

# The Billboard

**ANNUAL AMUSEMENT  
MACHINE NUMBER**

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Amusement Machine  
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**What the  
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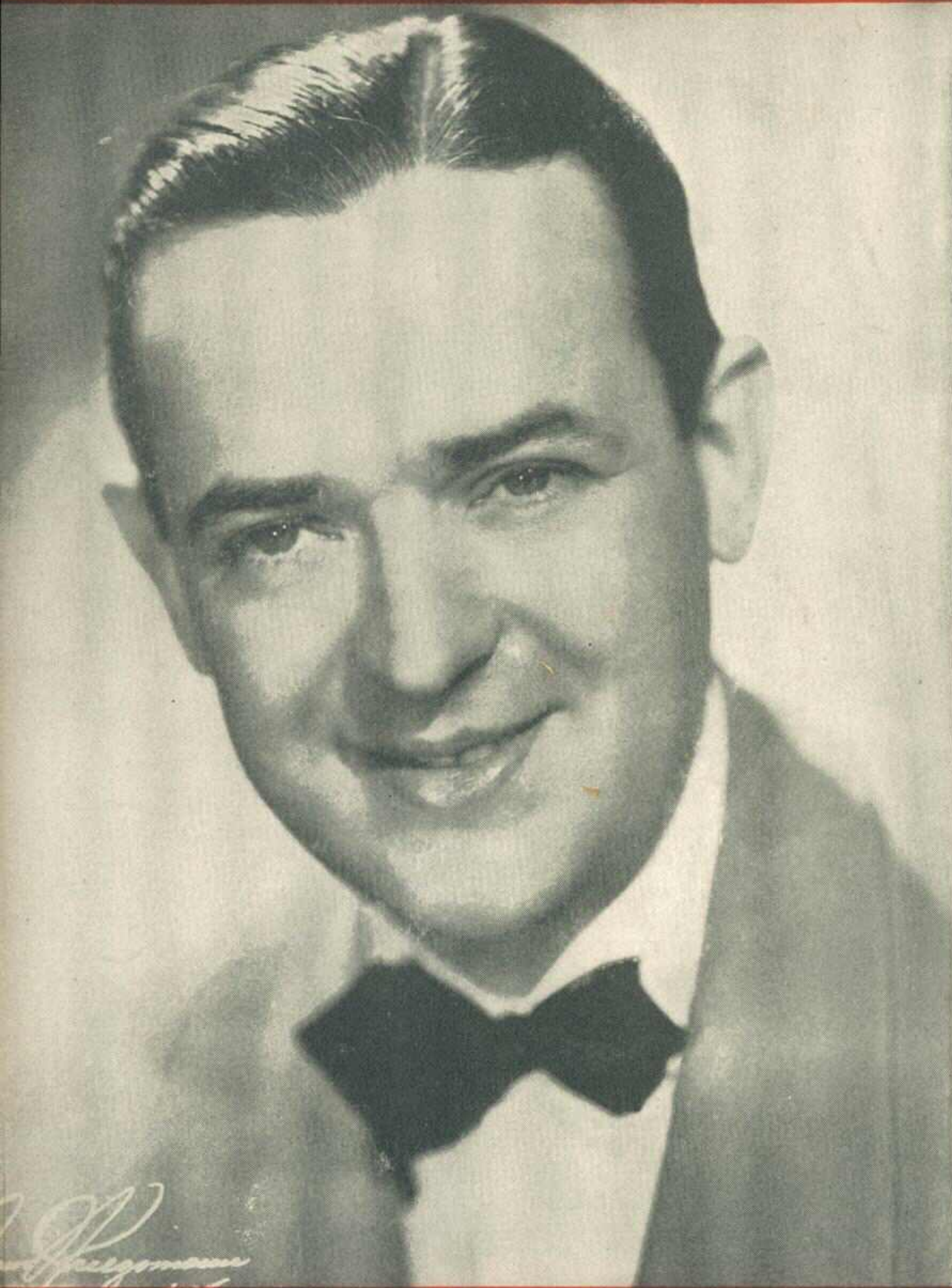
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**JIMMY DORSEY**

Opening: Hotel Pennsylvania, New York, February 9

ON DECCA RECORDS

NBC Coast to Coast

Personal Management: Bill Burron

Direction: General Amusement Corporation

**JANUARY 31, 1942**

**Price 15c**

THE SWEETEST MUSIC THIS SIDE OF HEAVEN

ON  
**DECCA**  
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**LOMBARDO**

and his  
**ROYAL  
CANADIAN**

HERE IS THE BAND THAT'S THE FAVORITE OF MILLIONS,  
YEAR AFTER YEAR. HERE IS THE MUSIC THAT THRILLS  
THEM—ON THE RECORDS, IN PERSON, AND ON THE AIR—

**1.**

**ON THE RECORDS—**

for latest, sure-hit

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releases

See **LOMBARDO** ad,  
Music Machine Section  
this issue

**2.**

**IN PERSON—**

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New York

**3.**

**ON THE AIR—**

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Lombardo has just been  
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Bands Division of Radio Dai  
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Exclusive Management

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LONDON • NEW YORK • CHICAGO • SAN FRANCISCO • BEVERLY HILLS • CLEVELAND • DALLAS

EACH OFFICE A COMPLETE UNIT IN ITSELF

# 74 POSSIBILITIES CLICK

**EDITORIAL**

**Publicity on Private Lives**

AS ANY regular reader of The Billboard knows, we seldom run news about the strictly personal side of show-business lives—aside from the coldly factual and statistical marriage, birth, death and divorce lists.

We are interested in the show business as a business. True, a human, warming, exciting, colorful business—but a business nevertheless. We don't care what showfolk do in the privacy of their homes. After being in the public eye most of their working time, they are entitled to 100 per cent privacy away from the job. They are entitled, too, to their occasional breaking out, their infrequent escapades, the overflowing of their emotions after long, tense hours rehearsing or working in public view.

Showfolk—whether in the creative, performing or business end—are not ordinary people doing ordinary jobs. Their work is not as even and quiet as it is in most other occupations. Neither does it offer consistent employment, altho the rewards are usually larger when success finally comes. Show business, for most of the people in it, is a tough, hard, nerve-racking grind.

We recognize that fact, and our policy for years and years has been to be tolerant of the personal "scandals" of show people. We refuse to further air these "scandals." The sad truth, of course, is that the daily newspapers do a terrific job smearing show people and don't need our help anyway. Leave it to the newspapers to pin the label of "show-girl" or "chorus girl" or "former Ziegfeld girl" on almost every female caught in unpleasant circumstance. Leave it up to the newspapers, too, to play up any show person linked, no matter how remotely, to any hot news story, especially a juicy scandal. There are no more scandals in the show business than in any other business—but they're played up more luridly.

Unfortunately, nothing can be done to stop newspapers from this disproportionate stress of show people in scandal stories. The newspapers give a disproportionate amount of space to activities of show business and show people, compared to other industries, and so show business must accept the unpleasantness when that same spotlight is thrown on the seamy side of show lives.

Once again: We know we cannot stop this handling of news about show people's personal lives, but we shall continue to set what we believe is a good example for other publications to follow.

**Chi Stock Try Folds**

CHICAGO, Jan. 24.—Latest effort to establish a stock company here has ended in failure. Clyde Elliott, producer of three successive flops at the Great Northern, gave up with the closing of *Take My Advice*. Play lasted about three and a half weeks but brought little money.

**Military Views ESE Plant**

GREENFIELD, Mass., Jan. 24.—Military technicians "looked over" the plant of Eastern States Exposition, Springfield, Mass., last Wednesday. Charles A. Nash, ESE general manager, told delegates of the Massachusetts Agricultural Fairs Association on that day, following a phone call he received here from an attache. Nash asked newspapermen present not to "make headlines" of that bare fact, as it was his opinion the survey may be merely a matter of form. He said the government desires to gather as much information as possible concerning strategic areas, of which the ESE plant may be one. Nash said he was not in the least alarmed and gave out the information for whatever it was worth to Bay State colleagues.

**OAC Plan, Tampa Meet Given Approval by Mass. Fair Execs**

GREENFIELD, Mass., Jan. 24.—Approval and endorsement of the forthcoming meeting in Florida of an Outdoor Amusement Conference for Defense and Victory, a resolution to continue fairs because they are morale builders and an extended discussion of State and federal taxes as they affect agricultural events featured a well-attended 22d annual convention of Massachusetts Agricultural Fairs Association in the Weldon Hotel here on Wednesday and Thursday.

Endorsement of the OAC plan followed a brief presentation by Irish Horan, Eastern pilot of the Jimmie Lynch Death Dodgers, who pioneered the pre-organization committee after a suggestion contained in an article in *The Billboard* two issues ago. Horan was introduced in the closing session Thursday morning by Frank H. Kingman, Brockton, secretary-treasurer of the International Association of Fairs and Expositions, a key factor in the all-inclusive round-up of operators in outdoor show business and who, by virtue of his official position with the IAFE, has called a meeting at the Tampa Terrace Hotel, Tampa, on the morning of February 6, at which time it is aimed to set up a complete working committee to represent the industry during wartime.

Horan explained purposes of the conference and asked for the association's vote of confidence. A motion containing the endorsement was made by A. W. (Al) Lombard, veteran MAFPA secretary-

**"Hollywood Ice Revue" Looks Good in N. Y. Garden Opening**

NEW YORK, Jan. 24.—Sonja Henie and her 1942 *Hollywood Ice Revue* opened here at Madison Square Garden Monday (19) for eight performances. When show closes January 27, it will mark the end of a seven-city transcontinental tour, the fifth one for Miss Henie's unit. Monday's show played to a near-capacity house, with tickets selling from \$1.10 to \$4.40. Audience displayed enthusiasm. Show is excellent, altho not the best to hit this spot. Entire production is built around the incomparable Miss Henie, who, of course, holds the attention of all while she is on the ice.

A timely theme, *Red, White and Blue on Parade*, was the opening number. Consisted of march routines and military formations executed by the ensemble in excellent manner. Number was climaxed by a huge V-for-Victory formation.

Gene Turner, Miss Henie's new leading man, does sensational skating both as a single and as Miss Henie's partner. Was particularly impressive in the *Acc of Blades* number and in *Gay Parisienne* and *Tango*, in which he appeared with the inimitable Henie.

Miss Henie appeared only twice in the first half and three times in the second.

**Total for Nine Years Now 595, Or 38.3% of All Recommended; 30 to Films, 26 to Legit, 7 Radio**

NEW YORK, Jan. 24.—In the last 11 months 74 new names have been added to the list of those recommended in the Possibilities Department of *The Billboard* who have subsequently clicked, either in fields for which they were designated or in others closely allied. Addition of the current crop of Possibilities making good brings the total of successful nominees up to 595 out of 1,552 submitted since the inauguration of this department nine years ago. Battling average

rises from last year's 37 per cent to 38.3 per cent.

Gleaned by staff reporters, *The Billboard's* "Possibilities" are made up of performers thought worthy of representation in fields other than those in which they are engaged. Against the 74 whose "possibilities" were realized in 1941, 66 made good in 1940, 65 in 1939, 86 in 1938, 54 in 1937, 85 in 1936, 64 in 1935 and 101 in 1933-'34 combined.

In the figures for 1941, films take up 30 "Possibilities," including Dorothy Lewis, whose ice-capers, recommended in 1938, culminated in the *Icecapades* pic early this year. Joseph Cotten was recommended in 1935 from a small legit part and has earned the critics' approval for his work in *Citizen Kane* and *Lodia*; Richard Whorf was recognized back in 1933, finally crashing Hollywood this year; and CBS writer Norman Corwin clicked on the Coast soon after his airwave scripts were pointed out as sure-fire for cinema capital.

Other filmers recommended by *The Billboard* include Carmen Amaya, Evelyn Ankers, Warren Ashe, Ann Baxter, Joseph Buloff, Calgary Brothers, MacDonald Cary, Ethel Clark, Ted Cott, Larry Cotton, Cass Daley, Leonard Elliot, Ted Gary, Jackie Gleason, Cameron Hall, Connie Russell, Henry Russell, Belita; Lorraine and Rognan; Paul McGrath, Joan Merrill (recommended right after her first night club appearances), Mildred Natwick, Don Raye, Edward Thompson, Yvette, and Babe Ruth, who was recommended in 1935 and was recently signed for *Pride of the Yankees*.

Twenty-six recommendees are accounted for by legit, among whom is Joe Besser (recommended in 1934 for a musical while playing the vaude stages), cur- (See 74 POSSIBILITIES on page 17)

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# Los Angeles Clubs Recover From Lull Following War Declaration; Patrons Back, With More Money

LOS ANGELES, Jan. 24.—Night club business here is back to normal, with some spots doing better than ever before. When war was declared December 8 and blackouts followed, crowds in night clubs and ballrooms dropped off, but these customers are now back.

Circ's closed, following the declaration of war. The Trouville, a new club on Beverly Boulevard, has closed, as did Rhumboogie. The latter had made several changes in management during the past three months. Coconut Grove in the Ambassador Hotel is now on a Friday-Saturday schedule. Business hasn't been the same at this spot since Freddy Martin moved out. Grove is putting in Skinnay Ennis band the latter part of February.

Maurice Cohen, president of California Enterprises, operators of the Hollywood Palladium, said: "I can sum it up in two words, 'It's terrific.' First two weeks of the war, our attendance dropped off, but Tommy Dorsey has broken every conceivable record." Dorsey had the biggest Tuesday night opening in Palladium history. His mark for a week was over 25,000, and his week-end draw about 18,000. Palladium has over 100 employees and investment is over \$1,000,000.

Joseph Faber, manager of the Biltmore Bowl, says: "Beginning with our entry into the war, the Bowl was naturally affected in the same manner as everyone else. Right after December 7 business dropped off to practically nothing, and stayed that way until December 28, when Phil Harris orchestra opened. Since that time business has jumped, until it is now better than normal. Credit must go to Phil Harris."

Jimmy Contratto, owner-operator of the Trianon Ballroom, said: "Business is better than ever, and better than we ever expected. We're getting a lot of these defense workers now and dancing is their main recreation. Dining business is good." Spot has Bob Crosby orchestra.

Frank R. Brunl, president and general manager of Florentine Gardens, said: "Our week-end business is the best we've ever had. Interest in parties has in-

creased. There is nothing wrong with business here, and I hope it continues that way." Bill Monk, party manager, has booked nearly 70 parties, with nearly 60 of them putting up their money in advance.

Henry Neyle, manager of Bill Jordan's Bar of Music, said this was the first time that his club had remained open this time of the year. Bill Jordan, owner, generally closed the spot while he went to Florida.

Beach spots were rumored hit because of blackouts ordered to prevent the lights showing at sea. Hermosa Beach, in the center of vital defense factories and oil refineries, has had better night club business because of increased pay rolls.

Herbert Weise, manager of the Hermosa Biltmore, says "It is more than gratifying to say that our business at the Hermosa Biltmore has been excellent for the last three weeks. When the war started first, business fell off considerably; but today our cocktail bar, coffee shop, hotel and indoor swimming pool are doing twice the business we used to do during the off season. All indications are that Hermosa Beach will have a bigger and better season in 1942."

Jim Sweete, owner and manager of the 22 Club, said: "Our business is better this winter than it has been in many summer seasons. Nearness of defense work is responsible for a lot of business. People are also spending more."

Irene Champagne, manager of the Hermosa Tropics, said: "I can't complain. This is the first winter the Tropics has been able to remain open all winter."

Everett Cassell, manager of Cassell's, said that his business was "the best it had ever been at this time of the year." Even bartenders are complaining of being too busy.

Another Hermosa Beach operator, Frank Zucca, operator of Zucca's, said: "We are now featuring a 14-piece band (Dave Wayne's). Where we used to have a five-piece combo we find it profitable to

## Can She Sing in a Wind?

ATLANTA, Jan. 24.—Rise Stevens, Met star and movie actress, stopped in Atlanta Wednesday long enough to run her dog up and down the station tracks and baffle interviewers with funny gestures but no words. Her husband finally appeared from the Pullman and explained: "My wife's voice teacher won't permit her to talk in a cold wind."

## "Roller Follies" 17G in Cleveland

CLEVELAND, Jan. 24.—Six days of the *Roller Follies* at the Cleveland Arena were good for \$17,000. Engagement began January 18. While this figure is not colossal, gross indicates that show has a bright future. The figure is satisfactory inasmuch as a profit was made on the stand. The *Follies* was booked here on percentage.

In its last stand in Baltimore, gross was \$9,000.

Show proceeds to the St. Louis Municipal Auditorium after this date.

## "Ice-Capades" Draws 52,843 In 11 Days in Providence

PROVIDENCE, Jan. 24.—*Ice-Capades of 1942* wound up its nine-day stand at Rhode Island Auditorium here last Tuesday night (13). In 11 performances turnstiles clicked off total attendance of 52,743, nearly double that of last year.

Show played under sponsorship of Town Criers, local ad men's club, with part of gross for first two days going to club's charity fund. Navy Relief Society also shared in gross of first two performances.

use a larger band. Our business has increased 100 per cent over any other year. We plan to build a balcony to accommodate more people. People are spending more money and we plan to continue booking big bands. Johnny Richard's band is to open soon."

## Thru Sugar's Domino

A Gentleman Passes; Georgie Narrates



ANYTHING of an eulogistic character written about W. G. Van Schmus, managing director of Radio City Music Hall, during his lifetime would have been looked upon by Broadway's skeptics and cynics as a plug propelled by an ulterior motive. They can't say that now because the white-haired old boy is dead. Coming to think of it, that is one way to overcome the incredulity of the genus *homo* who make Broadway their habitat.

Van Schmus was known, respected and a power on Broadway. But he wasn't of Broadway, either geographically or in make-up. He took over at the Music Hall after Roxy's sad leave-taking and so modest was his entrance; so quickly and efficiently did he operate in what was then regarded as Roxy's mausoleum, that it was several years before most of us realized that a live, vital human being was in back of the surge of the Music Hall toward profitable operation.

We harbored great respect for this personality because he knew his business, despite his lack of showmanly background; because he regarded those with whom he did business as human beings and because he never used the tremendous power of the Rockefellers to grind, crush or hurt anybody—within or outside of his corral of Radio City's theaters.

Just as a slight idea of the kind of man he was we cite the case of the history-making benefit show held in the Music Hall in 1933 for the victims of the Mississippi flood disaster under the auspices of the Red Cross. A Broadway committee was hurriedly formed to arrange a benefit.

Everything proceeded smoothly to the point where a theater had to be chosen. Most houses were barred because they weren't large enough. The ambitious committee determined to run the biggest benefit show business ever staged approached operators of the larger theaters. Each one of them offered a swell alibi; none was able to deliver the goods. Somebody thought of the Music Hall. The idea was about to be discarded because it was unthinkable that the Music Hall would be available for benefits. But that somebody persisted. It was decided to call Van Schmus on the phone from the conference room to ask about the remote possibility of using the Music Hall. But nobody, save the one who suggested the Music Hall, knew Van Schmus well enough to solicit him. He was made the patsy. He called Van Schmus, Rockefeller's theater operator was non-committal but not unkindly. He asked for a few hours' time. He used that time to investigate the standing of the benefit committee with the Red Cross. The report was favorable and Van Schmus told the boys to go ahead, designating a certain midnight for the show. It turned out to be the most successful benefit we have yet encountered. The cream of talent was on the stage; the cream of New York's theatergoers were in the audience. Gold flowed like honey into the Red Cross coffers. Van Schmus went to town like no theater operator ever did. He decorated appropriately a large part of the Music Hall interior. He donated the services of the stage crew, the orchestra, the ballet corps, the entire show and house staff. He even entertained lavishly all who had any active part in the benefit.

Instances like this can be multiplied a thousandfold, we are sure. Van Schmus was a credit to his employers. He was a wholesome influence in the theater, film and talent business. He will not be easily replaced. And we are (See SUGAR'S DOMINO on page 16)

# GEORGE SPELVIN Patrols the BROADWAY BEAT

GLANCING at the critical quotes in the line-up of legit ads in the papers last week, you might have gotten the impression that Atkinson, of *The Times*, and Anderson, of *The Journal-American*, were about the only two critics in town. Seventeen of the shows in the line-up used quotes of one sort or another; and of these, six quoted Atkinson and five quoted Anderson. That left just six quotes for the rest of the Critics' Circle. . . . A big-time night club owner who for years had refused to hire Latin-looking teams or Latin bands, claiming that he couldn't stand anything with a Latin flavor, recently decided it might be better to leave the country, because he'd been indicted for income tax evasion. So he's hiding out—you guessed it—in Mexico. . . . In contrast to mallet-on-the-head Red Cross appeals in film houses, collections in legit theaters are being handled most thoughtfully. For example, Brock Pemberton, in making an appeal to the customers at a recent performance of *Clash by Night*, told them that no one would be embarrassed by having a plate passed around; instead, girls would stand at the back of the house. But, what was even more thoughtful—Pemberton couldn't be heard beyond the third row. . . . Somebody recently told a certain song-plugger that Victor had released a record of FDR's speech asking Congress for a declaration of war. "Oh, yes!" yessed the plugger, "and what did they put on the B side?" . . . Incidentally, name bands who got the call to play the "official" President's Birthday Ball are getting almost as numerous as ex-Ziegfeld *Follies* girls. At least 10 press agents for as many bands called *The Billboard* last week, each claiming that his was the band—and they're all in Washington!

LARGE electric signs outside the Tango Palace, which is over McGinness's of Sheepshead Bay, read, "Tango Palace, dance with beautiful girls." But the sign on the side street is partially obscured by the sign of the restaurant below. So far as passers-by can see, it reads, "Tango Palace, dance with beautiful McGinness." . . . *Hobby Lobby* last week took classified space in the dailies to advertise for a talking dog—"preferably no accent." . . . Lloyd Avery, who is the son of Faith Avery, an actress last seen in Walter Hampden's company, has been appointed an aviation cadet in the Army Air Corps and is now in California for his basic training. . . . Johnny Dugan, of MCA, recently became a poppa for the second time, but under somewhat hectic circumstances. The youngster was born in Johnny's car on the way to the hospital. . . . It's-an-ill-Wind Dept.: One of the most important props in the late *The Lady Comes Across* was a slinky black girdle. With the show's folding the lacy undergarment, following devious routes, finally came to rest upon the person of a secretary in the Mayfair Building.

## JIMMY DORSEY (This Week's Cover Subject)

UNDISPUTED 1941 "King of the Coin Phonos" was Jimmy Dorsey, whose sensational series of wax successes set all sorts of marks, not only on the music boxes but also over the retail counters.

Perhaps the outstanding Dorsey disk success so far has been the amazing "Maria Elena"—"Green Eyes" record, which sold close to 1,000,000 copies for Decca and appeared in *The Billboard Record Buying Guide's* "Going Strong" classification for a total of 27 weeks. Other never-to-be-forgotten J. Dorsey records have been "Amapola," "Jim," "Blue Champagne" and "Yours."

But to speak of Jimmy Dorsey's record hits in the past tense—even when referring to so recent a time as 1941—is stupidly to ignore the Decca smashes he is grinding out at present. His name is sheer magic on the coin phonos and in the shops, and it is a rare week that does not find a Jimmy Dorsey platter, with vocal by Bob Eberly or Helen O'Connell, or both, on the list of best-sellers.

Dorsey is an ace theater, ballroom and hotel draw, too, as is proved by an almost unbelievable string of recent box-office figures. Right now he is holding forth at the Palace Theater, Cleveland, and, February 9 opens for his third engagement at New York's Pennsylvania Hotel.

There is little more to say about Jimmy Dorsey and his organization, except that the maestro is preparing not only to be "Coin Phono King" for 1942, but to hold the throne for an indefinite number of holdovers thereafter.

