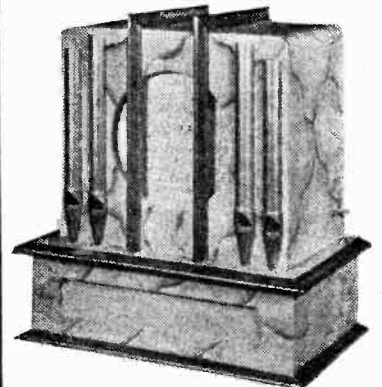
Building National Morale

The present time is considered a period of severe national stress and the very condition of emergency creates greater opportunities for the supplying of music to the people. In fact, there is an obligation resting upon the music industry to supply cheerful music during periods of national stress. It is readily understood how music helps a nation to go thru a period of strain just as it helps individuals in any time of trouble.

The phonograph industry is doing its part in helping to cheer up America as an all-out effort is made to complete the defense program. It is well understood that all other branches of the music world are doing the same thing. If ever a time was opportune for the music industry to work together in a great cause, it is now. All branches of the music industry can be assured that all efforts made now in a unified cause to support the American spirit will bring rich rewards in the future. The music industry is not seriously threatened by any of the adverse conditions that follow in the wake of war, altho material shortages may hamper certain parts of the music business. But in the long run there will be greater demands than ever for good music. The public will be willing to pay for its music also. The period ahead is not one of gloom for the music business and for that reason all groups within the trade should help to keep the people in the proper mood.

The author, the composer, the artist, the publisher, the manufacturer, the retailer and the operator of phonographs all have a big part to play in supplying music. By working together in certain common aims the music business in all its branches will prove profitable as well as win an ever-increasing amount of public good will.

KLEER-TONE SPEAKERS



"ORGOMATIC" MODEL

WILL ACCOMMODATE LARGE 15" SPEAKER FROM PHONO

Beautiful Red Plastic Light-Up. Equipped with Switch, Volume Control, Lights, 15 Foot Plug-In Extension Cord.

Attractive Marble Effect Finish **\$15.95**

Complete with 12" Heavy Duty Utah Speaker **\$21.50**

Over-All Size—21" Wide, 21" High, 12 1/2" Deep.

Manufactured only by

L. BERMAN & CO.

114 N.W. 1st ST., EVANSVILLE, IND.

WANTED TO BUY

SEEBURG MODEL REX OR ROYAL PHONOGRAPHS \$65.00
SEEBURG WALL-O-MATICS, 1940 AND 1941 18.00
SEEBURG UNIVERSAL UNITS 25.00

W. R. BURTT

308 Orpheum Bldg., Wichita, Kansas

RECORD MEN

EXPERIENCED AND ASSISTANTS
Wax Recordists, Matrix Electroformers, Pressmen, Compounding and Mill Room positions open in Northern New Jersey and vicinity of Boston. Written applications only.

POINSETTIA, INC.

PITMAN, N. J.



**VICTOR VENDORS
FEDERAL TAX FREE**
**VICTOR'S MODEL V VENDOR
THE LAST WORD IN
VENDING PERFECTION**

TRULY A GREAT VENDOR. IT IS UNIVERSAL, VENDS ALL TYPES OF BULK MERCHANDISE, SUCH AS NUTS, CANDIES, PISTACHIOS, ALMONDS, BALL GUM, ETC., AND VENDS THEM ACCURATELY. NO ADDITIONAL PARTS NECESSARY.

MODEL V IS A DELUXE VENDOR FINISHED IN POWDER BLUE TRIMMED IN CHROME, OR AT A SMALL ADDITIONAL COST IN A BEAUTIFUL SHADE OF RED PORCELAIN WITH CHROME TOP AND BOTTOM. THE MERCHANDISE CHUTE ON ALL MODEL V VENDORS IS PORCELAIN ENAMELED.

MODEL V CAPACITY 6 LBS. OF BULK MERCHANDISE OR 1,000 TO 1,200 BALLS OF GUM; VENDS 1/2, 3/8 OR 3/4 BALL GUM.

STANDARD FINISH MODEL V, ONLY \$8.50 EACH
PORCELAIN FINISH, MODEL V, ONLY \$9.50 EACH.

MODEL V PREMIUM DEAL COMPLETE CONSISTS OF THE FOLLOWING:

- 1 MODEL V VENDOR, STANDARD FINISH \$8.50
- 1 INSERT IN MACHINE50
- 1 PREMIUM DISPLAY BOARD WITH 20 PREMIUMS 3.50
- MACHINE FILLED WITH 1100 BALLS OF GUM, INCLUDING 20 STRIPED BALLS. 1.00

COMPLETE DEAL READY TO SET ON LOCATION ALL FOR ONLY \$13.50

MACHINE TAKES IN \$11.00, PAY LOCATION 25% OR \$2.75.

YOUR NET RETURN IS \$8.25.

MANY MODEL V PREMIUM DEALS WILL EMPTY 2 TO 3 TIMES A WEEK. BE ACTIVE IN YOUR TERRITORY WITH THIS PROVEN MONEY MAKER. ORDER ONE OR MORE DEALS TODAY, PLACE THEM ON LOCATION AND SEE THE MONEY ROLL IN.

Terms: 1/3 Cash With Order, Balance C. O. D., or Send Full Amount and Save C. O. D. Cost.

VICTOR VENDING CORP. 5711 W. GRAND AVE., CHICAGO, ILL.

WILL BUY FOR CASH!
CIGARETTE & CANDY MACHINES
NATIONAL 9-30; 9-50;
6-18; 9-18
QUOTE BEST PRICES AND QUANTITY!
BOX 290, THE BILLBOARD, 1564 BROADWAY, NEW YORK CITY

CIGARETTE VENDING MACHINES
RECONDITIONED LIKE NEW!
All leading makes—Rowe, DuGrenier, U-Need-a-Pak and National. Now is the time to buy these Steady Money-Makers! Write today for our illustrated catalog and price list!
D. ROBBINS & CO.
503 W. 41ST. NEW YORK CITY

MECHANIC WANTED
Thoroughly experienced in repairing Cigarette Machines. Excellent opportunity for right man. Give full details of experience and salary expected.
R. BAYLIN
151 THIRD ST. CHESTER, PA.

SEVEN KEYS TO BIGGER PROFITS!

For the sure way to BIGGER and BETTER collections take the ADAMS GUM route! For scores of years ADAMS GUM has been the Nation's FAVORITE, and operators all over the country agree that ADAMS is winning more and more friends every day!! Its "FRESH-FLAVORY" Goodness keeps a steady stream of customers at your machines! ADAMS GUM IS TRIPLE WRAPPED AND WAX SEALED TO KEEP IT FRESH AT ALL TIMES! Get aboard this proven money-making combination—the G. V. VENDOR plus ADAMS GUM—TODAY! It will bring you seven-fold insurance AT NO EXTRA COST! This includes insured QUALITY! insured FRESHNESS! insured ACCEPTANCE! insured REPEAT SALES! insured PROFIT! insured DELIVERY and insured SERVICE!! and remember—G. V.'s ADAMS GUM VENDORS are ESPECIALLY BUILT by DUGRENIER to attract more SALES and give you more SERVICE!

"Get Started Today—The Adams Way"
Write for Free Book, 'PROFITS FROM PENNIES', NOW
G.V.CORP 33 WEST 46TH ST., N.Y.

MERCHANDISE MACHINES

Conducted by E. M. HAMMAN
Communications to 155 North Clark Street, Chicago

**Farley Tells Bottlers
Soft Drinks Vital Need**

**Traces origin and names
many important uses for
beverages**

PHILADELPHIA, Nov. 22.—The carbonated beverage industry will play an important role in the nation's defense effort, James A. Farley, former postmaster general and now chairman of the board of directors of the Coca-Cola Bottling Company, predicted Thursday (13). Speaking to the delegates of the 23d annual convention of the American Bottlers of Carbonated Beverages, Farley said that the soft-drink industry is an affirmative and powerful aid in the defense effort on the military, naval, financial and industrial fronts.

Farley said that the soft drink is a factor tending to sustain public morale thru the continuing availability of a cheap, wholesome, palatable and universally consumed commodity. He traced the origin of the industry from a drug-store in Philadelphia a century and a half ago to its present-day greatness.

Popular in Camps

Farley said that the soft drink is an increasing demand for soft drinks in army camps.

"Men in cantonments are exercising long and vigorously and out of doors much of the time," he said, "and carbonated beverages assist in supplying the increased calorific energy they need. Naval and military authorities, necessarily conscious of the problems arising when large numbers of young men are brought together for training, are usually disposed to regard the use of soft drinks as highly desirable."

"In case of war the soft-drink industry might be of incalculable value," said Farley. "The contamination of water either thru bombing, chemical sabotage or any other results of war would bring the bottler to the front," he said. Farley further declared against the curtailment

of the carbonated beverage industry in time of emergency.

He said money spent on carbonated beverages could help forestall the threat of inflation and that use of the beverages would tend to sustain public morale.

Safer Than Water

The 7,000 delegates attending the convention also heard Dr. Ivor Griffith, president of the Philadelphia College of Pharmacy and Science, state that in most congested municipalities soft drinks are safer than spigot water because the tap water is treated before it is used in bottled drinks.

One of the last luxuries the American people would ever be asked to give up is soft drinks, believes Edward Wagner, Cincinnati, president of the association.

Dr. Thomas Parran, surgeon general of the United States, said that Americans drink carbonated beverages because they enjoy them and not because of misleading promises that they are "good for what ails them."

"The average American looks to his carbonated beverage for relaxation," Dr. Parran said, "just as the Britisher looks to his pot of tea and the Brazilian to his cup of coffee." The government, he said, has ordered abundant supplies of the beverages and is shipping them to soldiers on duty in the nation's defense outposts.

**Built For Operating!
DEPENDABLE! PROFITABLE!**

That's why most experienced operators say it pays to buy

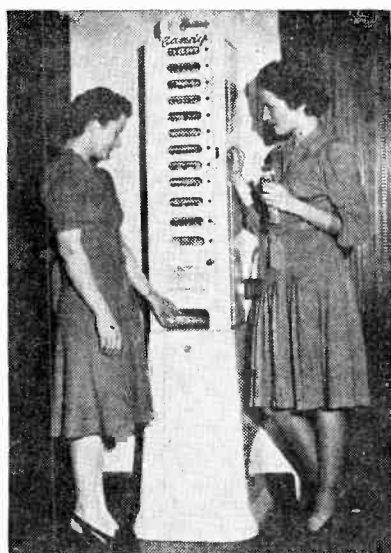
Northwestern

BULK VENDING EQUIPMENT

Nine models to choose from! Time payments! Trade ins! Write for details.

FREE!
If you operate, write for a free subscription to THE NORTHWESTERN. Full of photos, hints and news for vending machine operators.

THE NORTHWESTERN CORPORATION
EAST ARMSTRONG STREET, MORRIS, ILLINOIS



LEON (HI-HO) SILVER, West Coast operator, is pleased with his DuGrenier Candy Man 5-cent candy bar machine installation in the Los Angeles Brewing Company. He purchased the machine from R. A. Parina & Company, the firm's West Coast distributors. "The compactness of the Candy Man makes it an easy machine to spot," he claims. (MR)

TAX FREE

SILVER KING BALL GUM MACHINE
(Over 50,000 Sold)

Capacity 1100
1/2" Ball Gum
Vends 3/8" or 1/2" gum
\$6.50
6
EACH
Less in Quantity
Send your order today for IMMEDIATE DELIVERY

TORR 2047 A-SO. 68 PHILA., PA.

Your original investment in Defense Savings Bonds, Series E, will increase 33 1/3% in 10 years.

U-NEED-A-PAK

Delivers the Goods!



Yes sir! The new Norman Bel Geddes designed Model "500" cigarette merchandiser is "delivering the goods" at hundreds of super or locations throughout the country—and delivering the PROFITS to hundreds of operators. Exquisitely designed in 7, 9 and 15 columns in White or Walnut. Write or wire today for information.

U-NEED-A-PAK PRODUCTS CORP.
135 PLYMOUTH STREET BROOKLYN, N. Y.

VENDER SUPPLY NOTES

Advertising campaigns of the three major tobacco companies, which spend about \$11,000,000 in newspapers annually, are not expected to be affected by the conviction of the companies and 13 of their executives in a Federal District Court at Lexington, Ky., recently. The companies were found guilty on charges of monopoly and price fixing. Defendants have filed motions for an appeal.

While candy is not included in the long list of articles that will no longer be permitted to be wrapped in cellophane, the use and availability of cellophane for the candy industry will be curtailed. Candy plants are already on a voluntary cellophane rationing system. Ultimately, it is expected, cellophane will be used for the wrapping of candy only as a sanitation measure.

Bills signed by the governor of Massachusetts as the legislative session neared its end recently, included a bill to prohibit the sale of cigarettes as loss leaders, with intent to injure competitors or destroy competition, and to stabilize and increase collections under the cigarette tax law.

Julep, the new cigarette with a mint flavor, launched its first national advertising campaign November 24.

Recent arrivals of licorice root have had an easier influence on the spot market, tho some of the trade believe that the market will develop renewed strength since there has been considerable interest shown in the market.

Several reasons are given for the upward trend in peppermint. Inflation talk has caused farmers in the country to

withhold their oil. Large users who had been holding back in the hope of more favorable prices are now rushing in to cover, and menthol, which is regarded as more or less of a yardstick in determining the price of peppermint, has more than doubled in price over the past few months.

World sugar futures advanced sharply on speculative rumors that an increase in the ceiling price on sugar was imminent. Prices rose nine to 18 points. The domestic contract was up one to four points. The rumors were accompanied by reports that the United States had offered Cuba 3.80 cents a pound for her entire 1942 sugar crop—a price of 0.3 of a cent a pound above the domestic ceiling.

Concentration on Candy Teeney Beans and chocolate items in venders is being urged by Pan Confections, Chicago. The firm states that this is the best time of the year for such items and believes they will add business now which will carry operators thru a slow Christmas season.

Markets in Brief

NEW YORK, Nov. 21.—Peppermint oil (dollars a pound): Natural, \$4.45 to \$4.50. U. S. pharmaceutical, \$4.50 to \$4.60.

NUTS

CHICAGO SPOT MARKET

New Crop

PEANUTS

Virginia and North Carolina

Cents per lb. in bags

Jumbos	7.35 @	7.50
Fancies	7.25	
Extra large	10.10 @	10.25
Mediums	9.50 @	9.75
*No. 1 Virginia	9.00 @	9.25
*No. 2 Virginia	8.00 @	8.25
*New		
Southeast		
No. 1 Spanish	9.00 @	9.25
No. 2 Spanish	7.75 @	8.00
No. 1 runner	8.00	
Texas (New Crop)		
No. 1 Spanish	9.00 @	9.25

To Ration Tobacco Soon in Germany

BERLIN, Nov. 22.—Tobacco will be rationed beginning December 1, it was reported here November 13. Men probably will be restricted to six cigarettes or one cigar a day and women over 21 to three cigarettes every other day.

Tobacco has been scarce for months. Long lines have formed in front of tobacco shops every day and those arriving too late to buy have complained. Hence the government ordered rationing in Pomerania. The system is expected to extend thruout the country by the end of the month.

A woman who can prove she is married to a soldier at the front will get a card enabling her to send her husband tobacco. Foreign workers will be entitled to cards also.

The recent increase in tobacco tax from 20 per cent to 50 per cent was attributed to the tremendous increase in consumption during war time. It was announced that Germans consumed 74,800,000,000 cigarettes in 1940 compared to 33,600,000,000 in 1933. In addition to the direct needs of the armed forces, which take 40 per cent of the cigarette output, soldiers' relatives have been sending large quantities to the front.

To Halt Use of Foil on Tobacco

WASHINGTON, Nov. 22. — Cigarette, cigar and other tobacco and condiment manufacturers shortly will be forced to seek substitute wrappings for tin and lead foil now used extensively in packing these products.

The OPM priorities division shortly will issue a limitation order cutting off use of metallic foils for all such uses, as a means of conserving more metal for defense uses.



ROLL-A-PACK

The leading Counter Cigarette-Dice Game. A Game With Real Action and a Thrill.

Sample ROLL A PACK \$12.50

Cash of 4 ROLL A PACKS Only \$45.00.

1/3 Certified Deposit, Bal. C.O.D. Buy ROLL A PACKS by the Case and SAVE Yourself \$5.00.

EASTERN 350 Mulberry St. NEWARK, N. J.

ASCO WEEKLY SPECIALS

NO TAX VENDORE	1c Euro 3 col. \$9.95
1c Ball Gum 200 \$1.95	1c-5c DeLuxe, new model . . . 11.95
1c Ball Gum 300 2.95	1c-5c Triselector, slipproof, 3col. 18.50
1c Tom Thumb. 2.95	Stands, all mach. 2.50
2 lb. 5c P-Nut. 2.95	25 Boxes 5/8" . . .
1c Hershey 30. 2.95	Ball Gum . . . 3.95
1c W. gby Stick Gum 2 col. . . 3.45	Pist. Nuts, lg. lb. . 41
1c-5c P-Nut. Pist. 5 lb. . . . 3.95	COUNTER GAMES
1c Silver King. 4.43	1c Imp . . . \$6.95
1c Topper . . . 4.43	1c A.B.T. Game Hunter . . . 8.85
1c-5c Master Porc. P-Nut. B. Gum 5.95	New Dival Ace. 8.95
1c-5c Depcor. Bal. C.O.D. F.O.B. Newark, N. J. Sent 25c for illustrated Catalog and Instructions. WANTED: Peanut, 5c Candy, Bal Gum, Counter Games and Cigarette Venders as Trade-Ins	1c Roll-a-Pak . . . 8.95

ASCO, 140 ASTOR ST., NEWARK, N. J.



QUALITY VENDERS
5 for only \$11.75
Why Pay More?

Davis Metal Fixture Co.
Lansing, Michigan

"Cream Is Served"

—Nice, rich cream that sticks to your whiskers like beer on a hot day—Cream that pours right into your cash box.

We mean the increased profits the DuGRENIER CHAMPION CIGARETTE MERCHANDISER and DuGRENIER CANDY MAN 5c candy bar machine are earning for operators all over the country. This cream is being passed around fast—mostly to those on the right spot with these superior products. Get your share of the cream—buy the Champion and Candy Man today!

Arthur H. DuGRENIER, Inc.
15 Hale Street Haverhill, Mass.

CHAMPION CANDY MAN

Cig Vender Assn. Meets

Operators discuss match problem, slugs and Wages and Hours law

PEORIA, Ill., Nov. 22.—The Cigarette Vender Operators of Illinois held a special meeting here November 16 at Pere Marquette Hotel.

Jack Kelner, retiring president, installed the newly elected officers, who are Ralph Ditewig, Peoria, president; Victor Neiswanger, Elgin, vice-president; C. Lloyd Moore, Mattoon, secretary, and E. H. Greenwood, Pontiac, treasurer.

Among important matters before the meeting were the pending legislation against slugs, disposition of free book matches and the Wages and Hours law. The association decided to continue

to disburse free book matches in venders despite the rapidly rising cost. It was pointed out that cigarette machine operators render a service and that the delivery of free matches is part of that service. It was decided that if the cost of matches goes higher, as is expected, operators are to find some other means of making up the difference.

Louis David Friedman, attorney for the association, told of his efforts to have the Illinois Legislature pass an anti-slug bill similar to that enacted in Minnesota. He says there will be some difficulties during the next year, but that he has high hopes that such legislation will be passed.

The association voted to hold a meeting January 14 at Hotel Sherman, Chicago, during the 1942 Coin Machine Convention.

Robbins Plugs Cig Vender Biz

NEW YORK, Nov. 22.—"Cigarette machine operating is a splendid business," says Dave Robbins, head of D. Robbins & Company, New York. "Here is one business that will be profitable for operators as long as men and women enjoy smoking. Operators of other machines should also own cigarette machines. While it is true that cigarette machines do not earn as much as some games, the depreciation on cigarette machines is by far less, because cigarette machines usually remain in the same locations for years.

"A cigarette machine route guarantees the operator a dependable and permanent source of income. The gross sales of cigarettes in most locations do not fluctuate, but remain steady so that the operator can know what to expect in earnings from month to month.

"Many locations do not warrant the investment in new cigarette machines. However, they may prove to be profitable locations for reconditioned machines. D. Robbins & Company specializes in the sale of reconditioned machines."

Tobacco "Big 3" Sentences Delayed By Counsel's Illness

LEXINGTON, Ky., Nov. 22.—Sentencing of the "Big Three" of United States tobacco companies and 13 of their executives on anti-trust law convictions was postponed until December 8, due to the sudden illness of the chief defense counsel for the R. J. Reynolds Tobacco Company, one of the defendants.

The delay was granted by Judge H. Church Ford of the Federal Court at the request of the defense after L. C. McLendon, chief counsel for the Reynolds Company, was stricken in his hotel. McLendon was to have made the principal argument for the company and its convicted officers in an appeal for a new trial.

The Reynolds firm, the American Tobacco Company, the Liggett & Myers Tobacco Company and an American Tobacco Company subsidiary; the American Suppliers, Inc., and 13 executives were found guilty of violation of the Sherman Anti-Trust Law by the Federal Court July October 27.