## The Billboard

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

## The World's Foremost Amusement Weekly

MAIN OFFICE AND PRINTING WORKS: 25-27 Opera Place, Cincinnati, O. Phone, MAin 5306. BRANCH OFFICES: NEW YORK — 154 Broadway, No. Clark Street. MEadillon 3-1816. CHICAGO — 155 ST. LOUIS — 300 Arcade Bldg. CENTral 8480. PHILADELPHIA — 7222 Lampert Rd. MADison 6895. LOS ANGELES — 416 W. 8th St. VAudike 8493. FOREIGN OFFICES: LONDON — Edward Graves, Cromwell House, Fulwood Place, London, W. O. 1. SYDNEY, AUSTRALIA — Kevin Brennan, City Tattersall's Bldg., 198 Pitt Street.

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

ADVERTISING RATES — Fifty Cents per Agate Line, 87 per column inch. Whole Page, \$350; Half Page, \$175; Quarter Page, \$87.50. No display advertisement measuring less than 10 lines accepted. Last advertising form goes to press noon Monday.

Member of Audit Bureau of Circulation.

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



# AAA, ABC Crack Down on AGVA Agreement Plan

NEW YORK, Jan. 24.—First open hearing on the American Guild of Variety Artists' agreement Tuesday (20) with License Commissioner Paul Moss brought down the roof on the plan, the active opposition coming from the Associated Agents of America, small agents' group, and the Actors' Betterment Committee, opposition group in AGVA.

Two clauses in AGVA's new franchise agreement, both relating to agents agreeing to book only AGVA talent, were denounced by Hymie Goldstein, president of AAA, who said his group wanted the privilege of booking non-AGVA acts as well.

Jonas T. Silverstone, national counsel for AGVA, who worked out the original deal with the license commissioner, to report to each other agents who were not licensed, said Goldstein's group was "camouflaging the issue" and that it was not representative of the agents in New York (AAA has 40 members, according to testimony brought out at hearing), and that they were a bunch of "up-starts."

Moss said he wouldn't allow his office to be used to compel an agent to accept an AGVA license and asked Silverstone to strike out the closed-shop clause from the AGVA license application. Silverstone said that AGVA wouldn't, that there was a "labor aim" involved, and that the license department should be concerned only with licensing and policing.

Moss said he was ready to rescind the deal with AGVA, but before doing that asked Silverstone to get together with the agents' group and conciliate their differences. Moss also ordered Silverstone to meet with him after the agents' meeting.

Murray Lane, stating he was executive secretary of the Actors' Betterment Association, said he was in sympathy with the agents, and claimed AGVA was not a democratically operated union. Silverstone described Lane to the hearing as "a disgruntled member of the opposition."

Meanwhile, Goldstein announced a meeting of the AAA for February 4 to start an opposition union to AGVA, but postponed it pending a meeting with AGVA to study a method for agents to be franchised and still be able to collect commissions on minimums.

At the hearing, Goldstein said that if his attempts before the commissioner fail, he will turn his business over to his son and become "a crusader in behalf of managers and agents."

# Possibilities



**CLEANED BY MEMBERS OF THE BILLBOARD STAFF**

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

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

## For FILMS

**EMMETT ROGERS**—This item should be filed for future reference. Rogers, who is playing a leading role in the Theater Guild's *Papa Is All*, at the Guild Theater, New York, expects to be inducted in the army shortly; but his work in his current show is so fine that he rates a recommendation for action to be taken after the duration. A personable lad, he is turning in a top-notch performance, featured by perfect comedy timing, beautiful and pointed readings, slick handling of difficult dialect, and a fine stage presence. Films can definitely use him when he again becomes available.

## For LEGIT

### MUSICAL

**VICTOR BORGE**—Danish comic now appearing on the air on the *Kraft Music Hall* (Bing Crosby's show). Has been in this country just about a year, but has learned enough English to manage excellently. He is very definitely a comic unusual in American show business, having both a fresh style and fresh material. One of his most uproarious pieces is an illustration of what he calls "phonetic punctuation," but he has many more. Should do very well in a revue.

ATLANTA, Jan. 24.—*Claudia* played to near-capacity houses at the Erlanger Theater here Thursday, Friday, Saturday.

# "Ice Follies" 120G in Philly

PHILADELPHIA, Jan. 24.—With the *Ice Follies* of 1942 still to play its last-night sell-out performance Tuesday (20) at the Philadelphia Arena, ducats were already placed on sale for a nine-day run of *Ice-Capades* of 1942 at the same rink. Extending its original 10-day run started January 7 to 12 days, *Follies* rolled up a record-smashing attendance in attracting 86,000 persons. Show grossed a fancy \$120,813.

Arena seats 6,000 and was taxed to capacity for practically every performance, with attendance running from 5,500 to 6,500. Immediately after the closing show, troupe entrained for Springfield, Mass.

# N. Y. Houses Confer On Raid Measures

NEW YORK, Jan. 24.—New York Department of Housing and Building, headed by Arthur J. Benline, former RKO theater exec, has called a conference of theater officials to suggest standardizing procedure for taking care of patrons during air raids and blackouts.

Benline suggested that the managers draw up a program applicable to all theaters. His department will act as a clearing house and offers to check on all suggestions.

Of primary importance, according to Benline, is the removal of hanging chandeliers and all fixtures that are easily dislodged and which would constitute a menace to the safety of patrons.

# V. & Y. 17C in Springfield

SPRINGFIELD, Mass., Jan. 24.—*Veloz* and *Yolanda* drew about \$1,700 to the box office at the Court Square Theater here the afternoon and evening of the 7th, Daniel J. Maloney, managing director of the Playgoers of Springfield, said. It was the fifth production in the Playgoers' list for the season.

Maloney said both the company and the Playgoers made money. Downstairs trade was light, but the balcony and family circle sold well. The night of the performance a cold wave sent the mercury tumbling.

SPRINGFIELD, Mass., Jan. 24.—The sixth Playgoers' production of the year, *Theater*, grossed over \$3,000, according to Managing Director Daniel J. Maloney, at its two performances at the Court Square Theater Wednesday (14).

# Shows Continue in Honolulu; Many Acts There December 7

LOS ANGELES, Jan. 24.—Show business continues on a smaller scale in Honolulu despite the war. R. A. Gilbert, hypnotist, said upon his arrival here from a three-month stay in the Islands. When the Japs struck at Pearl Harbor December 7, they interrupted the biggest plans for shows the Hawaiian Islands had ever known, Gilbert said.

Gilbert and other acts went to Honolulu in September to appear in the E. K. Fernandez show. Show played Schofield Barracks, 22 miles from Honolulu, the week before the bombing, and was to close that Sunday night. The Jap planes closed it automatically.

Army authorities called for a registration of mainland residents, and sent many of the acts to the States on available boats.

Capt. Spiller's Musical Seals, Gastang's Chimps and Dodson's Hollywood Monkeys were quartered at Schofield Barracks during the raid and in the thick of the bombing. The other acts, including the Flying Behees, *Black and Tan Revue* with Eugene Jackson from *Our Gang* comedies, *Broadway Variety Revue* with 25 people,

Stu Roberts Troupe, aerial and trampoline; McConnell and Moore; Al and Connie Fanton, dancers; Osaki Troupe, perch act; Nietto Tropue, wire act; Red and Pauline Crawford, motordome, and Clarence and Blanche Rivers, liquid air act, were on the show.

Most of the acts have been returned by the government to this country. Clarence Rivers is still on the island, working in a defense plant, as is Clayton Behee.

Gilbert said that theaters were closed for several days following the attack. Raid shelters were built and shows were then continued with matinees at noon and at 2. No night shows are permitted. Information gleaned from letters is that Fernandez is continuing his shows with the remaining talent, augmented by amateurs.



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It's got what your band or show needs—this LX-819 *Super Luxe* Sound System! Here's the sweetest tone ever—all the volume (20 watts) you'll ever need—plenty of useful features—light-weight portability you'll appreciate. Here's the sound that does justice to your arrangements, your vocals and your showmanship. You'll sound like a million wherever you play.

Just check these useful features: dual mike input takes care of both soloist and band; includes separate bass and treble tone controls for the special effects you want; has dual phono input, too. You couldn't ask for better fidelity, volume and dependability.

LX-819 carries easily, sets up in a jiffy. It's as easy to operate as any ordinary radio set. There's nothing better in PA for the travelling band or show—it's compact, lightweight, powerful—true-toned—absolutely *Super Luxe* in every detail.



Want Economy? Choose the PX-630 PA SYSTEM!

Here's the Economy System bands and shows are going for! It's low-priced yet tops for results. Plenty of power (30 watts), sweet-toned, versatile, and lightweight for easy portability—there's nothing in Sound that compares with it at the price!

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# Rauland

RADIO-SOUND-COMMUNICATIONS

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<b>STOCK TICKETS</b> 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"	<b>ACT 1</b> Japs at Pearl Harbor	<b>WE MAKE</b> of Any Kind. Send Us Your Inquiry.	<b>ACT 3</b> Yankee Doodle Returns to Tokyo	<b>SPECIAL PRINTED</b> 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.
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## WESTERN UNION

TICKETS, BOOKS, GIFTS, CANDY—BUY THEM THROUGH WESTERN UNION'S SHOPPING SERVICE. QUICK SERVICE. LOW RATES.

# WAR'S EFFECT ON SCRIPTS

## Escapism, Mysteries, Thrillers To Increase; Lid Off on Villains

NEW YORK, Jan. 24.—According to a check-up on script selling organizations and script executives at chains and stations, radio drama during the coming year will see an increasing amount of "escape" material, including mystery plays, psychological drama, thrillers, supernatural stories and much comedy. Trend, of course, is directly traceable to the war, and in some of its facets has become noticeable already.

Script Library, org which sells scripts to stations, has already made a survey of the station field, and reports that most stations want "escape" material, with mysteries the No. 1 commodity. According to Joe Koehler, Script Library exec, demand is for scripts with intensive plot, not much emphasis on character development, introvert as against extrovert material, and patriotic material calculated to build Americans' acceptance of themselves. Latter type of patriotic material is figured as a counter-acting agent to Axis propaganda tending to break down belief in the American way of life.

Types of scripts claimed to be hitting the skids are dramatizations of the horrors of war, scripts propounding pacifism as an ideal, and "romantic twaddle."

### Titterton's Views

Lewis Titterton, script chief of the National Broadcasting Company, points out that the professional writer will naturally turn to the war as a basis for material, but this tendency must be tempered by a consideration of whether the script is in the public interest. In line with NBC prexy Niles Trammel's statement that the public must not become alarmed, Titterton points out that a taboo would extend to war locales, war dramatizations and sound effects which would tend to frighten the listener tuning into the middle of a program, etc. Also taboo would be war stories where the public would not be able to differentiate clearly where fact ended and fiction began. A melodrama with a setting in Thailand, for instance, might have to be nixed because of the possibility that listeners would figure the yarn as true.

Prior to the entry of the United States into the war, NBC received a batch of pacifist scripts, but since Pearl Harbor these have decreased tremendously. Typical of the view of many writers who in normal times might point up the pacifist ideal is the case of Arch Oboler, who, according to Titterton, refused to permit a record company to make a recording of his NBC dramatization of Dalton Trumbo's *Johnny Got His Gun*.

According to NBC's Continuity Acceptance Department, advertising agencies, in their handling of commercial dramatic scripts, are co-operating 100 per cent with the policies of the chain, the censor's office and the rulings of the National Association of Broadcasters on the subject.

### Lid Off on Kid Shows

According to execs at WOR, the war is expected to remove some of the limitations which have hitherto restricted scripts of kid shows. Owing to pressure of parent-teacher groups, station and network regulations, kid show scripts

often have had to steer clear of gangsters and assorted villains. Villains will now be Japs or Germans, whereas before they were "renegade Turks or men without countries."

Robert Simon, at WOR, points out that care must be taken to see that the radio listener is "neither babied nor harrowed." He figures as probable a pick-up in comedy; more war influence in scripts, but not necessarily war stories; an increase in "decent cheerfulness" and less self-pity. Peter Steel, of WOR's commercial copy department, points out that one of the prime things to watch will be attempts of sponsors to exploit the war by various means, such as attention-arresting commercials given in news style, various types of giveaways, etc.

## Block Setting Sked For 'Ballroom' Fest

NEW YORK, Jan. 24.—Martin Block's *Make-Believe Ballroom* party, slated for February 3 at the Ambassador Hotel, will be attended by a host of the biggest band leaders in town who will perform personally.

Block will announce the winner of the WNEW band popularity poll, which last year garnered 210,000 votes from the station's listeners.

Block is now working with maestro Glenn Miller to line up a parade of name bands to perform in behalf of the President's *Diamond Jubilee* at the Waldorf January 30. Block and Miller will co-emcee.

## Talullah Bankhead On Morris Cig Show

NEW YORK, Jan. 24.—The Philip Morris Tuesday night show on NBC-Red switches February 3 to Talullah Bankhead, who will do a 12-minute "Great Love Story" on each half-hour show. Charlie Martin will direct and adapt the stories, with the rest of the show, Ray Block's 22-piece band; the Swing 14, singers, and Nelson Case, announcer, continuing. Bankhead is set on the show until September 1, 1942.

Show will air 8 to 8:30, with a rebroadcast 11:30 to 12. Miss Bankhead had asked for \$3,000 a week, but is taking \$2,750. William Morris Agency agented her; Blow is handling the show.

Miss Bankhead appeared on the Morris Friday night show recently, doing a condensed version of *The Little Foxes*. She pulled 6,000 fan letters, and this is understood to have influenced the sponsor in closing the deal.

Blow has also hired Sobol and Hartman to press-agent the show, beginning with the Bankhead debut.

## Philly Stations Pool Production Resources for U. S. Navy Program

PHILADELPHIA, Jan. 24.—Marking the first time that local radio has been united in any kind of endeavor, five of the outlets have agreed to produce a series of 13 quarter-hour dramatized shows in the interests of the navy. Pooling production resources, musicians, writers and actors, with the stations sharing their own expenses.

Stations in the pool are WCAU, KYW, WFIL, WIP and WPEN. Each makes a master of the weekly show, which is turned over to the navy for processing, and an instantaneous, which will be used by the other four local stations—WIBG, WTGL, WHAT and WDAS—for rebroadcast. With the other four stations using more than one of the transcription series, it means that over the 13-week period, started last Monday (19), U. S. Navy will be getting a total of 195 quarter-hour periods.

Local stations also pooled for 1,000-

### Felbin's Monikers

PHILADELPHIA, Jan. 24.—Edward Felbin cuts quite a figure in local radio. But he can never convince his friends around the neighborhood that he's the same Eddie heard in various guises on the air lanes. Until recently he was billed as Eddie Hoyle for Marco dog food on WIP. As a member of the WFIL announcing staff he signs off an Ed Fielding. For the P. B. White Tailors show on WFIL, he is Eddie Taylor. On WPEN, for his Nevins Drugstores shows, he must be content to call himself merely the "Man From Nevins." And he uses the moniker of Eddie First in conducting his model agency business after radio hours.

## Coca-Cola Switch In Time Causes MBS Program Shuffling

NEW YORK, Jan. 24.—Coca-Cola's *Spotlight Bands* program on Mutual changes its time, beginning February 2, necessitating a shuffle in the Mutual program schedule. Now heard at 10:15 p.m., program switches to 9:30 p.m. for the Monday thru Friday sessions. Saturday night's half-hour period, formerly 10:15-11:45 p.m., goes to 9:30-10 p.m.

MBS programs which change time owing to the Coca-Cola switch are as follows, with their new time periods: Morton Gould's orchestra, Mondays, 8:30-9 p.m.; *Adventures in Melody*, Wednesday, 11:30-12 p.m.; *Sinfonietta*, with Alfred Wallenstein's orchestra, Thursday, 8-8:30 p.m., and *Chicago Theater of the Air*, Saturday, 8:30-9:30 p.m.

February 2 also marks the sponsor's renewal of the show for another 13-week period.

## Mex Union Hypothesizes XEFO, XEJZ Temp

MEXICO, Jan. 24.—The Mexican Electricians' Union has been making things hot around stations XEFO and XEJZ, resulting in changes in personnel and policy. New general manager will be Colonel Alfonso Hernandez, business man and soldier. Stations are supposed to be functioning as organs of the Mexican Revolutionary Party, but the union charges they no longer serve their purpose.

New administrator announces that from now on the stations will function along the "best modern lines and for the achievement of the purpose for which they were established, broadcasting at home and abroad of government news and propaganda, and the best of Mexican music and song."

The stations have been operating at 10,000 watts, which may be upped.

## B-S-H Planning Script Changes

CHICAGO, Jan. 24.—Radio scripts are undergoing and will continue to undergo extensive changes here due to our entrance into the war.

The most interesting experiments along those lines are being conducted by Blackett-Sample-Hummert Agency which has some 43 shows originating throughout the country. Max Wylie, radio director, points out that the agency is co-operating with the government and is now in the process of designing plans which will not hinder the successful soap opera formula established by the firm but will at the same time help the general campaign of building up our defense and national morale.

Wylie was in Washington last week to discuss planned script changes with heads of the Office of Emergency Management and the radio division of the Office of Facts and Figures.

While most changes are yet to be made, Wylie reveals that a change in plot structure of *Arnold Grinnam's Daughter* is already underway. Thru this serial, the agency hopes to be of some help to the women with husbands, sons or brothers in the armed forces. The leading female characters will soon be left alone to manage their problems and they will be faced with war realities as any average American woman is facing.

On *The Lone Ranger*, another B-S-H show, a campaign will be started March 11 to enlist the program's 3,000,000 to 4,000,000 boy listeners to help salvage waste materials and turn them in to the proper agencies. Coming from the Ranger himself, the result of the campaign is expected to be highly impressive. On the *Ma Perkins* hour, the titular character is beginning to come across incidents that any woman in a country at war is likely to meet. *Valiant Lady* and *Helpmate*, among others, have also undergone timely alterations.

In several B-S-H serials familiar male leads are going to war or, because of their age, are enlisting their services for civilian defense. Wylie points out that all these changes are being made in as natural a way as possible, so that the show in question will retain the formula responsible for its listening audience.

So that the new ideas in script shows will not conflict, a clearing house is being established by the Office of Facts and Figures in Washington under the supervision of W. B. Lewis, former vice-president of Columbia Broadcasting Company who left the net to become co-ordinator of federal broadcasting, and Archibald MacLeish, the poet.

Most script shows heard in Chicago are making room in the regular plots to plug the sale of Defense Bonds and Stamps and the Red Cross War Fund.

## FCC Okays Transfer of WJZ, KGO, WENR

NEW YORK, Jan. 24.—Federal Communications Commission yesterday okayed the transfer of operating licenses of WJZ, New York; WENR, Chicago, and KGO, San Francisco, from Radio Corporation of America to the Blue Network, Inc.

The announcement to be read on each of the three stations for the opening and closing of the day's programing will mention that the station is owned and operated by the Blue Network, Inc.

## 56,000,000 Sets in Use in U. S. in '41

NEW YORK, Jan. 24.—According to figures of the National Association of Broadcasters, there were 56,000,000 radio sets in use in the United States during 1941. Of these, 30,600,000 were in homes; 16,400,000 in institutions and places of business and 9,000,000 in automobiles.

Compared with 1940, the 1941 figures show 1,300,000 more sets in homes; 1,000,000 more in automobiles, and 3,600,000 in institutions, etc.

Research Division of the National Broadcasting Company co-operated with NAB in making the survey.

## Carlin Names More Blue Network Execs

NEW YORK, Jan. 24.—Phillips Carlin, vice-president in charge of programs for the Blue Network, has announced additional personnel appointments, effective February 1.

Eastern Program Manager is Charles Barry; manager of the Production Division, Harry Frazer; manager of the Script Division, Don Ferguson; manager of the Music Division, Samuel Chotzinoff; supervisor of the Announcing Staff, Ray Diaz; supervisor of the Night Announcing Staff, Reginald Stanborough.

Still to be announced are appointments to the posts of Director of News and Special Events, head of the Public Service Division and a night program manager.

# 802 To Seek Ruling Equalizing Competish Between Radio Studio Maestri and Name Band Leaders

NEW YORK, Jan. 24.—Friction between radio "production" maestri and name band leaders has reached such a peak that Local 802, American Federation of Musicians, at the next convention of the AFM will introduce a resolution designed to give national protection to radio studio bands, which charge the name bands are causing employment inroads.

Squawk is based on the claim that name bands freeze out studio bands from commercial programs because agencies and sponsors are often relieved of the necessity of paying them heavy rehearsal money. Reason for this is that the name bands can rehearse their tunes on "location" jobs and come to the broadcast almost completely primed except for "balance." Studio leaders, however, have no such opportunity and must often work with a group of men not accustomed to playing with each other—these factors necessitating heavy rehearsal time and money, according to musicians' union scale.

In New York this situation was taken in hand by Local 802, AFM, about three years ago. Max Arons, 802 exec, points out that the local at that time was far-sighted enough to equalize this situation with a ruling specifying that bands on location jobs must be paid rehearsal money in the event the band secured a radio commercial. Rates, according to Local 802, are four hours of the rehearsal money for each hour of broadcasting; two hours of rehearsal money for each half hour of broadcasting, and one hour for each quarter hour.

One factor favoring the studio musicians is the fact that they are admittedly terrific sight readers and can therefore cut down the rehearsal time

to a figure enabling sponsors to say okay.

Terrific radio yen of name bands and band agencies is not due solely to money that accrues directly from the radio engagement. Primary item is the exploitation value of the radio commercial, which measurably heightens the box-office value of the band on one-night stands—which are often the band's chief source of income. The radio commercial also helps in booking the band into theaters, a factor which the sponsor likes, inasmuch as the band is linked with his product.

## WMCA Policy Limits Spots

NEW YORK, Jan. 24.—WMCA this week inaugurated a policy limiting spot announcements on its program schedules. Not more than two spot blurbs will be carried in a quarter-hour sustaining program; not more than one in a 10-minute sustaining program, and minute spots will not be inserted between two commercial programs.

## NBC Adds To Pan-Am Net

NEW YORK, Jan. 24.—Three stations have been added to National Broadcasting Company's Pan-American Network, bringing the total number to 120, with outlets in all of the 20 Latin American republics. New stations are Radio Trujillo, at Trujillo, Dominican Republic; La Voz de la Sierra, at Merida, Venezuela, and Emisora Elctra, at Manizales, Colombia.

ADV.

## Messengers Available for Many Kinds of Jobs

innumerable ways in which the use of Western Union Errand and Distribution Service quickly increases their business are being discovered by wholesale and retail firms. Almost any firm can profit by utilizing one of the three types of service mentioned below.

Dental laboratories in a number of cities have Western Union pick up dental work from local dentists in nearby towns and forward the work to the laboratories. One dental company in Cleveland announced the service on an advertising blotter, featuring Western Union pick-up for shipment by Railway Express collect, and also provided dentists with a special self-addressed label for use in sending their packages.

A prominent dairy company in New York had Western Union Messenger Service deliver one-pound cans of a new milk product as professional samples to doctors and hospitals. Other dairy companies producing cheese and other milk products have had samples delivered with advertising literature to the medical profession and, also with display material to lists of retail outlets. Dairies also use messengers to make house-to-house distribution of printed matter to bolster their local markets or open new territories.

Among the numerous retailers who use messenger service is a New York restaurant, which recently had circulars distributed in the vicinity advertising its business men's luncheon and also offering messenger delivery of lunches to nearby offices. The restaurant's luncheon crowd immediately increased to capacity, and a steady flow of lunch deliveries to offices also resulted.

## You Can Now Put Pictures on Sales Telegrams

A picture of an industrial plant or other property for sale is a 10,000-word argument in its favor, if the saying is true that a picture is worth 10,000 words, according to the apparent reasoning of a Chicago real estate firm, which is making repeated and effective use of Western Union Illustrated Telegrams.

The latest use of Illustrated Telegrams by that firm featured, on the Yellow Blank with the message, a picture of an industrial plant at Detroit which was offered for sale. Nearly 1,000 of these telegrams were sent to possible purchasers of the Detroit plant. Automobile, express and other companies have been making extensive use of Illustrated Telegrams. For local delivery Overnight Telegrams cost 20 cents for 50 words and as low as 10 cents each for 2,000 or more. Adding the illustration in one or more colors increased the cost slightly.

### TELEGRAMS

for many special occasions only 20c—locally. 25c to any Western Union point in the U. S.

# Radio Talent New York

By JERRY LESSER

SYDNEY SMITH, lead on *Light of the World*, has volunteered as an auxiliary fireman. Coming into the firehouse he was startled by the lines, "Down, down I come. Like glistering phaeton, wanting the manage of unruly jades," coming from the lips of a fireman sliding down the firehouse pole. As those were lines from *Richard II*, in which Smith played Mowbray, he was naturally bewildered. The grinning fireman explained that the company to which Smith was assigned was the company stationed at the St. James Theater to check on fire violations. All the firemen knew practically all the lines, not only of *Richard II* but also of *Hamlet* and *Henry IV*. SYD feels quite at home.

ONE of the most glowing performances of this radio season was turned in by IAN MARTIN as "Akaky Akakievich" in *The Overcoat*, done recently on the KATE SMITH hour, adapted by JEAN HOLLOWAY from the story by Gogol. . . . ASHLEY BUCK, author of the late *We Are Always Young* series, has just had a short novel published, titled *Beyond Laughter*. . . . A pat on the back to YOUNG & RUBIN-CAM for donning so many fine *Manhattan at Midnight* scripts to the British-American Ambulance Corps, for their *Friendship Bridge* shows, which, I'm sorry to relate, leaves the airways after next week's broadcast because of lack of funds. . . . LON CLARK is the proud daddy of a baby son. LON is the current D. A. on *Front Page Farrell*. . . . And the stork just advised us that STELLA REYNOLDS and ARNOLD MOSS will be presented with a bundle this coming June.

THE stork will give OLIVE DEERING a chance at feature billing when she takes over the role of "Marge" in *Myrt*

# Chicago

By SAM HONIGBERG

EDDIE FIRESTONE, lead in *That Brewster Boy*, will not change his name to Brewster after all. His mother objected. . . . SUNDA LOVE has been appointed to the radio committee of the local defense board. . . . MARION CLAIRE recorded six musical comedy tunes for Victor, supported by the WGN symphony and chorus under the direction of her husband, Henry Weber. . . . VERA LANE composed the music for *Double Date*, the theme song of her new WBBM show heard Wednesdays, 6:45-7 p.m. Lyrics by GARY MILLER, of the station's continuity staff. . . . VIRGINIA PAYNE (Ma Perkins) is doing her broadcasts this week from a wheel chair due to a fractured right leg and dislocated ankle suffered in a recent accident in her own apartment. Virginia, incidentally, will soon have some timely lines in her script, designed to bolster the morale of the women listeners with relatives in the armed forces. . . . DOROTHY GREGORY has her first network show on CBS as Eloise on the *Scattergood Baines* series. . . . EDDIE PEABODY, THE DINNING SISTERS and BILLY MURRAY, among the other Na-

tional, *Barn Dance* regulars, will be broadcasting from Buffalo Saturday (31) in behalf of that city's "Smokes for Soldiers" campaign. . . . JONATHAN HOLE is another newcomer on the *Scattergood Baines* show.

RADIO favorites are in demand for feature spots in the Oriental stage-shows here. THE SMOOTHIES will co-star with Clyde McCoy, starting Friday (30), while DICK POWELL will top the February 6 bill. Powell, incidentally, is being submitted for personal appearances at \$5,500 a week. . . . THOMAS THOMAS returns on the WGN airwaves Saturday (31) to sing in the Theater of the Air's *Countess Maritza*. . . . MARY AFFLICK, WGN producer, originated the idea for the new *Women in Defense* series which started Monday (26). . . . MORTON DOWNEY and JOE E. BROWN are being considered for a new musical series planned by the Blackett-Sample-Hummert Agency. . . . PATTI CLAYTON, once one of the Three Graces, will continue as a single both on WBBM shows and in local cafes.

## Program Revamp On Chi Stations

CHICAGO, Jan. 24.—Local stations' compliance with regulations released by the Office of Censorship has resulted in the cancellation of several shows and change in format of several other programs. All man-on-the-street programs were forced off the air. Only Don Norman's *Your Date* is still heard over WGN, but Norman moved the program from the street into the studio, station officials feeling that studio programs can be controlled and are not as open to surprise maneuver as a street show. *Radio's Voice*, another WGN street show, has become a musical. *Chicago at Night* is off the air and time, temporarily, is filled with recorded music.

Quin Ryan's *Marriage License Bureau* has become another news show, and the program no longer originates in the license bureau.

Ralph A. Glass, WJJD and WIND prez, has pulled *What's Your Opinion* off the air and stated that telegraphs for request recordings on the *Night Watch* will henceforth be refused.

WCFL has canceled its *Court of Missing Answers* and is revamping Jimmy Dudley's *Knothole Gang*. WAIT has canceled its *Airport Interviews* feature and WEDC has made several changes in its *Midnight Flyers* show, refusing wired or phoned requests for tunes.

The interview policy on all shows has been modified to meet the new regulations.

## Sidney Flamm to WBYN

NEW YORK, Jan. 24.—Sidney J. Flamm, former member of the board of directors at WMCA, has joined WBYN, Brooklyn, as vice-president in charge of sales. Following the appointment, Flamm added Edward F. Friendly and Fred Stengel to the sales staff and announced the formation of the *1430 Club* program, a Monday thru Saturday show using Art Ford and recorded music.

LATEST of Cincinnati radio folk to join the armed forces is Wilfred Guenther, general manager of WLWO, key station of the Latin-American network. He holds a lieutenant, junior grade, commission in the navy and left Thursday (22) for active duty.

# Philly AFM Radio Contracts Pend; Dance Men vs. Longhairs an Issue

PHILADELPHIA, Jan. 24.—Controversy between swing and classical music threatens to become a cause celebre in attempts of the local musicians' union to negotiate a new music contract with KYW, local NBC-Red outlet. Altho the contract expired last Saturday (17), union has given the studio band two weeks' grace to provide more time to iron out the differences.

However, if it becomes necessary for the union to pull out Musical Director Clarence Fuhrman and the studio toolers, station has seen to it that no national spotlight is placed on the local strife. Station canceled all its network origination shows, Fuhrman band confining its music making to local listening until the settlement is reached. KYW has been feeding 12 musical shows a week to the net.

It is understood that a trick clause in the expired music contract gives station privilege to switch its dance band to a concert band upon expiration of the contract. As a result, station seeks to replace the saxophones and brasses with strings. But with election time coming

close for the union, officials do not fancy having to account for a dozen or so unemployed radio musicians, especially when the dance musicians overshadow the voting strength of the older classical musicians.

In addition, union is seeking a \$5 increase in wage scale. A \$5 increase in pay was secured last Saturday (17) with WCAU, CBS outlet, for a new music contract for Joey Kearns's orchestra. Union also got WCAU to hire a string trio for its FM station for one hour a week. Union has still to tackle WFIL, NBC-Blue station. It is expected union will also seek a \$5 pay increase and a musical budget of some sort, no matter how small, for WFIL's FM station. Union isn't expecting much of FM now, but feels that any little nibble is a start in the right direction.

## WABC's 24-Hr. Sked; New Spot Shots Set

NEW YORK, Jan. 24.—WABC, key CBS station in New York, is now on a 24-hour sked and offers 100-word and one-minute spot announcements to advertisers in the 1 to 6 a.m. period. Programming during this period is classical recorded music, WABC belief being that this is in the nature of a public service inasmuch as swing music is available on "any number of stations" and therefore the WABC programming furnishes a different type of entertainment.

The classical music will be slanted at defense workers in plants operating 24 hours daily, and the programming will include a full symphony concert. News periods on the hour will supplement the music.

Rates for 100-word announcements are \$25, \$40, \$54, \$72, \$90, \$90 and \$112 for one thru seven days respectively. Rates for one-minute blurbs, for one thru seven days are \$25, \$50, \$67.50, \$90, \$112.50, \$120 and \$140.

## AFRA War Aid Plan; Med. Plan Accepted

NEW YORK, Jan. 24.—Meeting of the membership of the American Federation of Radio Artists at the Astor this week okayed the union's proposed medical plan whereby AFRA members would work with the American Theater Wing to create a Radio Division to furnish speakers and mobile units carrying actors to dramatize speeches for Defense Bonds, etc.

Medical Plan, benefits of which were discussed in last week's issue of *The Billboard*, was accepted by an overwhelming majority of the membership, 99 per cent voting in favor on the union's questionnaire.

## Advertisers, Agencies, Stations

**NEW YORK:**  
**H.** M. BEVILLE JR., head of the NBC Research Division, called to active service in the army. Barry Rumpke, chief statistician, is now acting chief of research. Beville is a first lieutenant of infantry, reserve, and is at Governor's Island. . . . Soil Oil Manufacturing Company has renewed *Bob Garred, News*, Tuesdays and Thursdays, 5:45-55 p.m., on six Columbia Pacific stations, effective February 2. Buchanan & Company handled. . . . Allan Wray has joined the announcing staff of W7INY, WOR's FM station. He was formerly at WNYC, New York. . . . Monarch Piner Foods will use spot announcements, twice daily, seven days a week on W7INY. . . . Otis P. Williams, WOR account exec, has sold a total of \$2,000,000 in time since joining the station in the fall of 1935. . . . Columbia Broadcasting System is giving Red Cross courses in first aid to 100 employees, ranging from page boys to executives. CBS is also giving free courses in Spanish and Portuguese for its New York employees. A total of 182 have registered. . . . Ben Schwartz, formerly with Constance Hope Associates, Inc., has joined the press department of the Mutual Broadcasting System. . . . Effective February 2, B. T. Babbitt will sponsor *David Harum* on 13 CBS stations. Maxon, Inc., handles the account. . . . Guy C. Hutcheson, of the CBS General Engineering Department, has been appointed engineer in charge of International Broadcasting. . . . Paul Kaskel & Sons, pawnbrokers, have signed a 52-week contract with WHN for daily 15-minute musical participating programs on the Bruce Wendell Music Shop.

succeeding Harry Heath who is joining the army. Jerome Kauffherr, NBC guide, landed a position as announcer with KBUR, Burlington, Ia. . . . Norman Ross's *Coffee Time* on WMAQ Mondays thru Saturdays renewed for 52 weeks by the W. F. McLaughlin & Company. . . . Arch Farmer and Chuck Logan are the new WBBM news and special events department chiefs, respectively, following the release of J. Oren Weaver who accepted a War Department assignment in Washington. . . . WBBM is now using 10 newscasters to dish out the latest war developments daily. . . . WJJD's *Breakfast Frolic* picked up two new sponsors this week: Hollywood Film Studios and Charm Kurl Company. . . . Friduss Furniture Store is rounding out its eighth year of broadcasting over WIND. Its latest order calls for a 52-week participation in the station's new *Swing and Play* musical. . . . K. Arakelian, Inc. (Mission Bell Wines), renewed its participation in WIND's *Sports Edition*.

### PHILADELPHIA:

**W**IDAS has taken additional space at its present location, which will virtually double its studio space. . . . Patsy Lawson is the latest addition to the WIP program department. . . . Willard G. Myers Advertising Agency, formerly of New York, has moved its offices to this city. . . . Sylvia James skedded for a series of defense shows on WPEN. . . . Carl Will leaves his post as WIP news editor to become editor of the local *Labor Record*. . . . Ernest S. Edmondson and Sara T. Langton have opened their own ad agency here, known as E. S. Edmondson & Company. . . . Harold Coulter, KYW sales promotion chief, running a series of institutional ads in local papers reminding the public that when the government gives out the news it deals in "facts not fantasies." . . . Gerhard H. Segar, former member of the German Reichstag, goes to WIP to air a series based on his personal experiences. . . . Ralph Sayres, former KYW sales manager, has returned to the navy as radio instructor at Floyd Bennett Field, New York. . . . Edwin M. Schneeburg, formerly N. W. Ayer radio copy writer, has joined Compton Advertising, New York, in a similar post.

**CHICAGO:**  
**S**WIFT & COMPANY renewed its 8:30-8:45 portion on the Blue Network's *Breakfast Club* for 52 weeks, calling for a total of 99 stations. . . . William R. Cline, former sales manager for WLS, has been named assistant to H. W. Wall, general manager WIBO, Indianapolis. . . . Robert Pahey, former news and sports editor of Washington stations, has been added to the news and special events division of NBC here,

# Program Reviews

EST Unless Otherwise Indicated

## "The Street Singer"

Reviewed Friday, 4-4:15 p.m. Style—Songs, romantic patter. Sponsor—Ex-Lax. Station—WJZ (New York, Blue Network).

"Romance is in the air," said the Ex-Lax announcer, by way of ushering Arthur Tracy, "The Street Singer," back onto the ether. Tracy, who has been spending most of his time in England for the past several years, is now home for the duration, which should be welcome news not only for the sales department of Ex-Lax ("Laxative favorite of young and old," or words to that effect), but also to housewives with that 4 o'clock-in-the-afternoon letdown. Tracy is guaranteed to provide the most tired housewife with enough romantic stimulation to send her scurrying back to her pots and pans.

Day caught, Tracy sang four songs, and sang 'em with all the heavy pash that had fem dial-twisters hanging on the ropes not so many years ago. Still has the catch in the voice, the subtle sob and the cultured enunciation. Figures to sell plenty of Ex-Lax.

Spies delicately phrased, but numerous. Richard Carter.

## Xavier Cugat

Reviewed Tuesday, 8-8:30 p.m. Style—Musical. Sponsor—R. J. Reynolds Tobacco Company. Agency—William Esty. Station—WJZ (New York, The Blue Network).

Xavier Cugat, purveyor extraordinary of Latin American music, is now doing his Camel broadcast over the Blue Network, Inc., sponsor having switched from the NBC-Red.

Talent line-up is the same, Cugat giving out rhythmic, exciting music supported by a group of American and Latin American vocalists. There are Margo, who does both English and Latin American numbers and an occasional English duet with Bert Parks, the program's singing emcee; Carmen Castillo, who warbles Spanish love songs; Miguelito Valdes, Cuban singer, and Ken Christy's Camel Chorus.

Even during the warbling Cugat's music stands out, the maestro's arrangements being chock-full of buoyancy, spirit and changing moods. Show should easily hold on to a large audience.

Paul Ackerman.

## Phil DePinna

Reviewed Friday, 1:50-2 p.m. Style—Popular piano numbers. Sustaining on WHYN (Holyoke, Mass.).

This weekly program of favorite melodies played by Phil DePinna, a pianist with a great deal of ability and promise, is picking up favor with fans rapidly. DePinna was especially good with *This Love of Mine*. The program really rates a sponsor. With an added five minutes, and plugs as well-handled as the song introductions are, this should be a seller.

Albert J. Zack.

## Ross Mulholland

Reviewed Tuesday, 11:40-12 midnight. Style—Mythical ballroom. Sustaining on WCAU, Philadelphia.

For years the local platter spinners have been trying to emulate New York's Martin Block, admittedly the dean of the diskers. But it remained for Ross Mulholland to come in from WGN, Chicago, to teach the local needle-changers a thing or two about playing a phonograph record on the radio. And he packs more showmanship in his nightly stanza than many of the band leaders whose recordings he uses to such excellent advantage. It's a one-man show, with Mulholland's antics at the emcee controls counting as much as the waxes.

Highly spirited from his opening cheerio—"Hiya getting along with your music"—and armed with breezy patter and delivery, Mulholland works right along with the succession of platters instead of making the records carry his show. Tags it *Moonlit Ballroom*, located at the corner of uptown and downtown in the heart of jivetown. Making judicious use of the disks and ringing in sound effects creating the illusion of crowds with each announcement, listener never knows that it's all a make-believe

affair. Mulholland talks to the instrumentalists on the record and to the illusory dancers, and were it not that he changes band leaders with each selection the stanza would sound like a live dance remote and packing much more on the mike than most of the live remotes heard at the same time of night. Maurie Orodancker.

## Ann Hunter

Reviewed Wednesday, 10:30-11 a.m. CST. Style—News and comment. Agency—McDonald-Potter, Inc. Station—WAIT (Chicago).

A new news program that has been creating a stir in local radio circles is this morning quarter-hour featuring Ann Hunter, a young British woman with an accent. There's a jovial air about her vocal personality and, tho she doesn't go into great lengths analyzing war developments, her handling of the program indicates that she knows what she is talking about.

Commercials are too numerous and too long, cutting down Miss Hunter's time. She is a good bet for women listeners, since most of her views and news are of interest to the so-called weaker sex. Sponsor sells bread and for four bread labels offers a war map.

Sam Honigberg.

## "Hunter's the Name"

Reviewed Tuesday, 9:03-9:30 p.m. Style—Variety. Station—Sustaining over WMCA (New York).

With this broadcast WMCA inaugurates a variety series featuring Georgie Hunter, vaude and night club performer, as emcee; Joe Rines and his band; guest vocalist, Eedie Karen, and the Songsmiths Quartet.

Hunter makes a strong bid at comedy, but fails miserably in the attempt. His gags are extremely corny and his delivery poor. Should develop a more natural manner. On the other hand, Miss Karen on several occasions acted as straight with Hunter and managed to hold her own well.

Impressive was the Songsmiths' rendition of *Carry Me Back to the Lone Prairie* and Miss Karen's warbling of *I Hit a New High*, assisted by Joe Rines and the crew. Nice work also turned in on *Defend Your Country* by the Songsmiths and Miss Karen.

Considerable revamping will be required on this program if it is to have any real entertainment value.

Announcing chores handled capably by Bill O'Connell. Elliott Colfer.

## The Ted Steele Show

Reviewed Saturday, 8:30-9 p.m. Style—Musical. Station—WJZ (New York, The Blue Network).

Ted Steele's show, as caught last Saturday, was not so good. It's a variety layout featuring Steele as a singing emcee, together with the Five Marshalls and Paul Laval's orchestra. Chief guest was Isabel Jewell, who appeared in a playlet.

More than anything else, program needs a brighter script, even a straight script rather than one which attempts but never achieves comedy.

Miss Jewell's appearance was very unfortunate, the story reaching a definite high in sentimental and mawkish nonsense. It was weak in theme and illy conceived and written.

Steele opened the show singing *Hi, Neighbor*, and was shortly followed by the Five Marshalls, mixed singing group of three girls and two men, delivering the spiritual, *Swing Low, Sweet Chariot*. Laval offered such items as *This Can't Be Love*, in addition to playing the show.

Some of the music good, some indifferent; but whatever good the show might possess is knocked out by its general debility. Paul Ackerman.

**Burrelle's**  
ESTABLISHED 1899  
PRESS CLIPPING BUREAU, Inc.  
World-Telegram Building  
125 Barclay St., New York, N. Y.  
BArolay 7-5371



# NEW HOT-FOOT FOR ASCAP

## Separate Bands For Will and Ray

NEW YORK, Jan. 24.—The long-reported split between Will Bradley and Ray McKinley becomes a reality February 18, when the two go their separate ways and form completely new bands.

Present Bradley band will be scrapped, and Bradley will go into rehearsal February 28, retaining vocalists Terry Allen and Lynn Gardner for his new work. Reason that both are organizing completely new bands is because of the high-priced men in the present set-up.

Band is now working at Frank Dailey's Valley Dale, Columbus, O., and will remain there until February 5, with commitments for one-nighters until the 18th. McKinley will take a vacation for a few weeks after the bust-up and then will rehearse until Easter week.

Both will have 15-piece bands, and both will be booked thru the William Morris Agency, handlers of the present band, in which the boys are equal partners. Band's net of \$20,000 to the Morris Agency has been completely repaid. It was first thought that Bradley would go back to work as a studio trombonist, but he was talked out of the idea.

## Hudson Scores in Conn.

BRIDGEPORT, Conn., Jan. 24.—Dean Hudson grossed \$2,090 at Stratfield Hotel here last Saturday (17), playing for a Jewish Welfare Bureau charity ball. Band was a big hit.

## Nebraska's Fabulous Anti-ASCAP Kick Will Mean Heavy Headaches For State's Band Buyers, Orks

LINCOLN, Neb., Jan. 24.—A band leader booked in Nebraska during the next year can expect a lot of things to happen.

This, without doubt, figures to be the dizziest year in the history of the music business in the cornhusking State—all because of Nebraska's anti-ASCAP law, which forbids the Society to function here, and because all the members of the Society are going to have to protect themselves. There is no doubt that ASCAP's stronger members, the big writers and publishers, are going to battle for self-protection on an all-out basis.

First thing each copyright holder must do under the law is file a copy of his tune or arrangement with the Nebraska secretary of state; cost, 25 cents. After that, he is in position to start informing music users he's the owner of same copyrights, for which they must pay.

The law says per-performance prices demanded must be printed on the music before sale in Nebraska, which means a tune for private use may cost only 25 cents, for a dance orchestra, \$3; for a ballroom, \$5; for a radio station, \$20, and so on. However, until tune is filed with the secretary of state and Nebraska law fully complied with, legal opinion holds that no music user has to pay any attention to the copyright owner. And, if the pub doesn't fix a price on the face of each piece of sheet music for each of the uses to which it may be put, it can be bought for the cheapest price and used, with no recourse for the pub.

This indicates that every bit of music sent into Nebraska will have to be smeared across its cover with a special rubber stamp, itemizing the prices to be charged by the distributing music house to each user. Every ballroom operator will have to own his own library. And if things get really rough, no orchestra can play a piece of music in the place until it has first made certain that the op has paid the prescribed price or made suitable arrangements with the author.

Law also says that both the orchestra and ballroom will have to pay.

It will also mean that houses selling music will have to keep a record of people sold, and of prices paid, because it's up to those music houses to collect

## Make Up Yer Mind!

NEW YORK, Jan. 24.—Charlie Barnett, who added a string section to his work a few weeks ago and laid elaborate plans for blossoming forth with a new type of commercial swing band, has discarded the fiddles. Seems that after Charlie heard a record made with the fiddlers he no longer liked the idea. He now plans to have a new type of commercial swing band, without fiddles.

Barnett got the idea of using strings after hearing a record he made in California, with strings!

## A Record for James

BRIDGEPORT, Conn., Jan. 24.—Harry James, in for a one-nighter at the Ritz Ballroom here Wednesday (14), broke all records for the season with a swell crowd of 3,120 persons. With tariff at \$1.10, gross came to \$3,432. Closest competitor for the honors so far have been Woody Herman, Christmas night, 2,462 persons, admish \$1.10 for \$2,708.20 gross, and Artie Shaw, 2,450 persons, September 14, admish, \$1.25, grossing \$3,062.50.

James's engagement was the first mid-week booking of the season, and the attendance broke all midweek records in the 28-year history of the Ritz. This, despite stiff competition of Jimmy Lunceford at the Loew-Lyric Theater. Because of last week's success Eddy Duchin is booked in for a midweek engagement next week.

fees for the copyright owner. If a case of infringement is suspected, and a tracer cannot be put on the tunes, with proper money paid as specified, the copyright owner will have a case.

Since a case of such proven evasion and infringement commands the payment of a fine of \$250 plus legal fees and court costs, it is expected the Federal Court docket will be kept crammed with cases.

A leader, heading for Nebraska dates, should have his ASCAP library stamped okay by the copyright holders for performance in Nebraska. That will leave the rest of the headache with the ballroom manager. It's up to the band buyer to clear his skirts with the copyright-holders, or tell the leader upon his arrival which tunes he can play and which he can not.

Leader's library may be rifled plenty in Nebraska. He may have to get over strictly into BMI's, and even go for a Stephen Foster revival or public domain. But his headaches, compared to those of ballroom ops in Nebraska today, are nothing.

Even if the ballroom price on a sheet of music is only \$1 or \$2, to get any kind of a library and keep it up is going to run the yearly overhead on every dancerie into many extra hundreds.

LINCOLN, Neb., Jan. 26.—First piece of music filed under Nebraska's anti-ASCAP law has been *Rose O'Day*, written and published by Charlie Tobias and Al Lewis. Pubs tripped up on two of the bill's provisions, however, and will remain unable to start business until corrections are made.