Bottlers' Show Is Big Success

PHILADELPHIA, Nov. 22.—Soft-drink bottlers from all parts of the country assembled here on Monday (10) for the 23d Annual Convention and Trade Exposition of the American Bottlers of Carbonated Beverages at Convention Hall, continuing until Friday (14). Former Postmaster General James A. Farley, now a Coca-Cola executive, and Dr. Thomas Parran, Surgeon General of the United States Public Health Service, were among the nationally known men addressing the convention sessions.

Approximately 6,500 delegates were on hand. Among displays of equipment and supplies were automatic drink venders. Officers of the organization are Edward Wagner, Cincinnati, president; John P. Leary, Newburyport, Mass., vice-president; Joseph LaPides, Baltimore, treas-

Drink Venders Finance Education

SHREVEPORT, La., Nov. 22.—Sale of soft drinks thru coin vending machines installed in the corridors of the parish courthouse was declared to be "a legitimate and justified service" in a resolution handed down recently by the courthouse committee headed by Juror Thornton.

Resolution stated that the funds derived from the sale of soft drinks thru these machines would be used to award business school scholarships to needy students of the city. House committee made this ruling after it had been asked by certain civic groups of the city to investigate individual complaints made against operation of the machines in the courthouse.

Operators Gain by Gov't Spending, Glassgold Says

NEW YORK, Nov. 22 (MR).—Burnhart (Bip) Glassgold, sales manager of Arthur H. DuGrenier, Inc., recently returned from a Southern trip, reports that the government defense spending program has brought about a marked transition of business in the Southwest.

"Defense work and the increasing of camp facilities have combined to cause a tremendous rise in business activity in the area, even in the thinly populated States of Arkansas and Oklahoma," Glassgold said. "This general trend has brought happy days to operators throughout this territory. On my recent trip there with Wally Sipple, our Southern representative, we booked heavy business on the Champion cigarette merchandiser and Candy Man 5-cent candy bar machine. Operators are increasing their routes at a startling rate."

urer, and John J. Riley, Washington, secretary. The local committee consisted of George S. Derry, chairman; E. D. Lowenstein, R. T. Herpel and C. R. Hilton, of Philadelphia, and D. J. Wentling, of Reading, Pa.

PERFECTLY REBUILT

- | | | |
|----------------------------------|---------------------------------|----------------|
| VENDORS | 14 4 Col. Rotators | \$6.50 |
| 5c Columbus PN Vendors | 5c Hershey Vender-a-Pack | 4.50 |
| 1c Columbus PN Vendors | COUNTER GAMES | |
| 1c Advance #11 | A.B.T. Chal-lengers | \$14.50 |
| 1c Adams Stick Gum | Spitfires | 9.50 |
| 1c Advance | Hole-in-Ones | 8.50 |
| Doubles | Home Runs | 8.50 |
| 1c Jenn. In-a-Bag | Pingo | 8.50 |
| 1c Burrell Doubles | Baseball Gum | |
| 14 4 Col Ever Ready | Vend. | 8.50 |
| 14 3 Col. Snacks, New Type | Cross Cross | 6.50 |
| | Bingo | 6.50 |

Write for complete list of new and used Pin Games, Vending Machines and Counter Games.

1/3 Down, Balance C. O. D.



I.L. MITCHELL & CO.
MACHINES AND SUPPLIES
1141 DE KALB AVE. B'KLYN, N.Y.



BRIEFS OF THE WEEK

Deaths

E. R. Gates, Gulf States Amusement Company, Houston, November 19 of gunshot wounds.

Mrs. Fred D. Morris, wife of the manager of Capitol Vending Machine Company, Richmond, Va., November 15 of injuries sustained in an automobile accident.

Max Rubenstein, well-known Brooklyn operator, November 12 after a long illness.

C. J. Crabtree, roadman for the Mills Novelty Company and an old-timer in the coin machine business, November 19. Burial at Raymond, Ill., November 21.

Births

A girl, Donna Mae, to Mr. and Mrs. Johnny Myers at Walworth, Wis., November 18.

A daughter to Mr. and Mrs. William McDonald November 12. Father is office manager for Fitzgibbons Distributors, New York.

Personnel

Aaron Cooper promoted to record buyer for Keystone Vending Company, Philadelphia.

Sid Bernstein named office manager of Keystone Vending Company, Philadelphia.

George Baker, now with the Louisiana Amusement Company, New Orleans. Formerly with Stelle & Horton, Houston.

Irene Snyder rejoins the office force of Rex Amusement Company, Buffalo.

Marriages

Joe Mandel, of Queens-Nassau Automatics, Inc., Brooklyn, and Lee Newman, November 15.

Bernie Beder, office manager of Mike Munves, and Muriel Kass, November 16.

New Addresses

Jack R. Moore Company, 1615 Southwest 14th Avenue, Portland, Ore.

Firm Changes

Keystone Vending Company, Philadelphia, has taken over music routes formerly operated by Modern Music Machines Company, also of Philadelphia.

Art Novelty Company, Albany, N. Y., has been renamed the Arthur Hermann Company.

New Firms

National Automatic Dispensers, Inc., Wilmington, Del., has filed a charter with the corporation department of State of Delaware. Principal office listed as Prentice-Hall, Inc., and incorporators named are Emile L. Bonnot, Vincent W. Westrup and A. I. Fenwick, all of New York.

Chicago Novelty Comp. y. 173-179 West Madison Street, Chicago. Incorporators: N. Winsberg, S. Winsberg and M. Schreiber.

In the Hospital

Fred D. Morris, manager of the Capitol Vending Machine Company, Richmond, Va., from injuries received in automobile accident November 15.

In Chicago Last Week

Ben Newmark, Atlas Automatic Music Company, Detroit.

Ben Kulick, Atlas Phonograph Company, Buffalo.

Virginia Association Completes Organization

RICHMOND, Va., Nov. 22.—A committee has been appointed to recommend and submit a construction and by-laws to the membership of the Virginia Coin Machine Operators' Association for their consideration November 30.

The association was chartered March 18 but has never completed its organization. The committee appointed to submit a constitution is composed of Frank E. Page, Roanoke; Harry Moseley, Richmond; K. A. O'Connor, Richmond; Mrs. H. I. Donati, Richmond; W. H. Showalter, Harrisonburg; C. B. Brooks, Norfolk; W. H. Parker, Emporia; C. M. McCraw, Danville, and A. J. Oley, Richmond.

Present officers include A. E. Sadler, of Suffolk, president, and R. N. Stange, Danville, vice-president.

Nab Five Slug Makers in N. Y.

NEW YORK, Nov. 22.—Five men charged with counterfeiting and selling slugs in nickel and dime sizes pleaded guilty before Federal Judge John W. Clency. Sentence was deferred.

The guilty pleas were entered by Ralph Spurgeon Douglas, James Maarazzo, Robert Wiley Mackler, Heinrich Kettenbell and Joseph Kominsky.

A sixth defendant, Jacob Yanover, of Columbus, O., was arrested recently in Cincinnati and will be brought here.

Attack Legality Of Vender Tax

MINNEAPOLIS, Nov. 22.—Following presentation of oral arguments, lawyers for both sides in the action brought by E. T. Baron Company to invalidate the Minneapolis vending machine ordinance passed last March, have prepared briefs for presentation to the judge, who will make his final ruling some time within the next fortnight.

The hearing on the matter in which Baron is suing the city of Minneapolis and several of its officials was conducted November 4 in Hennepin County District Court before Judge W. W. Bardwell.

S. Paul Skahen, counsel for Baron, arguing the case under the State's declaratory judgment act, attacked the constitutionality of the city ordinance setting up a license on five-cent venders and penny machines. Whereas the former ordinance, which the March law replaces, was a regulatory one, the new ordinance, said Mr. Skahen, was prohibitive.

He told the court that the new ordinance is discriminatory in nature in the use of machines, setting apart one from the other. He contended that the new law sets up a double tax penalty, insofar as a distributor, when selling a machine to an operator, must pay the license fee, as must the operator before he places the vender on location.

John Bonner, of the city attorney's office, counsel for defense, argued the ordinance was constitutional and was not prohibitive.

U-Need-a-Pak To Show Vender at CMI Conclave

BROOKLYN, Nov. 22 (MR).—Leo Wilens, vice-president of U-Need-a-Pak Products Corporation, announces that his firm has engaged Booths 90, 91 and 92 at the Coin Machine Show at the Hotel Sherman, Chicago, January 12-15.

"We will combine our display of the Norman Bel Geddes-designed Model 500 cigarette merchandiser at the show with the marking of our firm's 15th anniversary," Wilens stated. "I want to take this opportunity of inviting all operators to visit our booths to see our cigarette merchandiser."



HERE'S WHY AMERICA'S LEADING COIN MACHINE OPS SWITCH TO TOPPS...

TOPPS is now acclaimed by all ops "The perfect tab size gum that is putting NEW LIFE into the gum vending business." It's the gum that has won the flavor favor of the nation... a NATURAL FLAVOR gum using MORE CHICLE for finer chews... in 4 fast selling, delicious flavors: CINNAMON, PEPPERMINT, SPEARMINT AND PEPSIN... perfect TAB SIZE... perfectly packed in special cartons for speedy servicing and fast checking... decalcomanias and stickers furnished FREE for your machines! Investigate TOPPS today! Learn WHY America's leading gum machine ops are swinging to TOPPS!!



TOPPS CHEWING GUM INC. 60 BROADWAY, BROOKLYN, NEW YORK



VICTOR VENDORS

Federal Tax Free
VICTOR MODEL V VENDOR

STANDARD FINISH MODEL V, ONLY \$8.50 EACH.

PORCELAIN FINISH MODEL V, ONLY \$9.50 EACH.

Model V Premium Deal, Complete Consists of the Following:
1 Model V Vender, Standard Finish... \$8.50
1 Insert in Machine... .50
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.

SPECIAL — 50 Slightly Used Silver King Vendors, \$4.50 Each.

Northwestern DISTRIBUTOR

SEND FOR LITERATURE

Immediate Delivery—Liberal Trade-In. 1/3 Deposit Required With Order. Send for List of New and Used Vending Machines. Grotchen, Daval and Baker Counter Games.

RAKE 2014 Market Street PHILADELPHIA, PA.


WE ARE DELIVERING MODEL V VENDORS



The biggest money-maker in years! And what's more it's TAX FREE! Send your orders in today for the fastest moving deal ever offered! Place them on location and watch the money roll in!

Complete Deal All Set for Location ONLY \$13.50
1/2 Down, Balance C.O.D.

PIONEER 461 SACKMAN ST., BROOKLYN, N. Y.



HOME OF Ace Vending Inc. HOME OF Ace Vending Inc.

JACK KAY, of Ace Vending Company, Newark, N. J., lined up his office personnel in front of his modernized building. Kay has an attractive set-up now, and operators have complimented him on his showrooms and the efficiency with which they are serviced. (DR)

NOW FOR STEADIER, SURER, BETTER INCOME OPERATE The BRUNSWICK POSTAGE STAMP VENDOR



★ Your locations want and need the Brunswick Postage Stamp Vendor! Bring it to them NOW right before Xmas mailing time! The Brunswick will help you hold your present locations and get you many new ones. Buy the Brunswick Vendor Today — it's like buying Lifetime Income Insurance Protection for You and Your Family!!

\$59.50



★ Beautiful front of life-long crinkle finish in harmonizing shade. Sides and top of heavy plate glass. Vends standard roll of 500 stamps. Double Units vend three 3¢ stamps for 10¢ and four 1¢ stamps for 5¢. Single Units vend four 1¢ stamps for 5¢. Small in size, neat in appearance; compact in design; perfect in mechanism. Rush Your Order Now on 10 Day Free Trial Basis!! \$32.50

DISTRIBUTORS! Write for Special Proposition and Available Territory!

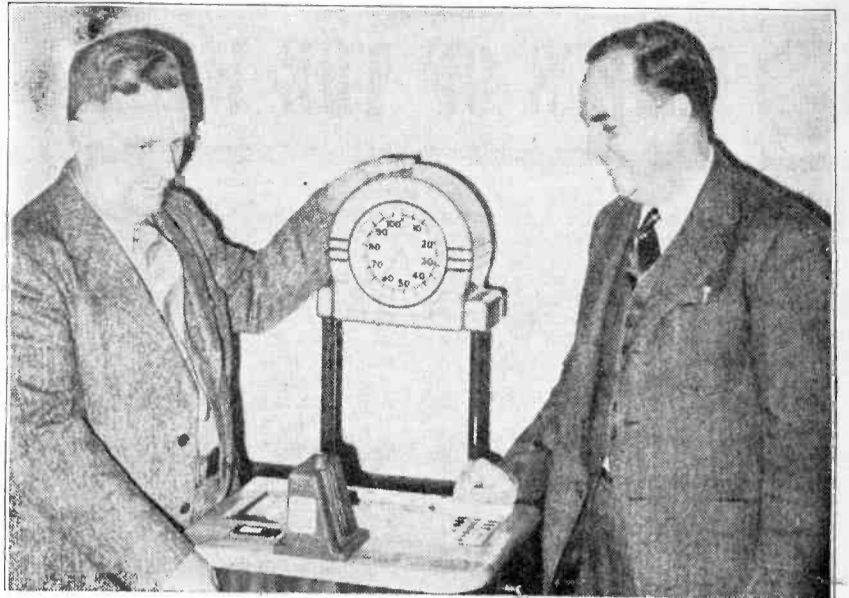
AUTOMATIC SANITARY VENDOR CORP. 21 BAYARD ST., NEW BRUNSWICK, N.J.

September Coin Machine Exports

WASHINGTON, Nov. 22.—While the number of machines exported during September declined slightly, dollar volume showed a sizable increase, according to statistics released by the foreign division of the Department of Commerce. A total of 430 machines valued at \$71,332 were sent out of the country. This compares with August figures of 485 machines, with a value of \$56,070, and is the first time dollar volume has shown

a considerable increase since July exports.

Phonos, as usual, were in first place, with 315 machines shipped, valued at \$66,431. The comparative August figures were 282 machines valued at \$42,667. Vending machines took second place with 73 machines, valued at \$1,176. For August 64 machines valued at \$837 were sent out of the country. In final place were amusement machines other than phonos, with 42 valued at \$3,725 exported. Figures in this division for August were 139 machines, with a value of \$12,566.



JENNINGS' INDIANA DISTRIBUTOR, RAY VOLMER (right), demonstrates the Jennings Free-Play Totalizer Console to Red Delaney, Hoosier operator, who plans to operate them extensively under the new Treasury Department ruling. (MR)

WANTED!

UP TO \$25.00 REWARD!

★ MUGG JACKPOT TICKET READING "DOUBLE WINNER" TAKES TWO MORE PUNCHES IN JACKPOT AND CAN WIN \$25

LAST SALE IN EACH OF 3 LARGE SECTIONS RECEIVES ONE PUNCH IN MUGG JACKPOT

67 WIN

WANTED "BUGGSY" THE MUGG

MUGG JACKPOT PAYS \$15 \$10 \$5 \$4 \$3 \$200 \$100 OF TICKET READING "DOUBLE WINNER" CRIME DOES NOT PAY! WE ARE COUSINS!

CRIME DOES NOT PAY...but GARDNER BOARDS DO!

YES! Everybody in your locality is looking for "Buggsy"! Get in on the ground floor with this eye-appealing profit booster!

COLORFUL pictures of "Buggsy" and the "sluths"! Gardner's famous "Crime Tickets"—900 holes! 5¢ per sale! 67 winners! Takes in \$45! Average Profit \$23.55! Order No. 1902.

Write Dept. B29 for Circulars Showing Gardner's New Hit Boards!

GARDNER & CO. 2309 ARCHER CHICAGO, ILL.

MOVIE MACHINE REVIEWS

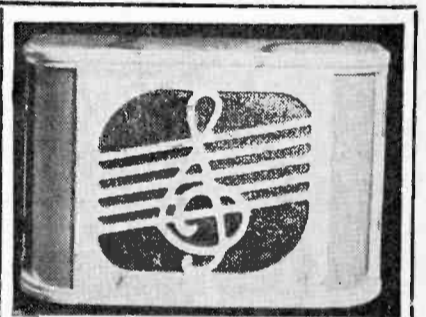
Program 1043

Produced by RCM Productions. Released by Soundies Distributing Corporation of America, Inc. Release date: November 24.

Producer Sam Coslow and directors Dudley Murphy and Josef Berne are off to an excellent start with this first Soundie produced under the RCM banner in Hollywood. All that goes to make up a first-class job is in evidence with a couple of the shorts setting new standards for excellence. Five of the songs are currently topnotchers, which should make this one popular.

dancing. Photographic tricks used to portray Murray's warped vision add a convincing touch to the action.

SUGAR KANE, beautiful blond song-



WRIGHT RAIN-BOW

The Cabinet Speaker with the ever-changing Colors

BLASTING MUSIC ANNOYS

Annoyed People Leave

MELLOW MUSIC PLEASES

Pleased Patrons Spend

It's just as foolish to say

1 + 1 won't = 2

As it is to say that a

WRIGHT RAIN-BOW CABINET SPEAKER mounted on the wall opposite the Record Player won't increase the income on any good spot. Write for FREE literature and illustrations explaining why this is true.

Distributors, write for prices and literature.

WRIGHT

2234 UNIVERSITY AVE. INC. St. Paul, Minnesota

FOR SALE

CLAW MACHINES—CRANES—DIGGERS

Microscope Brown Fan Fronts \$60.00
Exhibit Merchantman, Rebuilt Cabinets, Mirror Backs, Roll Chutes 79.50
Buckley Treasure Islands 49.50

Mt. Royal Novelty

306 E. Baltimore St., Baltimore, Md.

2 PHOTOMATICS 1 SKY FIGHTER

and a number of Marvels. Just off location. Late models and all in excellent condition. Write E. B. S., Apt. 6, 219 Swissvale Ave., Edgewood, Pa.

CLOSEOUTS NEW MACHINES

Legionnaire	\$72.50	Hi Stepper	\$59.50	Zig Zag	\$74.50
Snappy '41	69.50	Three Up	59.50	Argentine	74.50
Showboat	69.50	Entry	59.50	Speed Ball	79.50

BARGAINS IN RECONDITIONED MACHINES

Arcade	\$10.00	Formation	\$25.00	Polo	\$15.00	Variety	\$12.50	
Anabel	17.50	Follies	13.50	Roxy	12.50	Velvet	39.50	
Blondie	17.50	Four Roses	44.50	Roller Derby	9.50	White Sails	12.50	
Brite Spot	14.50	Glamour	18.50	Red Hot	8.95	Yacht Club	14.50	
Band Wagon	29.50	Home Run	19.50	Red Cap	8.95	Zombie	35.00	
Bowling Alley	19.50	Headliner	8.95	Rink	8.95	Zig Zag	62.50	
Big Six	10.00	Hi Dive	57.50	Rotation	14.50	Zip	10.00	
Big League	24.50	Hi Hat	49.50	Red White & Blue	24.50	San Antias	\$110.00	
Big Chief	27.50	Lancer	16.50	Sparky	29.50	Kentucky	115.00	
Big Town	15.00	Lucky	11.50	Scoop	9.50	Grand Stand	70.00	
Big Show	14.50	Landslide	25.00	Sports	12.50	Gold Cup	39.50	
Barrage	39.50	Leader	32.50	Stop & Go	10.00	Hawthorne	45.00	
Broadcast	29.50	Lead Off	19.50	Sky Line	27.50	Thistle-downs	45.00	
Chevron	8.95	Long Star	19.50	Score Champ	12.50	Paces Races	Brown	95.00
Crystal	8.95	Lite A Card	17.50	Stoner's Baseball	15.00	Paces Races, all most new	195.00	
Crossline	27.50	Limelight	17.50	Super Charger	9.50	Jockey Club	135.00	
Commodore	14.50	Lucky Strike	12.00	Strat-O-Liner	32.50	Convoy, New	\$235.00	
Champion	12.50	Line Up	27.50	Sport Parade	39.50	Defender	105.00	
Contact	9.95	Metro	29.50	Saute Special	77.50	Rapid Fire	115.00	
Dixie	29.50	Majors	10.00	Show Boat	60.00	Air Raiders	87.50	
Dude Ranch	24.50	Mascots	17.50	Topper	12.50	Bally Bull	45.00	
Doughboy	14.50	Mr. Chips	12.50	Triumph	10.00	Jailbird	45.00	
Double Feature	15.00	Majors '41	47.50	Ten Spot	57.50	Pikes Peak, New	15.00	
Flagship	9.50	Nippy	12.50	Ump	35.00			
Fifth Inning	9.50	On Deck	14.50	Vacation	18.50			
Flicker	25.00	Ocean Park	9.50					
Fleet	19.50	Paramount	4.50					
Four Five Six, new sty.	22.50	Paradise	31.50					
Fox Hunt	22.50	Play Ball (Bally)	32.50					

Distributors for All Leading Manufacturers
1/3 DEPOSIT WITH ORDER — BALANCE C. O. D.
UNITED AMUSEMENT COMPANY
3410 MAIN STREET, KANSAS CITY, MO.