Apparently the *Rose O'Day* lads failed to clutter up the front page of their sheets with prices per performance for each type of performance. Also lacking was a signed statement to the effect that they own all rights to the tune.

Secretary of State's office here is now writing ASCAP, explaining all steps, to avoid future confusion.

Other States in which ASCAP is being put thru the wringer are Florida, Georgia, Mississippi, Kansas, North Dakota, Wisconsin and Arkansas.

NEW YORK, Jan. 26.—Charlie Tobias and Al Lewis, publishers of *Rose O'Day*,

## Arthur Schwartz Levels Guns At Entire ASCAP Board; Will Charge 24 With Mismanagement

NEW YORK, Jan. 24.—In an unprecedented legal action started here during the past few days by Arthur Schwartz, the composer, the American Society of Composers, Authors and Publishers finds itself in the position of being measured for another right-cross to the jaw. Schwartz's legal battery is out to collect for its client a hefty sum of coin representing the difference in royalties over a two-and-a-half-year period between the composer's former A class rating and present AA classification.

Action is being leveled at all 24 members of the ASCAP board. One board member has already received a summons, and same legal papers are being readied for the others. Secretary of War Henry L. Stimson's law firm, Winthrop, Stimson, Putnam & Roberts, is handling the matter for Schwartz and expects to file the suit in the courts within a very short time.

Schwartz's claim is based on the fact that he entered his first squawk with ASCAP for an AA classification in June, 1939, and subsequently received same, but not until October, 1941—and only then after having it first turned down by the ASCAP board of appeals and overruled by the board. The board of appeals decision and board reversal took place in the same month, October, 1941. Schwartz contends that his works were as good in 1939 as they were in 1941 and, on that basis, deserves royalties on an AA basis covering the interval between.

ASCAP has a ruling barring members from putting an elevated rating on a retroactive basis. Schwartz denies that his claim is based retroactively, claiming that, since it took ASCAP two and one half years to make up its collective mind before giving him the AA rating, Society owes for that time.

If ASCAP allows the case to get into the courts for a settlement, it will bring to light the old beefs of many ASCAP writers and publishers who have claimed that ASCAP has no scientific or mathematical means of determining a member's classification. Schwartz himself has not put any definite figure on his claim, because he will have to see an accounting by ASCAP before it can be determined how much he feels he has coming to him.

For this reason, suit may force ASCAP into setting up a scientific classification system. That the Society has felt the need of a new system has been attested by the fact that a committee has been working on the problem for several weeks and was in a huddle Wednesday (21) when the news first broke on the Schwartz affair.

Another far-reaching reverberation seen by some, if Schwartz is successful, is the effect such a decision would have on other so-called "malcontents." A chunk of mazuma collected by Schwartz might easily precipitate a flock of similar claims against ASCAP, shaking the entire set-up of ASCAP pay-offs and classifications. On the publisher's side, for example, there has always been friction over the method of allotting 50 per cent of the publisher-royalty cut to performances on the air, 30 per cent to "availability," and 20 per cent for seniority.

It has been pointed out for some time that "availability" is a vague term having to do with number of tunes and value of tunes in a pub's catalog, but that the tunes' "value" was not mathematically ascertained. Result has been that pubs strong on pop songs think performances ought to count more; whereas the standard pubs figure availability ought to count for more

were unaware of the various requirements which they had failed to fulfill in order to obtain Nebraska blessing on their song, when called by *The Billboard*.

When informed of the operation they would have to perform on the covers of their music, they said they would charge \$5 per radio performance and 50 cents for all other performances.

than the allotted 30 per cent. Writers, too, especially since the ASCAP-radio net francs, have been busy petitioning ASCAP and the Songwriters' Protective Association for a different classification deal.

In this light it is interesting to note that Schwartz has retained his own counsel, rather than taking the matter up thru the SPA, of which he is also a member.

Before Schwartz received his AA rating last October, ASCAP board members had previously contended that the composer's music was not always under ASCAP supervision, since much of this output was musical scores and the producers often insisted that Schwartz's music be put on the restricted list. Some ASCAP board members also said Schwartz had not written enough songs which could be called a vital and important part of the Society's backlog. Here, again, the contention was based on "availability."

Schwartz has been a member of ASCAP since 1930, and is identified as a production writer. He penned scores musicals as *First Little Show*, *Three's a Crowd*, *At Home Abroad*, *Stars in Your Eyes* and *The American Jubilee* at the New York World's Fair Exposition. In 1934 and 1935 his works were on the air for 39 weeks in the NBC show, *Gibson Family*. The composer is living in Hollywood at present.

Several ASCAP board members were contacted by *The Billboard* this week, but most of them either disclaimed knowledge of the Schwartz affair or referred the call to ASCAP President Gene Buck. Board held a meeting here Thursday (22).

## Kaye Wins; Another Coke Show for RCA

NEW YORK, Jan. 24.—Sammy Kaye maintained the Victor skunk of weekly Coca-Cola show winners by copping Saturday night's award with his *Remember Pearl Harbor* disk. This made it 12 out of 12 for Victor, who have had Tommy Dorsey in the winner's circle five times, Freddy Martin four times and Glenn Miller twice.

Kaye's victory came as something of a surprise, since the *Pearl Harbor* platter has only been on the retail counters a short time. The list of best-selling retail records which appears in *The Billboard* Music Popularity Chart, elsewhere in this issue, shows Glenn Miller's *Chattanooga Choo Choo* as the leading seller—which it has been for some time, with Woody Herman's Decca disk, *Blues in the Night*, second.

Miller is prevented from further appearances on the coke show by his regular air sponsors, Chesterfield Cigarettes. As a result, the Coca-Cola show bookers (Music Corporation of America), have been using runners-up for six weeks.

Woody Herman has never appeared on the show, and is one of the few bands yet to perform on one of the daily 15-minute shots. Milt Krasny, General Amusement Corporation exec, booking Herman, says reason is that he and MCA have been unable to get together on price. Sonny Werblin, of MCA, subscribed to this explanation, but insists that if Herman ever turns up first in the weekly coke poll, his price will be met.

## Name Line-Up for Pottstown

POTTSTOWN, Pa., Jan. 24.—Sonny Dunham will be the name band tonight at Sunnyside Ballroom here. Saturday name bookings have been completed thru February 28. Bands slated are Harry James, January 31; Sammy Kaye, February 7, and, in weekly order, Claude Thornhill, Eddy Duchin and Glenn Miller.

Spot charges \$1.10 including tax.



# The Billboard

WEEK ENDING  
JANUARY 23, 1942

## MUSIC POPULARITY CHART

### SONGS WITH MOST RADIO PLUGS

Following are the 25 songs with the most plugs over the four major New York outlets (WEAF, WJZ, WOR, WABC) for the week beginning Saturday, January 17, and ending Friday, January 23. The totals are based on reports supplied by Dr. John G. Peabody, 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 25 songs over the independent stations (WHN, WMCA, WNEW, WOV), covers only the period from 5 p.m. to 1 a.m. daily. Partial choruses and signatures are not included. Film tunes are designated by an (F); musical comedy tunes with an (M).

Position	Title	Publisher	Plugs Major (8 a.m.) to (1 a.m.)	Indies (5 p.m.) to (1 a.m.)
5	1. ROSE O'DAY	Tobias-Lewis	44	12
—	2. SOMETIMES	Berlin	43	6
1	3. ELMER'S TUNE	Robbins	41	8
2	3. WHITE CLIFFS OF DOVER	Shapiro-Bernstein	41	19
4	4. EVERYTHING I LOVE (M)	Chappell	35	19
—	5. HUMPTY DUMPTY HEART (F)	Southern	33	8
6	6. HOW ABOUT YOU? (F)	Feist	29	1
—	7. I KNOW WHY (F)	Feist	27	5
7	8. BLUES IN THE NIGHT (F)	Remick	26	18
12	8. I DON'T WANT TO WALK WITHOUT YOU (F)	Famous	26	14
—	9. POPOCATAPETL	BMI	23	9
4	10. CHATTANOOGA CHOO CHOO (F)	Feist	22	15
—	10. MANDY IS TWO	Bregman-Vocco-Conn	22	3
5	10. THIS IS NO LAUGHING MATTER	Block	22	21
14	11. WE DID IT BEFORE (M)	Witmark	21	3
10	12. DAY DREAMING	T. B. Harms	19	14
—	12. JEALOUS	Mills	19	8
12	13. THIS LOVE OF MINE	Emhassy	18	8
11	14. 'TIS AUTUMN	Witmark	16	16
—	15. ANNIVERSARY WALTZ	Mayfair	15	10
—	15. YOU MADE ME LOVE YOU	Broadway	15	6
13	16. ANGELINE	Campbell	14	2
—	16. EMBRACEABLE YOU	New World	14	8
13	16. SHRINE OF ST. CECILIA	Braun	14	14
13	17. MADELAINE	Santly-Joy-Select	13	13

### NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

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

NATIONAL		EAST		SOUTH	
POSITION Last This Wk. Wk.	Title	POSITION Last This Wk. Wk.	Title	POSITION Last This Wk. Wk.	Title
1	1. CHATTANOOGA CHOO CHOO —GLENN MILLER	1	1. Chattanooga Choo Choo —Glenn Miller	3	1. String of Pearls —Glenn Miller
4	2. BLUES IN THE NIGHT —WOODY HERMAN	7	2. Remember Pearl Harbor —Sammy Kaye	1	2. Chattanooga Choo Choo —Glenn Miller
10	3. STRING OF PEARLS —GLENN MILLER	—	3. I Said No —Alvino Rey	4	3. White Cliffs of Dover —Glenn Miller
2	4. ELMER'S TUNE —GLENN MILLER	10	4. I Said No —Jimmy Dorsey	9	4. Blues in the Night —Woody Herman
8	5. I SAID NO —ALVINO REY	4	5. Blues in the Night —Woody Herman	—	5. Everything I Love —Glenn Miller
3	6. THIS LOVE OF MINE —TOMMY DORSEY	5	6. This Is No Laughing Matter —Charlie Spivak	—	6. Blues in the Night —Cab Calloway
—	7. REMEMBER PEARL HARBOR —SAMMY KAYE	3	7. You Made Me Love You —Harry James	—	7. This Is No Laughing Matter —Glenn Miller
9	8. EVERYTHING I LOVE —GLENN MILLER	—	8. String of Pearls —Glenn Miller	2	8. Elmer's Tune —Glenn Miller
6	9. WHITE CLIFFS OF DOVER —GLENN MILLER	—	9. White Cliffs of Dover —Sammy Kaye	—	9. I Got It Bad —Dinah Shore
—	10. I SAID NO —JIMMY DORSEY	—	10. Blues in the Night —Jimmie Lunceford	—	10. Elmer's Tune —Dick Jurgens
			<b>MIDWEST</b>		<b>WEST COAST</b>
			6. Blues in the Night —Woody Herman	4	1. Blues in the Night —Woody Herman
			1. Chattanooga Choo Choo —Glenn Miller	2	2. Elmer's Tune —Glenn Miller
			2. This Love of Mine —Tommy Dorsey	1	3. Chattanooga Choo Choo —Glenn Miller
			4. Everything I Love —Glenn Miller	3	4. This Love of Mine —Tommy Dorsey
			7. Rose O'Day —Kate Smith	6	5. I Said No —Alvino Rey
			5. Elmer's Tune —Glenn Miller	7	6. White Cliffs of Dover —Kay Kyser
			10. String of Pearls —Glenn Miller	—	7. Remember Pearl Harbor —Sammy Kaye
			8. White Cliffs of Dover —Glenn Miller	—	8. I Got It Bad —Duke Ellington
			9. I Said No —Alvino Rey	5	9. You Made Me Love You —Harry James
			10. White Cliffs of Dover —Sammy Kaye	—	10. I Said No —Jimmy Dorsey

### NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

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

NATIONAL		EAST		WEST COAST	
POSITION Last This Wk. Wk.	Title	POSITION Last This Wk. Wk.	Title	POSITION Last This Wk. Wk.	Title
1	1. WHITE CLIFFS OF DOVER	1	1. White Cliffs of Dover	—	1. White Cliffs of Dover
2	2. ELMER'S TUNE	2	2. Shrine of St. Cecilia	2	2. Elmer's Tune
4	3. ROSE O'DAY	3	3. Elmer's Tune	3	3. Rose O' Day
3	4. CHATTANOOGA CHOO CHOO	7	4. Rose O' Day	5	4. This Love of Mine
5	5. SHRINE OF ST. CECILIA	11	5. Remember Pearl Harbor	4	5. Chattanooga Choo Choo
7	6. THIS LOVE OF MINE	13	6. We Did It Before	11	6. Blues in the Night
—	7. WE DID IT BEFORE	14	7. Blues in the Night	7	7. Madelaine
8	8. BELLS OF SAN RAQUEL	4	8. Chattanooga Choo Choo	6	8. Shepherd Serenade
6	9. SHEPHERD SERENADE	—	9. Everything I Love	9	9. Shrine of St. Cecilia
14	10. REMEMBER PEARL HARBOR	10	10. 'Tis Autumn	8	10. Everything I Love
12	11. BLUES IN THE NIGHT	9	11. This Love of Mine	10	11. Bells of San Raquel
11	12. MADELAINE	8	12. Bells of San Raquel	—	12. This Is No Laughing Matter
10	13. THIS IS NO LAUGHING MATTER	6	13. This Is No Laughing Matter	12	13. Piano Concerto
13	14. EVERYTHING I LOVE	10	14. Tonight We Love	—	14. We Did It Before
9	15. TONIGHT WE LOVE	—	15. Angels of Mercy	13	15. Tonight We Love
			<b>MIDWEST</b>		<b>SOUTH</b>
			1. White Cliffs of Dover	1	1. White Cliffs of Dover
			2. Rose O' Day	5	2. Elmer's Tune
			3. Chattanooga Choo Choo	3	3. Chattanooga Choo Choo
			4. Elmer's Tune	2	4. Rose O' Day
			5. Bells of San Raquel	4	5. Shrine of St. Cecilia
			6. This Love of Mine	—	6. Remember Pearl Harbor
			7. Shrine of St. Cecilia	10	7. Shepherd Serenade
			8. We Did It Before	6	8. Tonight We Love
			9. Shepherd Serenade	8	9. This Love of Mine
			10. Madelaine	—	10. We Did It Before
			11. This Is No Laughing Matter	7	11. Bells of San Raquel
			12. 'Tis Autumn	12	12. Piano Concerto
			13. Remember Pearl Harbor	—	13. I Got It Bad
			14. Blues in the Night	9	14. Blues in the Night
			15. I Got It Bad	14	15. This Is No Laughing Matter

### LEADING MUSIC MACHINE RECORDS

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

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

GOING STRONG	
CHATTANOOGA CHOO CHOO.	(15th Week) Glenn Miller.
ELMER'S TUNE.	(13th Week) Glenn Miller, Andrews Sisters.
THIS LOVE OF MINE.	(9th Week) Tommy Dorsey.
SHEPHERD SERENADE.	(7th Week) Bing Crosby, Horace Heidt, Dick Todd.
THE WHITE CLIFFS OF DOVER.	(5th Week) Kay Kyser, Sammy Kaye, Kate Smith, Tommy Tucker, Glenn Miller.
THE SHRINE OF ST. CECILIA.	(2d Week) Andrews Sisters, Sammy Kaye, Vaughn Monroe.
ROSE O'DAY.	(1st Week) Freddy Martin, King Sisters, Kate Smith.
COMING UP	
REMEMBER PEARL HARBOR.	Sammy Kaye.
'TIS AUTUMN.	Woody Herman, Les Brown, Freddy Martin.
MADELAINE.	Sammy Kaye, Bob Chester, Dick Jurgens.
BLUES IN THE NIGHT.	Woody Herman.
I SAID NO!	Alvino Rey, Jimmy Dorsey.
THE BELLS OF SAN RAQUEL.	Dick Jurgens, Glen Gray, Tony Pastor, Xavier Cugat.
TWO IN LOVE.	TOMMY DORSEY, VAUGHN MONROE.

# AIR TIME MADE THE HITS

## No. 1 Sheet Music Sellers of 1941

Listed below are the best-selling songs of 1941, taken from *The Billboard's* weekly *Music Popularity Chart*.  
Tunes listed are those that reached the No. 1 position on the sheet-music sales chart during the year. Of the 86 songs which sold enough copies to achieve mention in the chart during 1941, the 13 listed below were outstanding. For purposes of comparison, the 1940 winners are also listed. Publisher's name follows each title. The symbol "F" represents a film song.

TITLE	No. Weeks in First Place	Total Weeks on List
"I Don't Want to Set the World on Fire" (Cherio).....	9	15*
"I Hear a Rhapsody" (BMI).....	8	15
"Hut-Sut Song" (Schumann).....	6	18
"Amapola" (Marks).....	5	20
"Frenesi" (Southern).....	5	18
"Maria Elena" (Southern).....	4	27
"Intermezzo" (Schubert).....	4	25
"You and I" (Willson).....	4	21*
"Elmer's Tune" (Robbins).....	3	14*
"Til Reveille" (Melody Lane).....	1	19
"My Sister and I" (BMI).....	1	17
"There'll Be Some Changes Made" (Marks).....	1	14
"Ferryboat Serenade" (Robbins).....	1	6**

\*—Songs which retained listing in chart after end of 1941.  
\*\*—Songs which were listed in chart during 1940 as well as 1941.

## Winners in 1940

"I'll Never Smile Again" (Sun).....	10	18
"The Woodpecker Song" (Robbins).....	9	21
"Only Forever" (Santly-Joy-Select) F.....	5	16
"Blueberry Hill" (Chappell).....	4	20
"Careless" (Berlin).....	4	13
"In an Old Dutch Garden" (Harms).....	3	17
"When You Wish Upon a Star" (Berlin) F.....	3	15
"Make Believe Island" (Miller).....	3	15
"Ferryboat Serenade" (Robbins).....	3	11
"Oh, Johnny, Oh!" (Forster).....	2	9

## Dorsey, Chirpers And Vaude Teams Make "Fleet" Pic

*The Fleet's In*, Paramount's story of life in the Navy, is a gay and entertaining film with flicker stars getting good and needed support from Jimmy Dorsey's band, Betty Hutton, Gil Lamb, Betty Jane Rhodes or radio, and Lorraine and Rognan, dance team, Dorothy Lamour is cast as the Countess and William Holden as Casey Kirby, a sailor.

The story is weak, but the talent makes up for any shortcomings here. Dorsey's band doesn't come in for enough footage, and Paramount misses out on a good bet. Spike (Gil Lamb) enacts a party at Swingland and does a good job of it along with his eccentric dance. Lorraine and Rognan clicked solidly with the Swingland audience, and applause was plentiful from exhibitors and newspapermen at the trade showing.

Songs in the film are catchy, and *The Fleet's In*, sung by Miss Rhodes, serves as an appropriate opener. Miss Lamour does all right on *When You Hear the Time Signal*, but Betty Hutton, Bob Eberly and

Helen O'Connell steal the show with *If You Build a Better Mousetrap*. The Eberly-O'Connell team scores also on *Tangerine* and *I Remember You*, the latter with Miss Lamour. *Not Mine* is done by an Eberly-O'Connell-Bracken-Lamour team. Cass Daley puts all the grimaces possible into *Tomorrow You Belong to Uncle Sammy*, a number that is right up her alley. *Arthur Murray Taught Me Dancing in a Hurry* is a zestful novelty, and only Miss Hutton could put it over as she does. *Conça From Honga* is an instrumental number.

Dorsey is called on for a few lines, which he handles admirably. The Eberly-O'Connell singing team adds greatly to the show. Both prove themselves definite film material.

*Fleet* was directed by the late Victor Schertzinger. Screen play is by Walter DeLeon. Sid Silvers and Ralph Spence, based on a story by Monte Brice and J. Walter Ruben and a play by Kenyon Nicholson and Charles Robinson.

Film runs 93 minutes, but it seems only half that time. *Sam Abbott*.

LINCOLN, Neb., Jan. 24.—At top of \$1.10 per couple, Ernie Fields, two days here (17-18), knocked off a very nice \$815, with a supporting \$350 concession sale riding along. Was playing R. H. Pauley's Turnpike Casino.

## ASCAP Writes '41 Sheet Sales In Red Ink; Prosperity Came To Obscure Pubs and Penners

NEW YORK, Jan. 24.—With ASCAP back on the air and settled into its stride, Tin Pan Alley's pubs and penners have been able to let out their belts a little and forget the horrible year that was 1941. An examination of the sheet music sales records of 1941 offers ample reason for the lads' desire to pretend that the past 12 months never existed.

During 1941 only two ASCAP ditties sold enough copies to show up in the No. 1 slot on *The Billboard's* Music Popularity Chart's Sheet Music column for any one week. One of these tunes, *Ferryboat Serenade*, was a carry-over from 1940, and had gained sufficient plugging prior to ASCAP's removal from the airways to sell some copies in 1941. The other, *Elmer's Tune*, came into power late in the year, after ASCAP's return to favor.

With almost all the well-known publishers and writers removed from the scene in January, the nation's music counters and loud-speakers were visited with a new variety of musical produce. Exactly what success most of the so-called "mushroom" music met with is best seen from an examination of the chart which appears elsewhere on this page. Of the 13 top sheet sellers, two, as we have seen, were ASCAP. Five of the remaining 11 top sellers were in the nature of revivals: *Amapola*, *Frenesi*, *Maria Elena*, *Intermezzo* and *There'll Be Some Changes Made*. The last named had been hit several times before, and the other four had been kicking around in instrumental form without causing much excitement.

*I Don't Want To Set the World on Fire*, the song of the year, both on records and in sheet music, was not strictly a 1941 work, altho it had never been published previously, merely having been played here and there by various bands.

The year's most successful publisher was Southern Music, which appears on the accompanying list with two hits (*Frenesi* and *Maria Elena*) under its own name, and one (*Til Reveille*) under a subsidiary firm, Melody Lane Music. E. B. Marks, another large pub who threw his weight behind the anti-ASCAP forces when the org went to the ropes with radio, came in second with two hits, *Amapola* and *There'll Be Some Changes Made*.

### Unknowns Click

*I Don't Want To Set the World on Fire*, which topped *The Billboard* sheet music sales chart nine weeks running, has occasionally been referred to as a "commercial accident" by wishful thinkers who prefer to believe that it never would have been heard of had ASCAP been in action. It is only fair to point out that the outstanding sheet seller of 1940 was also from an obscure pen and

published by a firm which had never had a hit before. In 1940 the song was *I'll Never Smile Again*, by Ruth Lowe, published by Tommy Dorsey's Sun Music. True, *I Don't Want To Set the World on Fire* was published by a smaller firm than Sun Music and didn't have the advantage of Tommy Dorsey plugging it from the start. Very likely it would have had a tougher time making the grade had all the most powerful firms been in action, but the fact remains that it was one of the biggest hits of all time and stayed around for many weeks after ASCAP returned.

Last year was a boom year for the unknown writer and publisher. The most spectacular successes were scored by Benny Benjamin, Eddie Sella, Sol Marcus and Eddie Durham, writers, and Deanna Bartlett and Maurice Hartmann, publishers of *Fire*. Then there was Jack Owens, who collaborated in the writing of *The Hut-Sut Song* and later confirmed his ability with *By-U-By-O* and *Hi, Neighbor*.

Most unusual publishing success of the year was that of Walter Schumann, a Los Angeles arranger and coach, who took a flier with *Hut-Sut*, his first publication, cleaned up, and then kissed the biz off, satisfied that it could never happen again.

Bobby Worth was getting by very nicely writing special material for Rudy Vallee, but was unknown as a pop writer until he ground out *Do I Worry?* with Stan Cowan. The pair then wrote *Til Reveille*, which appears on the accompanying chart. Worth later did the lyric for *Tonight We Love*.

Joan Whitney, Alex Kramer and Hy Zaret were outstanding BMI staff writers from whom little had been previously heard. They teamed on *So You're the One*, *It All Comes Back to Me Now* and the outstanding *My Sister and I*, to assert themselves as penners.