LAZAR .. HOME OF AMERICA'S FINEST BUYS

Ace Bomber—Write for Price	Brown Cab. Aircraft \$34.50	Silver Skates	\$37.50
Attention	Jungle	Speed Ball, in Crates	59.50
ABC Bowler	Leader	Sky Ray	42.50
Double Play	League Leader	Stars	27.50
Four Diamonds	Lucky	Showboat	59.50
Gold Star	Majors '41	Umps	17.50
Blue Grass	Mystic	Zig Zag	57.50
Gold Cup	Pan American	Zombie	17.50

B. D. LAZAR CO. THIS WEEK'S SPECIAL—BALLY PLAY BALL. \$20.00
1425 N. Broad Street, Philadelphia, Pa. Stevenson 4320

WATCH FOR...

WORLD'S GREATEST TAX FREE COUNTER GAME! OPERATORS! JOBBERS! DISTRIBUTORS! WRITE FOR FULL DETAILS TO PLANET MFG. CO.
3480 Jos. Campau Ave., Detroit, Mich.

DOROTHY DANDRIDGE AND FIVE SPIRITS OF RHYTHM turn a Negro revival meeting into a boogie-woogie jamboree as they cut loose on Yes, Indeed. Excellent direction and photography combined with the singing of Miss Dandridge and the rhythmic harmonies of the Five Spirits of Rhythm make this a short that should ring the bell with Soundie patrons.

HARRY LANGDON, top film comedian a decade ago, makes his Soundie debut in Beautiful Clothes Make Beautiful Girls. Langdon, in familiar garb, sings the song, while a parade of beautiful girls display the latest in feminine attire in a fashion-show setting. Should please the gals interested in beautiful clothes and the guys interested in beautiful gals.

LIZ TILTON AND LEE MURRAY are co-starred in Abercrombie Had a Zombie. Tilton, popular songstress with Bob Crosby's ork, does the vocalizing in a swank cocktail bar setting, while Lee Murray, under the influence of a couple of Zombies, does a neat bit of drunk

1-BALL BARGAINS

DEAD HEAT	\$ 35.00
SPORT KING	100.00
WINNING TICKET	55.00
THISTLEDOWNS	40.00
GRAND STANDS	60.00
GRAND NATIONALS	70.00
SANTA ANITA	100.00
BIG PRIZE	35.00
TRACK RECORD	75.00
HAWTHORNE	40.00

1/3 Deposit and Balance C. O. D.

AUTOMATIC COIN MACHINE CORP.

340 CHESTNUT ST.
SPRINGFIELD, MASS.

stress, does the warbling in *Shepherd's Serenade*. Backed by four beautiful gals, Miss Kane seeks to induce Soundie seers to join in the song with her. An interesting experiment.

JUDY CARROLL, colored songstress, warbles *Jim* in unconvincing torch fashion while her erring man, Johnny Thomas, gives her the go-bye for a couple of other colored lassies. Falls short of high standards set by others on this program.

"Southern Shooting the Works"—Leo Weinberger

LOUISVILLE, Nov. 22 (DR).—"Everything goes and we are shooting the works to clean out our stock before the end of the month," states Leo Weinberger, Southern Automatic official.

"The four Southern offices located in Louisville, Cincinnati, Indianapolis and Nashville are offering free-play games, non-taxable legal equipment, free-play consoles, automatic payouts, payout consoles, counter games and beautifully refinished and reconditioned phonographs.

"All of this equipment has been thoroughly reconditioned and put thru every every conceivable test before it received Southern Automatic's okay.

"Incidentally, Southern Automatic is offering colorful United States Defense Revenue Act stickers. It is important that every operator use these stickers on every machine he operates. This sticker informs the public that the operator's machine is contributing to the United States Defense Fund by paying an annual tax."

THIS PROVES WHAT WE'VE SAID ABOUT GETTING QUALITY AT NATIONAL NOVELTY!

Buy Wisely—Buy QUALITY—It PAYS To Get The Real Thing!

FREE PLAYS . . . Like New!

Formation	\$17.50
Majors '41	56.50
Play Ball	32.50
Pan American	47.50
Speed Ball	52.50
West Wind	65.00

PHONOGRAPHS . . . Perfect!

Wurlitzer 616, Revamped	\$ 79.50
Wurlitzer 616A	64.50
Wurlitzer Counter Model 61	84.50
Seeburg Gems (Plain)	139.50
Mills Throne of Music	139.50
Rock-Ola Standard, Marbiglo	157.50
Rock-Ola Master, 1940	194.50

SPECIAL ANTI-AIRCRAFT (Brown) . . . \$52.50

An Unsolicited, Bona Fide Letter From Cox Vending Co., Of Salisbury, N. C.

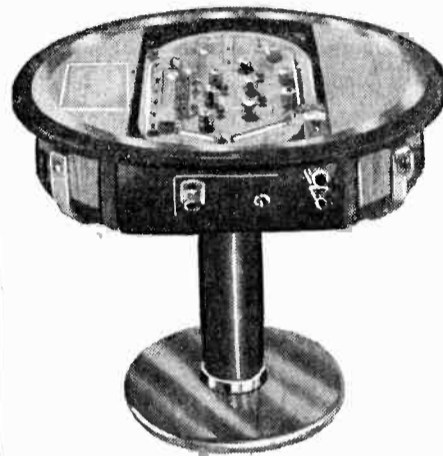
(One of Many Similar Letters In Our Files.)
Nov. 10, 1941.

Dear Mr. Backe:
Although we can purchase Chicken Sams at a lower figure than \$55.50, we were so well pleased with the three Chicken Sams shipped us recently that we want you to ship us five more of these machines complete with stands at \$55.50 each . . . provided these are in the same excellent condition the others were and that you pack them just as securely to insure against damage in shipment.

(signed) L. F. COX.

1/3 Dep., Bal. C. O. D. Credit to responsible ops: 10% deposit and send name of your bank.

WRITE FOR NATIONAL'S "NEWSETTE" NOW!



ROTOR TABLES

A PERFECT ENTRY INTO FINE HOTELS, SWANKY BARS AND OTHER CLASS LOCATIONS THAT WON'T TAKE IN PIN GAMES! The Rotor Table Game is a beautiful, modern glass top table. Seats up to 4 persons. Game rotates UNDERNEATH the glass top . . . thus giving each player his proper turn at the plunger without disturbing food or drinks resting on glass. A WONDERFUL COMPANION TO MUSIC MACHINES!—and so entertaining to guests that class proprietors are glad to let you place Rotor Tables. They stay on location forever! No switching. Now in operation at Jack Dempsey's, Barney Gallant's, Reuben's and many more of New York's finest places. Priced from \$49.50 to \$150.00. INVESTIGATE THESE PERMANENT PROFITS NOW! WRITE, WIRE, PHONE FOR DETAILS!

America's Phonograph Trading Center
NATIONAL NOVELTY COMPANY
101 MERRICK RD., MERRICK, L. I., N. Y. All Phones FREEPORT 8320

NEW BRANCH
583 TENTH AVE.
NEW YORK CITY

PRICES RIGHT—EQUIPMENT GUARANTEED

FIVE BALL FREE PLAY GAMES			1 Ball Games
All American \$20.00	League Leader \$19.50	Repeater \$27.50	Big Prize . . . \$54.50
Attention . . . 27.00	Majors '41 . . . 49.50	Sky Ray . . . 41.50	Blue Grass . . . 99.50
Big League . . . 10.00	Metro . . . 24.50	Sluggo . . . 45.00	Dark Horse . . . 79.50
Big Time . . . 34.50	Mystic . . . 20.00	South Paw . . . 48.00	Mills 5-in-1 . . . 27.50
Boom Town . . . 35.00	Play Ball . . . 29.00	Thriller . . . 8.50	Record Time . . . 75.00
Fifty Grand . . . 47.50	Progress . . . 20.00	Velvet . . . 30.00	Sport Special . . . 59.50
Flicker . . . 22.00	Pylon . . . 18.00	Zombie . . . 24.50	
Gold Star . . . 18.00	Red, White, Bl. 24.50		

CONSOLES AND AUTOMATIC PAYOUTS

Bob Tails, Totalizer	\$75.00	Paces Payday	\$ 99.50
Big Game	75.00	Keerey Pastime	150.00
Charley Horse	59.50	Track Time, '37	29.50
Four Bells	250.00	Track Time, '38	65.00
Jumbo Parade, P.O.	75.00	Silver Moon Totalizer	79.50
Jumbo Parade, F.P.	75.00	Triple Entry	104.50
Lucky Lucre	125.00	Pace Saratoga, Comb.	99.50

MILLS THRONE OF MUSIC, \$125.00 • MILLS EMPRESS, \$150.00
1/3 with all orders, Bal. C. O. D. WE HAVE MANY MORE MACHINES ON HAND. ALSO COUNTER GAMES, ARCADE EQUIPMENT, PHONOGRAPHS AND SLOT MACHINES OF ALL TYPES—WRITE FOR COMPLETE LIST TODAY!!

ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.

GENERAL COIN MACHINE CO.

942 MICHIGAN AVE., BUFFALO, N. Y.
TEL.: CLEVELAND 1722 OR 7084

LOU BYRNES RECOMMENDS THIS WEEK

GENCO'S VICTORY

AND STILL RECOMMENDS

MILLS OWL

CALL OR WRITE TODAY!

GREATEST PHONOGRAPH SALE IN HISTORY!

EVERYONE PERFECT! EVERYONE READY FOR LOCATION! FIRST COME—FIRST SERVED! RUSH 1/3 DEPOSIT QUICK, BALANCE C. O. D. GRAB THE PHONOS YOU NEED NOW! REFERENCES: YOUR OWN BANK.

Wurlitzer 61, Counter \$69.50	Mills 1940 Throne of Music \$129.50	Seeburg Gem . . . \$119.50
Wurlitzer 71, Counter 135.00	Rockola 16 "Rec." 52.50	Seeburg Plaza, Slug Proof . . . 139.50
Wurlitzer 616, Revamped, Light-Up Sides & Front Grille . . . 59.50	Rockola Windsor, 20 Rec. 79.50	Seeburg Major, ESRC 289.50
Wurlitzer 24 99.50	Rockola '39 Standard 129.50	Seeburg Envoy, ESRC 264.50
Wurlitzer 600 139.50	Rockola '39 De Luxe 139.50	
Wurlitzer 600, Keybd 149.50	Rockola '40 Master . . . 189.50	
Wurlitzer 500 155.00	Rockola '40 Super . . . 224.50	

WRITE! WIRE! PHONE QUICK!

ROYAL DISTRIBUTORS, 409 N. Broad St., Elizabeth, N. J.

EMPIRE COIN OFFERS . . .

Duplex . . . \$44.50	Metro . . . \$39.50
All American 37.50	Twin-Six . . . 64.50
South Paw . . . 59.50	Ten Spot . . . 55.00
Play Ball, Bally 47.50	Sparky . . . 32.50
Sun Beam . . . 47.50	Big Chief . . . 39.50
Boom Town . . . 42.50	Mills Owl, F.S. 97.50
Sea Hawk . . . 57.50	League Leader 37.50
Zombie . . . 42.50	Cross Line . . . 32.50
Flicker . . . 39.50	Short Stop . . . 22.50
Double Play . 64.50	Majors '41 . 49.50

EMPIRE COIN MACHINE EXCHANGE

2812 W. North Avenue, Chicago, Illinois
Phone Humboldt 6288

WANTED

USED 16, 20 and 24 RECORD PHONOGRAPHS. (Seeburg 20 Record Phonographs preferred.)

ALSO CHICKEN SAM, JAILBIRD, SHOOT THE CHUTES, RAPID FIRE, AND SKY FIGHTER RAY-O-LITE GUNS.

Give Best Prices In First Letter.

W. B. NOVELTY CO. INC.
1903 Washington Blvd., ST. LOUIS, MO.

THE NEW BLACKSTONE COIN PACKER

Count and wrap \$12.00 in nickels per minute—new double speed, two barrel coin packer. Penny, nickel and dime sizes. Price \$2.00.

Blackstone Coin Packer Co.
208 King St., Madison, Wis.



Lists Substitutes For Repair Work

WASHINGTON, Nov. 22.—Urging more effective co-operation in the defense program thru the use of substitutes for building materials on the critical lists, the HOLC has suggested the use of 21 types of substitutes for repair, modernization and remodeling jobs.

The substitute materials suggested are: Wood for metal wherever possible; composition leathers, linoleums, etc., for metal; vitreous ware in place of enameled iron; glass escutcheon plates instead of metal; plastic or glass switches in lieu of metal; wood cabinets in place of metal, and lead alloys in place of metal where possible.

NEW

KENTUCKY DISTRIBUTOR

We are now ready to supply operators in this territory with an unlimited number of new and used machines.

Our service department is unexcelled. We carry a complete stock of parts for all types machines.

Write or wire for list of used machines today.

BLUE GRASS DISTRIBUTING CO.

1312 N. LIME, LEXINGTON, KY.

PHONE 3440

SHOW "SALLY RAND"

For FUN and PROFIT

SPECIAL!

HAND VIEWER and 2 snappy girl films (30 pictures)—\$2.00 postpaid. Free details. Make EXTRA CASH! Operate "VIEW-A-SCOPE." Send for circular on latest ten-play "PEEK SHOW"—gets ten pennies from every player. New low price "42" VIEW-A-SCOPE or "PEEK SHOW," \$24.50. Girl Films, Nude Ranch, Bubble, Fan Dance, etc.; also "SILVER KING" vendors, \$3.95 up. No selling. Send for interesting literature.

AUTOMATIC

2420 FULLERTON AVE.

CHICAGO





-ORDER OF THE DAY-

"MAKE 'EM LAST!"

IN STOCK FOR IMMEDIATE SHIPMENT

MILLS Four Bells - Three Bells - Jumbo Parade Payout or Free Play - Jumbo Comb. Free Play and Payout Mint Vendor - Nickel Bonus Bell - Brown Front - Club Bell. BALLY Turf King - Hi-Hand - Roll-'Em - 41 Derby - Royal Draw - Club Bell. KEENEY Super Bell - Two Way Bell - Four Way Bell - Fortune. GENCO Bosco - Gun Club - Victory. EXHIBIT Big Parade. CHICAGO COIN Star Attraction - Venus. GOTTLIEB Texas Mustang - Spot-a-Card.

Mills Jumbo Parade, F.P. Cons. Floor Samp. \$114.50	Evans Jungle Camp, F.P. Console... \$ 79.50	Jennings Silver Moon, F.P. Console... \$89.50
Pace Saratoga F.P. & P.O. Chrome Rails, Skill. field... \$149.50	Mills Jumbo Parade Comb., F.P. & P.O. Mint Vendor... 150.50	Jennings Fasttime, F.P. Console... 99.50

RECONDITIONED SLOT MACHINES

Mills Original Chrome Bell, 5c Play, One Cherry Payout... \$110.00	Mills Brown Front, Guaranteed Like New, 5c, 10c or 25c Play... \$ 89.50
Mills Original Chrome Bell, 10c Play, One Cherry Payout... 112.50	Jennings Chief Console, 5c Play, Used Three Months... 125.00
Pace Royal Console, 25c Play... 75.00	Groetchen Columbia, 10-50-100-25c... 39.50
Groetchen Columbia, Cig. Reels, Gold Award, Rear Payout... 54.50	Jennings Nickel Chief... 42.50
Mills Smoker Bell, Nickel... 49.50	Jennings Dime Chief... 42.50
Mills Q.T. Bells, 1c Play, Serial 15,000... 42.50	Mills Vest Pockets, Blue & Gold... 29.50
Mills Roman Head, 5c Play... 42.50	Mills Blue Front, S.J., Serial 400,000... 79.50
Watling 5c Cherry Bell... 49.50	Mills Futurity, 5c Play... 42.50
Watling 25c Rollatop... 49.50	Jennings Silver Chief, 10c Play... 64.50
Pace Comet Mystery, 5c Play... 39.50	Pace 5c or 10c Sluggo Rocket... 54.50
	Mills Blue Front, 25c Play, 435,557... 94.50

COMPLETE STOCK OF ALL NEW SLOT MACHINES ON HAND.

AUTOMATIC PAYOUT CONSOLES

Mills Jumbo Parade, Latest Models... \$99.50	Evans Lucky Lucre \$150.00	Jennings Fasttime... \$84.50
Stanco Bell, 5c Pl... 54.50	Pace Saratoga, 10c... 79.50	Bally Royal Draw... 144.50
Mills Square Bell... 64.50	Evans '39 Dominos 104.50	Pace Saratoga, 5c... 69.50
Paces Races, Brown Wal. Cab., J.P... \$149.50	Jennings Good Luck 49.50	Paces Races, Black... 49.50
Exhibit Tanforan... 39.50	Ev. Lucky Star, 7 Coin... \$119.50	Watling Big Game... 84.50
Pace 1940 Reels... \$104.50	Mills 4-Bell, Late Model... \$265.00	Multiple Racer... 39.50
Keeney Triple Entry... \$150.00	Mills Track King... 29.50	Bally Hi-Hand... \$165.00
		Evans '37 Dominos... 39.50

ONE-BALL AUTOMATIC PAYOUT TABLES

Bally Jockey Club \$164.50	Bally Longshot... \$129.50	Bally Kentucky... \$134.50
Bally Sport King... 115.00	Bally Santa Anita... 110.00	Bally Pacemaker... 74.50
Bally Gr. National... 74.50	Bally Grandstand... 64.50	Bally Thistle-down... 49.50
Bally Sport Page... 49.50	Bally Hawthorne... 49.50	Bally Gold Medal... 39.50
Bally Del. Preakness 29.50	Bally Stables... 22.50	Bally Preakness... 19.50
Keeney Winning Ticket... 59.50	Mills Hi-Boy... 39.50	Mills Flasher... 34.50
Western Derby King 27.50	Western Hey Day... 27.50	Western Quinella... 27.50

PICKED VALUES IN ARCADE EQUIPMENT

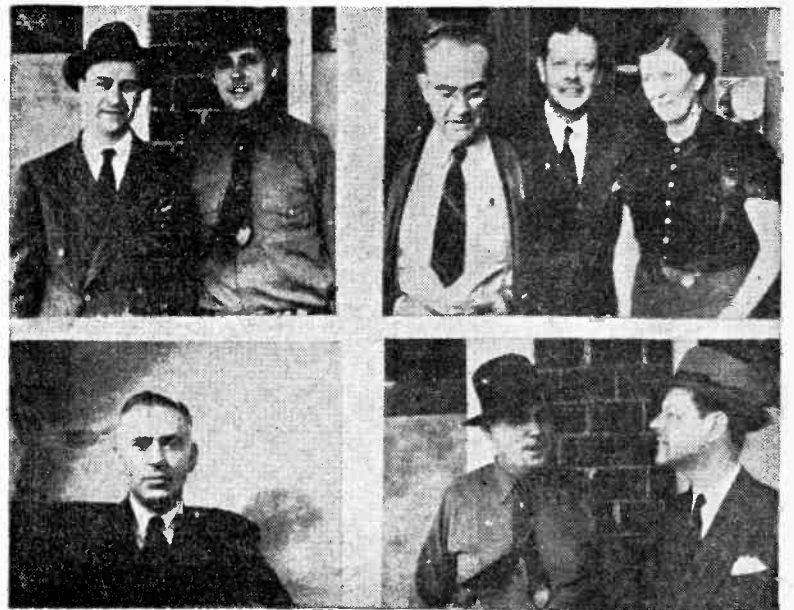
Mutoscope Sky Fighter... \$179.50	Seeburg Shoot the Chutes... \$79.50	Bally Rapid Fire... \$114.50
Keeney Air Raider... 114.50	Bally Lucky Strike... 59.50	Rookola World Series... 64.50
Gott. Sked-balletta... 69.50	Daval Bumper Bowl... 39.50	Evans Ten Strike... 59.50
Keen. Anti-Aircraft... 49.50	Evans Tommy Gun... 89.50	Texas Leaguer... 29.50
Seeburg Chicken Sam... 49.50	Exhibit Vitalizer... 54.50	Genco Magic Roll... 39.50
Rock. Tom Mix Rifle... 39.50	A.B.T. Mod. F. Target Skill... 14.50	Bally Bulls Eye... 69.50
A.B.T. Target Sk., Blue... 18.50	A.B.T. Challenger... 17.50	Bally Alley... 29.50
A.B.T. Fire & Smoke... 19.50		Rookola Ten Pin... 59.50

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



AT THE UPPER LEFT, Carl Jackson (left) poses with "Bip" Glassgold, DuGrenier sales manager, in front of the Western Novelty Company, Seminole, Okla. Upper right: Mr. and Mrs. Wood with Wally Stipple, DuGrenier Southern representative. Wood manages the cigarette service division at Western. At lower left: H. C. Ogle, of Vending Machine Corporation of America, Tulsa, Okla., who placed a large order for Champion and Candy Man merchandisers. Lower right: Carl Jackson speaks words of praise for DuGrenier equipment, while Wally Stipple listens closely. (MR)

Baker's Games Fit the Times

CHICAGO, Nov. 22 (MR).—"Chalk up a double reason for operators choosing Baker games as defense for their profits," says Carl Hupper, sales manager of the Baker Novelty Company. "First, because these games meet the playing public's timely fancy and, second, because of their profit ability for the operators and locations.

Baker's Pacers, for example, our seven-coin racing console with its mammoth seven-coin earning power and its unique racing play principle," pointed out Harold L. Baker, president of the company, "is more popular than ever today. Operators recognize the benefits they obtain from its multiple earnings over single-coin machines.

"Kicker and Catcher, our all-mechanical football play counter game, is scoring signal honors all over the country, as is Sky Pilot. Our Lucky Strike, counter cigarette game, with its new play action, is maintaining a steady demand. Each of these hits is ideally suited to the times and topics of the day, and that explains why they're on so many operators' preferred lists."

Birm'ham Coinmen 100% on Bond Drive

BIRMINGHAM, Nov. 22.—Music machine distributors and operators, some 40 to 50 strong, launched their Defense Bond and Stamp sale at a rousing meeting at Thomas Jefferson Hotel here November 14 at which the chief speakers were City Commissioner Jimmie Morgan; T. G. Brabson, representing the Chamber of Commerce, and Tom Seay, a member of Governor Frank Dixon's Alabama Defense Saving Committee. R. P. (Bob) McDavid III, head of the record department of R. P. McDavid & Company. RCA-Victor distributor, presided.

The distributors and operators subscribed for a total of \$4,600 worth of bonds and pledged themselves to give the record *Any Bonds Today?* the No. 1 spot on their machines. Every man present subscribed for bonds and stamps.

The operators had various suggestions at the meeting of how they planned to aid in the Bond and Stamp sales. They will show government posters relating to the campaign in their places of business. One suggestion was that machines be fixed so that a free play on the bond record be given about every 10th rendition. Another was that a tab be kept and a prize be given to the operator in whose place the bond record is played the most.

A call was also sounded by some of the operators for the bond record by a colored orchestra and the distributors promised to see about that.

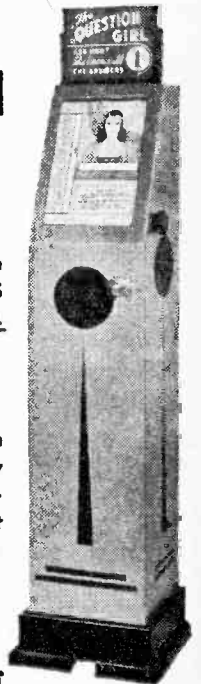
An unexpected guest at the meeting was Mayor A. M. Cambron of Tarrant City, Ala. The mayor said he thought

this bond campaign was the most important thing ever attempted by the amusement machine industry.

Correction

The Billboard regrets the juxtaposition of captions on two pictures appearing on pages 60 and 66 in the November 22 issue. On page 60 appeared a picture showing the showrooms of the Clark Distributing Company, Boston, portraying the efforts of the firm in boosting Defense Stamp and Bond sales. On page 66 appeared another showroom picture in the defense motif which should have been identified as the Chicago Simplex Distributing Company. Both firms are Wurlitzer distributors. The Billboard's apologies to both firms.

NEW! 1942 'QUESTION GIRL'



Here is a machine that OPERATORS really swear by.

TAX FREE!

Set the Question Mark opposite any one of 12 Questions and get YOUR ANSWER for ONE CENT.

NOTHING VENDED NO FILLERS ALL PROFIT

IMMEDIATE DELIVERY

Location — DELIGHTED.

Customers — KEEP PLAYING. Operators — MAKE MONEY.

YOU NEED SOME "QUESTION GIRLS"

** Write for details **

Operators Supply Co., Inc.

4311 N. Lincoln Ave., Chicago, Ill.

BASKETBALL JACKPOT

SCORE	HOME	VISITORS	AMOUNT	SERIAL
1st Half				
2nd Half				
FINAL				

HOME: _____ VS. VISITORS: _____

NO WAITING UNTIL CARD IS SOLD TO SEE YOUR SCORE

PICK YOURSELF A WINNER!

Gam's BASKETBALL JACKPOT

A 100 ticket card that proved a big success because awards may be based on the results of a game between local favorite teams. Many locations run one or more cards on several different games weekly.

MAKE FROM \$5.00 TO \$8.00 PROFIT ON EACH CARD!

PRICE

1 Doz., \$2.50—1 Gross, \$18.00

Write for Circular Now

1319-21 S. ADAMS STREET PEORIA, ILLINOIS

MOVIE MACHINE OPERATORS!

AMERICAN FILM PRODUCTS CO.

1349 FIFTH AVE. (TEL.: ATLANTIC 6621) PITTSBURGH, PA.

NOW DISTRIBUTING FILMS PRODUCED BY ASSOCIATED PRODUCERS DISTRIBUTING, Inc.

FILMS NOW AVAILABLE FOR ALL COIN OPERATED MOVIE MACHINES. PROGRAMS OF 8 ENTERTAINING SUBJECTS, \$65.00 F. O. B. PITTSBURGH, PA. TERMS: 30% WITH ORDER, BALANCE SHIPPED BY U.S. C. O. D. WHEN ORDERING SPECIFY TYPE OF PRINT USED ON MACHINE—NORMAL OR REVERSE!!

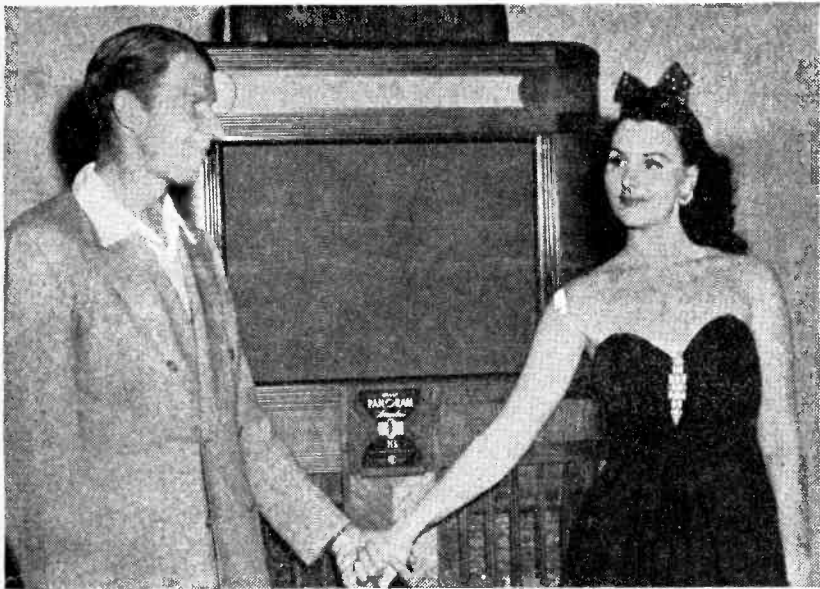
Johnson Announces Strength Tester

CHICAGO, Nov. 22 (MR).—"Toying around with an idea I've had for a long time," said Jimmy Johnson, "I have built a few new-type brute-strength testers strictly for the arcade trade. These were placed in playland locations for a two-month test, and returned unusually high earnings.

"Working on a new-type principle that is simple and foolproof, the new Jimmy Johnson strength testers are the perfect type of equipment for playlands and ar-

cade. One look inside the cabinet will prove a revelation to the operator. A special super-heavy coil spring which has been scientifically balanced and oil treated furnishes the resistance necessary for the operation. This is a permanent, unchangeable mechanism that once placed into the machine and balanced should never go out of whack. Jumbo sized, the new grip tester is unlike anything of its type ever made.

"Operators and distributors are already lining up for the new Jimmy Johnson arcade machine," said Johnson, "and are ordering substantial quantities. Shipments are already going forward on a volume basis.



DUDLEY MURPHY, director of many Soundies produced by RCM Productions, Hollywood, for use in Mills Panoram, with Eleanor Troy, Soundies starlet. (MR)

Eight Years of Repeal

Eight years ago the repeal of Prohibition was celebrated far and wide. Since then the liquor industry has grown to giant stature. In 1940 the liquor industry paid \$1,000,000,000 to federal, State and local treasuries in taxes, an eloquent testimony to its size.

Repeal is remembered by the coin machine industry fondly as the beginning of the music machine business. The thousands of taverns and entertainment places which sprang up with repeal brought a demand for music—a demand quickly answered with automatic phonographs. The record industry can also pay tribute to the return of liquor to the American scene, for it was the automatic phonograph which began the revival of interest in phonographs in the American home.

The coin machine industry may claim relationship with the liquor industry in yet another way. One of the greatest problems of the liquor industry is the retention of public good will. Ample evidence is readily obtainable to show that the liquor industry's manner of trade has been approved in most areas.

Yet there are many places where local option referendums have closed liquor stores and taverns. Like the coin machine industry, they face bigotry and hypocrisy in many sections.

The liquor industry has run the gamut of inter-industry strife, with price wars, conflicts and misunderstandings—seemingly the growing pains of any industry whether it be automobiles, coin machines or liquor.

The liquor industry has its trade problems, many and varied. Above all, however, is its problem of maintaining the public good will, and it may truly be said that the industry has done a good job to date.

Commemorating the anniversary of repeal, *The New York Journal of Commerce* published a special 18-page supplement in its November 14 issue. The issue states fully the aims, problems and plans of the industry. The issue itself is a tremendously valuable public relations job.

San Antonio

SAN ANTONIO, Nov. 22.—Clyde E. Fowler, well-known local operator, is installing a number of Wurlitzer remote-control equipment units in the Alamo City.

Recent visitors to the coin row were Mr. and Mrs. J. B. Miller, of Edinburg; Carl Schrade, Karnes City; George Johnson, Mason City; Merritt Shaw, Stockdale, and Jessie Turner, of Seguin. All bought machines, records and supplies.

San Antonio operators report good business during the early fall and are looking forward to a general increase as winter blows in. This town is a hustle and bustle with tourists all winter long, which means more coins in the cash boxes.

The champion steak eater among operators is none other than Allan Jackson, the cigarette vender man.

Buffalo

BUFFALO, Nov. 22.—Business here is falling off a little, not only with coin machine merchants but with most amusement enterprises. Lay-off in several large plants, due to material shortages, is widely blamed, as is the beginning of Christmas spending season.

James D. Blakeslee, Iroquois Amusement Company, is buying more new equipment, particularly Seeburg's remote control wall-box set-ups and Packard Pla-Mors.

Fred Van De Walker has purchased several Wurlitzer Victory models from Mayflower. He is also gradually adding remote control wall boxes in all his spots.

Any Bonds Today? is now appearing on most phonos in the city.



AL BORKIN SAYS:

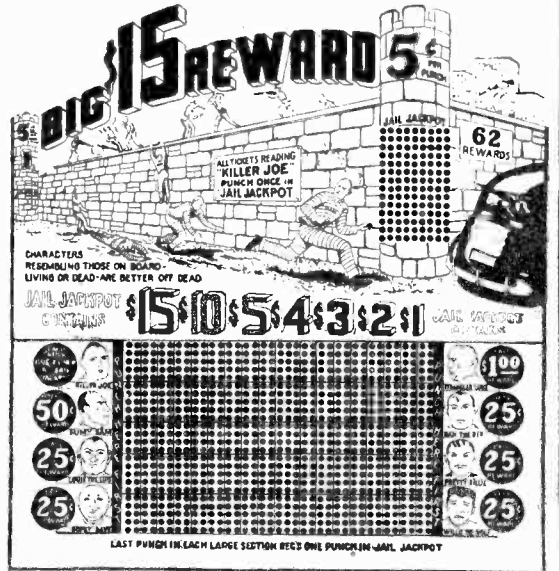
GET ON BOARD FOR BIGGER TAKES WITH GLOBE'S NEW MONEY-MAKING BOARDS.

of BIG REWARD

Offered for any operator caught alive NOT making money with this new, sensational. Jumbo-thick die-cut board! As your customers catch the jail-breakers, you'll catch the profits! Feature: All tickets bear cartoons with a laugh! Never a dull moment. Jail jackpots pay from \$1 to \$15. SEND IN YOUR ORDER TODAY AND GET YOUR REWARD!

1000 holes—
5c a shot \$50.00
Pays out:
Consolations . \$16.00
Jackpot
average 5.32
Sections 2.66 23.98

Average Profit \$26.02



Write for Our Money-Making Complete Catalog Boards



PRINTING COMPANY 1023-25-27 RACE STREET PHILADELPHIA, PA.

CARL TRIPPE Price Plus Guaranteed Satisfaction

BARGAINS IN GUARANTEED RE-CONDITIONED FREE PLAY MACHINES

A.B.C. Bowler, New \$84.50	Flicker \$34.50	Roxy \$14.00
All American 35.00	Follies (1940) 12.50	School Days 37.50
Anabel 17.50	Flagship 12.50	Scoop 10.00
Argentine 67.50	Formation 26.50	Score Champs 12.50
Armada 25.00	Four-Five-Six 10.00	Score-a-Line 21.00
Arrowhead 10.00	Four Roses 49.50	Sea Hawk 57.50
Attention 35.50	Glamour 24.50	Seven Up 49.50
Bally Beauty 12.50	Golden Gate 10.00	Short Stop 17.50
Band Wagon 30.00	Gold Star 27.50	Silver Skates 40.00
Barrage 49.50	Holdover 17.50	Silver Spray 64.50
Big Chief 34.50	Home Run 19.50	Showboat 59.50
Big League 17.50	Horseshoe 57.50	Skyline 29.50
Belle Hop 62.50	Jolly 17.50	Sky Ray 47.50
Big Six 9.00	Keen-a-Ball 9.50	Southpaw 57.50
Big Time 32.50	Lancer 14.00	Speedball 59.50
Big Town 14.50	Landslide 16.50	Sport Parade 39.50
Boomtown 42.50	Leader 31.00	Sport Special 65.00
Brite Spot 15.00	League Leader 37.50	Sporty 15.00
Broadcast 32.50	Limelight 24.00	Spot Pool 65.00
Buckaroo 10.00	Majors '41 19.50	Stars 44.50
Cadillac 17.50	Mascot 54.50	Stoner Baseball 12.50
Conquest 9.00	Metro 29.50	Sun Beam 42.50
C. O. D. 12.00	Mr. Chips 12.50	Super Charger 12.50
Commodore 14.00	Mystic 37.50	Super Six 10.00
Contact 9.00	Mills 1-2-3 (1939) 27.50	Ten Spot 57.50
Cowboy 10.00	Pan-American 55.00	Triumph 7.50
Crossline 31.00	Paradise 35.00	Umps 37.50
Crystal 37.50	Pick 'Em 10.00	Vacation 17.50
Dixie 27.50	Playball (Bally) 42.50	Variety 10.00
Do-Re-Mi 59.50	Powerhouse 24.50	Vogue 12.00
Double Play 57.50	Progress 24.50	West Wind 62.50
Doughboy 17.00	Pursuit (New) 74.50	Wildfire 37.50
Drum Major 17.00	Red Hot 12.50	Yacht Club 15.00
Eureka 19.50	Red, White & Blue 32.50	Zig Zag 57.50
Fifth Inning 10.00	Roller Derby 12.50	Zombie 32.50
Fleet 24.50	Rotation 15.00	

Terms: One-Third Deposit, Balance C. O. D. Send for Our Complete Price List on Any Games You Are Interested In.

IDEAL NOVELTY CO.

2823 Locust St.

St. Louis, Mo.

QUALITY SPEAKS FOR ITSELF

Four Bells \$225.00	FIVE-BALL FREE PLAY	FIVE-BALL FREE PLAY
Big Top 107.50	Legionaire \$74.50	Crossline \$27.50
5c Paces Reels 94.50	Four Diamonds 64.50	Powerhouse 24.50
25c Paces Reels 84.50	Snappy 64.50	Landslide 24.50
Jumbo Parade 89.50	1941 Majors 57.50	Sporty 22.50
1938 Tracktime 69.50	Broadcast 44.50	Vacation 12.50
5c Saratoga 67.50	Attention 44.50	Mascot 19.50
10c Big Game 67.50	Flicker 44.50	Jolly 19.50
1938 Kentucky Club 42.50	Mystic 44.50	Yacht Club 19.50
Kentucky 125.00	All American 44.50	Red Hot 15.00
Longshot 112.50	Paradise 34.50	Double Feature 15.00
	Gold Star 34.50	Convention 15.00

1/3 Deposit With Order—Balance C. O. D.

MODERN AUTOMATIC EXCHANGE, INC.

2618 CARNEGIE AVE., CLEVELAND, OHIO • 3307 SOUTH AVE., YOUNGSTOWN, OHIO

Hy-Grade's Best Buys

PLAY BALL (Bally) - - \$30.00

Boom Town \$35.00	Pan American \$60.00
Barrage 25.00	Repeater 35.00
Chips 12.50	Short Stop 20.00
Drum Major 20.00	Sara Suzy 25.00
Flicker 25.00	Sparky 30.00
Four Diamonds 45.00	Seven Up 45.00
Hi Hat 50.00	Salute 20.00
Hi Stepper 47.50	Sky Line 15.00
Jolly 15.00	Sport Parade 37.50
Majors '41 60.00	Sun Beam 50.00
Mystic 45.00	Summer Time 12.50
On Deck 15.00	S'gger 45.00
Oh, Johnny 20.00	Variety 10.00

Terms: 1/3 With Order, Balance C. O. D.
HY-GRADE NOVELTY CO.
353 N. VINE WICHITA, KAN.
Phone: 2-6128

"H.Z."

Two initials that mean BETTER SERVICE, FINER GAMES, LOWER PRICES, REAL COOPERATION to every operator who wants the BEST BUYS in Pin Games, Slots, Counter Games and all other products of the leading manufacturers! BEFORE YOU BUY ANOTHER MACHINE — get in touch with "H.Z." — we carry the largest stock in the Midwest! Take advantage of our established and proven reputation for a SQUARE DEAL EVERYTIME—ALL-WAYS!! WRITE! WIRE! PHONE for our PRICE LIST NOW!!

H. Z. VENDING & SALES CO.
1205 DOUGLAS ST., OMAHA, NEB.

YOUNG MAN

Twenty-five years old, would like job as Mechanic on Slot Machines, Pin Games, etc. Have ten years' experience.

LEONARD DE MARTINO

109 Milford Court SYRACUSE, N. Y.

"Being **NON-COIN-OPERATED...**
Marvel (cigarette reels)
and American Eagle (bell-
fruit reels) DO NOT COME
UNDER THE JURISDICTION OF
ANY LAWS REFERRING TO COIN
OPERATED DEVICES"

HERE ARE THE FACTS!!!

Marvel and American Eagle are **NOT COIN OPERATED!** They are **TAX FREE!** They do **NOT** come under the jurisdiction of any laws referring to **COIN OPERATED DEVICES!** They are in the same classification as any other not coin operated item found in retail establishments for the amusement of the patrons of that establishment. Marvel and American Eagle as built at this time, even the **NOT COIN OPERATED**, are still token payout machines. They are now more attractive and more appealing than ever before to the player and to the location owner alike and are the best money makers in the counter game field! They eliminate the worry of the location having enough change on hand! The player does not have to stop playing when he runs out of coin! The action is continuous! All the player need do is press down the handle to play the machine — **NO COIN NECESSARY!** A reset register where the former "last coin visibility window" used to be registers as high as 60 plays. The location owner turns this register back to zero as each player finishes. A concealed operator's register inside the machine totals all the plays made. On 47 test locations the players and location owners raved about Marvel and American Eagle!! **PROFITS DOUBLED** for the operators!! **LOOK AHEAD!! GET AHEAD!!** How many locations are there in **YOUR TERRITORY** where a machine of this type (**NOT UNDER ANY LAWS REFERRING TO COIN OPERATED DEVICES**) can be placed? **BE FIRST! CRAB THE BEST LOCATIONS!! WRITE! WIRE! PHONE US YOUR ORDER IMMEDIATELY!!**



DAVAL, 2043 CARROLL AVE., CHICAGO
 Pacific Coast - **MAC MOHR CO** - 2916 W. PICO BLVD - LOS ANGELES, CALIF.

French Coinman, Well Known In U. S., Tells of Biz There

NOTE: The following letter was received in mid-November by The Billboard. It is from a French coinman well known in America and who has many personal friends in the industry. We have an address for sending communications to him and will be glad to forward messages to any French coinman or to make inquiries about French tradesmen you may remember. Address Coin Machine Department, The Billboard, 155 North Clark Street, Chicago.

Some where in France, September 22, 1941.—"As I have a fine opportunity to write you, being in the south of France for a few days, I won't miss it. I send you herewith a few lines about the coin machine industry in France. Maybe it will be interesting to your readers.

If you reply, write to the address enclosed, as you cannot reach me at my address in Paris. How are you doing, and how goes the trade? When shall I have the pleasure of a new trip to Chicago?

We get no news from the U. S. and have no idea of what is being done there. If it is possible, please mail me a copy of your magazine from time to time. I'll appreciate it very much. Hoping that better days will follow in a not too distant future, I send you and the industry my best wishes. Now I will comment on the industry in France.

Not Much To Say

The state of the coin machine industry in France is very low. Regulation has remained just what it was before the war broke out. The law passed in July, 1937, prohibits the operation of all machines from which any profit may be obtained.