One of the outstanding hits of the year, *I Hear a Rhapsody*, was written for BMI by a youngster named George Fragos, from whom little has been heard since.

Alberto Dominguez, a young Mexican tunesmith, came into the coin when his *Perfidia* and *Frenesi* were resurrected for commercial use. Other Latin tunes that sold copies during the year, after having been Americanized, were *Amapola*, *Maria Elena*, *Green Eyes*, *Yours*, *Blue Echoes* and *Time Was*. Three of these were smashes, as indicated on the chart. In 1940 no adaptation of a Latin ditty made the No. 1 sheet-music spot, altho an increasing tendency toward Latin tune popularity was evidenced in sheet sales.

The sudden adoption of Mexican, Argentine and Brazilian songs for American consumption was occasioned not only by (*See Air Time Made the Hits on page 13*)

**"HERE'S THAT BAND AGAIN!"**

**These Releases Are "OKEH" For Big Play**

HOW ABOUT YOU  
I'LL NEVER FORGET  
6535

I GUESS I'LL BE ON MY WAY  
SWEETHEARTS OR STRANGERS  
6525

IT HAPPENED IN HAWAII  
MADELAINE  
6499

WATCH FOR THESE NEW ONES JUST RECORDED

UNCLE SAM GETS AROUND  
WHEREVER YOU ARE  
MANDY IS TWO

**OKEH RECORDS**

**DICK JURGENS**

**AND HIS ORCHESTRA**

CONCLUDING A 5 YEAR RUN  
ARAGON BALLROOM. EXTENSIVE  
EASTERN TOUR NOW BEING BOOKED



# 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

## JIMMY DORSEY (Decca 4122 and 4123)

Arthur Murray *Taught Me Dancing in a Hurry*—FT; VC. *Not Mine*—FT; VC. *Tangerine*—FT; VC. *Ev'rything I Love*—FT; VC.

THE forthcoming feature picture, *The Fleet's In*, giving the Dorsey band featured billing, is the source for three of these four sides. The combination of the late Victor Schertzinger and Johnny Mercer gave promise that the screen score would be rich in melody and smart in lyrics. And that's just exactly what these sides show. The one song that looms bigger than the others is *Tangerine* (4123). It's a dainty serenade to the lipstick girl with just enough of the Latin flavor to the melody to make it easily adaptable to the Dorsey pattern fluted for *Green Eyes* and *Amapola*. Bob Eberly sings softly and sweetly about this esoteric *Tangerine*. The maestro's saxophone flourishes picks up the tempo, and after getting the chorus off to a rhythmic start, Helen O'Connell chimes in to give the lyrics a swingy punch. Her *Tangerine* is the girl from a Macy's basement counter.

A torch ballad with obvious opportunities to click commercially in a big way is contained in the *Not Mine* side (4122). Both Bob Eberly and Helen O'Connell carry the side, both keeping it on the smooth and romance side. For Miss Helen's vocal chore, Dorsey provides the rhythmic contrast by tempering the tune with a beguine beat that adds to its allurements. For the A side of the disk, it's Miss Helen again for a novelty song wrapped up with clever wordage, taking all of the side to benoan her experiences in being taught to dance the rumba in a hurry by the advertising-minded Arthur Murray. Strictly for a screen sequence, but it gives of a fine flair for comedy singing on the part of Dorsey's blonde vocal charmer.

The remaining item, mated to the *Tangerine* disk, is Cole Porter's *Ev'rything I Love* from *Let's Face It*. Taking the ballad at a moderate tempo, trombones open the chorus, the muted trumpets taking over and the maestro's clarinet making it complete. For the remainder of the winding, it's Bob Eberly's soft and romantic baritone.

It's a field day for the music machine operators with these four sides. Each of the sides hold much promise for long life in the music boxes, especially the three from his picture score. For immediate attention, "*Tangerine*" is the one side that doesn't need the screen association to get it started. It's ready for a ride right now. And so is its plattermate, the up-and-coming ballad from the Cole Porter show, already finding favor with the general public.

## TOMMY DORSEY (Victor 27749)

*Winter Weather*—FT; VC. *How About You?*—FT; VC.

THE picture success, *Babes on Broadway*, has already started the public humming its *How About You?* ballad delight. It's a sugar tune for the Dorsey style and he gives it that sort of treatment. The Dorsey trombones dominate the opening chorus, Frank Sinatra provides the romantic vocal coloring. And for a touch of contrast to take it out, the band beats it solid for a third lining. Ted Shapiro's rhythmic pop, *Winter Weather*, gets a more heated application of the Dorsey stamp of syncopation. Paced at a lively clip, the band takes two choruses to warm up and then gives way to the Pied Pipers for some of their rhythm singing. And it's all the horns solid for the final stretch.

From the Mickey Rooney-Judy Garland screen success, it's practically a must to reserve a phono sticker for "*How About You?*" and Dorsey's entry makes it all the more complete for a profitable spin in the music boxes.

## KAY KYSER (Columbia 36495)

*It Happened in Hawaii*—FT; VC. *The Train Song*—FT; VC.

THE avalanche of patriotic titles turning up in increasing numbers on the record labels carries this *Hawaii* with it. However, the inspiration for this particular tropical tune came several months before that memorable December 7 date. And happenings since then is reason enough to make a second start with it. It's the standardized hula lullaby about romance, steel guitars and the island moon. But instead of giving it that lazy and sugary setting, long identified with the Hawaiian melodies, Kyser gives it an appealing rhythmic touch that is just as effective. Open trumpet gets it off to a lively start and gives way to the sax section for half a chorus. And for the rest of the side, it's the singing of Harry Babbitt, assisted by the mixed voices of Dorothy, Trudy, Jack and Max. For the B side, Kyser provides an even more colorful instrumental and vocal setting is provided for the meaningless *The Train Song*. While the melody is appealing enough, the song story is high in moronic qualities. Most of the side is taken up by Sully Mason, with Trudy, Max and Jack, who are in good voice, in watching the trains come in. And after watching the trains come in, they remain there to watch the trains go out. That's the song.

With the emphasis on the Pacific scene, "*It Happened in Hawaii*" is the obvious label for the music machines, even tho it doesn't happen to be another addition to the current crop of war songs.

## BARRY WOOD (Victor 27751)

*We're the Couple in the Castle*—FT; V. *Who Calls?*—FT; V.

THE hit parade balladeer is in excellent voice for these two romantically flavored ballads. Both are destined to mean much in hit-parade company, and Barry Wood sings both beautifully. It's pure song dreaming for the *Couple in the Castle*, from the *Mr. Bug Goes to Town* cartoon feature picture. And in keeping with the *Who Calls?* song of the wide-open spaces, there's a more virile touch to his warm baritone pipes. The accompanying house band is more than adequate for his song painting.

The picture association for "*We're the Couple in the Castle*" means that this lovely ballad is still very much in the running. As such, a vocal entry will mean as much for the phono play as any band version. And Wood's vocal is a tough one, even for the highly flavored band singers, to top.

## LES BROWN (Okeh 6557)

*Foiled*—FT; VC. *Ya Lu-Blue*—FT; VC.

Now it's Mozart that enters the hit song sweepstakes. The opening theme, and a familiar one, of his famous *Symphony in G-Minor, No. 40* is the inspirational well for *Ya Lu-Blue*. Instead of the lively allegro tempo as Mozart first scored it, the Tin Pan Alley adaptation makes it a lush and sugary love ballad. And being a haunting minor strain makes for an appropriate Russo-sounding title, which is just another way of saying those "three little words," as (See ON THE RECORDS on page 87)

HERBECK is now handling out a different brand of merchandise than that for which he has been noted for the past few years. Gone are the severely mickey rhythms, and in their place is a slightly less sweet, even more danceable brand of commercialism that

# 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.

## Shep Fields

(Reviewed at Top Hat, Union City, N. J.)

SINCE forming a brassless ork about eight months ago, Fields has gone a long way in shaping up something entirely new in the dance-band field. As an experiment, it can definitely be said now that it has attained musical success. Maestro has been clever enough to adapt his unique instrumental set-up to a style which brings out all of its possibilities, and yet without losing danceability or commercialism.

There are 13 men and 39 instruments included in the set-up. Four are strictly rhythm beaters. Other nine are split up on a variety of woodwinds (flutes, piccolo, clarinets, saxes). For the younger set and its hoofings, Fields has worked up a library of arrangements filled with plenty of hitting tempo and swing. Lack of brass does not affect the fullness which the Fields musikers can milk from more or less confined instrumentation. Bass saxes and some nifty clary tootling give the dance stuff all the jump and jive needed to please the average hooper.

From the strictly entertainment angle, ork also has a long suit in some very well-balanced and unusual arrangements of classical and semi-classical fare. The unorthodox blend of instruments is brought together for a brand of music distinctly different from anything attempted by any other pop aggregation. Example is ork's treatment of *The Lost Chord*. Effect attained here sounds more like a pipe organ than a pipe organ itself. Some of this stuff is definitely just for an intimate hotel room where the clientele is attentive.

Ken Curtis is the vocalizer and does a good job in a clear baritone voice. Band as a whole may be a little ahead of its time, but it has plenty of merit.

Humphrey.

## Dave Lester

(Reviewed at the Vanderbilt Hotel, PAGO-PAGO Room, Miami Beach, Fla.)

DAVE LESTER doesn't care to raise a rumpus in the swank PAGO-PAGO Room of the Vanderbilt Hotel. Ork plays harmoniously sweet, with no apparent effort spent to drown out the soft conversations of the guests. Since Lester's arrival here from Boston 10 months ago, the room has been temporarily cut off from the prospect list of agents until next September.

The wild and swooping antics of the j-bugs are remote from this band. Yet exponents of the swing school of rhythm are not caught with their chance down. The ork features Johnny Luckens, who, with some wild stretch of the imagination, could double for the Pied Piper of Hamelin on his hot clarinet.

The band's arrangements are good in sweet and swing. Tony Nuzzo, an excellent legit trumpeter, can go to town on swing for the benefit of the less sedate. Benny Hawkins, bass, airs some mighty fine vocals and cuts up in buffoonery after a fashion. Johnny Craig knows his place at the drums, but is heard from on the proper occasions. The arrangements are done by Al Reiser, aided and abetted by the soft-spoken fiddler, Dave Lester, who plays like mad when the spirit moves him.

Lester boasts expert handling of ar-

rangements as a show band. Musical director for Loew's (Boston) 12 years, his past performances are showcased to good advantage. As an economy measure, Lester has even doubled as emcee for the show, displaying an unusually fine speaking voice. Kind.

## Hudson Into Army; Band To Carry On

BOSTON, Jan. 24.—Two weeks from now Dean Hudson will probably be Lieut. Marion E. Brown, U. S. A. The maestro took his physical examination here Thursday, after being summoned to active duty.

Hudson, who has held a commission in the Reserve Corps under his right name since graduation from University of Florida, is supposed to report to Fort McClellan January 27, but probably will get a two-week extension in order to fulfill previously contracted-for dates at several Southern colleges.

Jerry Kennedally, Hudson's manager, informed *The Billboard* that the band will continue intact, with a new front man. Music Corporation of America and the Tommy Dorsey personal management outfit are helping Kennedally root up a singing baton-waver to take Hudson's place.

the seven numbers played, and did extremely well. Has a singularly musical baritone, sings with feeling, and bears watching. Yvonne, the girl end of the Herbeck throating department, showed a fair set of pipes, but a disturbing insistence on pronouncing the word "liable" as if it were spelled "lobble" and "trifle" as if it were "trollie." The day is past, thank goodness, when a gal has to have a Southern accent to get by in the band biz. Now they have to be able to sing, so why does Yvonne struggle with "lobble"?

## Alvino Rey

(Meadowbrook, Cedar Grove, N. J., WNEW, New York, Sunday (18), 4:30-5:30 p.m.)

HERE is one of the best radio outfits in captivity. Its arrangements are fresh and original, and the playing is expert. Rey's electric guitar work is spectacular, distinctive and just schmaltzy enough to bid for the applause of those who are unable to appreciate its musical worth. In the four King Sisters, Rey has the best girl quartet in the business, and their harmonizing, plus the maestro's electric pyrotechnics, is sufficient to put the ork in a class by itself.

The hour program from the Meadowbrook is a regular Sunday feature of this ambitious independent station. The engineering was not as good as might be desired, and certainly not as good as on previous WNEW remotes from the same place, but announcements were handled in tip-top network style.

In addition to the King Sisters' group singing, Alyce and Yvonne King took a few solos and scored heavily. Each of the girls is an accomplished solo singer. Bill Schallen sang some choruses in a rather heavy baritone, and Skeets Herfurt came in for some novelty piping.

Programming excellent, picking off the highspots of the extensive Rey library.

# 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

## Ray Herbeck

(Log Cabin Farms, Armonk, N. Y., Mutual Network, Sunday (18), 12-12:30 p.m.)

HERBECK is now handling out a different brand of merchandise than that for which he has been noted for the past few years. Gone are the severely mickey rhythms, and in their place is a slightly less sweet, even more danceable brand of commercialism that

should prove pleasing to almost everybody but the cats who have ears for nothing but get-off stuff.

Remote caught was exclusively pop, with enough variety in the selections to maintain reasonable listener interest. There was nothing even remotely hep about the way the tunes were played, but, as we have said, few will object to that.

A young fellow named Hal Munbar carried the vocals on no less than five of

## JACK TEAGARDEN

and His Orchestra

Opening February 13  
(Return Engagement)

CASA MANANA  
CULVER CITY, CALIF.

ON DECCA RECORDS

Pers. Mgt.: PAUL WIMBISH  
Dir.: MCA

# Orchestra Notes

## Of Maestri and Men

**FORD LEARY**, former Charlie Barnet band Larry Clinton singer and trombonist, is now with Muggsy Spanier ork at Arcadia Ballroom, New York. . . . **DICK HAYMES**, who left Harry James a few weeks ago, now has his own program over CBS thrice weekly. . . . **XAVIER CUGAT'S** Columbia picture date is now definitely set for April, after a postponement of two. . . . **IRV TONKINS**, former manager of Van Alexander, Bob Astor and Joe Haymes, will take over with Will Bradley. . . . **LANI McINTIRE** began his fifth engagement in the Hawaiian Room of Hotel Lexington, New York, January 30, replacing **RAY KINNEY**, who leaves on a theater tour. . . . **JOE GLASER** has gone to Chicago, St. Louis and Kansas City, Mo., to arrange a few bookings and attend a couple of openings. . . . **TUNE TOPPERS** now have Muriel Lynn as warbler. . . . **BUDDY CUMMINS** ork now managed by Metro Band Management, New York, under a 10-year contract. . . . **JOHNNY FILES** also signed with Metro. . . . **KORN KOBBLERS** have been renewed at Flagship, Union, N. J., and will be there another month, at least. . . . **PHIL BRITO**, who has left Al Donahue to work for WLW, Cincinnati, will lead an 18-piece band with shots seven days per week. . . . **SAM DONAHUE** still holding forth at Roseland State Ballroom, Boston. . . . **CARL DENGLER** ork, with Streebing Sisters added to vocal department, is playing at University Club, Rochester, N. Y.

## Midwest Melange

**DICK JURGENS** ork entertained 2,040 soldiers at Chanute Field, Rantoul, Ill., January 12. Date was arranged by Pvt. Tony Bennett, nephew of William Karzas, operator of Chi's Aragon and Trianon ballrooms. Band played for free. . . . **WARREN BROWN**, brother of Les and trombonist with the band, leaves for the army next month. . . . **JOHN E. SULLIVAN** is bringing in Marcy McGuire, Ohio warbler, to replace Maxine Coffee, when he starts at the Nu-Elm, Youngstown, O., early in February. . . . **WAYNE KING** has joined the Aviation Cadet Council in Chicago, and will help promote recruits for the Army Air Corps. . . . **BILL SNYDER** and **JERRY GLIDDEN**, Chicago pianists, have started a new five-piece combo, and are playing at the Ambassador West's Buttery in that city. Helen Nash, formerly with Dusty Rhodes, is the warbler. . . . **GLORIA HART** has left Phil Levant to join Art Kassel at Hotel Bismarck, Chicago. She replaces Marion Holmes, who is going to Hollywood to marry actor Don DeFore February 9. . . . **RAMON RAMOS** has drawn another holdover at Drake Hotel, Chicago, and will be there until May. . . . **EMIL COLEMAN** draws a four-week holdover at Blackstone Hotel, Chicago. . . . **VAUGHN MONROE** will play his first Chicago date this summer at Hotel Sherman. . . . **WAYNE KING** to play four theater weeks for the Interstate Time in Texas, starting February 27.

## Atlantic Whisperings

**JOEY KEARNS**, WCAU, Philadelphia maestro, after losing Sonny Saunders to HARRY JAMES, took on Armen Camp for the sing spot. . . . **HOWARD RIST** and his Rhythm Boys hold the stand at 340 Club, Camden, N. J. . . . **DOC BAGBY** assigned for the Tuesday night sessions at Philadelphia's Strand Ballroom. . . . **SAMMY YOUNG'S** Dukes and the Duchess at Hi-Hat Club, Lawnside, N. J. . . . **JIMMY WOODS** at Butler's Paradise Cafe, Philadelphia. . . . **BILLY VAN** into Hotel Chelsea, Atlantic City. . . . **CURT WEILER**, returning Roy (Gumpy) Comfort on fiddle, gets an indefinite extension of contract at Lou's Moravian Inn, Philadelphia. . . . **PAUL TITUS** takes over at Crescent Garden Cafe near Camden, N. J. . . . **JOHNNIE GRAHAM** at Crystal Gardens Cafe, Philadelphia. . . . **PETE MILLER** holds over

at Gables Inn, Pleasantville, N. J. . . . **LOUIS WRIGHT** takes over at Mayo's Showplace, Philadelphia. . . . **HANK DALTON** at Ed Sommer's Casino, Philadelphia. . . . **EDDY BRADD** and His Oceanaires draw down an extended stay at Seaside Hotel, Atlantic City. . . . **MARTY KRAMER**, sax ace, back from the Mask and Wig show tour, takes a seat with **HOWARD LANIN** at Philadelphia's Ritz-Carlton Hotel. . . . **LOUIS PRIMA** making his first public appearance in Philadelphia next week at the Earle Theater, with **EDDY DUCHIN** the follow-up if the army doesn't get him first.

## AIR TIME MADE THE HITS

(Continued from page 11)

the shortage of good American products, but also by the Good Neighbor policy. There is every reason to suppose that Latin songs will continue to do well, even with the competition now being provided by ASCAP writers.

## 1942

A return to absolute normalcy in 1942 is out of the question, now that the country is at war, but it is almost unanimously predicted that, when this survey is made next year, the names of publishers like Berlin, Harms, Shapiro-Bernstein and Santly-Joy-Select will be back on the annual chart. But nobody should be surprised if the No. 1 song is another *I'll Never Smile Again* or *I Don't Want To Set the World on Fire*, written by an unknown and published by a house that never had a hit before. That's the music biz.

## Draft Will Bring More Skirts Onto Bandstand, Bookers Say

**NEW YORK, Jan. 24.**—At the rate Uncle Sam is snatching and threatening to snatch sidemen and leaders, all-fem orks begin to shape up as wise investments in the eyes of some bookers. Altho the nation's bandstands are by no means swarming with skirts, yet another six months may see many more girl outfits in the commercial dance field.

Reason given for prediction that the gals will shortly move out of the strictly show and theater band biz into actual dance work is that there are not enough young, presentable draft-exempt male tooters around. Altho there are plenty of unemployed sidemen who could more than take up the slack for the next few years—no matter how fast Mr. Whiskers drafted—many of these out-of-work boys are short on looks.

In this day of dog-eat-dog band competition, a sideman has to make a charming appearance; and a 19-year-old frail who can't blow her nose is a more desirable sax tooter for most purposes than a bald-headed genius who can double on trumpet and carry the band bus on his back from town to town.

Average band leader, it is felt, will have an easier time selling a musically mediocre girl gang than a star outfit composed of over-age, draft-exempt musikers who look like so many refugees from a GAR home. Also—and more important—is fact that, even should a maestro be able to find himself a youthful, good-looking crew of males, it will be a risk, with constant replacements made necessary by constant drafting. The only answer, say some, is *cherchez la femme*.

An interesting rebuttal to the argument in favor of the fems is offered by one band booker, who maintains that few competent girl musikers are easy on the eye. This chap points out that, up to the present time, with innumerable fems to choose from, nobody has suc-

## Why Not Fortune Mag?

**NEW YORK, Jan. 24.**—Xavier Cugat, whose band is now at the swank Palmer House, Chicago, has given the song, *I Said No*, typically swank and plush treatment. The song, which in more plebeian renditions carries reference to *Liberty* magazine, has been dressed in midnight blue tuxedo and scarlet satin sash by Cugat, whose Columbia record is in rumba tempo, with vocal by Margo. Instead of mentioning *Liberty*, Margo breathes the words, "That's how I subscribed to *Esquire* magazine." It is not known why Margo doesn't sing "That's how I subscribed to *The Wall Street Journal*."

## Former CRA Mgr. Is Given Three Years

**CHICAGO, Jan. 24.**—George Lukes, former manager of the Consolidated Radio Artists' office here, drew a prison sentence of three years in the embezzlement trial filed against him by CRA. He is out on probation, however, upon the recommendation of Charles Green, CRA head.

It was brought out during the trial that Lukes mishandled \$3,300 during his association with CRA. He promised to make full restitution. Case was heard in Criminal Court by Judge A. Sharbaro here early this month, and Green was in from New York for the session. Hearing before the probate officer was held Tuesday (20).



**EDDY DUCHIN**, one of the many band leaders who does his bit for the boys in the army camps. Shown here presiding over a songfest at Fort Hamilton, Brooklyn. Duchin makes a practice of appearing at all army and navy stations in the neighborhood of theaters he is now playing. The night he entertained at Fort Hamilton he also turned up with his band at the Brooklyn Navy Yard YMCA, and gave a lengthy show for the boys. Both shows were put on between performances at the Brooklyn Strand Theater, where Duchin and Company were then playing.

## New Allentown Ballroom

**ALLENTOWN, Pa., Jan. 24.**—New one-night spot for traveling bands was opened here last week by Mike Estock, taking over the recently dark dansant at Central Park, outside the city, and drawing from near-by Bethlehem as well. Estock, depending on the dancers to provide an appropriate name for his new ballroom, is offering a first prize of \$50 for suggestion used. For a starter he's using territorial names on Thursday and Saturday nights. Harry Romig and Bud Rader first in. Estock is also lining up top names.

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## Elmer Takes a Band

**CHICAGO, Jan. 24.**—MCA here signed Elmer Albrecht, who penned *Elmer's Tune*, and is building a five-piece novelty outfit around him to be sold as Elmer's Tune-sters. Elmer is a local product, and this tune is the first and only one he has ever composed. Dick Jurgens introduced it on the air and, when the author told him it had no title, the maestro suggested the current hit tag.

Elmer is an embalmer by profession, but lost his job when the boss learned that he had been spending too much time plugging the song and didn't do his best in the shop. He still holds his card in the embalmers' union, however.

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

A

Abbs, Vic (St. Charles) New Orleans, h.
Agnew, Charlie (Sherman) San Diego, Calif., c.
Akin, Bill (Kelly-Cawley Grill) La Salle, Ill., nc.

B

Bailey, Layton (Wardman Park) Washington, h.
Barnett, Arno (Harry's New Yorker) Chi., nc.
Barron, Paul (Palace) San Francisco, h.

C

Calloway, Cab (Stanley) Pittsburgh 26-29, t.; (Ballroom) Wheeling, W. Va., 30; (Auditorium) St. Louis 31; (Savoy) Chi. Feb. 1.
Camden, Eddie (Henry Grady) Atlanta, Ga., h.

D

D'Arcy, Phil (Monte Carlo Beach) NYC, nc.
Dale, Marvin (Oh Henry) Chi., b.
Davis, Eddie (Larue's) NYC, re.

E

Eddy, Ted (Iceland) NYC, nc.
Ellington, Duke (Oriental) Chi., l.
Emerick, Bob (Cypress Cafe) Pismo Beach, Calif., nc.

F

Fiddle Bow Bill (Darling) Wilmington, Del., h.
Fio Rito, Ted (Pacific Square) San Diego, Calif., nc.
Fischer, Freddie (Spotlight) Hollywood, Fla., nc.

G

Garber, Jan (Golden Gate) San Francisco, t.
Gasparré, Dick (Plaza) NYC, h.
Gilberto (Havana-Madrid) NYC, nc.

Orchestra Routes



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

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

Gordon, Paul (Flamingo) Louisville, nc.
Grant, Bob (Stork Club) NYC, nc.
Gray, Chauncey (El Morocco) NYC, nc.

H

Haney, Myron (Childs Spanish Gardens) NYC, re.
Harris, Jack (La Conga) NYC, nc.
Harris, Ken (Biltmore) Atlanta, Ga., h.

L

Lally, Howard (Belmont Plaza) NYC, h.
Lande, Jules (Ambassador) NYC, h.
Lane, Tony (Canary Cage) Corona, L. I., N. Y., nc.

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

Hoff, Carl (State) NYC 29-Feb. 4, l.
Hoff, Rudy (Piccadilly) Pensacola, Fla., nc.
Holmes, Herbie (Schroeder) Milwaukee, h.

J

James, Harry (Metropolitan) Boston 26-29, t.
Jelesnick, Eugene (Chanticleer) Milburn, N. J., nc.

K

Kardos, Gene (Zimmerman's Hungaria) NYC, re.
Karson, Maria, Musicales (Woodruff) Joliet, Ill., h.

Lewis, Babby (Kelly's Stable) NYC, nc.
Lombardo, Guy (Roosevelt) NYC, h.
Light, Brodie (Laddin's Terrace) Stamford, Conn., h.

M

McCoy, Clyde (Orpheum) Minneapolis, l.
McIntyre, Lani (Gloria) Columbus, O., nc.
Machito (Beachcomber) NYC, nc.

Bands on TOUR—Advance Dates

JIMMIE LUNCEFORD: Greystone Ballroom, Detroit, Feb. 2; Memorial Hall, Columbus, O., 3; Coliseum, Cleveland, 4; Jam Room, Milwaukee, 5; Mirimar Ballroom, Gary, Ind., 7; Sunset Terrace, Indianapolis, 8; Cooper Club, Henderson, Tex., 13; Palm Isle Club, Longview, Tex., 14; Rhythm Club, New Orleans, 15-17; Harvest Club, Beaumont, Tex., 19; University of Texas, Austin, 20; Library Auditorium, San Antonio, 23; City Auditorium, Houston, 24; Cotton Club, Austin, Tex., 25; Roller Rink, Dallas, 26; Pla-Mor Ballroom, Kansas City, Mo., 28.

ERSKINE HAWKINS: Kruger's Auditorium, Newark, N. J., Feb. 20; Savoy Ballroom, New York, 21-28.

ELLA FITZGERALD: Savoy Ballroom, New York, Feb. 2-12; Apollo Theater, New York, 13 (week).

BOB STRONG: Wisconsin Club, Milwaukee, Feb. 7; Lakeside Park, Dayton, O., 14; Illinois Tech Prom, Chicago, 27.

WOODY HERMAN: National Theater, Richmond, Va., Feb. 2; University of Maryland, College Park, 3; Empire Ballroom, Allentown, Pa., 5; University of Virginia, Charlottesville, 6-7; Keith's Roof, Baltimore, Md., 8.

Theater, Saginaw, Mich., 8-10; Strand Theater, Lansing, Mich., 11-14; Michigan Theater, Ann Arbor, Mich., 15-16; Michigan Theater, Jackson, Mich., 18-19; Bijou Theater, Battle Creek, Mich., 20-21; Capitol Theater, Manitowoc, Wis., 25; Bay Theater, Green Bay, Wis., 26; Kenosha Theater, Kenosha, Wis., 27; Crystal Palace Ballroom, Coloma, Mich., 28; Paramount Theater, Hammond, Ind., March 1; Sheboygan Theater, Sheboygan, Wis., 3; Oshkosh Theater, Oshkosh, Wis., 4; Rio Theater, Appleton, Wis., 5; Riverside Theater, Milwaukee, 6-12; Delta-Sigma Fraternity, Valparaiso, Ind., 13.

LES BROWN: Orpheum Theater, Minneapolis, January 30-Feb. 6; University of Michigan, Ann Arbor, 7; Paramount Theater, Hammond, Ind., 8; Orpheum Theater, Davenport, Ia., 10-11; Coliseum, Evansville, Ind., 12.

JOHNY (SCAT) DAVIS: Kenosha Theater, Kenosha, Wis., Feb. 15; Coliseum, Oelwein, Ia., 17.

JIMMY JOY: Nicollet Hotel, Minneapolis, Jan. 30-Feb. 19.

ART JARRETT: Grand Theater, Evansville, Ind., Feb. 5-8; Paramount Theater, Anderson, Ind., 10.

RAY KINNEY: New Kenmore Hotel, Albany, N. Y., Feb. 6, four weeks.
PREDDIE FISHER: Club Gloria, Loraine, O., Feb. 2-20.
LAWRENCE WELK: Stanley Theater, Pittsburgh, Feb. 20 (week).

Mays, Frollan (Havana-Madrid) NYC, nc.
Melba, Stanley (Pierre) NYC, h.
Melton, Jack (Grande) Detroit, h.
Melvin, Jack (Bellevue) Belleair, Fla., nc.

N

Nagel, Freddy (Triannon) Chi., h.
Nagel, Harold (Astor) NYC, h.
Nevel Trio (Press Club) Erie, Pa.
Newton, Frankie (Kelly's Stable) NYC, nc.

O

Olman, Val (Biltmore) NYC, h.
Onesko, Senya (Commodore) NYC, h.
Orlando, Don (Rumba Casino) Chi., nc.

P

Pablo, Don (Palm Beach) Detroit, nc.
Pafumy, Joe (Belmont-Plaza) NYC, h.
Page, Paul (Claridge) Memphis, h.
Palsley, Eddie (Hollywood Beach) Hollywood, Fla., h.

R

Raeburn, Boyd (Chez Parée) Chi., nc.
Ramos, Bobby (Chez Parée) nc.
Ramos, Ramon (Drake) Chi., h.
Ravazzo, Carl (Roosevelt) New Orleans, h.

S

Sanders, Sid (Rainbow Inn) NYC, nc.
Saunders, Hal (St. Regis) NYC, h.
Sevitt, Jan (Sherman) Chi., h.
Shand, Terry (Lookout House) Covington, Ky., nc.

T

Tanassy, Cornel (Ker's) NYC, nc.
Terrace Boys (Cora & Irene's) NYC, nc.
Thal, Pierson (Utah) Salt Lake City, h.
Therrien, Henri (George Washington) Jacksonville, Fla., h.

U

Ufer, Eddie (Cocoanut Grove) Toledo, O., h.
Varrell, Tommy (Club Ball) Brooklyn, nc.
Venuti, Joe (Tune Town) St. Louis 27-Feb. 3, b.

V

Waller, Fats (Garrick Stagebar) Chi., c.
Wasson, Hal (Wm. Perry) Grand Haven, Mich., h.
Weeks, Anson (Lantz Merry-Go-Round) Dayton, O., nc.

W

Wendell, Connie (Ace of Clubs) Odessa, Tex.
Whiteman, Paul (Florentine Gardens) Hollywood, cb.
Wilke, Ran (Sir Francis Drake) San Francisco, h.
Williams, Claude (Kelly's Stables) NYC, nc.

Y

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

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### Out-of-Town Openings

#### "Hedda Gabler"

(Colonial)  
BOSTON

Revival of Henrik Ibsen's play. Presented by Luther Greene. New translation by Ethel Borden and Mary Cuss Canfield. Directed by Mr. Greene. Setting by Paul Morrison. Cast: Margaret Wycherly, Octavia Kenmore, Ralph Forbes, Katina Paxinou, Karen Morley, Cecil Humphreys, Henry Daniell.

Ibsen's vicious lady returned to the stage this week in the person of Katina Paxinou, leading Greek actress. But for her, this would be a more or less uneventful revival. It would seem that this is hardly the time for a play of this sort, and it would also seem that there are, unfortunately, not many people left who are interested.

Mme. Paxinou as Hedda turns in one of the greatest performances ever seen here. She created a thoroughly vicious, hateful character and gave a throbbing, biting performance that left her audience gasping regardless of the ultimate failure or success of the revival. Her performance undoubtedly will go down as one of the greatest of the season.

The major parts are all pretty ably handled. Henry Daniell, long in Hollywood, gives a beautifully shaded and remarkably fervent interpretation of Lovborg. There are a few times when he seems to underplay, but for the most part his portrayal is a standout job. Ralph Forbes was slow getting started, looking very unimpressive in the first act but warming to the characterization later to give a convincing rendition of the somewhat fatuous husband. Cecil Humphreys is effective as Judge Brack, while Karen Morley does a good job with Mrs. Elvsted, Margaret Wycherly and Octavia Kenmore in the minor roles both do well.

Chief fault with the production is that Mme. Paxinou speaks a shade too rapidly—and, because of her accent, whole sentences are sometimes lost. Luther Greene has done a good job with the direction, and Paul Morrison has contributed a lush setting. *Mike Kaplan.*

#### "Rose Burke"

(Curran Theater)  
SAN FRANCISCO

Here is another top-flight performance by Katharine Cornell, who premiered *Rose Burke* Monday night (19). The first American play by the French ace, Henri Bernstein, it unfolds the romance of two lonely souls—a widow who has turned sculptress and a diplomat whose tortured heart hides a secret of bygone days.

The setting is a sumptuous New York studio apartment. The time is 1941. For complications, their great love is cast under the spell of a statue the sculptress creates. Play opens with a scene liberally peppered with daring wisecracks about current love affairs and the past performances of those concerned.

Then it plunges into a dramatic meeting of the two lovers, where the sculptress hears him say the yearned-for words for the first time. From there the play swings to a tense toe-to-toe dramatic scene that smashes the great love. Later, in the final scene, the love is pieced together and the statue is smashed. There's a peculiar halting style in the delivery of the love dialog, instead of the expected torrent of romance. In parts, the play seems to be a bit disconnected, as if it weren't quite sure what it wanted to do.

Miss Cornell shares the acting honors with Jean Pierre Aumont, a French actor who is making his American debut, cast as a French ex-soldier. Philip Merivale has the role of the lovelorn diplomat.

*Rose Burke* opens in New York after a limited run here. *Edward Murphy.*

MILWAUKEE, Jan. 24.—Action of the Loraine Hotel in Madison in housing Negro members of the cast of *Native Son* brought forth favorable editorial comment from *The Capital Times*, Madison daily, and *The Racine Journal-Times*. William T. Eyjue, editor of *The Capital Times*, wrote in part: "There are thousands of people in Madison and Wisconsin who take democracy seriously and will applaud Manager Leon Fitzgerald for opening the doors of the Loraine to these Americans of black skin who happened to come this way."

## Pitt's 295G Triples '40-'41

PITTSBURGH, Jan. 24.—Nixon has grossed \$295,000 in first 18 weeks of current season, contrasted with \$92,000 for similar period last year, when only six shows played theater. This year 15 have visited city's only legit house, two of them for fortnight each and one for 10 days.

Top b. o. was the \$49,000 of *Hellzapoppin*, taken in nine days between Christmas and January 3. Katharine Cornell's *Doctor's Dilemma* on opening week, with \$27,500, and *Arsenic and Old Lace* at \$37,000 in two weeks were runners-up. *Panama Hattie*, with \$26,000, and Al Jolson in *Hold On to Your Hats*, with \$25,000 followed.

Other shows, in order of grosses, were Ed Wynn in *Boys and Girls Together*, *Student Prince*, *Native Son*, *Papa Is All*, *The Rivals*, *Clash by Night* and *Separate Rooms*.

Lowest grossers were *Pal Joey*, with \$8,500, and *Johnny Belinda*, with \$3,800.

In two weeks of *Life With Father*, Harris Senator—ordinarily a motion picture house—pulled \$45,000.

### American Academy Students Present "Berkeley Square"

NEW YORK, N. Y., Jan. 24.—Last Friday at the Empire Theater the American Academy of Dramatic Arts presented John Balderston's *Berkeley Square*. We wish we could dismiss this notice with no more than that statement since, judged by even the lightest of professional standards, the performance of this particular group emerged as pure amateur.

The ladies seem to think that age is indicated by a gray make-up only and command of the various situations is immediately granted to the player who shouts the loudest. Chief offenders on the latter point were Edith Douglass as Kate and Patricia Withington as Lady Ann. Miss Douglass also overpoints her lines.

Thomas Grace recited the part of Peter to no purpose, and Ele Glaser out-duchessed the Duchess of Devonshire. Steven Gethers read the part of Throble very well, but fell into the usual temptation to overposture in the role. Barbara Hadden's Helen was uneven, as was Jack Cannon's Tom. Nice readings were offered by Sidney Laune as Mrs. Barwick and Francis Letton as the Ambassador. The rest of the cast included Dorothy Martin, Nedra Mahoney, Robert Hultgren, James Brassfield and Samuel Fertig. *M. A. B.*

### 'Theater' 13C in Bridgeport

BRIDGEPORT, Conn., Jan. 24.—A rainy night and a thick fog combined to draw only a fair \$1,300 gross for Cornelia Otis Skinner, in for one performance at the Klein Memorial Monday (19) in *Theater*.

BROADWAY RUNS		
Performances to Jan. 24 inclusive.		
Dramatic	Opened Perf.	
All in Favor (Miller's)	Jan. 20	7
Angel Street (Golden)	Dec. 5	59
Arsenic and Old Lace (Fulton)	Jan. 10, 21	435
Blithe Spirit (Moroson)	Nov. 5	94
Brooklyn, U. S. A. (Forrest)	Dec. 21	40
Cafe Crown (Cort)	Jan. 23	3
Clash by Night (Belasco)	Dec. 27	33
Claudia (Booth)	Feb. 12	403
In Time to Come (Mansfield)	Dec. 28	32
Jason (Hudson)	Jan. 21	6
Junior Miss (Lyceum)	Nov. 13	79
Life With Father (Empire)	Nov. 8, 39	926
Macbeth (National)	Nov. 11	87
My Sister Eileen (Biltmore)	Dec. 26, 40	459
Papa Is All (Gull)	Jan. 6	23
The Rivals (Shubert)	Jan. 15	12
Spring Again (Henry Miller's)	Nov. 10	88
Watch on the Rhine (Beck)	Apr. 1	343
Musical Comedy		
Banjo Eyes (Hollywood)	Dec. 25	36
Best Foot Forward (Barrymore)	Oct. 1	133
G & S Rep & Jous Ballet (St. James)	Jan. 21	6
High Kickers (Broadhurst)	Oct. 31	99
Lady in the Dark (2nd stage)	Sept. 2	187
Let's Face It! (Imperial)	Oct. 29	102
Porgy and Bess (revival)	Jan. 22	4
Sons o' Fun (Winter Garden)	Dec. 1	64

## New Plays on Broadway

Reviewed by Eugene Burr

### HENRY MILLER'S

Beginning Tuesday Evening, January 20, 1942

#### ALL IN FAVOR

A comedy by Louis Hoffman and Don Hartman. Staged by Elliott Nugent. Setting designed by Samuel Leve, constructed by T. J. Nolan Bros., and painted by Jules Laurentz Studios. General manager, S. M. Handelsman. Press agents, John Peter Tochev and Ben Kornzweig. Stage manager, Richard Beckhard. Assistant stage manager, Edwin Mills. Presented by Elliott Nugent, Robert Montgomery and Jesse Duncan.

Tony ..... Ralph Brooke  
Wack Wack (Harry McDougal) ..... Raymond Roe  
Weasel ..... Arnold Stang  
Flip ..... Bob Readick  
Marco (Lover) ..... Leslie Barrett  
Mr. Piper ..... Frank Conlan  
Peewee (Edgar McDougal) ..... Tommy Lewis  
Helen ..... Gloria Mann  
Jean ..... Claire Frances  
Cynthia ..... Frances Hefflin  
Bixby ..... J. C. Nugent  
Corman ..... James R. Waters  
Officer Callahan ..... Harry Antrim  
Radio Voices:

The Professor ..... Milton Herman  
Sasha ..... Hank Wolf  
Myron ..... Freddie Geffen  
Raymond ..... George Spelvin Jr.  
Young Lady ..... Joy Geffen  
The Entire Action of the Play Takes Place in the Club Revel, an Informal Social Club, Located on the Second Floor of an Old Building in Washington Heights, New York. The Time is the Present.

ACT I—A Friday Evening in June. ACT II—Scene 1. Eight-Thirty the Next Morning. Scene 2: Several Hours Later. ACT III—One Minute Later.

Three gentlemen with records of achievement (of one sort or another) presented *All in Favor*, a comedy by Louis Hoffman and Don Hartman, at Henry Miller's Theater 'Tuesday night—but it took three youngsters who are all but unknown to give the evening whatever pleasure it contained. The producers are Elliott Nugent, Robert Montgomery and Jesse Duncan, with Mr. Nugent squeezing in the producing and directorial chores before he takes on the job of appearing opposite Katharine Hepburn in the new Philip Barry play, and with Mr. Montgomery snatching only occasional moments from his duties in the navy. The three youngsters are Frances Hefflin, Raymond Roe and Tommy Lewis, who play the leading roles. They do terrific jobs, all three of them; but even that's not enough to save *All in Favor*, which closes Saturday. Except for those three performances there seems to be no particular reason that it should run any longer.

Its idea is nice enough—that of a "social club" composed of five adolescent lads, maintaining a precarious existence in a rented room on Washington Heights; and of a visiting lass forced to spend a night in the clubroom with one of the lads and, since they are both fundamentally nice youngsters, emerging with nothing more unfortunate than a case of starry-eyed love. That, of course, can be unfortunate enough.

There was plenty of chance for gentle humor, nostalgic sympathy and amused understanding; but Messrs. Hoffman and Hartman attacked their problem evidently armed only with a militant lack of imagination, a fondness for third-rate farce and a battered mimeograph machine discarded by an aged scenario writer. Every chance offered by the situation is carefully avoided, and the comedy is made as blatant, obvious and stereotyped as possible. The charming boy-girl situation is for the most part snowed under by the hectic efforts of club members to raise enough rent to retain the clubroom, a process that involves the love-sick lad in a series of shenanigans that ends with his being accused of stealing a valuable ring. It's all finally solved when the lad's horrific young brother wins a fabulous number of silver dollars in a radio quiz, in a last act that finally achieves the wildfire pace and cockeyed action that were evidently sought throughout.

The real trouble seems to be that Messrs. Hoffman and Hartman didn't quite know where they were going—whether they were writing a screwball farce made up of strictly theatrical materials or an amusingly tender and human tale of adolescent love. The two ingredients constantly trip each other up; because of the farce complications, the boy-girl situation, which cries for humanity and understanding, is made to reek of cheap greasepaint; while the farce pace is hurt not only by the authors' obvious plotting but also by the changes of mood forced by the lowings of calf

love. The result is the rough draft of a script for a B picture.

And Mr. Nugent hasn't helped matters much by his direction, which is as obvious, overhyped and unimaginative as the play. As a result the performances, except for the three above mentioned, are at best routine—and often a good deal less than that. Ralph Brooke, who he has little to do as the club's president, does that little well; a couple of roles with real possibilities are painfully overplayed by Bob Readick and Arnold Stang; Gloria Mann, who reads one or two lines excellently, is forced by the direction to do an obvious caricature as a sort of great-granddaughter to Mrs. Malaprop; and J. C. Nugent, Frank Conlan and James R. Waters, in a trio of adult but very minor roles, offer their familiar vaudeville specialties in lieu of characterizations.

Young Tommy Lewis, as the horrific brat who causes most of the trouble and then triumphantly ends it, does really terrific work and, thru the sheer drive of his playing, manages to spark much of the play. His timing is beautiful to hear, his characterization is a comedy delight, and he manages to ring down almost all of the few laughs the evening provides. Raymond Roe, as the love-smitten adolescent, miraculously avoids the awkwardness inherent in the writing of the role, and offers an understanding, sympathetic and finely played performance, one that brings far more belief and humanity to the part than do the authors. As for Miss Hefflin, as the principal girl in the case, she does an altogether lovely acting job—as fine as anything that has been seen on the stage this season. The part is as badly written as that of the boy—even worse, perhaps—but Miss Hefflin brings it a fresh tenderness and an amazing rightness of interpretation that are electrifyingly beautiful, while her readings give honest, human effect to all-but-impossible lines. So far, except for a bit last season, she has appeared only in this and one other failure; but the two flops justify themselves by bringing to Broadway's attention one of the finest young actresses to reach the stage in years.

### HUDSON

Beginning Wednesday Evening, Jan. 21, 1942

#### JASON

A play by Samson Raphaelson. Directed by Samson Raphaelson. Setting designed by John Roof, built by Vail Scenic Construction Company, and painted by Robert W. Bergman Studio. Company manager, Leo Ross. Press agents, Phyllis Perman and Maran Byram. Stage manager, Robert Griffith. Presented by George Abbott.

Miss Crane ..... Ellen Hall  
Violet ..... Eulabelle Moore  
Messenger ..... Nicholas Conte  
Jason Otis ..... Alexander Knox  
Lisa Otis ..... Helen Walker  
George Bronson ..... Raymond Greenleaf  
Bill Squibb ..... William Miles  
Humphrey Crocker ..... E. G. Marshall  
Nick Wiggins ..... Knox Stevens  
Mr. Kennedy ..... Tom Tully  
Mrs. Kennedy ..... Edna West

The Action Takes Place in the Living Room of the New York Home of Jason Otis.

ACT I—Afternoon of an October Day. ACT II—The Following Monday Afternoon, About Four o'Clock. ACT III—The Same Day, Shortly Before 11 in the Evening.

Before Samson Raphaelson's *Jason* opened Wednesday night at the Hudson Theater, under Mr. Raphaelson's direction and the aegis of George Abbott, rumors were rife that it concerned a playwright closely approximating William Saroyan and a drama critic who might be any one of a number of New York practitioners or a combination of several. The rumors, I can now report, were utterly unfounded. Mr. Raphaelson's playwright, who he is a poseur and gushes with self-conscious love of humanity in general and himself in particular, is given dialog that is occasionally beautiful and occasionally makes sense—which, of course, rules out Saroyan as his prototype. As for Mr. Raphaelson's critic, he is a man of intellectual integrity, great mental fastidiousness, brilliant wit and thoro knowledge of the theater. So you can see for yourself.

The play built around these two entirely mythical characters is itself brilliantly witty and occasionally both moving and profound. Constantly it skirts the edges of true intellectual and dramatic greatness—and as constantly backs away until, at the end, it closes on a disappointing halfnote that carries neither finality nor decision. And it is

by no means aided by the playing of two of the three central roles, Alexander Knox being too dry and dull to bring proper emotional sympathy to the critic, and Helen Walker, making her Broadway debut as his wife, turning out to be a squeaky-voiced and occasionally attractive young lady who is probably one of the three worst actresses in the world. So badly does she play that she throws the entire drama out of focus and ruins the effect of most of the climactic scenes.

Jason Otis, a fastidious-minded critic, is newly married to a young wife, but is dissatisfied with a meticulousness that keeps him from all but intellectual contact with humanity. His house is invaded by Mike Ambler, an ebullient young playwright who slobbers with love for humanity and even greater love for himself, and whose first play is to be presented the next Monday. After tabbing the man as a poseur Jason is finally caught up by his enthusiasm, reads his play under that influence and thinks it a masterpiece, and takes the young egomaniac as his guide to the hot and intricate byways of love and life. He goes out with him, for instance, and invites casual passers-by to a party at his house.