At the outbreak of the war all men from 20 to 50 were called up and compelled to give up everything to go to the army. Most of the operators left their machines where they were and as they were. Some took them back the best way they could manage. A few machines continued to be put into locations during the war.

Since the suspension of hostilities, a great many machines have again been put into circulation and in many cafes can be found footballs (football games), which are always in vogue; pin-tables, which have always known success here, and some phonographs. All these machines are American-made but are rather old.

Phonographs are favored but their cost is too high, being about 35,000 francs. This is equal to the salary earned by a factory workman in 70 weeks. Then, too, they must be placed only in the best of locations in order to be profitable.

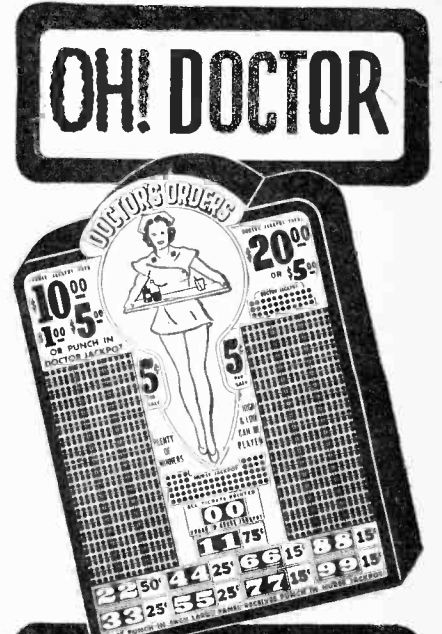
All import firms are closed for the good reason that all importations are now impossible. The French firms that dealt with importation have closed their doors since the outbreak of war and have kept them closed, either because the employers have remained in the free zone or because they have been, or still are, prisoners.

However, there is a large demand for coin machines which is constantly increasing. Before the war I was somewhat the pivot of this industry in France. I acted as intermediary, bringing buyers and sellers into contact with one another. Tho I have not yet been authorized to do this work again, I have been keeping in close touch with all my former adherents and friends, who are still applying to me for information. They insist on having new machines and

ask for new ideas, but nothing can be offered them now.

I have the impression that, once the war is over, there will be an opportunity here for American firms. They should not neglect this opportunity because there will not only be a considerable demand but there is the impossibility of our setting up our own manufacturing plants.

I am hoping to be able, in the near future, to resume trade relations with all my friends in the United States. I also hope that it will be possible for me to soon assist, as in the past, at your grand and magnificent exhibitions."



What a NURSE! And What a BOARD!
 "Doctor's Orders" were never easier to take. Puts new life in any location. A gorgeously colored litho-art Die-Cut. Double step-up with \$20.00 top award. 45% payout. Order now! Immediate shipment.

DOCTOR'S ORDERS
 No. 11414 5¢ Play 1080 Holes
 Takes in \$54.00 Avge. Payout \$24.56
 Average Gross Profit . . . \$29.44

WRITE FOR NEW CIRCULAR

HARLICH MFG. CO.
 1413 W. JACKSON BLVD. CHICAGO, ILL.

BADGER'S BARGAINS
SPECIAL 1941 MILLS ORIGINAL CHROME BELLS \$119.50
 LIKE NEW—SERIALS 450,000

FREE PLAYS	PHONOGRAPHS	ATOMATIC PAYOUTS	SLOT MACHINES
Bally High Hands, Like New . . . \$149.50	Rock-Ola 1939 De Luxes . . . \$139.50	Mills Four Bells . . . \$239.50	Jennings Late 1941 Silver Moons . . . \$109.50
Bally Blue Grass . . . 109.50	Mills 1940 Music Thrones . . . 139.50	Mills Jumbo Parades . . . 97.50	Mills Bonus Bells, Late Models . . . 94.50
Mills Jumbo Parades . . . 89.50	Rock-Ola 1939 Standards . . . 129.50	Pace 1941 Saratoga Jrs. . . 89.50	Groetchen 1941 Chrome Bells . . . 69.50
Bally Dark Horses . . . 89.50	Rock-Ola Imperial 20 . . . 69.50	Jennings Fast Times . . . 79.50	Jennings Silver Chiefs . . . 69.50
Bally Record Times . . . 79.50	Wurlitzer 616, Illuminated . . . 49.50	Watling Big Games . . . 79.50	Mills Blue Fronts, Serial 400,000 . . . 49.50
Bally Sport Specials . . . 79.50	Mills Zephyrs . . . 39.50	Bally Pace Makers . . . 79.50	Jennings Chiefs, New Crackle Finish . . . 44.50
Western Big Prize, 6 Coin Multiple . . . 59.50	Rock-Ola Rhythm Masters, 16s . . . 39.50	Bally Grand Stands . . . 69.50	Mills Late Blue & Gold Vest Pockets . . . 39.50
Gottlieb Track Odds . . . 39.50	Rock-Ola Rhythm Kings, 12s . . . 29.50	Royal Flush . . . 59.50	Mills Q.T.'s . . . 29.50
Bally Gold Cups . . . 29.50		Bally Thistle Downs . . . 49.50	
Mills 1939 1-2-3s . . . 29.50		Bally Sport Pages . . . 39.50	

Terms: 1/3 Cash Deposit With Order, Balance C. O. D.
 Write Today for Our Big 32-Page Catalog; Hundreds of Bargains.
BADGER NOVELTY COMPANY
 2546 N. 30TH STREET MILWAUKEE, WISC.

MAKE YOUR COUNTER SPACE EARN THE LIMIT
 With the **NEW Hi-Lo-Field Flip Dice Game**



The **NEW, LARGER, MORE ATTRACTIVE AND IMPROVED HI-LO-FIELD COUNTER GAME** has just been put on the market and is sweeping the country like wildfire. Earnings from \$50.00 to \$100.00 daily in ordinary spots. **HI-LO-FIELD** is helping thousands of cigar stores, taverns, nite clubs and road spots revive their dice game earnings. People flock to it as if by instinct—play it by the hour—and come back for more. Easy to understand—easy to operate. No coin slot. Get your share of the biggest and steadiest dice game profits in counter game history.
 Portable—Quickly and easily removed from counter. Ideal for closed territories. Over-all size 13" X 20". Fool-proof construction throughout. Beautiful four-color screen layout.
 The new federal amusement tax does not apply on this type of equipment (non-coin operated).
PRICE \$18.98
 Order your machine today for rising costs of material and labor will make this price impossible shortly. Terms: 1/3 deposit with order—balance C. O. D. Prices subject to change without notice. **MONEY REFUNDED** if you are not satisfied after a five day trial.

VALLEY SALES SERVICE
 31 North Broadway Aurora, Illinois

RECONDITIONED FREE PLAY GAMES

10 Anabell	\$22.50
5 Goller Bowling Alleys	17.50
10 Bright Spots	22.50
2 Keeney's Thrillers	17.50
8 Sea-Hawks	42.00
3 Score Cards	24.50
5 Double Features	14.50
2 Fleets	25.00
4 Glamours	25.00
AUTOMATIC CONSOLES	
4 Exhibit's Long Champs	\$42.50
4 Evans Lucky Star	70.00
2 Mills Four Bells	175.00
1 Mills Dice Machine, on Stand	95.00
COUNTER GAMES	
20 Baker's Lucky Strikes	\$14.50
LEGAL MACHINES	
10 Chicken Sams	\$45.00
10 Jail Birds	\$2.50

All Machines in first-class condition. Write for prices on Slot Machines.
TECHE NOVELTY COMPANY
 Opelousas, Louisiana

FREE PLAY GAMES

All American	\$22.50	Ocean Parks	\$14.50
Argentine	69.50	Pan American	44.50
Band Wagon	19.50	Playball, Bally	49.50
Belle Hop	64.50	Powerhouse	74.50
Big Chief	22.50	Pylon	19.50
Big Six	9.50	Roxy	12.00
Blondie	16.50	Sea Hawk	49.50
Cadillac	19.50	Seven Up	44.50
Captain Kidd	69.50	Short Stop	17.00
Commodore	12.50	Show Boat	74.50
Dixie	17.00	Silver Skates	46.50
Do Re Mi	55.50	Skyline	16.00
Dude Ranch	17.50	Sky Ray	54.50
Flagship	11.00	Sluggo	49.50
Flicker	44.50	Snappy 1941	59.50
Follies	11.00	South Paw	64.50
Formation	29.50	Sports	15.00
Four Roses	39.50	Sports Parade	49.50
Fox Hunt	29.50	Spot Pool	74.50
Glamour	22.50	Sporty	19.50
Hi Dive	54.50	Ten Spot	42.50
Hi Hat	59.50	Texas Leaguer	39.50
Jolly	18.50	Topper	9.50
Lancer	11.00	Trailways	44.50
League Leader	30.00	Twin Six	64.50
Legionnaire	74.50	Up & Up	12.00
Majors 1941	59.50	Vacation	16.00
MerryGoRound	18.50	West Wind	69.50
Metros	39.50	Wings Exhibit	17.00
MiamiBeach'41	64.50	Yacht Club	15.00
		Zig Zag	69.50

All Machines in Excellent Condition.
 1/3 Deposit With Order, Balance C. O. D.
DOMESTIC NOVELTY COMPANY
 202 G Street, N. W. Washington, D. C.

OHIO SPECIALTY CO.
SELLING OUT ALL USED GAMES

EVERY GAME A BARGAIN

ALL-AMERICAN	\$27.50
ANABEL	19.50
ATTENTION	27.50
BANDWAGON	19.50
BIG LEAGUE	17.50
BIG SIX	8.50
BIG TOWN	13.50
BLONDIE	16.50
BOWLING ALLEY	14.50
BRITE SPOT	19.50
BROADCAST	29.50
C. O. D.	6.50
CADILLAC	17.50
CONGO	19.50
CROSSLINE	28.50
DOUBLE FEATURE	9.50
FANTASY	6.50
FLEET	22.50
FOLLIES	11.50
FOUR DIAMONDS	44.50
GLAMOUR	14.50
HOME RUN	14.50
JOLLY	11.50
LANDSLIDE	22.50
LIME LIGHT	16.50
LONE STAR	22.50
MAJOR	44.50
MASCOT	14.50
MERRY-GO-ROUND	22.50
METRO	28.50
MR. CHIPS	12.50
MYSTIC	32.50
ONE TWO THREE '39	32.50
PAN AMERICAN	44.50
PLAYMATE	14.50
PLAY BALL	34.50
POLO	14.50
POWERHOUSE	15.00
REPEATER	32.50
RED HOT	12.50
ROLLER DERBY	12.50
ROTATION	18.50
ROXY	11.50
SCHOOL DAYS	32.50
SCOOP	7.50
SCORE CARD	14.50
SCORE CHAMP	12.50
SKYLINE	19.50
SPARKY	29.50
SPEEDWAY	14.50
SPORTS	14.50
SPOT POOL	62.50
STRATOLINER	33.50
TEXAS LEAGUERS (Pistol Target)	24.50
THREE SCORE	22.50
TOP NOTCHER	9.50
TRIUMPH	7.50
VACATION	18.50
WILDFIRE	39.50
WINGS	19.50
ZOMBIE	27.50

Every machine guaranteed perfect condition—ready to be put on location and look like new.

Terms—1/3 Deposit With Order, Balance C. O. D.

ORDERS SHIPPED SAME DAY RECEIVED

OHIO SPECIALTY CO.

29 W. Court St. 539 S. 2nd St.
Cincinnati, O. Louisville, Ky.

WYOMING BARGAINS

5 Columbus 5c Model B Nut Venders	\$ 3.50
3 1c Breath Pellet Venders	1.50
5 10c Handkerchief Venders	5.00
1 Grotchen 1c Ginger, Late	5.00
10 Grotchen Liberty, 1c or 5c	14.00
Buckaroo, Zip, Airport, Big Six, Super Six, Up & Up, Bally Triumph, Choice Pin Tables, F.P.	15.00
Es-Ki-Mo Shooting Gallery, 4,000 Shells	65.00
SLOTS	
Callie 5c Mystery	
Pay	\$20.00
Watling 1c	20.00
Watling 10c	
Rotatop	35.00
Jenn. 5c Dutchess	25.00
Mills 25c Dice	
Machine	45.00
Mills 10c Cherry	
Bell	65.00
Mills 5c or 10c	
J.P. Gooseneck	25.00
1/3 With Order, Bal. C. O. D.	
Over \$100.00 Order, 10% Discount.	
EDWARDS & EDWARDS	
Box 400 Douglas, Wyoming	

Philadelphia

Irwin Newman, head of the Modern Music Machine Company, has sold his music route to Sam Stern, of Keystone Vending Company. Acquisition of the route makes Keystone the second largest music machine operator in the city. Newman continues in the industry, operating other coin-operated amusement machines.

Sam Stern, head of Keystone Vending Company, has announced two promotions within his organization. Aaron Cooper is now the record purchaser, and Sid Bernstein has been placed in charge of all office activity.

While there has been a drop in shipments, and deliveries have slowed down a bit, distributors report that they still have enough equipment on hand to handle all current demands of operators.

Music machine operators are excited over the prospects of the RCA-Dance Caravan being brought to this territory, pointing out that the spotlight on the parade of recording bands at the Earle Theater has done much to spotlight the recordings in the machines, and at the same time open up an active field in exploiting and promoting the music machine locations.

Bandwagon Ballroom, a giant jitter-bug parlor operated by Henry Disson, nightly offers the music of the recording bands in conjunction with the room's giant milk bar. Spot is becoming the largest music machine location in the city.

An excellent turnout honored one of the local vending machine men when the Showmen's Club tendered a testimonial dinner last Monday (17) for Jack Beresin at the Warwick Hotel. Beresin is head of Berlo Vending Company, which has a corner on the theater location market for the candy venders. He is also president of the Loft Candy Company. The sponsoring group is a social adjunct of the local theatrical industry, whose members gather periodically to honor a member of the profession who has proved his merit in the field. In addition to the theatrical folk, the dinner was well attended by members of the vending machine industry. It was Beresin who gave much financial support in first organizing the Showmen's Club.

Maurice Stein, head of the High-Tone Music Company, reports that he has increased his music route. The company's name is no misnomer, as Stein specializes in servicing the city's classiest locations.

George B. Walters Jr., has leased 3,000 square feet on the second floor of the building on the northeast corner of 19th and Norris streets to set up a giant drink vending firm to be known as the Self Service Beverage Company.

Marty Mitnick, president of the Philadelphia Amusement Machine Association, is campaigning in the election of officers of the Golden Slipper Square Club, Masonic fraternity in which Mitnick is active. Evelyn, his daughter, is fast shaping up as an ace music critic in spotting the click recordings for his company's operations.



DAVE SIMON, of Weston Distributors, Inc., Exhibit Supply Company's New York distributor, reports a big demand for Exhibit's latest game, Big Parade. (MR)

FREE-PLAY BELL
FREE PLAYS
SHOW ON DIAL

NEW BIG GAME

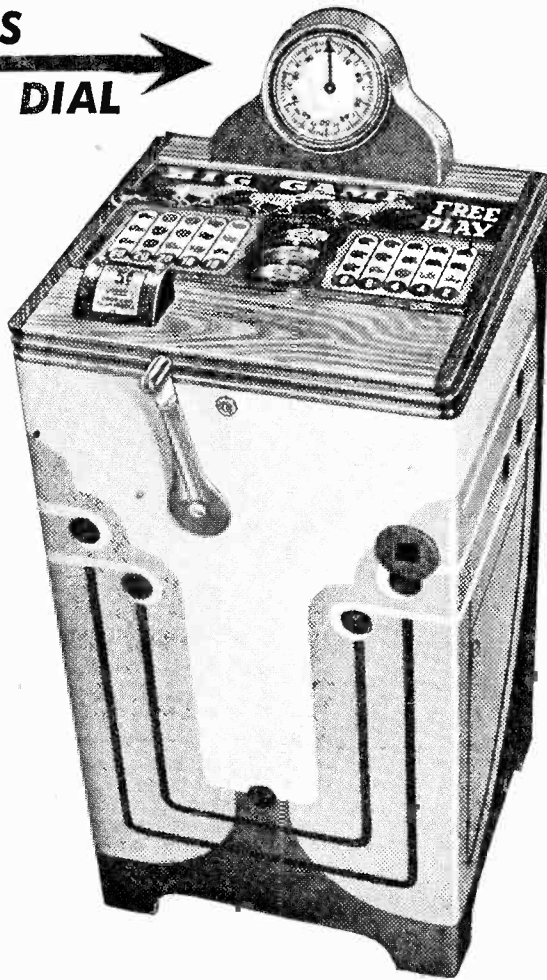
This is a Free Play Game with no payout

★ With the famous Watling Bell mechanism

★ With a meter to register the amusement score

★ FURNISHED WITH ANIMAL HEAD STRIPS OR FRUIT REEL STRIPS

★ Height 42 1/2 In.
★ Width 22 In.
★ Depth 23 1/2 In.
★ Weight 134 Lbs.



1c-5c-10c-25c Play

ALSO BUILT WITH MYSTERY CASH PAYOUT, 3-5, ETC., WITH TOKEN JACKPOT AWARD

Write for circulars and prices

WATLING MANUFACTURING COMPANY

4650 W. FULTON ST., CHICAGO, ILL.

Tel. Columbus 2770. Cable Address, "Watlingite," Chicago

ATTENTION - - - OPERATORS!

NEW MACHINES

WRITE FOR PRICE ON THE FOLLOWING NEW MACHINES: MILLS JUMBO PARADE, FOUR BELL, BROWN FRONTS, CHROME BELL, VEST POCKET BELL and GOTTLIEB'S SPOT-A-CARD and COLUMBIA BELLS.

USED PINBALL TABLES

HI-HAT	\$57.50	GENCO METRO	\$37.50	4-5-8	\$17.50
CAPTAIN KIDD	64.50	BELLE HOP	62.50	1-2-3	25.00
PAN AMERICAN	62.50	1940 FOLLIES	17.50	YACHT CLUB	14.50
TEN SPOT	47.50	RED HOT	17.50	CROSS LINE	22.50
MIAMI BEACH	62.50	BANG	12.50	WILD FIRE	37.50
SEA HAWK	47.50	FLICKER	47.50	BIG TIME	34.50
HOROSCOPE	47.50	POWERHOUSE	17.50	SEVEN UP	42.50
DARK HORSE	94.50	DUDE RANCH	17.50	DOUGH BOY	17.50
HIGH DIVE	57.50	WESTERN BARRAGE	34.50	BIG CHIEF	24.50
SILVER SKATE	42.50	BAKER SALUTE	37.50	SCHOOL DAYS	37.50
BOOM TOWN	37.50	PLAY BALL, BALLY	27.50		

SLIGHTLY USED COUNTER MACHINES

The following Counter Machines have been operated less than two weeks: DAVAL'S "21" BLACK-JACK, 1c ZEPHYR, 1c YANKEE, MERCURY, SPARKS, LIBERTY BELL and LUCKY STRIKE.

USED COUNTER MACHINES

1c Marvel Imps	1c Pick-a-Pack View-a-Scope
1c Jiffy	1c Empire
1c Plikes Peak	A. B. T. Targesskill
1c Asker Fortune Teller	Key Vendor

If you can handle any of the above Used Counter Machines, please make us an offer on same.

MISCELLANEOUS USED MACHINES

Scientific's BATTING PRACTICE	Write for Price	VEST POCKET BELL, Blue & Gold, Good as New	\$34.50
Keeney's TEXAS LEAGUER	\$32.50	Mills Blue Front, 5c or 10c Play	\$2.50 Ea.
Columbia Bell, Slightly Used	42.50	Mills Melon Bell, 5c or 10c Play	67.50 Ea.
		Mills Cherry Bell, 5c or 10c Play	72.50 Ea.

All Prices Are F. O. B. Roanoke, Virginia. ALL USED MACHINES ARE OFFERED SUBJECT TO PRIOR SALE. Terms: 1/3 Deposit, Balance C. O. D. on Orders of \$10.00 or Less. We Require Cash.

ROANOKE VENDING MACHINE EXCHANGE, INC.

533 CENTER AVENUE, N. W. ROANOKE, VIRGINIA
In this time of national emergency your country needs your help. Buy Defense Savings Bonds and Stamps regularly.

**NO MATTER
WHAT YOU NEED**

**Here it is!
AT MONEY SAVING PRICES!**

This Coin-Operated
Amusement Machine
operating in compliance with
**U. S. DEFENSE
REVENUE
ACT**
OF 1941
SECTION
533

EVERY OPERATOR SHOULD HAVE A RED, WHITE AND BLUE 'REVENUE ACT' STICKER ON EVERY GAME
This sticker tells the public that your game
is contributing to the U. S. Defense Fund by
paying an annual tax. Money order must
accompany your order. **\$2.00 PER HUNDRED**

FREE PLAY GAMES READY FOR DELIVERY

All American .. \$35.50	Commodore .. \$13.95	Four Diamonds \$47.50	Majors of '40 .. \$12.95	Sports Parade .. \$49.50
Argentine .. 72.50	Charm .. 16.50	Fifty Grand ... 67.50	Mascot .. 19.50	Sea Hawk .. 49.50
A.B.C. Bowler .. 79.50	Cadillac .. 19.50	Glamour .. 24.50	Mystic .. 32.50	Sky Ray .. 52.50
Bang .. 8.95	Crystal .. 32.50	Gold Cup .. 32.50	Metro .. 34.50	Snappy .. 57.50
Bazaar .. 8.95	Crossline .. 32.50	Gold Star .. 32.50	Mills '39 1-2-3 .. 37.50	South Paw .. 59.50
Big Ten .. 8.95	Dandy .. 8.95	Holdover .. 16.50	Miami Beach .. 59.50	Show Boat .. 64.50
Big Six .. 12.95	Doughboy .. 16.50	Horoscope .. 54.50	Majors of '41 .. 64.50	Silver Skates .. 67.50
Big League .. 13.50	Double Feature .. 18.50	Hi Hat .. 57.50	Nippy .. 17.50	Sky Blazer .. 67.50
Big Town .. 16.50	Dixie .. 22.50	High Dive .. 62.50	New Champ .. 74.50	Silver Spray .. 72.50
Big Show .. 16.50	Dude Ranch .. 29.50	Jolly .. 12.95	On Deck .. 19.50	Spot Pool .. 72.50
Bally Beauty .. 19.50	Duplex .. 54.50	Jumper .. 14.50	Oh Johnny .. 19.50	Star Attraction .. 77.50
Blonde .. 19.50	Do Re Mi .. 54.50	Jungle .. 82.50	Polo .. 22.50	Triple Threat .. 8.95
Bandwagon .. 34.50	Double Play .. 57.50	Lite o Card .. 12.95	Playmate .. 22.50	Topper .. 8.95
Broadcast .. 37.50	Fantasy .. 8.95	Lucky .. 12.95	Paradise .. 39.50	Three Up, Daval .. 13.95
Big Time .. 39.50	Follies .. 12.95	Lancer .. 19.50	Playball (Bally) .. 49.50	Triumph .. 13.95
Big Chief .. 39.50	Flagship .. 13.95	Limelight .. 19.50	Roxy .. 12.95	Three Score .. 22.50
Barrage .. 42.50	Fleet .. 24.50	Landslide .. 24.50	Stop & Go .. 8.95	Trailways .. 47.50
Belle Hop .. 56.50	Fox Hunt .. 24.50	Leader .. 34.50	Score Champ .. 12.95	Ten Spot .. 54.50
Chief .. 8.95	Formation .. 32.50	League Leader .. 37.50	Super Six .. 12.95	Twin Six .. 72.50
Chevron .. 8.95	Flicker .. 39.50	Legionnaire .. 67.50	Summertime .. 13.95	Variety .. 12.95
Champion .. 8.95	Four Roses .. 44.50	Mr. Chips .. 12.95	Score Card .. 16.50	Vacation .. 22.50
			Sports .. 16.50	Victory .. 22.50
			Short Stop .. 16.50	Velvet .. 42.50
			Skyrocket .. 16.50	White Sails .. 12.95
			Sporty .. 19.50	Wild Fire .. 44.50
			Speedy Ball .. 19.50	West Wind .. 64.50
			Score a Line .. 19.50	Yacht Club .. 16.50
			School Days .. 44.50	Zip .. 8.95
			Stars .. 41.50	Zenith .. 8.95
			Stratoliner .. 44.50	Zombie .. 39.50
			Sluggo .. 47.50	Zig Zag .. 69.50
			Sun Beam .. 49.50	

FREE PLAY CONSOLES

Evans Jungle Camp .. \$ 89.50	Liberty Bell .. \$17.50
Bally High Hand .. 179.50	Double Header .. 17.50
Mills Jumbo Parade .. 89.50	Derby Day .. 17.50
Jennings Silver Moon .. 149.50	Mills '39 1-2-3, Auto. 27.50
	Paces Races, Brown .. 79.50
	Mills Four Bells, Like New 249.50

**AUTOMATIC TABLES,
CONSOLES, ETC.**

Pace Maker .. \$49.50
Exhibit Silver Bells .. 49.50
Bazaar .. 17.50
Hey Day .. 17.50
Galloping Dominoes .. 39.50
Paces Races, Black .. 59.50
Preakness .. 17.50

NEW LOW PRICES ON COUNTER GAMES

Pikes Peak .. \$16.50
Bally 25¢ Jackpot Dice 17.50
Mercury .. 17.50
Mills Tickette .. 4.00
A.B.T. Target Skill .. 19.50
Daval 21 .. 9.50
Yankee Double Header .. 9.50
Centapack .. 4.00
High Stakes .. 4.00
Lucky Smoke .. 9.50
Challenger .. 19.50

Marvels .. \$24.50
Rex .. 9.50
Races .. 9.50
Cubs .. 4.00
Ginger .. 6.00
American Eagle .. 24.50
Centasmoke .. 4.00
Texas Leaguer .. 32.50
American Flags .. 9.50
Reel 21 .. 12.00

BEAUTIFUL MARBLEGLO PHONOGRAPHS

ROCKOLAS Reg. 12 Record \$29.50 16 Record .. 39.50 Imperial 20 .. 69.50	1939 Counter Model .. \$89.50 1940 Junior Mod. with Stand .. 109.50	Envoy, Electric Selector, with Remote Control \$259.50 Major, Electric Selector, with Remote Control 269.50 Colonel, Electric Selector, with Remote Control 289.50 Playboys .. 35.00
1839 Deluxe .. 139.50 1840 Super .. 195.00 Deluxe '39 with Adaptor & 8 Wall Boxes .. 229.50 Deluxe '39 with Adaptor & 4 Keeney Boxes .. 189.50 1940 Master Rock- olite in Remote, 14 Wall Boxes & 4 Bar Boxes 419.50	SEEBURGS 10 Record Selectaphone .. \$15.00 12 Record A or B 29.50 Rex or 20 Rec. K 89.50 Royal .. 99.50 Classic .. 189.50	WURLITZERS 412 .. \$34.50 Counter Mod. 51 49.50 Counter Mod. 61 79.50 Bases .. 10.00 800 Model .. 149.50 500 Model .. 159.50 Wurlitzer 24 .. 79.50

TERMS: 1/3 DEPOSIT, BALANCE SIGHT DRAFT.

IN ORDERING GIVE SECOND AND THIRD CHOICE

Southern AUTOMATIC MUSIC CO.
"THE HOUSE THAT CONFIDENCE BUILT"

542 S. SECOND ST. | 531 N. CAPITAL AVE. | 312 W. SEVENTH ST. | 425 BROAD ST.
LOUISVILLE, KY. | INDIANAPOLIS, IND. | CINCINNATI, OHIO | NASHVILLE, TENN.

PIN GAMES

Legionnaire .. \$89.50	Dude Ranch .. \$29.50	Limelight .. \$17.50
Zig Zag .. 65.00	Progress .. 25.00	Hold Over .. 17.50
Hi Dive .. 64.50	Powerhouse .. 22.50	Glamour .. 17.50
Ten Spot .. 82.50	Three Score .. 22.50	Vacation .. 15.00
Speed Ball .. 60.00	Landslide .. 22.50	Roller Derby .. 15.00
Play Ball (Bally) .. 55.00	Oh Johnny .. 22.50	Beauty .. 15.00
Sea Hawk .. 55.00	Cadillac .. 20.00	Flagship .. 15.00
Broadest .. 45.00	Doughboy .. 20.00	O'Boy .. 15.00
Flicker .. 40.00	Playmate .. 20.00	Nippy .. 15.00
Four Roses .. 40.00	Wings .. 20.00	Super Charger .. 15.00
Crossline .. 40.00	Shortstop .. 20.00	Champion .. 12.50
Mystic .. 39.50	Sporty .. 17.50	Double Feature .. 10.00
Salute .. 34.50	Bowling Alley .. 17.50	Golden Gate .. 10.00
Paradise .. 32.50	Big Show .. 17.50	Super Six .. 10.00
Gold Star .. 32.50	Score Card .. 17.50	Big Six .. 10.00
Leader .. 30.00	Big League .. 17.50	Scoop .. 10.00
Big Chief .. 29.50	Yacht Club .. 17.50	Vogue .. 7.50
Bandwagon .. 29.50	Big Town .. 17.50	

CONSOLES

Pace Saratogas (Skill) .. \$109.50	Baker's "Paces" '41 .. \$149.50
Exhibit's "Races" .. 22.50	MHIs "Square Bell" .. 69.50
Keeney '38 Tracktime .. 75.00	

Title Strips, 35¢ per hundred. TERMS: 1/3 CASH WITH ORDER, BALANCE C. O. D.

SHAFFER MUSIC COMPANY

514 SO. HIGH STREET

COLUMBUS, OHIO

GUARANTEED BARGAINS

FAIRGROUNDS .. \$29.50	GRAND STANDS .. \$79.50	CONTACT .. \$16.50
FLEETWOODS .. 24.50	SANTA ANITAS .. 129.50	MULTI-RACES .. 15.00
PREAKNESS .. 19.50	FLYING CHAMPS .. 149.50	RED HOTS .. 29.50
VELVETS .. 24.50	GOLD CUPS .. 34.50	SHORT STOP .. 24.50
WESTERN RACES .. 16.50	RECORD TIMES .. 89.50	CADILLAC .. 34.50
WESTERN BIG PRIZE .. 50.00	DARK HORSE .. 89.50	BLONDIE .. 34.50
STEPPER UPPER .. 39.50	REBOUND .. 17.50	POWER-HOUSE .. 34.50
WINNING TICKET .. 89.50		

WRITE FOR PRICES ON 1941 AND 1940 BANG-TAILS AND GALLOPING DOMINOES WITH JACK-POTS, LUCKY-LUGRES, ROULETTE, SENIOR AND PRACTICALLY NEW BAKER'S PACERS. ONE-THIRD DEPOSIT—IMMEDIATE SHIPMENT BALANCE C. O. D.
WILL BUY FOR CASH—KEENEY AIR RAIDERS
THE R. F. VOGT DIST.
MILNER HOTEL BLDG. | SALT LAKE CITY, UTAH

**Victory Termed
Overnight Sensation**

CHICAGO, Nov. 22 (MR).—Genco's new game, Victory, has taken the country by storm, reports Genco, Inc., manufacturer. "Our reports on the game are that it is the game of the year—in fact, one of the best games of the last five years," said Dave Gensburg. "In all our experience we have not seen such an ovation. We've produced many a hit in our years in business, but I don't remember when we last had such an overwhelming reaction to a game," he declares. "It was a lucky inspiration to put out a game that tied in with the feeling of victory that is sweeping the democratic countries of the world. Our new game, Victory, assures operators everywhere of the greatest victory profits in a long time. "Boasting not one, but two phenomenal features, Victory will keep players glued to the plunger hour after hour. The thrill-filled Victory feature and the new U. S. A. feature, combined with five ways to win, give the player a thrill-a-second run for his money."

WANTED

Jennings or Mills Free Play Mint Vendors. State serial and condition. Also want Grotchen Champions, fruit reel, 5¢ play.

MODERN MUSIC CO.

124 E. Cucharas, Colorado Springs, Colo.

DEAR EDDIE

I will buy Blondie, Big Town, Bordertown. State serial and condition. Also want Grotchen Champions, fruit reel, 5¢ play.

CY GLICKMAN

Care of Glickman Industries, 4458-60 Griscom St., Philadelphia, Pa.

**Gottlieb Spot-a-Card
Gets Coinmen's OK**

CHICAGO, Nov. 22 (MR).—Spot-a-Card, Gottlieb's newest card-theme release, is gaining acceptance and approval of distributors and operators, reports the factory. "Particularly in the East, distributors are enthused with the results from test locations," said Dave Gottlieb. "We had the proof over and over again from preceding games, built

along the same play theme, that there is a decided preference among players for a game of this character.

"Spot-a-Card is by no means just another edition of a card-theme game. It has a host of brand new, distinctive features all its own. Many original orders have already been followed up with repeat orders, and that tells how well the game rates with these distributors. Reports from the first locations to feature the game tell the story of its popularity with players and the collections operators have been making as a result. We confidently expect that Spot-a-Card will exceed every expectation and prediction made for it."



WHEN THE JACK R. MOORE COMPANY held the grand opening of its new Portland (Ore.) building, much interest centered about Bally's new Club Bells (left), a four-multiple console. At the left is Ed Cusson, of the Portland office of the Moore company. Johnny Ruggiero (standing to right of game), manager of the San Francisco office, agrees with Cusson that the console is one of Bally's finest. (MR)

Boston

BOSTON, Nov. 22.—Local coinmen are congratulating Ralph Colucci, Mattatuck Distributing Company, Waterbury, Conn., on the birth of twin boys, Ralph Elliott and Robert Kent, born November 1.

Irv McClelland, Seeburg representative, and Barney Blatt, of Atlas Coin Machine Company, off on a quick trip to visit operators in New Hampshire and Vermont.

Harold Rudman and Leonard Gross-

man, Harlen Amusement Machine Company, report removal of all their old equipment and replacement with new Seeburg phonos and remote equipment.

Atlas Coin Machine Company supplied a Seeburg phono for use in John Hancock Hall prior to Kay Kyser's broadcast. Kyser was in town for a week at a local theater, and his regular broadcast was aired thru Boston. Audience was entertained prior to the broadcast by music from the phono.

George Clarke, Clarke Distributing Company, local Wurlitzer distributor, reports business good.

Robert Waldman, Electric Amusement Machines Company, has bought out his partner, Nat Levin. Electric operates legal equipment in theaters thruout New England. Gun locations are reported the most popular.

Herb Ellis, former bookkeeper at Atlas Coin and now in the army, has been made acting corporal.

Carter Kalustian is now operating his own route under the firm name of Carter Automatic Music Company. Business is good and collections keep mounting, he says.

Mike Bond, of Bond Sales Company, local Buckley distrib, is looking for new and larger quarters, and hopes to have the showrooms moved by the first of the year.

Dave and Murray Schultz, Atlantic Distributing Company, returned from an extensive road trip to find brother Lenny busy. Showrooms have been crowded since the firm took the distributorship for the Packard line.

Al Sharpe, one of the newer Boston operators, reports business good.

Louis Taube and Johnny Lazar, of Concord, N. H., in town to purchase equipment and chat with the boys along coinrow.

A coin-operated typewriter has made its appearance in Boston hotels. A regulation Woodstock typewriter, mounted on a small wooden table, can be used 30 minutes for 10 cents.

In town recently for equipment were R. Letillier, Biddeford, Me.; Frank Ward and Bill Lang, Fairlee, Vt.; Albin Woodworth, Fitchburg, Mass.; Joe Fogel, United Novelty Company, Portland, Me.; Louis Taube and Johnny Lazar, Concord, N. H.

LOW TAX 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.

\$10 TAX
PENNY PLAY
\$29.75

F. O. B. Chicago

BAKER'S PACERS
7-Coin Money Maker
\$50 TAX AND WORTH IT!



Ideal for Arcades!

THE BAKER NOVELTY COMPANY INC.

1700 WASHINGTON BOULEVARD—CHICAGO, ILL.

WEST COAST

Factory Sales Representative

MAC MOHR

2916 W. 1100 BLVD. LOS ANGELES, CALIF.

SPECIAL!!!!
Guaranteed Like New
MILLS LATE MODEL JUMBO PARADE, Cash—Check Model **\$89.50**
BALLY Royal Flush \$69.50
JENNINGS Good Luck 39.50
WE HAVE EVERY TYPE OF COIN OPERATED MACHINE, NEW OR USED. WRITE FOR PRICE LISTS AND CIRCULARS.
SICKING, INC.
1401 CENTRAL PKWY., CINCINNATI, O.
927 E. BROADWAY, LOUISVILLE, KY.

FREE PLAY BUYS

Argentine .. \$67.50	Play Ball (Bally) .. \$27.50
Attention .. 26.00	Red, White, Blue .. 24.00
All American .. 25.00	School Days .. 26.00
Bandwagon .. 16.50	Miami Beach .. 47.50
Blonde .. 10.50	Sea Hawk .. 37.50
Big Chief .. 17.50	Seven Up .. 29.50
Broadcast .. 24.50	Silver Skates .. 36.50
Crossline .. 15.00	40.00
Duplex .. 31.50	Sky Ray .. 27.50
Do-Re-Mi .. 47.50	Spot Parade .. 26.50
Double Play .. 49.50	Stars .. 23.50
Flicker .. 19.50	Stratoliner .. 32.50
4 Diamonds .. 49.50	Sun Beam .. 47.50
Four Roses .. 29.50	Ten Spot .. 23.00
Horoscope .. 55.00	Velvet .. 23.00
Leader .. 16.50	West Wind .. 55.00
League Leader .. 27.50	Zombie .. 22.50
Majors '41 .. 47.50	Rotation .. 16.50
Cadillac .. 17.50	Paradise .. 22.50
Metro .. 22.50	
Holdover, \$11.50, Double Feature, \$9.50;	
Polo, \$12.50; O'Boy, \$9.50; Jolly, \$12.50;	
Nippy, \$16.00.	

Terms: 1/3 Cash, Balance C. O. D.
FEDERAL VENDING COMPANY
2508 Amsterdam Ave. NEW YORK
Tel.: Wadsworth 8-8392

McCall's RECONDITIONED COIN MACHINE BARGAINS
FREE PLAY PIN GAMES Each

1 All Amer. \$39.50	1 Play Ball (Bally) \$45.00
1 Belle Hop. 32.50	2 School Days 39.50
1 Big Chief. 32.50	3 Seven Up. 39.50
1 Big Play. 26.50	1 Sky Ray. 27.50
1 Dble. Play. 26.50	1 Speed Ball 62.50
2 Formation. 59.50	2 Sport. 39.50
4 Horoscope. 29.50	1 Parade. 39.50
3 Leaders. 41 59.50	5 Spot Pool. 61.50
1 Major. 62.50	1 Sea Hawk. 62.50
1 Miami Beach. 59.50	3 Sun Beam. 47.50
1 Pan Amer. 59.50	

Terms: One-Third Deposit with Balance C. O. D.
3147 Locust St., ST. LOUIS, MO. McCall NOVELTY CO.

CLEANING HOUSE FOR NEW STOCK
RECONDITIONED FREE PLAY GAMES
TAKE YOUR CHOICE FOR \$10 EACH

BANG	TRIUMPH
MR. CHIPS	LUCKY
OCEAN PARK	O'BOY
MASCOT	BIG SIX
DOUBLE FEATURE	GLAMOUR

Guaranteed Perfect—Ready for Location,
1/3 Down, Balance C. O. D.—F. O. B. Buffalo.
JAMES D. BLAKESLEE
43 15TH STREET BUFFALO, N. Y.

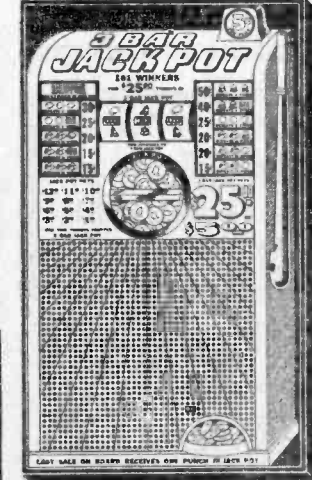
SKILL-A-RETTE SPECIAL

New counter game sensation in low tax class. See ruling on our machine from U. S. Treasury Dept. in Federal Tax Information Column of this issue. The slickest counter game of all times. SKILL-A-RETTE combines the desirable features of counter games plus pin game features. A natural for locations where cigarette reel games have been taken out.

Penny Play **\$29.50** Ball Gum or 5¢ Play \$2.50 Extra
F. O. B. Chicago
Cigarette or Animal Symbols Optional.

SPECIAL INTRODUCTORY OFFER
For a limited time we will make a liberal trade-in allowance on three reel counter games with aluminum cabinets. Distributors Wanted Everywhere.

STANDARD COIN MACHINE CO.
2307 N. WESTERN AVE., CHICAGO, ILLINOIS



3 BAR JACKPOT F-5240

1640 Holes — Takes in \$82.00
Pays Out Average \$48.69 — Av. Profit \$33.31
PRICE \$4.86 EACH

OTHER FAST SELLERS

1025 Hole, F-5280, Wonder 3 Bar Jackpot at	\$3.63
1200 Hole, F-5275, Horses at	5.22
800 Hole, F-5270, Pocket Dice at	2.52
720 Hole, F-5255, Pocket Jack at	2.48
600 Hole, F-5305, Royal at	2.82

CHAS. A. BREWER & SONS
Largest Board and Card House in the World
6320 Harvard Ave., CHICAGO, U. S. A.

Your original investment in Defense Savings Bonds, Series E, will increase 33 1/3% in 10 years.

Big Parade



**GOING PLACES
for OPERATORS**

"Ask any one who has them"

**GET IT!! — from YOUR DISTRIBUTOR
EXHIBIT SUPPLY CO • 4222 W. LAKE ST • CHICAGO**

**OUTSELLING THEM ALL!
OUTEARNING THEM ALL!
ASK ANY SMART OPERATOR ABOUT
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"BIG PARADE"

Write—Wire—Phone Your Order

WESTON DISTRIBUTORS, INC.