Ambler, meanwhile, has uncovered the fact that Jason's wife is not the lady she claims, but a refugee from a Carolina mill town. The girl, at first resenting him, is later caught up in the persuasive web of his overhyped and bathos-filled "humanity"; he goes on the make for her, she kisses him—and Jason sees them. But Jason, filled with the new humanity, still loves her, even when she tells him the truth about herself; and, after seeing Ambler's play, he still dictates a review raving it. Then he discovers that Ambler has lied to him about not having seen the girl since the kiss; he finds his reactions to common people are ridiculous in practice; he discovers that, instead of a young genius filled with love of all the earth, the boy is a sleazy egomaniac spouting undisciplined balderdash—and he dictates a second review, describing the play as the cheap, boob-startling and meaningless trash that it is. The wife hears the review, realizes its truth, and finds new faith in her husband; but, when she goes out of the room, Jason dictates still another review that turns out to be a sort of combination of the two others. This evidently is because the clearing away of the sickly froth of Ambler's spurious emotionalism from his soul has ultimately made it once more a meticulously careful measuring instrument, devoid of passion or true conviction, as it was at the outset.

At least that's the interpretation I prefer to see in that disappointing final scene. Possibly Mr. Raphaelson himself merely meant to say that there is both good and bad in Ambler's point of view—but the possibility of various interpretations points up the crucial weakness in his play. It is possible, of course, to find good and bad in Ambler—or Saroyan. For that matter, it is quite possible to find good things in *The Walrus and the Carpenter* and bad things in *Hamlet*. But it is doubtful that such a coldly meticulous system of intellectual weights and measures, which finally sidesteps the emotional impact of an over-all effect, is an advantage in either a critic or a playwright. It turns into carefully measured powder the bone and sinew of a review—or a play.

There is, of course, some surface indication that Mr. Raphaelson did think once or twice of Saroyan in building Mike Ambler; but, if so, he proves only that Saroyan's much-slobbered-over style is a thing that can be glibly imitated and, in fact, far surpassed even in its own field by Mr. Raphaelson himself. For Mr. Raphaelson being literate and intelligent, invests much of Ambler's dialog with beauty and even betrays it occasionally into sense. If he really had

Saroyan in mind, he has done yeoman service in exploding the Saroyan myth by proving that the asinine Armenian's much-vaunted "style" is an easily surpassable mixture of bombast, bathos, undisciplined and idiotically far-fetched imagery and blubbery egomania. But then, as an old adage fails to say, to our current drama critics a myth is as good as a style.

Even with its drawbacks, *Jason* stands heads and shoulders above most of the better Broadway offerings; it gleams with intellectual brilliance, it probes provocatively and sometimes profoundly, even tho it does stay its scalpel just as the last thin tissue is to be cut away. But—and this is most unfortunate—it suffers badly in its production at the Hudson. Nicholas Conte, it's true, does a magnificent job as Ambler, brilliant, colorful, never over-played and infinitely finer than the work of Ella Kazan in a very similar role last season. Raymond Greenleaf, E. G. Marshall and William Miles do excellent work in minor roles. But Mr. Knox, playing coldly and rather stuffily, fails utterly to sense the sympathy inherent in Jason; and Miss Walker is every inch an ineffective amateur as his wife. It's hard to believe that a role with as much in it as this one could have been played so badly.

Incidentally, there may be some caviling because Jason lives in a sumptuous home and dictates his reviews to a secretary. Such caviling would be, of course, absurd. Mr. Raphaelson has planted the fact that Jason came of a family that didn't have to depend on a critic's salary for its sustenance; and the dictation is necessary as the easiest and most effective way of telling the audience what Jason says in his reviews. After all, even a drama critic should make some concessions to the limitations of the drama.

MAJESTIC

Beginning Thursday Evening, Jan. 22, 1942

PORGY AND BESS

(Revival)

An operetta founded on the play by DuBose and Dorothy Heyward. Music by George Gershwin. Book by DuBose Heyward. Lyrics by DuBose Heyward and Ira Gershwin. Directed by Robert Ross. Choral director, Eva Jessye. Conductor, Alexander Smallens. Settings designed by Herbert Andrews, built by Jack Leary and painted by Bergman Studios. Costumes supervised by Paul du Pont and executed by Eaves. Company manager, Clarence Jacobson. Press agent, Jean Dalrymple. Associate press agent, Martha Dreibratt. Stage manager, William Richardson. Assistant stage manager, Paul du Pont. Presented by Cheryl Crawford.

- Maria .....Georgette Harvey
- Lily .....Helen Dowdy
- Annie .....Catherine Ayers
- Clara .....Harriett Jackson
- Jake .....Edward Matthews
- Sportin' Life .....Avon Long
- Mingo .....Jimmy Waters
- Robbins .....Henry Davis
- Serena .....Ruby Elzy
- Jim .....Jack Carr
- Peter .....Robert Ecton
- Porgy .....Todd Duncan
- Crown .....Warren Coleman
- Bess .....Anne Brown
- 1st Policeman .....William Richardson
- 2nd Policeman .....Paul Du Pont
- Detective .....Gibbs Penrose
- Undertaker .....John Garth
- Frazier .....J. Rosamund Johnson
- Nelson .....William Bowers
- Strawberry Woman .....Helen Dowdy
- Crab Man .....William Woolfolk
- Coroner .....Al West

Residents of Catfish Row, Fishermen, Children, Stevedores, Etc. The Eva Jessye Choir, Lillian Cowan, Gladys Goodem, June Hawkins, Louisa Howard, Alma Hubbard, Rosalie King, Assotta Marshall, Sadie McGill, Annabelle Ross, Musa Williams, John Diggs, Leslie Gray, Jerry Laws, Arthur MacLean, William McDaniel, William Smith, Charles Welch, Lawrence Whisonant.

Children: Joyce Miller, Edward Lewis, Harvey McGill, Julius Perkins.

ACT I—Scene 1: Catfish Row. A Summer Evening. Scene 2: Serena's Room. The Following Night. ACT II—Scene 1: Catfish Row. A Month Later. Scene 2: A Palmetto Jungle. Evening of the Same Day. Scene 3: Catfish Row. Before Dawn, a Week Later. Scene 4: Serena's Room. Dawn of the Following Day. ACT III—Scene 1: Catfish Row. The Next Night. Scene 2: Catfish Row. Early Morning. Scene 3: Catfish Row. Five Days Later.

When the Theater Guild some six years ago presented *Porgy and Bess*, George Gershwin's musical setting of the splendid play by DuBose and Dorothy Heyward, this corner turned in something of a minority report. Liking the Heywards' contribution as well as ever, I was still forced to announce that I felt Mr. Gershwin's music to be self-conscious and dull, sometimes reaching effective climaxes thru sheer power and force in the script itself but never making full use of the magnificent opportunities offered. "The musical background," said the 1935 review, "fails to suggest its material or to express musi-

cally the emotions with which it deals. It is pale with modernistic dissonances when it should have been colorful, warm and alive."

Now that Cheryl Crawford has revived the piece (it opened at the Majestic Theater Thursday night) I can only say that the same still goes—only double in spades.

*Porgy and Bess* was written when Gershwin was trying to slough off the shackles of the popular stuff he did so well, in order to emerge as a serious composer. He is serious enough in *Porgy and Bess*—too serious by half. Only occasionally does the music even begin to express the rich folk material on which it is ostensibly based; it fails utterly to lift to emotional heights—or even emotional foothills; and, to this reporter at least, it is constantly and unmitigatedly dull. It contains one or two catchy interludes—*It Ain't Necessarily So* and *I Got Plenty of Nuttin'* are the best known—but they seem no better than any number of tunes that Gershwin turned out in his less pretentious scores. Audiences, however, applaud them wildly, probably as oases in the desert of the score. Master of one medium, Gershwin overreached himself completely trying to enter another. In honesty, musical integrity and even artistic effect *Porgy and Bess* is incomparably inferior to *Lady Be Good*.

Nothing, however, can stop the pound and flow of the Heywards' splendid story, not even the whining, repetitious, pretentious and ineffective Gershwin strains, which suggest everything from Gustave Mahler to Russian folk music but seldom manage to achieve even a hint of the rich Negro medium on which they might logically have been based. But *Porgy*, it can be thankfully reported, is still an excellent play.

Singers can hardly show to their best advantage in stuff such as this, but Anne Brown and Todd Duncan, who sang the leads in 1935, again do excellent work. Miss Brown, in particular, seems to have improved tremendously. Hers is a rich, full voice, beautifully handled; despite minor drawbacks in production, it is infinitely finer than those of most of Miss Brown's contemporaries, of either race. Ruby Elzy and Warren Coleman return to their original roles as Serena and Crown—not as effectively as one could wish—and Georgette Harvey remains a magnificent Maria. Avon Long is now the Sportin' Life, played originally by Bubbles, of Buck and Bubbles; he scored tremendously with an eccentric rendition of *It Ain't Necessarily So*, a sure-fire number. J. Rosamund Johnson again offers an outstanding bit as the lawyer.

Robert Ross's direction is inventive and amusing. Alexander Smallens again conducts.

Large numbers of people seem to get great quantities of enjoyment from *Porgy and Bess*—at least they claim they do. Despite the excellent play on which it is based, however, it remains for me one of the dullest evenings I have ever spent in a theater.

SUGAR'S DOMINO

(Continued from page 4)

sure our good friend Gus Eyssell, his successor, than who there couldn't be a better choice, will be the first to acknowledge this.

Everybody who deserves it has his day in this court. This is Georgie Price's inning. Before we permit him to address the jury we hasten to explain to those who have either forgotten or who couldn't spare the 15 cents admission that week that we recently called Georgie to task for glorifying Broadway Rose in a publicity stunt. This was in connection with Georgie's engagement at the Rio Casino, Boston.

Here is Georgie's little piece: "I guess there is still enough ham left in me to disregard all the nice things you wrote about me and then become righteously indignant when I feel that you have written something that does not give me the best of it. Knowing show people as you do I am sure you will forgive this failing.

"Here are a few of the facts on the Broadway Rose episode. Many years ago I played in a little theater in Brownsville (Brooklyn) and a sort of goofy, adoring kid would shout thru the dressing room window to ask if a needed coffee, cigarettes, newspapers, etc. Her name was Anna. She would gladly run all kinds of errands. Many years later I read an article in *The Saturday Evening Post* about a character named Broadway Rose. I had been reading about this character for years. Not until I saw her photograph in *The Post* did I realize that Broadway Rose and Anna of Brownsville are one and the same. She

came to see me when I appeared at La Conga. She asked for a picture—nothing else.

"Later, when I went to Boston for the Rio Casino engagement she wrote me, wishing me luck. I showed the letter to Al Taxier, proprietor of the Rio. He told me that Boston was very curious to see this fabulous character. He asked whether it might be possible to bring her to Boston. I suggested that the reaction, from a publicity angle, might be unfavorable but he assured me he did not intend to advertise nor otherwise exploit her trip. She was thrilled when I extended the invitation to her. She reached Boston on a Saturday night, spent Sunday in the home of some "family folk" and left Monday morning. She was treated like a lady and acted like one. Mr. Taxier brought her a complete wardrobe, including a fur coat. At no time has Anna alias Broadway Rose asked me for money; neither have I given her any. To me Broadway Rose is still the somewhat pitiful but wholly sincere Anna who ran errands for me in Brownsville in 1928."

So ends the Broadway Rose-Georgie Price story. And we hope Georgie and Monsieur Taxier weren't offended too much by the space Broadway Rose corraled in the Boston papers.

HOLLYWOOD ICE REVUE

(Continued from page 3)

something different. Skaters wore hoop skirts, and gave the effect of floating over the ice. Show closed with *Make Believe*, in which Miss Henie was the Queen of the Fairy-Tale Land. She was supported by the entire company as Mother Goose and Walt Disney characters.


Four spills were experienced by skaters during this performance. Audience, however, was sympathetic, and in each instance was quick to give the victim a big hand.

Musical accompaniment, furnished by orchestra under the capable direction of Jack Pfeiffer, was excellent. Musical arrangements were by Paul Van Loan. Praise is also rated by Billy Livingston for the costumes, and Harry Losee for the ensemble direction.

A previous review of this show appeared in the December 27, 1941, issue of *The Billboard*. Elliott Colfer.

DETROIT, Jan. 24.—Sonja Henie Ice show, booked into Olympia here for seven night shows, grossed \$152,329.15, setting an all-time record for this major stadium. Total attendance for the seven shows, with no matinee, was 93,108. House was about 75 per cent sold out opening night, and ran about 1,000 standees—total SRO capacity—on the other six nights.

The current mark broke the Olympia house record set a year ago by the Henie show—\$105,600 on a six-night stand. Average gross for this year was \$21,747.02 per performance, compared to an average last year of \$17,600.



**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.

"Jason"—67%

YES: Coleman (*Mirror*), Waldorf (*Post*), Lockridge (*Sun*), Anderson (*Journal-American*), Mantle (*News*).

NO: Atkinson (*Times*), Kronenberger (*PM*).

NO OPINION: Watts (*Herald-Tribune*), Brown (*World-Telegram*).

"All In Favor"—0%

YES: None.

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

NO OPINION: None.

"Porgy and Bess"—94%

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

NO: None.

NO OPINION: Waldorf (*Post*).

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CARNEGIE HALL, NEW YORK



## 21 Days To Sell His Night Club

GLOUCESTER, N. J., Jan. 24.—James McClyment, operator of the Hollywood Cafe here, is being blitzed out of the nitery field by State Alcoholic Beverage Commissioner Alfred E. Driscoll.

At a hearing before the liquor board, McClyment pleaded not contendere to an assortment of charges that he had employed female impersonators and non-resident entertainers, and that "immoral" shows had been staged.

Liquor board suspended his license for 30 days and gave him 21 days in which to dispose of his business, which he offered to do.

## More Vaude Units For Maine Houses

PORTLAND, Me., Jan. 24.—Managers of picture houses in a few cities in Maine are giving units a fling. Portland has had one, with two more coming up. Bangor has played several, and Waterville also.

Scibilia's *Hawaiian Nights* played the Strand here, the first unit of its kind in months. Did four good days, but was off the rest of the time. Opened with New Year's Eve midnight show and had *Hellszapoppin* film as competition at Civic.

Manager Harry Smith of Civic had the A. B. Marcus show week of January 19, and is bringing Count Berni Vici unit soon after. Smith ran into complications when he started looking for local musicians and found that most of the union boys are now employed in the shipyards.

## Texas Clubs Plug Defense Program

HOUSTON, Jan. 24.—The Plantation night club has inaugurated a Dance for Defense program with admission set at one 25-cent Defense Stamp per person. There is a special window for sale of stamps during night shows. Jimmy Grier and ork drew capacity at first such program last Tuesday.

At the Plantation at Dallas, a Share the Music program has been started whereby Paul Baron's ork and floorshow move Tuesday nights to near-by Camp Wolters to entertain soldiers.

## Now It's Crazy Shows for Philly

PHILADELPHIA, Jan. 24.—Now that the rumba rage has subsided, local night lifters can look forward to a cycle of "crazy" shows. Jack Lynch's Walton Roof doubled Happy Felton and a company from the *Hellszapoppin* show at the Forrest Theater. Now Club Ball goes all-out for a laugh show, topped by emcee Val Irving.

Everybody from the waiters down to the busboys takes part in the madcap goings-on.

## N. Y. AGVA Claims It Collected 20G

NEW YORK, Jan. 24.—In the three months since its reorganization, the New York local of the American Guild of Variety Artists has collected \$20,752.62 in claims for its membership.

This sum represents unpaid claims against clubs that have folded and salaries collected from sophs whose financial situation is shaky. This sum is exclusive of funds held in escrow for performers, which amount to \$10,000.

Veto Melfi is the local executive secretary.

## Changes in Rio

RIO DE JANEIRO, Jan. 17.—Francisco Jose Ferreira Filho, who has had the show band at the Casino Atlantico the past five years, moves out January 27, opening under Urca management in the Casino Icaral across the bay in Niteroi.

Since the election of a new board of directors, a shake-up in the Atlantico operating staff has taken place. Dr. Gildo Amado resigned November 30. Billy Raoul, artistic director, departed December 11. Nelson Firmo is temporarily heading publicity department.

## Duffy Band in Accident; Syracuse Tries Shows

SYRACUSE, Jan. 24.—George Duffy and orchestra, with Joyce Perry, vocal, have moved into the Persian Room of Hotel Syracuse for a four-week stand. Coming here from Detroit, one of the seven-car caravan landed in a ditch near Buffalo. Slightly injured were Charles Carle, violinist and arranger; Hardy Jenkins, drummer, and Marty Caine, manager. All were on the stand when the band opened here January 15. Band booked thru MCA.

Three acts also opened in the Hotel Syracuse room with Duffy. Show is fronted by Duffy himself, taking a fill-in at the piano, and includes Adrienne Parker, toe dancer; Barbara and Barry Leslie, ballroom team, and Don (Popikoff) Tannen, comedian. All booked thru MCA. Bernard Brothers and the Fraday Girls will open January 29.

## Daniels, Lyon Top New Hit Palladium Revue in London

LONDON, Dec. 19 (Delayed).—George Black's latest Palladium opus, launched December 17, makes a strong appeal to wartime entertainment palates. Sharing headline honors with Bebe Daniels and Ben Lyon, whose popularity with British audiences has in no sense diminished, is Tommy Trinder, likely to prove a worthy successor to those stellar comics who have done so much toward success of Palladium productions.

His natural outspoken style, entirely free from subtlety, reaps a harvest of belly laughs. Others whose talents are adequately exploited by Black in this show include singers Webster Booth and Anne Ziegler; outsize xylophone maestro Teddy Brown; acrobats of a distinctly different style, the Bredwins; dancers Rosita and Lamar; Rona Riccardio, expert of controlled acrobatics, and vivacious Roberta Huby.

Production shows a change in technique, elaborate decor being largely replaced by free stage space and lighting effects. This reduces calls on material without lessening eye-appeal.

Band is directed by Debroy Somers and production credits go to Robert Nesbitt. Edward Graves.

## Irv Yates Buys Into Unit

CHICAGO, Jan. 24.—Irving Yates bought half interest in Danny Dare's *Meet the People* vaude unit this week. Show opened at the Riverside, Milwaukee, yesterday (23), and has the Shubert, Cincinnati, and Colonial, Dayton, O., penciled in for weeks of February 6 and 13, respectively.

## 74 Possibilities Came Thru Last Year; 38.3 Per Cent of All Those Recommended in 9 Years Click

(Continued from page 3)  
rently convulsing *Sons o' Fun* audiences. Two more *Sons o' Funners*, Ben Beri, comedy juggler recommended in 1940, and Frank Libuse, caught at Billy Rose's Diamond Horseshoe in 1937, bore out legit predictions. Featured player in *Crazy With the Heat*, Betty Kean was plugged for a legit spot in 1934, while Henny Youngman, recommended from night clubs in 1936, starred in roadshows of *Meet the People*.

Also landing legit and concert roles are Dave Apollon, Don Cummings, Kenneth Forbes, Gynia Gray, the Hackers; Garron and Bennett; Iva Ketchell, Owen Lamont, Catherine Littlefield; Rosario and Antonio (recommended last year for film engagements, the team is currently playing *Sons o' Fun*); Henry Scott, Billy Vine, Eugene Loring, Barbara March, Red Marshall, Stewart Magan Dancers; Viola Philo, who double-crossed the designation for radio by going into opera; Carlos Ramirez; Raye and Naldi, Sam (Snag) Werris, and Charles Watters, recommended for films, who moved up from a dancing spot to become dance director of several shows.

Seven Possibilities went into radio, including Maryanne Mercer, who earned

## N. Y. Clubs Doing Poor Business; Owners' Guild Already Dormant; Conventions Fail To Aid Chicago

NEW YORK, Jan. 24.—Local nitery business has been off the past few weeks, with the club owners blaming the weather, war jitters and lack of attractions. The Versailles and the Copacabana have been doing good business, however.

The Beachcomber changed hands last week. Al Felshin and Jerry Brooks dropped out, and Morris H. Siegel, insurance consultant; Lou Salazar, band-leader, and his brother, a caterer, came in. The new group has hired Carl Randall to prepare a girls show, the old management having dropped its Wally Wanger line two weeks ago when the American Guild of Variety Artists wanted extra pay for the girls doing an earlier show.

The St. Regis Hotel closed its Iridium Room Saturday, because of the war uncertainty and despite good business. But the hotel's downstairs Marionette Room was destroyed by fire Wednesday night and the Iridium promptly reopened the next day, with the *Maisonette* show: Hal Saunders band, Claude Alphand, and Maximilian and Violin. The Iridium will get a new show Wednesday: Saunders' band, singer Frances Mercer, Greenhart and Morley, piano team, and Maximilian, the latter for luncheon only.

Irving Zussman pulled out of the management of the Hurricane, for a reported

\$15,000. Zussman and George E. Wood are understood trying to reopen the Gay White Way, which has been dark since April.

The Kit Kat Club, closed the past year, may be reopened as the West End Club if Joe Monticello can get a liquor license.

The Club Whitaker has opened on the site of the former Mon Paris. Clarence Whitaker, former stock broker; John Rice, formerly at the Waldorf-Astoria, as host, and Albert Fusco, in charge of the kitchen, are operating the club. Band and singer will be hired soon.

Roger Stearns has taken over the Club Cuba site and reopened it as the 1-2-3 Club. Stearns is the pianist and host.

The local club owners' guild, after a couple of meetings, has become dormant. One local club owner complained that right after the guild's first meeting a guild member tried to lure his band away.

The Rainbow Room and the Rainbow Grill have come out of the nosedive that all clubs experienced week after the Jap bombing of Hawaii, and are now doing okay business. The first two January weeks brought the rooms only \$291 under the same period in 1941.

The Flagship in Union, N. J., is adding a wing to accommodate 250 more patrons. The Korn Kobblers are featured.

Dorothy Lewis and her ice show, which closed at the St. Regis Saturday, will open at the Adolphus Hotel, Dallas, after a visit by Miss Lewis to Minneapolis. The local Billmore Hotel, meanwhile, has increased its advertising lineage to plug its ice show, in the hope of picking up some of the St. Regis ice show trade.

CHICAGO, Jan. 24.—Conventioners are not spending money in night clubs, a check-up reveals. January, as a rule, is a big month for clubs, due to the quarter of a million convention visitors. Most ops blame the war. Conventioners have been paying more attention to their meetings than to entertainment bills in the Loop.

Chez Parca cut its show budget by letting Sybil Bowan out. Rumba Casino has curtailed its show, as compared with earlier bills, as has Harry's New Yorker. 885 Club has been offering only one show a night for a number of nights this month, due to poor biz.

Dan Barone, operator of Barone's 100 Club, has a new partner in Billy Carr, veteran emcee here, who came in Monday (26) on a percentage deal. Carr has been entertaining at the 606 Club for five years, and figures he has a following. Six acts are working with Carr, set by Al Borde's office.

## Prison Gives Benefit

COLUMBUS, O., Jan. 24.—Desiring to aid the national defense program, prisoners of the Ohio Penitentiary on the night of January 8 gave a benefit vaudeville performance in the prison chapel auditorium to a capacity audience numbering 1,000 for the benefit of the Franklin County Chapter of the Red Cross.

The show, presented under the name of *Stars in Stripes of 1942*, was enthusiastically received. Some members of the cast were former professional performers.

## Artists' Representatives Meet

NEW YORK, Jan. 24.—Artists' Representatives' Association will hold a membership meeting Wednesday, February 4, at the Hotel Edison. Conclave will discuss the new agents' franchise of the American Guild of Variety Artists and AGVA matters in general.

## Ready—Without Pants

NEW YORK, Jan. 24.—Bob Chester's band, which opened at the Strand Friday (23), opened the first show nine minutes late, altho every musician was standing at the pit entrance. Reason that they couldn't go, on was that none of them were wearing pants and jackets.

They were waiting for the tailor to deliver their new uniforms.