599 TENTH AVENUE, NEW YORK
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Exclusive Factory Sales Agents
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**GET INTO THE BIG PROFIT PARADE WITH
EXHIBIT'S BIG PARADE
EXCLUSIVE DISTRIBUTORS — IMMEDIATE DELIVERY
H. Z. Vending & Sales Co., 1205 Douglas St., Omaha, Neb.**

THERE'S ALWAYS A BETTER BUY AT "LEHIGH"

KEENEY ANTI-AIR CRAFT GUNS		ARCADE EQUIPMENT		BALLY ALLEY	
Keene Anti-Air Craft Guns	\$29.50	Sky Fighter	\$175.00	Bally Alley	\$19.50
		Evan's Ten Strikes	39.50		
LATE FREE PLAY EQUIPMENT		LATE FREE PLAY EQUIPMENT		LATE FREE PLAY EQUIPMENT	
Silver Spray	\$49.50	Big Time	\$24.50	Ump	\$19.50
ABC Bowler	59.50	Cadillac	9.50	Dude Ranch	17.50
Mutoscope	99.50	Snappy	49.50	Pan American	39.50
Play Ball (Bally)	24.50	Zig Zag	49.50	Hi Stepper	39.50
Speed Ball	39.50	Velvet	25.00	Target Skill	35.00
Glamour	9.50				

Send Order With 1/3 Deposit. Mention 2nd and 3rd Choice.

LEHIGH SPECIALTY CO.

2ND & GREEN STS.,

PHILADELPHIA, PA.



THERE'S ALWAYS A CROWD at F. M. McFall's Penny Arcade at the State Fair, Dallas. The arcade, built entirely from Mutoscope designs and plans, is equipped with Mutoscope machines. (MR)

Baltimore

BALTIMORE, Nov. 22.—J. Hrdlicka, Wurlitzer factory engineer, conducted a Wurlitzer service school for operators in the Baltimore area recently at the Baltimore branch of the Bleekman Distributing Company.

A very active demand for Packard Pla-Mor wall boxes is being experienced by the Keystone Novelty Company, according to William J. Claire.

Roy McGinnis states that Keeney's Super Bell continues to ring up good sales and adds that even tho a large volume of these have already been sold, the demand persists for more. He also states that Keeney's Fortune and Towers are other fast-moving numbers that are helping to swell the total Keeney's games volume.

William Sykora, service engineer, has joined the Hub Enterprises and is in complete charge of the work of installing Rock-Ola music units and equipment.

So successful has been the operation of its arcade, Camp Playland, at Camp George G. Meade, that the A. & N. Coin Machine Company, headed by Nick Andrews & Son, will open another arcade about a mile from Camp Playland shortly. Work on this structure has already been started and is expected to be put in operation within the next few weeks.

A steady upward swing in collections is reported by W. W. Richardson, manager Dixie Coin Machine Company. The returns from phonos have been most satisfactory, he stated.

The General Vending Service Company reports chalking up impressive sales on Gottlieb's Texas Mustang. Several shipments have been received and each was sold out upon arrival. To date it has proved to be the most successful Gottlieb number of the current year, execs state. Firm also reports good sales on Jennings Silver Moon and Bobtail and on Mutoscope's Ace Bomber and Drive Mobile, as well as Baker's Kicker and Catcher and other games for which it is distributor.

The Hub Enterprises is chalking up volume sales in Rock-Ola phonos and remote control units. Aaron Goldsmith, president, declares early November sales promise to exceed those for October. Ernest Waldrop, in charge of games for the Hub, reports a steady sales climb. He reports plenty action on Genco's Bosco and Chicago Coin's Bola Way. Shipments of these are coming thru in fine style, it is stated.

The Bleekman Distributing Company reports steady demand for Wurlitzer phonos and remote control units, shipments of which are coming thru in good fashion.

Coin machines were in operation for the first time at the annual Baltimore Food Show staged at the Fifth Regiment Armory under auspices of the Independent Retail Grocers and Meat Dealers' Association of Baltimore, Inc. A large booth was given over to a battery of target guns, and they were in constant use, particularly during the night sessions.

Topic is the newest Bally Manufacturing Company game to make its debut on the local market, and it met with instant acceptance.

The Circle Gun Club, operating a target range and pinball games, has been opened at 624 South Broadway.

THE COUNTER GAME OF THE PAST, PRESENT AND FUTURE



PRICE \$36.50

1/3 with order, bal. C. O. D.

SEVEN GRAND

Plays Pennies, Nickels, Dimes and Quarters. Positive Coin Divider gives location-owner three coins out of every four played from which to take care of all expenses, retaining balance for himself. Fourth coin goes to operator and is all his. Fill up those empty Counter Game Spots with this game that came, is still here and bids well for the future. See your distributor to-day.

PRICE \$36.50 F. O. B. Chicago

1/3 Deposit Must Accompany All Orders. Balance C. O. D.

KOPLO SALES & SUPPLY CO.

3118 MILWAUKEE AVE., CHICAGO, ILL.
Exclusive Distributor

**I'LL PAY YOU
HIGHEST CASH
PRICES FOR
GUNS, PHONOS
AND ALL LEGAL
EQUIPMENT! WRITE NOW!
TELL ME EXACTLY WHAT YOU
HAVE! CASH WAITING!!**

**Royal
MUSIC COMPANY**

641 HUNTERDON ST., NEWARK, N. J.



H. F. MOSELEY
Pres.-Treas.

MILLS
Three Bells
Four Bells
Mills Slots
Jumbo Parade,
convertible
Mills Owls

KEENEY
Super Bell
All Models,
Single, Twin
& Four Slots
Fortune
Submarine Gun

EVANS
Machine Gun
Baseball
Tommy Gun
Dominos
Lucky Lucre
Super Bomber
Bowling Alley
Lucky Star

BALLY
Club Bell
High Hand
'41 Derby
Turf King
Convoy
Topic



Daval, Exhibit, Gottlieb, Groetchen,
International Mutoscope's Ace Bomber & Drive Mobile
**MANUFACTURERS' AUTHORIZED DISTRIBUTORS FOR
VIRGINIA, WEST VIRGINIA, NORTH AND SOUTH CAROLINA**

A FEW REPUTABLE SUB-DISTRIBUTORS WANTED IN THE ABOVE MENTIONED STATES. PRICES, OF COURSE, WILL BE BASED TO SUB-DISTRIBUTORS ON THE QUANTITY THEY ORDER. THE FACTORY MAKES THESE MACHINES, BUT DON'T FORGET WE ARE YOUR DISTRIBUTOR AND CARRY THESE MACHINES IN STOCK OR CAN GET IMMEDIATE SHIPMENT FROM FACTORY IF NOT IN STOCK.

FOLLOWING USED MACHINES OFFERED SUBJECT TO PRIOR SALE

FIVE BALL FREE PLAY		1 Stoner Ump	\$27.50	1 Mills Flasher	\$10.00	1 Mills Vest Pocket, Green	\$30.00
7 Bally Flicker	\$24.50	1 Chicago Coin Star Attraction	\$59.50	5 Mills Free Play Venders	\$2.50	1 Mills Q.T. Bell, 10¢ Play	\$2.50
1 Bally Headliner	11.50	ONE BALL		1 Jennings F.T. Time, Cash	52.50	1 Jennings Little Merchant	12.50
6 Bally Mystic	22.00	4 Bally Blue Grass	\$100.50	1 Pace Reels Jr., 1¢ Play	65.00	2 Gottlieb Grip Testers, S.B.	9.00
5 Bally Play Ball	42.50	2 Bally Kentucky	125.00	1 Pace Saratoga	65.00	1 Gottlieb Grip Testers, L.B.	11.50
1 Bally Pick Em	10.00	1 Bally Santa Anita	100.00	6 Pace Race, #4472 to 6237	82.50	SLOT MACHINES	
1 Bally Broadcast	10.00	1 Bally Club Trophy, F.S.	140.00	1 AMI 10 Record Metal Cab. Phono & 5 Wall Boxes and 1 Bar Box, F.S.	125.00	1 Mills Melon Bell, 5¢, #430064	\$69.50
1 Bally C. O. D.	15.00	1 Bally Record Time	77.50	3 Buckley Wall Boxes, 20 Record	17.50	2 Mills Melon Bell, 10¢, #432086-#429401	79.50
1 Chicago Coin Derby	27.50	1 Bally Long Shot	82.50	COUNTER GAMES		1 Mills Regular Bell, 10¢, #305069	89.50
1 Chicago Coin Polo	19.50	1 Bally Eureka	32.50	15 Groetchen Columbia Bells, R.P.	\$57.50	1 Mills Blue Front, No. 6A, 5¢, #434138	79.50
4 Chicago Coin '41 Majors	52.50	1 Mills 1-2-3, C.P.	17.50	34 Groetchen Mercury	15.50	1 Mills Bonus Bell, 5¢, #428306	125.00
1 Chicago Coin Lucky	17.50	CONSOLES		2 Groetchen Zephyr	9.50	1 Mills Blue Front Bell, 5¢, #385602	59.50
1 Chicago Coin Home Run	27.50	1 Bally Royal Draw	\$189.50	1 Groetchen Ginger	7.50	1 Mills Regular Bell, 25¢, #305747	29.50
1 Chicago Coin Skyline	22.50	3 Bally High Hand	162.50	4 Groetchen Sparks	7.50	1 Mills Lyon Head (Gooseneck), 25¢, #370099	35.00
1 Chicago Coin Sport Parade	49.50	1 Bally Grand National	77.50	1 Groetchen Liberty	15.50	1 Mills Lyon Head (Gooseneck), 5¢, #369701	35.00
2 Exhibit Zombie	34.50	3 Evans Tommy Gun	75.00	13 Groetchen Yankee	9.50	2 Mills War Eagle, 5¢, #363722-#366563	35.00
1 Exhibit Stars	10.00	1 Evans Bang Tails	110.00	3 Daval Ace	5.50	1 Jennings Silver Moon, 5¢, #143221	50.00
1 Exhibit Conquest	15.00	1 Evans Lucky Star, Cash	69.50	10 Daval Cubs	6.00	1 Jennings Dutchess, 1¢	20.00
1 Exhibit Flagship	15.00	2 Evans Domino, '40 Reg.	157.50	1 ABT Challenger	6.50	2 Watling Rotatop Baseball Reel, 5¢, #88713-89734	40.00
2 Gottlieb School Days	42.50	2 Evans Domino, '39 Reg.	100.00	4 ABT Model F	17.50	1 Watling Rotatop Cherry Bell, 5¢, #87748	40.00
3 Gottlieb Sea Hawk	42.50	2 Evans Domino, '38 Reg.	59.50	1 Rockola Black Maglo	17.50	1 Watling Twin J.P., 1¢, #T51717	20.00
2 Gottlieb Lot o' Fun	10.50	2 Keeney '38 Track Time	65.00	1 Mills Vest Pocket, Blue & Gold, Meter 1¢ Play	30.00		
1 Gottlieb Big Show	10.50	1 Keeney Triple Entry	152.50	1 Mills Vest Pocket, Chrome, Meter 5¢ Pl.	35.00		
1 Gottlieb Horoscope	42.50	1 Mills Jumbo Parade, Comb. Vender	75.00				
1 Genco Hi Hat	43.50	3 Mills Jumbo Parade, F.P.	75.00				
1 Keeney Red Hot	10.00	3 Mills Jumbo Parade, C.P.	75.00				
1 Baker Doughboy	17.50	1 Mills Four Bell, F.S.	210.00				
1 Stoner Sparky	27.50	2 Mills Square Bell	39.50				

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 are effective Nov. 29, 1941.

WANTED: MILLS 3 BELLS

Will pay up to \$300 each, according to serial numbers and guaranteed condition, delivered to us at Richmond, Va.

MOSELEY VENDING MACHINE EXCHANGE

OO BROAD ST., RICHMOND, VA.
Day Phone 3-4511 — Night Phone 5-5328

BARGAINS—READY FOR LOCATIONS

ABC Bowler	\$67.50	Major	\$44.50
Anabel	13.50	Miami Beach	47.50
Band Wagon	17.00	Mystic	19.00
Champ	62.00	Playball	26.00
Cross Line	16.50	Powerhouse	15.00
Dixie	17.00	Silver Skates	35.00
Do Re Mi	46.50	Sky Blazer	57.50
Double Play	46.00	Sky Ray	38.50
Flicker	18.50	Southpaw	52.50
Fleet	18.50	Stars	26.00
4 Diamonds	46.50	Sea Hawk	36.50
Gold Star	17.00	Star Attraction	60.00
HI Hat	47.00	Sporty	13.50
HI Stepper	37.00	Ten Spot	48.00
Horoscope	35.00	Twin Six	59.50
Leader	16.00	Velvet	27.00
League Leader	24.00	West Wind	53.00
Landslide	14.50	Zombie	19.00
Legionnaire	58.00	Zig Zag	52.50

\$12 ea.—Commodore, Double Feature, Jolly, Landslide, Nippy, O'Boy, Punch, Roxy, Triumph, Three Score.

1/3 Cash Deposit. Under \$18 Full Cash.
Cable Address: Coinmachin. N. Y.

MARC MUVES, INC. 555 West 157th St.
New York, N. Y.

Dallas

DALLAS, Nov. 22.—Bert Davis, formerly associated with Commercial Music Company here, has been appointed North Texas distributor for Mills Novelty Company products. His new firm is the South Coast Amusement Company of Dallas, with offices at 1712 North Orange Street. Branch offices will also be maintained at Houston and San Antonio.

Raymond Williams is back at his office after a trip to the Wurlitzer factory at North Tonawanda, N. Y.

Wylie & Keys, local music merchants, will move into their new offices on Jackson Street.

Clyde Rose, of Rodessa, La., was among out-of-town operators to visit Commercial Music Company's office this week.

S. H. Lynch, head of Electro-Ball Company, Inc., back from a business trip to New Orleans, reports business in Louisiana good.

Wink Williams is the new branch manager for Commercial Music Company here. He succeeds Burt Davis.

Get a Real STRIKE!

DEEP SEA SPORT

NEW DIE-CUT BOARD

DEEP SEA SPORT . . . The Wave Of Prosperity Casts Profits Your Way . . . 1000 Re Holes . . . 5¢ per sale . . . Fish symbols . . . Takes in \$50.00 . . . Total average payout \$26.50 . . . Average profit \$23.50 . . . Additional profit from Re arrangement \$2.80 . . . Total average profit \$26.30 . . . SEMI-THICK DIE-CUT BOARD.

SUPERIOR PRODUCTS 14 N. PEORIA ST. CHICAGO, ILL.

PENNY WALL BOX
for all AUTOMATIC PHONOGRAPHS

Automatically TRIPS and PLAYS any COIN OPERATED PHONOGRAPH

ADJUSTABLE—will operate any AUTOMATIC PHONOGRAPH

LEGAL! IS NOT GAMBLING! PLAYER CAN'T TAKE ANYTHING AWAY!

FLASH! INTERNAL REVENUE DEPT. RULES NOT APPLICABLE UNDER SECTION 5051—1934 REVENUE TAX BILL

NO ADAPTERS REQUIRED

AVERAGES 5¢ to 7¢ EACH RECORD PLAYED

100% INCREASED COLLECTIONS GUARANTEED OR MONEY REFUNDED IF RETURNED IN 10 DAYS!

FREE! 25 FEET TWD WIRE ARMORED CABLE... \$19.50

UNITED AMUSEMENT CO. 310 S. ALAMO, SAN ANTONIO, TEXAS

Wilkes-Barre, Pa.

WILKES-BARRE, Pa., Nov. 22.—Practically every machine operator in this area has co-operated in the National Phonographs for Defense plan by placing *Any Bonds Today?* in the No. 1 position on their machines.

The Bloomsburg Morning Press recently published an editorial citing the confusing situation regarding the new federal tax on slot machines.

Look To The GENERAL For LEADERSHIP!

BELLE HOP	\$62.50	SEVEN UP	\$37.50
BIG CHIEF	27.50	SILVER SKATES	42.50
FOX HUNT	22.50	SKY RAY	49.50
LANDSLIDE	22.50	SLUGGER	45.00
LEGIONNAIRE	67.50	SNAPPY	55.00
METRO	29.50	TEN SPOT	62.50
MIAMI BEACH	55.00	VELVET	35.00
PARADISE	29.50	ZOMBIE	29.50

Price alone never made a bargain! The biggest bargain you can buy is QUALITY! THE GENERAL is known from Coast to Coast for games that have no superior anywhere! Many other games in stock! WRITE FOR COMPLETE LIST! 1/3 Cash with all orders, Balance C. O. D.

THE GENERAL VENDING SERVICE CO. 30 NO. GAY ST. BALTIMORE, MD.

ESTABLISHED 1925—GROWING STEADILY EVER SINCE!!

WANTED Legal Penny Counter Games, Gottlieb Grippers, Pikes Peaks, Whiz Balls, etc. State lowest price.

CENTRAL TEX. AMUSE. CO.
4117 Guadalupe Street Austin, Tex.

with suitable display material and used son, Cadet Benjamin Sterling III, a student at Valley Forge Military Academy. for his children, as props.

Mr. and Mrs. Ben Sterling, of Sterling Service, Moosic, Pa., recently had the pleasure of a three-day visit from their

William Wallitsch, music operator in Allentown, Pa., and his wife recently held a grand opening of their Friendly Tavern in Allentown.

"Greatest Console of all time!"
IS NATION-WIDE VERDICT ON
Bally CLUB BELLS



CASH
CHECK OR
REPLAY

New **MULTIPLE*** Bell-Console
boosts earnings to all-time high



Combining the old favorite bell-fruit appeal—new money-magnet bonus hits—and the profit-proved changing-odds, multiple-award features of Bally's great pay-tables—**CLUB BELLS** is hailed by operators as the greatest console money-maker ever created. Order yours today!

*Can be set for single-coin operation.

BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE CHICAGO - ILLINOIS

Coinography

Tetos Demetriades

NEW YORK, Nov. 22.—Most busy men occasionally find time to give way to minor superstitions over which they make considerable fuss and by means of which they amuse themselves and their associates. Few men, however, take their superstitions as seriously as Tetos Demetriades, head of Standard Record Company, and director of Victor International, who has come to the point where he allows certain fetishes not only to govern his activities but also the activities of everybody connected with him.

Demetriades' first and foremost superstition is that it is positively fatal to record a new artist on Tuesday. Anxious to he was to get the Henri Rene Musette orchestra on wax, he postponed Rene's first Standard recording date for three weeks because there were no Victor studios available except on Tuesdays.

What made the Rene session even more difficult was Demetriades' insistence that the records had to be cut in Victor's No. 3 studio, which is the only one he will use. No amount of argument, persuasion or trickery has ever succeeded in luring him into another studio.

Not long ago Victor built a new studio in which they installed all the latest acoustical and recording equipment. They took great pride in reminding themselves that the new studio was the last word in studios. Demetriades refused to budge from No. 3. Victor then moved Demetriades' favorite engineer, Louis Layton, into the new studio. At that point Demetriades announced that he was thru recording until such time as Layton was re-assigned to Studio No. 3.

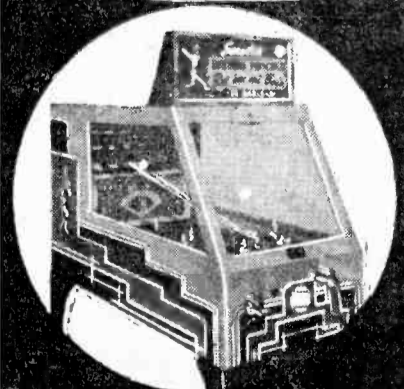
And there we have the third and most practical of Demetriades' fixations. Louie Layton has been behind Victor recording controls since 1916. When Demetriades came to Victor in 1922, Layton was his first recording engineer. Demetriades has never used another. Some time ago Layton was ill for 10 weeks, and Demetriades canceled all his record sessions until Layton was well enough to resume work.

Refrigeration Exhibition To Feature Defense Items

CHICAGO, Nov. 22.—The Refrigeration Equipment Manufacturers' Association will hold its fourth annual trade exhibition here January 12 to 15, it was announced by E. A. Vallee, Milwaukee, president. In addition to the usual displays of refrigeration and air conditioning equipment, exhibitors will have on hand samples of the products their companies are manufacturing for the defense program.

Directors pointed out that in spite of allocations and other materials restrictions, "members of the trade will want more than ever to see the executives of their sources of supply." —From *The New York Times*.

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SCIENTIFIC MACHINE CORP.
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AMUSEMENTS, INC.**

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Roller Derby
Four-Five-Six
Golden Gate
Flagship
Follies
Bangs
Blondie
White Sails
Big League

Brite Spot
Super Six
Big Town
Big Show
Mr. Chips
Red Hot
Lancer
Miami
Big Six
Bowling Alley

PHONOGRAPHS

Wurlitzer P-12 \$24.50
Wurlitzer 312 & 412 34.50
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Mills Do Re Mi 24.50
Rockola 16 Record 34.50

TO AVOID DELAY.
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1/3 Deposit, Balance C.O.D.

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MIKE MUNVES CORP.
593 TENTH AVE., NEW YORK CITY

CONSOLES

5 Mills Square Bells \$69.50
5 Pace Saratogas 69.50
5 Keeney's 1938 Track Times 69.50
3 Mills Free Play Mint Venders 85.00
1 Jennings Free Play Mint Venders 65.00
3 Mills 4 Bells 235.00

200 late Free Play Novelty Games for sale— or will trade for Free Play Consoles and Arcade Equipment—WHAT HAVE YOU?

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EXCHANGE**

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OLIVE'S BARGAINS IN A-1 RECONDITIONED MACHINES

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Avalon \$12.00	Hi-Hat \$57.50	Scoop \$10.00
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Band Wagon 32.50	Horseshoe 52.50	Score-a-Line 25.00
Big Chief 35.00	Jolly 15.00	Seven Up 47.50
Big League 25.00	Keen-a-Ball 12.50	Short Stop 27.50
Big Show 20.00	Landslide 20.00	Show Boat 57.50
Big Time 42.50	Leader 32.50	Silver Skates 47.50
Big Town 25.00	Lead Off 27.50	Skyline 32.50
Blondie 25.00	Limelight 32.50	Sky Ray 35.00
Boom Town 55.00	Lone Star 18.00	Snooks 12.00
Bowling Alley 18.00	Majors 15.00	South Paw 57.50
Brite Spot 22.50	Majors (1941) 62.50	Sparky 37.50
Cadillac 25.00	Mascot 27.50	Speed Ball 42.50
Champs 49.50	Merry-Go-Round 25.00	Sports 17.50
Champion 12.00	Miami Beach 57.50	Sport Parade 47.50
Chubbie 10.00	Mr. Chips 15.00	Sporty 17.50
Commodore 15.00	Mystic 30.00	Spot Pool 67.50
Contact 12.00	Nippy 15.00	Spottam 12.00
Crossline 30.00	O'Boy 17.50	Stars 40.00
Dixie 25.00	Ocean Park 12.00	Stoners Baseball 27.50
Doughboy 18.00	On Deck 27.50	Sunbeam 47.50
Double Play 47.50	Pan American 45.00	Super Six 12.00
Double Feature 20.00	Paradise 35.00	Target Skill 45.00
Drum Major 22.50	Pick 'Em 10.00	Ten Spot 62.50
Dude Ranch 32.50	Play Ball (Bally) 42.50	Three Score 25.00
Entry 60.00	Polo 27.50	Topper 12.00
Fifth Inning 12.00	Powerhouse 27.50	Trapeze 15.00
Flagship 12.00	Progress 27.50	Triumph 10.00
Fleet 27.50	Punch 12.00	Ump 37.50
Flicker 37.50	Pursuit 45.00	Vacation 18.00
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Four-Five-Six 12.00	Repeater 39.50	West Wind 62.50
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Terms: 1/3 Deposit, Balance C. O. D.

We Have All the New Games On Hand for Immediate Delivery. Write for Prices.

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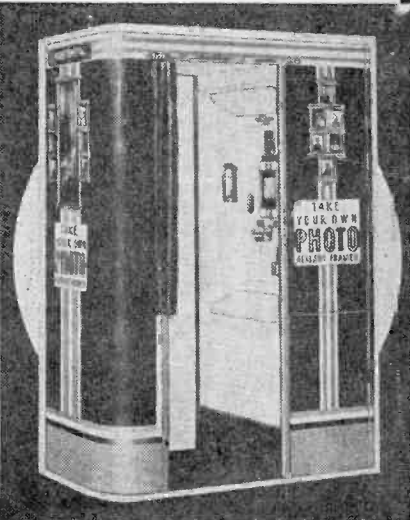
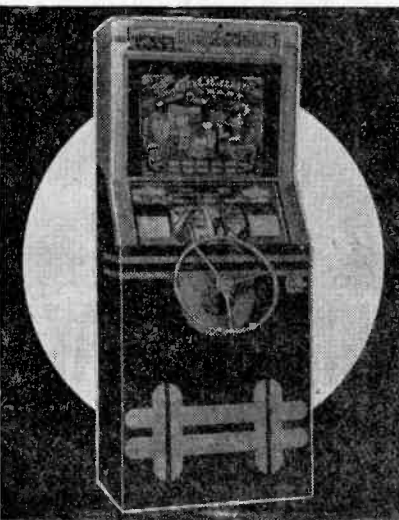
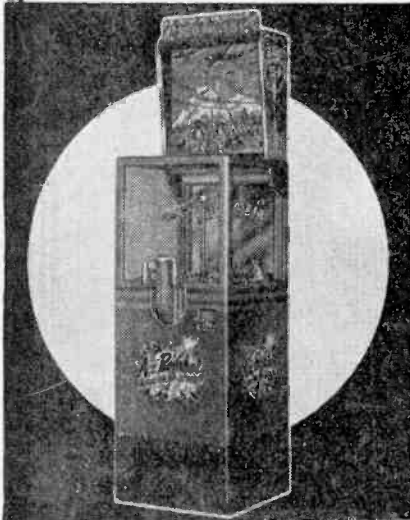
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You'll answer tomorrow's income problem TODAY . . . by getting started now with these three all-time hits! Never before have you faced such a need for STEADY moneymakers—and Mutoscope offers you a chance to stock up WHILE YOU CAN on the finest "sure thing" income providers in the business! And there's NO LOCATION TAX on any of them—which means extra money in your pocket right away!



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Collections are improving by leaps and bounds on this great anti-aircraft machine . . . and they're sure to keep increasing as war talk continues. DON'T PASS UP A REALLY MARVELOUS INVESTMENT . . . the top gun in the industry for consistent, ever-skyrocketing profits . . . ACE BOMBER!

DRIVE MOBILE

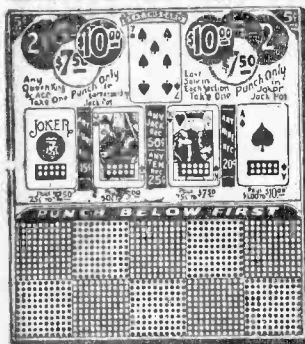
Something entirely different—but so basically sound and "natural" in its appeal that play keeps zooming week after week! DRIVE MOBILE is another "insurance policy" to protect your income from now on!

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You Can't Miss With This Board!

"BEAT THIS CARD"

Attractive 4-color board, with 1000 holes filled with Single Card Symbols. A real hot number.

Takes in \$50.00
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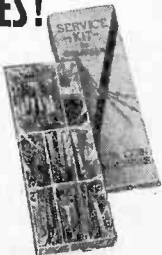
Profit (average) \$32.72
Price (semi-thick board) \$3.58
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The finest kit of electrical parts on the market! Made by the PIONEER electrical engineers of the Coin Machine Industry—Guardian Electric Mfg. Co.!! No mechanic should be without this compact little kit. It will save you many times its cost on the FIRST few service calls. Contains silver points, leaves, lifters, switches, bakelite bushings, separators, ONLY CONTACT POINT ADJUSTERS, brass rivets and copper pig-tail wire. **BE SURE TO ORDER OUR KIT NO. B-9 TODAY!** **\$7.50**



Don't wait for the next service call—be prepared with Kit No. B-9!! **WRITE FOR OUR FREE PARTS CATALOG NO. B9-17 BLOCK MARBLE CO., 1527 FAIRMOUNT AVE., PHILA., PA.**

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WOLF SOLOMON
Half Deposit with Order, Bal. C. O. D.

WE ARE NOW MAKING DELIVERIES on Exhibit's "BIG PARADE," Genco "VICTORY," Chicago Coin "Venus," Gottlieb SPOT-A-CARD and Keeney's "SUPER BELL—SINGLE TWO WAY OR FOUR WAY."

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SLOTS		CONSOLES	
5¢ Blue Fronts over 400,000	\$69.50	Jumbo Parade, Free Play	\$89.50
10¢ Blue Fronts	69.50	Jumbo Parade, P.O., Late Head	95.00
5¢ Brown Fronts	75.00	Fast Time, F.P.	79.50
1¢ Blue Front	59.50	Big Top, F.P.	95.00
10¢ Watling Rotatop	32.50	Jungle Camp, Convert.	95.00
5¢ Q.T., 201,000, with Stand	45.00	'38 Track Times	72.50
1¢ Q.T. with Stand	42.50	Triple Entry	132.50
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Mills Smoker Bells	39.50	Saratogas or Reels	72.50
1¢ Vest Pockets, New	42.50	Saratoga Comb. F.P. or P.O.	139.50
1¢ Orange Front Q.T.	32.50	Sugar King	62.50
5¢ Blue Front Q.T.	35.00	Royal Flush	79.50

Minneapolis-St. Paul

MINNEAPOLIS, Nov. 22.—Business has been moving along at a decent clip. with phono operators reporting good play on *Any Bonds Today?*

Max Harrison, Minneapolis operator, is in Asbury Hospital, Minneapolis, recuperating from a high-blood pressure attack.

Another ailing coin man is Ed Ingalls, of Morton, Minn., who recently suffered a heart attack. He has been dismissed from the hospital.

Earl Marnach, Caledonia, Minn., operator, is now in the army, stationed at Riverside, Calif.

Minneapolis operator Amos Heilicher has finally moved into his new home.

Sherna Schanfeld, secretary at Hy-G Amusement Company, has been named editor of *The Twig*, publication of the Council of Jewish Juniors here.

Al Melrovitz is now affiliated with I. Berstein, Minneapolis coin machine operator.

Gottlieb's Spot-a-Card has been received by Hy-G Amusement Company and is creating considerable interest among the operators, it is said. Greenstein and Bessler, of Hy-G, have received word from Lawrence Welk that he plans to visit their establishment when he plays the Orpheum Theater here the week of November 28.

Recent visitors here included Tom Packman and partner, Sandy Berge, of Hayfield, Minn.; Jack Lowrie, Wabasha, Minn.; Charles Gumm, Bloomer, Wis., and Walter Jannicke, Glencoe, Minn.

MILLS PHONOGRAPHS BILLS TABLES
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Bowl-a-Barrels, Baseball Machines, Grip Testers, Vitalizers, Scales, Phonographs, Night Bombers, Rapid Fires, Air Defense, Air Raiders, Sky Fighters, Rotaries, Diggers and everything in Arcade Equipment! We accept trades! Rush your list today!

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ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.



Chicago Coin's VENUS

first
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It's the
FIRST CHOICE
everywhere!

CHICAGO COIN MACHINE CO.
1725 DIVERSEY BLVD. CHICAGO

SAVOY VENDING CO.

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BROOKLYN, N. Y.

Bally Beauty	\$17.50	Lineup	\$17.50	Lead Off	\$17.50
Cadillac	17.50	Speed Demon	17.50	League Leader	24.50
Four Diamonds	47.50	Silver Skates	37.50	Legionnaire	59.50
Leader	15.00	Majors '41	46.80	Sky Ray	39.50
Landslide	15.00	Miami Beach	47.50	Western BASEBALL	
Sea Hawk	39.50	Silver Skates	35.50	(Lite-Up Backboard) 49.50	
Wow	34.50	Hi Hat	49.50	WRITE FOR PRICE	
Powerhouse	15.00	Hi Stepper	32.50	Keeney's ANTI-AIRCRAFT	
Red, White, Blue	22.50	Zombie	20.50	(Brown Cabinet)	
Velvet	27.50	Sport Parade	27.50	1/3 Deposit, Balance	
		Pat American	39.50	C. O. D.	
		League Leader	27.50	Write for Complete List.	

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Reconditioned Machines and Closeouts!

Prepare for Christmas Now!

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1940 Cadet	\$225.00
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Colonel,	
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Four Diamonds	49.50
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Zombie	42.50
Attention	39.50
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Metro	37.50
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Bandwagon	34.50
Line Up	32.50
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'39 DeLuxe	\$144.50
'39 Standard	134.50
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24 24 Rec.	\$104.50
E1 '38 Counter	49.50
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500	157.50
616	59.50

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1940 Throne of Music	\$144.50
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Jungle	\$79.50	Sky Ray	\$54.50
Barrage	64.50	Star Attraction	89.50
50 Grand	64.50	Twin Six	64.50
Hi Stepper	54.50	Ump	52.50
Red, Wh., Bl.	54.50	Wow	45.00

Terms: 1/3 Deposit, Balance C. O. D.

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All American	\$22.50	Flicker	\$22.50	Sporty	\$12.50
Anabel	12.50	Four Diamonds	42.50	Stratoliner	24.50
Attention	22.50	League Leader	22.50	Score Champ	12.50
Boomtown	29.50	Majors '41	34.50	Stars	27.50
Broadcast	22.50	Jolly	12.50	Sea Hawk	35.00
Commodore	12.50	Legionnaire	14.50	Sun Beam	29.50
Blondie	12.50	Legionnaire	52.50	Sky Ray	39.50
Double Feature	12.50	Metro	22.50	Sport Parade	29.50
Duplex	37.50	O'Boy	12.50	Target Skill	32.50
Double Play	42.50	Play Ball, Bally	24.50	Ump	14.50
Drum Major	12.50	Punch	12.50	Wow	14.50
Dixie	14.50	Red Hot	12.50	Wildfire	37.50
Four Roses	29.50	Star Attraction	82.50	1/3 down, bal. C.O.D.	

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Big Chief	\$22.50
Duplex	37.50
Hi Hat	52.50
Miami Beach	52.50
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Ten Spot	50.00
Champs	57.50

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Drive Mobile	
Night Bomber	
Kiss-o-Meter (Floor Sample)	
Western DeLuxe Baseball, '39, F.P.	
Bally Bull's Eye	

Sky Blazer	\$67.50
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SILVER SKATES	\$35.00	SEA HAWK	\$37.50	DOUBLE PLAY	\$49.50
Big Show	11.50	O'Boy	11.50	Commodore	11.50
Punch	11.50	Nippy	11.50	Landslide	14.50
Brite Spot	14.50	Glamour	14.50	Powerhouse	18.00
Vacation	18.00	Drum Major	18.00	Sporty	18.00

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Legionnaire	\$65.50	All American	\$29.50	Ten Spot	\$50.50
School Days	35.50	Mystic	35.50	Velvet	35.00
Leader	29.50	Duplex	42.50	Zombie	32.50
Majors '41	52.50	Gold Star	31.50	Sara Suzy	22.50
Big Time	41.50	Sport Parade	42.50	Double Play	61.50

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2 SENSATIONAL NEW "U. S. A. FEATURE"

NOT IN 5 YEARS HAS A HIT LIKE "VICTORY" COME SMASHING THROUGH! AN OVERNIGHT SENSATION FROM COAST TO COAST . . . SURELY THE GREATEST GENCO GAME OF ALL TIME! YOU NEVER MADE A NICKEL COMPARED TO THE BIG DOUGH YOU'LL COLLECT FROM "VICTORY"! EVERYBODY'S DOING IT! ORDER PLENTY — BUT FAST!

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NEW! DISTRIBUTORS FOR LEADING MANUFACTURERS **ALLIED APPROVED** RECONDITIONED COIN MACHINES **USED!**

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Legionnaire	\$72.50
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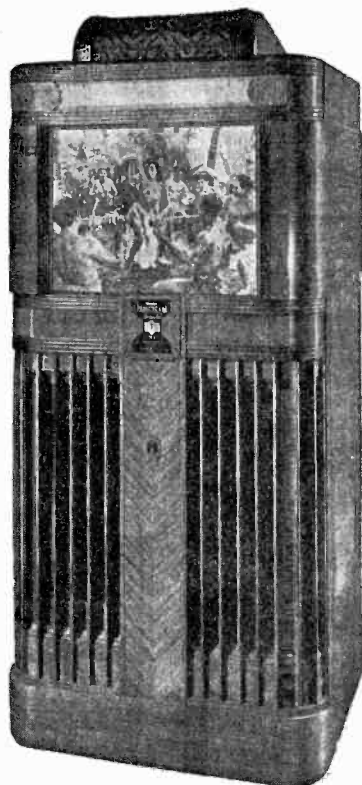
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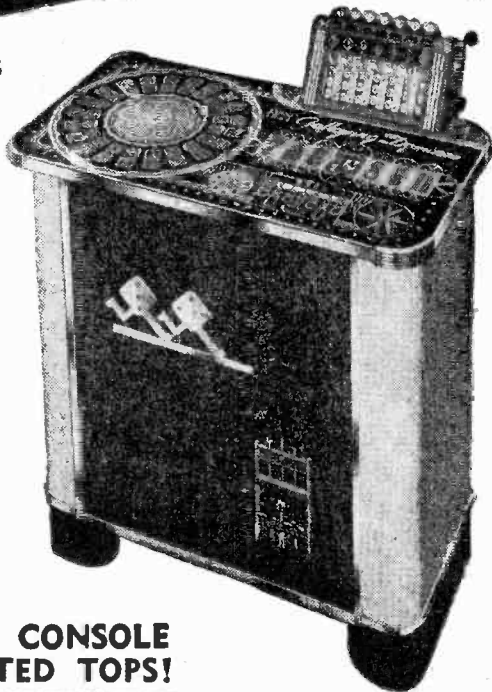
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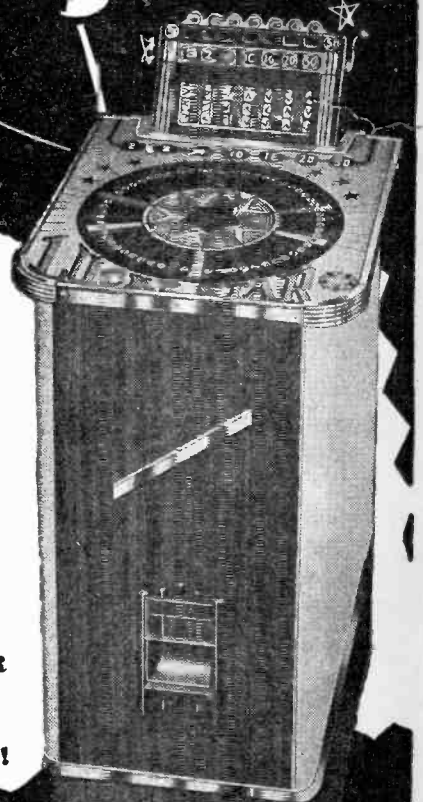
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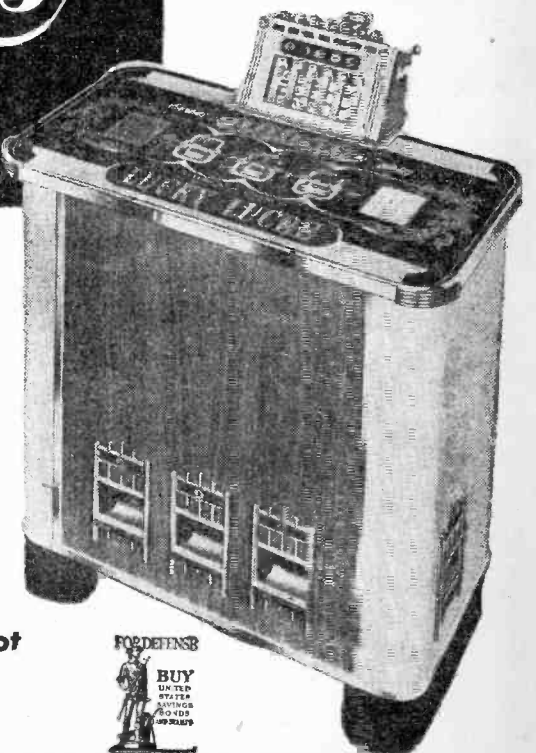
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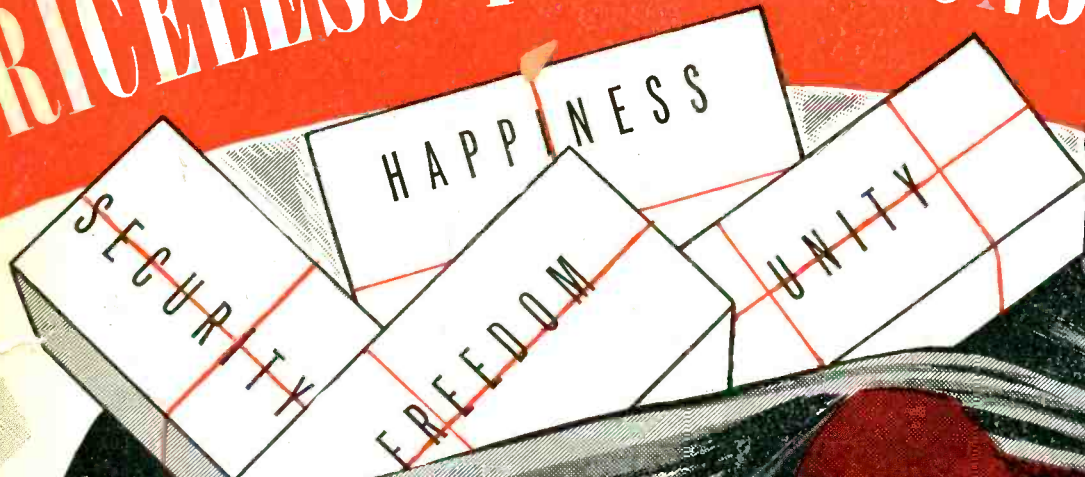
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