**Blackhawk Cafe, Chicago**

*Talent policy: Shows at 8:30 and 11:30; dance and show band; intermission pianist. Management: Otto Roth, operator; Don Roth, manager; Dan Tully, host. Prices: Minimum \$1 nightly except Saturdays (\$2); dinner from \$1.50; drinks from 60 cents.*

Because bands and their exploitation get first call in this spot, the accompanying floorshows receive second-rate attention. When this new bill was caught Johnny (Scat) Davis, present maestro and emcee, rushed things along to make a scheduled band broadcast. Fred Rorer, one of the two outside acts, had to be content to do a miserable job. For he had to cramp his pickpocket act into half of his allotted time.

In an emergency of this kind, why not do without the services of one of the three band singers featured in the show. They are heard during dance sets throughout the evening and surely his absence from the bill will not be missed.

Show was opened by the band's novelty warbler, Bob McReynolds, who in an affected Southern accent nugged *Chattanooga Choo Choo* and *Boogie Woogie Piggly*. Joe Martin, band's tenor, followed with *You and I* and *Do I Care?* delivered in stock fashion.

Gillette and Richards, novelty dancers, are good salesmen. Play down straight dancing and emphasize cute ideas. Their work with a couple of toy dancers and take-off of a stripper-turned-dancer are particularly novel. Filled in with the Mexican hat dance and a Samba. An amusing pair.

Gloria Van, ork's sexy warbler, takes the mike for *This Love of Mine* and *Yours*, with Davis himself in the next spot whispering and shouting songs in his now familiar eccentric fashion. Kids go for him.

Fred Rorer closes. In addition to the time handicap, he picked some wise guys from the audience to assist him, and they ruined the turn.

The Davis band, recently reorganized, is now making an effort (and successfully to a certain degree) to play more moderate tempos. As it stands, the music will be favored by the younger set primarily.

Nini Nanni, at the piano, entertains with musical and vocal solos during intermissions. *Sam Honyberg.*

**Embassy Club, Philadelphia**

*Talent policy: Dance and show band, piano relief; floorshows at 8:30, 12 and 2. Management: Herb Smiler and Sam Silber, proprietors; Adolph Marks, manager; Jules Weitzenkorn, headwaiter;*

**Night Club Reviews**

*Sam Bushman, press agent. Prices: Dinners from \$1.25; drinks from 65 cents; minimum Friday and Saturday and holidays, \$2.*

Embassy Club is still marked by its exclusiveness, drawing heavily on society and theatrical folk.

It's a gay revue one flight up in the Glamour Room, topped by Tanya Tamara. Making her first stop along Eastern points, the Russian miss sings and captures the eye in physical appeal. Opens with *Donkey Serenade*, rhythmic tempo, and then concertizes *Dark Eyes*, in Russian, and *El Boche*, in Italian.

Frances Deva, lovely swing diva, packs a rhythmic punch for sultry chanting of *Chattanooga Choo Choo*, *Embraceable You*, and *Minnie From Trinidad*. Formerly with Harry James's ork.

Nancy Healy, tall on looks and charm, is most persuasive with her rhythm taps. Two turns, both excellent.

Latin flavor for the show's open and shut spots is provided by mixed team of Costanzo and Merdo. Start with a beguine and bring the show to a finish with a riotous conga.

George Clifford, an Embassy institution, is emcee. Sticks to straight introductions.

Pat Shevlin at piano, plus violin, trumpet, harp and drums, provides fanciful rhythms for the dancing, and also adequate show support. Cliff Hall, a society favorite, pleases no end during the interludes at the piano, playing and singing show tunes.

Sam Silber and Herb Smiler ever the gracious hosts. *Maurie Orodener.*

**Club Casanova, Miami Beach, Florida**

*Talent policy: Show and dance bands; floorshows at 10, 12:30, 2:30 and 4. Management: Lew Walters and Harry Heller, owners; Harry Hollis, managing director; Lew Walters and Harry Gaus, bookings; Joe Conti, headwaiter. Prices: Dinners from \$1.50; drinks from 60 cents; no cover nor minimum.*

Henny Youngman's opening, January 16, at the gay Casanova cleared the tables of gin rummy games. From the first show to the last the room was jumping and the overflow brought tears to Emile Borro, who refers to the room as "My Club."

The room is perfect for Youngman and his violin. Lew Walters, after a few false starts, luckily discovered the miss-

ing link to the perplexing problem of making the room go. Youngman is the answer.

Boreo tried knocking himself out to the tune of the *March of the Wooden Soldiers*; he worked desperately hard with the *Last Time I Saw Paris* and he sounded off vocally. He and Youngman headed home for a photo finish.

The Wally Wanger girls (6) add a dash of color with some nice exhibitions of Florida sunbats in startling places. Juanita Rios is versatile in song and dance; *Babalu* fans called back for more.

Those enamored of Latin dancers gazed admiringly at Talia, a spry young testimonial to the Good Neighbor policy. Talia showed up with the line in a well-spirited samba, and from there on the clicking castanets and Talia were okay. Lorraine De Wood gave out with *Rancho Grande* and *Tambo*.

The rumbas and congas were inspired by Ralph Rogers ork (6). Americans would have appreciated a little more of their own music and dances.

*Harry B. Kind.*

**Lantz's Merry-Go-Round Dayton, O.**

*Talent policy: Show and dance band. Management: Mr. and Mrs. G. W. Lantz Sr., managers-owners; Ralph Donahue, assistant manager and emcee. Prices: Admission 30 cents week nights; 45 cents Saturday and Sunday; drinks from 25 cents; dinners from \$1.25.*

Now in its sixth year of operation, this spot continues as the only night club, exclusive of hotel rooms, in this thriving industrial city of 235,000 population, and the only one using acts regularly. Catering to all classes, this 1,080-seater (including balcony) is one of the most popular night haunts in the territory, and its nightly half-hour band shot over Station WLV's 500,000-watts has done much to bring in patrons from many miles around. Most of the business comes week-ends, as with other spots hereabouts.

Show caught got under way with Hal Leonard ork's solid boogie-woogie treatment to *Two o'Clock Jump*. Frank and Kay Hart follow with a brief satisfactory tapping, the lad easily outshining his partner.

Capt. Frankie and His Hollywood Palz (two police dogs) are a crackerjack turn, with Frankie putting the dogs thru their paces merely by a sign of the hand or a nod of the head. Routines are above the average, the pooches jumping rope, balancing on a horizontal bar and trapeze, balancing on a unicycle, and walking a slack wire, among other tricks. A femme assists in handling the props.

Leonard band then offers 11:15 at the *Surf*, with Ralph Haupt, drummer, and Butch Kroler, clarinetist, getting in some nice licks. Bobby Wertz, band singer, registers handily on *Estrellita*.

Frank and Kay Hart return, the latter contributing a fair bit of trumpeting, and Frank uncorking a grand piece of eccentric hoofing. Emcee Ralph Donahue in his third year, handles his chores well, clinging to straight announcements. He aided nicely in the Capt. Frankie act with explanatory words.

The Leonard band, employing three trombones, four trumpets, five saxes and four rhythm, has just concluded its four weeks of a return engagement. It's a well-balanced crew, with an exceptional brass department, that leans to the more torrid ditties. The younger element ate up the band's output. Leonard also does a good job on show music. *Bill Sachs.*

**One Fifth Avenue, New York**

*Talent policy: Continuous musical and singing entertainment. Management: Spencer Taylor chain of hotels; Bill Duryea, manager of bar and lounge; Ada Hoffman, press agent for Taylor hotels.*

One of the classy hotels just off Washington Square park, this one has its Number One Bar clicking hand-homely. Its only competition comes from the Brevort, which has dropped entertainment, and the Fifth Avenue Hotel, which offers dance music and week-end floorshows.

Business has been fine here, thanks to the pleasant, intimate atmosphere, the friendly greeting of Bill Duryea, the moderate prices, and the nice entertainment. The entertainment is on the quiet listen-if-you-wish side. Bob Downey plays a fine piano, doubling up

at times with Bud Gregg's piano, and also accompanying singer Gloria Hope with excellent results. Miss Hope is a pretty young society deb singer whose voice is limited in range and quality, but who uses it wisely to sell pop tunes. Jaye Martin, young and good-looking tenor, is on for pop tunes. Has an okay voice and has been around the past few years. Hazel Webster, brunette at the piano, ripples her way thru pop tunes. She is an old favorite here, as is Cliff Newdahl, who just closed a long run. Newdahl plays here about 10 months each year. *Paul Denis.*

**McVan's, Buffalo**

*Talent policy: Dance band; intermission girl singer and girl pianist; production floorshows at 9 p.m., midnight and 2 a.m. Management: Mrs. Lillian McVan (Rain), owner; Edward Rain, manager; Ruth Slater, hostess; Nate Drake of New York, production and staging; costumes, Mrs. Thompson. Prices: drinks from 25 cents; dinners from \$1; \$1 minimum.*

Altho this neighborhood nitery has always competed with the best hereabouts, it looks now as tho it is trying to outdo them all. Attendance is very good despite the unpretentious interior and the location away from the main stem. Name acts are being added to the already big talent layout.

First name here is Fifi D'Orsay, whose one-week stand has been extended two more weeks. Intermission talent has been added and a clever mental act works an extra floorshow stint.

Opening has the seven-girl line in *Swing High, Swing Low*, a rhythm tap and jitterbug by Joan and Jean Thompson, the former featured in all routines and captain of the chorus. The other girls are Bettie Steiner, Betty Mason, Claire Robert, Lorraine Cater, Peggie Crandall. Gals are all pretty good on routine work and nice looking.

Don Romero executes fast tap on stair prop. Neat work, well received. Gerald and Lawrence, ballroom duo, present a tango with two good spins, and also a lively conga. Bill Scott, emcee, works in competent and unobtrusive manner and gives hearty rendition of *Rose O'Day*.

*Rendezvous Time* brings back the line in lovely red and silver costumes, setting stage for Netha De Cruz, excellent ballet dancer. Anita Cliff, semi-nude parade girl, is also featured briefly and displays full-bodied lines. Miss De Cruz scored in a classic toe ballet in which she radiates charm, grace and plenty of ability. Pearl, Fern and Eddy, typical old-time vaudevillians, get off some entertaining antics. Gal plays a mean guitar, sings, yodels, whistles and what not, while dad helps by tapping and harmony. Gerald and Lawrence return for whirlwind ballroom routine in black and white.

Main production effect was realized with line, Anita Cliff and Netha De Cruz in *Poinsettia*, in which they wear sexy red costumes, carrying baskets of poinsettias, which later light up. Miss De Cruz outdoes herself with a bell-castanet number in bolero-tango rhythm. She sells solid, has gorgeous wardrobe.

John and Eva Kimmy do splendid acro-tumbling, full of comic bits. Femme is attractive and does some perky pantomiming. Fifi D'Orsay could get by on her name alone, coupled with Frenchy antics, gesticulations, accents and charm. Holds the crowd, and particularly pleases the visiting firemen, on whom she lavishes extra attention. Song and patter in English-French style includes several ditties, ending in kissing salvo upon unsuspecting male volunteer.

Don Romero returns for excellent and difficult chair taps, with leaps, turns and flash. Finale has entire cast in *Marie's Market*, in foreign pattern with cute costumes, where Miss De Cruz does a lively polka.

Frank Terry and his Chicago Nightingales (seven-piece colored band) are still here and do okay. Madeline Steiner is featured at mini-piano in production opening and handles solovox for intermission entertainment.

Princess Garnett, a mental wit, is a most attractive woman who does her stuff exceedingly well. Comes on for short floor presentation between shows. Male partner calls questions from all around room, which she answers quickly and amazingly. *Eva M. Warner.*

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# RAY ENGLISH

**"Going Over With a Bang"**

Week Jan. 29th, LOEW'S STATE, New York

Week Feb. 5th, LOEW'S CAPITOL, Wash.

Thanks To MARVIN SCHENK, SIDNEY PIERMONT,  
HARRY ROMM, HARRY KILBY, LOU WEISS

Personal Management GENERAL AMUSEMENT CORP., New York

**Harry's New Yorker, Chicago**

*Talent policy: Shows at 9:15, 11:45, 1:30; show and dance band; intermission quartet. Management: Charles Hepp and Dave Branower, operators; Fred Joyce, publicity. Prices: \$1.50 minimum night-ly, except Saturdays (\$2); dinner from \$1.75; drinks from 60 cents.*

The new show, scheduled to play the next five weeks, has a balanced set of acts, fairly entertaining in a sum-total way, the representing a comparatively smaller outlay of money. Jackie Green holds over, supported by Joanne Jordan, Malo Trio, Hank Seamon and the Selma Marlowe Starlets (6).

Girls open and close with gay tap and strut routines respectively, and during the show blond Marjorie Lane is on her own with a tap design danced to *Donkey Serenade*.

Green repeats many of the impressions seen in the first show, among them Durante, Cantor, Jolson, etc., but they are favorites here and the customers keep asking for them. When caught he added to his repertoire an original patriotic ditty, *Liberty*.

Maló Trio offer a comedy waltz, messed up with a series of funny (some of them crude) bits. Blonde and brunette in the act carry on a continuous fight for the attentions of the male, winding up with a drag-out boxing match.

Joanne Jordan, here before, still displays promise of becoming a standard singer of songs. Her voice has unusual quality and once a coach brings out the proper shadings and an improved physical performance, her star will begin to rise. Young and good looking.

Hank Seamon, ventriloquist, stands out with impressions of trumpet leaders, performed by the dummy. The gab itself is dull and should be shortened. Ork leader impersonations are novel and the more attention given them the better.

Arne Barnett, from the piano, conducts a good show and dishes out some nice dance sets. Al Milton's combination, with Kay Dare on songs, fills out the intermissions. *Sam Honigberg.*

**Famous Door, New York**

*Talent policy: Dance band and floorshows at 12 and 2. Management: Irving Alexander, operator; Emmett Connett, press agent. Prices: Drinks from 50 cents; minimum, \$1.50 weekdays; Saturdays and holidays, \$2.*

Talent at this 52d Street spot worked under handicap on night caught. The septa performers apparently worked for their own amusement, as there were very few to amuse otherwise. Result was a slipshod performance for which they can hardly be blamed.

Willie Bryant does the emceeing, with Billy Daniels opening. Daniels sings in a high tenor with long stretches of falsetto. Voice is pleasant, altho his delivery can stand more punch.

Audrey Armstrong and Phil Harris do a lively jungle dance involving much cooch work from the femme. Number is fast and sexy, with more than a dash of suggestion. The offside remarks by Bryant during this number heightened the suggestive effect.

Willie Dukes, singer, has well-groomed pipes. Did two numbers, *Rhythm Fever* and a special material lyric casting doubts on his own masculinity.

Wint Johnson, altho impressing with her singing, concentrates on some meaningless soft-shoe work. More toning would improve her session on the floor. Other femme singer is Helen Humes, husky-voiced chirper who gives out with a punchy delivery.

There wasn't enough of an audience to get their reaction. A full house would probably be thoroly amused by this show. *Joe Cohen.*

**Benjamin Franklin Hotel, Garden Terrace, Philadelphia**

*Talent policy: Dance and show band, floorshows at 8 and 11:30. Management: George H. O'Neil, managing director; John A. Tenney, assistant manager; Vincent Bruini, maître d'; Ralph Temple, press agent; Music Corporation of America, booker. Prices: Dinners from \$1.75; drinks from 75 cents; minimum \$1.75, except Friday, Saturday and holidays, \$2.*

Continuing name bands, George H. O'Neil has brought in Henry King for this lush off-the-lobby dining and dancing salon. Marks the first local appearance of King and his crew of 11.

The piano-playing maestro, long iden-

ted with the swankier hotel rooms, should feel at ease in this room. But, in spite of his smooth music emphasizing violins and show-casing his own Steinway, maestro makes a negative impression here.

Room is not cold, as hotel supper spots go, but King's music, which does not play up to the dancers or to those sitting out, gives the room an atmosphere of frigidity. King's lackadaisical attitude and lack of showmanship is unfortunately carried over to the floorshow. Entrusted to the emcee spot, a custom for maestros here, King fails to provide friendly introductions, placing performers at a disadvantage.

Three swell acts make the floor entertainment diverting. Outstander is Aileen Read, clicking in musical comedy tap routines.

Plenty eye-appeal is provided by the Conrads, Latin team, carrying an extra male to provide bongo accompaniments to their dancing. Work mostly in a darkened room, their luminous costumes and palm tree props creating a most striking effect. Please with a beguine and rumba and a beachcomber idea in their return dance.

Carole Rhodes, blond chanteuse, attracts attention even before she gives out with dusky-ranged rhythm singing. A better song selection would have gone far in heightening her floor effectiveness. *Sings Don't Want To Set the World on Fire, and Jim, sandwiching in The Lord Done Fixed Up My Soul.*

Mae Allen, band singer, adds vocal color with her soft mike caresses. *Maurie Orodentker.*

**Casino Atlantico, Rio de Janeiro**

*Talent policy: Show and dance bands; one show nightly at 12:30. Management: Sr. Alberto Quatrini Bianchi, managing director; Batista Junior, artistic director; Nelson Firmo, chief of publicity.*

For the first time since the regular season opened early in April, 1941, this spot is minus U. S. acts. Current show consists of Brazilian talent, the Phyllis Cameron and Gloria Whitney, two U. S. girls who have been doing the vocals with the bands, have been incorporated into the floorshow, heading one of the production numbers and doing a swell job. Girls have been down here a long time.

Eva Stachino's Brazilian line (10) has been added to the show and is expected to continue thru the summer. *Januario Oliveira*, Brazilian singer, registers solidly. *Four Azes and One Coringa*, a five-man musical and singing combo from radio station Tupi, offers sambas and marches. *Batista Junior* has been appointed artistic director, replacing *Billy Raoul*, and his first chore will be setting the annual Carnival show to open the latter part of January.

Show got under way with line parading in very attractive costumes, as *Eva Stachino* vocaled *Scetember in the Rain*. *Four Azes and One Coringa*, three guitars, tambourine and vocalist, tossed up *Escorreguei e caí, A E I O U* and encored with *Quem tem bigode* to generous applause.

*Jeannette* and her *Straw Hat* followed, dishing out sambas and marches, using straw hat as conga drum beating out rhythm with finger tips. Offered *History of the Straw Hat, Mulher de malandro*, encored with *La Conga* to good results.

*Januario Oliveira* sang the same repertoire of comedy and character numbers done in the previous show. Boy has everything on the ball. Could have done more.

Entire cast participates in closing number, *Phyllis Cameron* and *Gloria Whitney* vocaling a samba as the line girls in flashy costumes samba on stage and dance floor.

*Francisco Jose Ferreira Filho's* band does a swell job with show music, alternating with *Louis Coll's* band for dances. *Dianantia Gomez* emceed the show and also sang. *James C. MacLean.*

**Happy Hour, Minneapolis**

*Talent policy: Show and dance band; floorshow 9:45 and 11:30. Management: Abe Perkins, manager; Frederick Bros. of Chicago, booker. Prices: Dinner from 50 cents; drinks from 30 cents; no cover, no minimum.*

One of the snappiest colored orks and floor shows is current at this out-of-the-loop nitery. *Walter Fuller's* six-piece ork swings some of the hottest music heard in these parts in a long while.

Show opens with a fast tap, combined with a bit of jitterbug, by *Dorothy Bry-*

ant, a really hot terpster. *Nelda Dupuy*, songstress, does *Do You Care?* and *There'll Be Some Changes Made*. Got a very good hand.

With *Fuller* at trumpet, ork swings *Lady Be Good*, with clary, storytone, drums, guitar and bull fiddle all getting the spotlight. Number had the audience stamping feet in rhythm.

A spectacular act is *The Maniac* (*Robert Williams*), acro-hooper with extra-strong teeth. After stepping around, he lifts a chair between his teeth and does a fast dance. Then two chairs, then a table—and then dances on three tables piled on top of one another. Show-stop. *Finale* had him doing a tap dance on the ceiling.

*Joe Williams*, emcee, then did a very fine job with *I've Got You Under My Skin, Night and Day* and *Chattanooga Choo Choo*.

Second show-stopper was the *Three Business Men of Rhythm* and *Pearl the Jitterbug Queen*. After the three boys go thru a long series of intricate dances they wind up, with very fast rug-cutting with *Pearl*. Clicked.

For finale the entire company returned for specialties.

Floorshow talent has been here four weeks, with *Fuller* here longer than that. Business better than even in the halcyon days when *Freddie "Schnickelfritz" Fisher* was standing them up. *Jack Weinberg.*

**The Plantation, Louisville**

*Talent policy: Dance band and musical entertainment. Management: Owned and operated by Seelbach Hotel Company; Larry Kerwin, manager; Martha Stouder, social director; Harry Heimbaugh, orchestra director. Prices: No cover; minimum weekdays, 75 cents; Saturday evenings, \$1.50.*

Opening just before the holidays, the *Plantation* has enjoyed a nice increasing business. Matinee novelty dance feature, with public participating for prizes, is becoming very popular and will be continued throught the winter.

The *Arnoldaires*, directed by *Harry Heimbaugh*, furnish the music for dancing, matinee and night, with *Virginia Martin* taking care of the vocals very nicely.

*Peggy Fuller*, "the girl with a thousand tunes," opens the cocktail hour at 5 p.m. with organ recitals that are well received.

Dance floor and dining arrangements are excellent. This spot is off the *Seelbach* lobby.

*Martha Stouder*, formerly social director of the steamship *South America*, is handling the entertainment and intends to try out many new features. *Frank A. Greene.*

**The Pheasant, Seattle**

*Talent policy: Show and dance band, with specialties and vocals. Prices: No cover charge; \$1.25 minimum food charge; beer and wine only.*

Night club entertainment is hard to find in this boom town, for the *American Guild of Variety Artists* and the clubs, with the exception of the *China Pheasant*, are still at odds.

The *Pheasant*, smart Oriental spot on the *Tocoma Highway*, is featuring *Carol King* and *Bob Harvey's* orchestra, enough talent to win the approval of most patrons.

*Carol King* is a real pleaser with her vocalizing of *I've Got It Bad and That Ain't Good*. She and the glee club then join on *It Don't Mean a Thing if It Ain't Got That Swing*, with the singers imitating the brass.

*Harvey* and his entertainers tend toward *Duke Ellington's* style. *Harlem* music got under way on *Big Noise From Winnetka*, "Tiny" *Martin* beating the bass fiddle and *Peters* playing drums.

For specialties *Harvey* sang *Harvest*

*Moon, Who?*, *Elmer's Tune*, while *Carol* sang *All Alone, I Found You in the Rain* and *Autumn*.

Altho the music and vocal efforts were good, they did not round out a well-balanced program. With the present trouble between the Guild and the owners, the management would be wise to bring in some more acts. Altho the business is fair, it could be improved on week nights. *James Douglas.*

**Follow Up Night Club Review**

HI HAT, CHICAGO.—That wrinkled forehead on Operator *Louis Falkenstein* is the result of his hard search for cafe names. The show caught last week stresses the need for a box-office attraction. The acts on their own aren't bad, but a strong patron-drawing feature is needed.

Layout had *Everett West*, who opened *Wednesday (14)*. *Del Cartier*, *Maxine Turner*, *Michelle*, *Jimmy Ray* and the *Winnie Hoveler Dancing Darlings (6)*. Unless a name can be unearthed, *West* will continue in headline spot. He is a strong singer of he-man tunes, with a personality to back up his forceful delivery.

*Miss Turner*, talented ballet and acro dancer, scored with a couple of routines danced to musical comedy tunes. Her work is light, gay and charming. *Cartier* has an engaging personality and a fair magic routine. Could speed up turn, tho. Works with cards, cigarettes and a dollar bill.

*Ray* is the veteran soft-shoe dancer who still sells like a kid new in the trade—meaning, in this case, fresh and admirable enthusiasm. Still a good dancer, too. *Michelle* is a stripper, here for the benefit of the *January conventioners*.

The *Hoveler* line is good as usual, the girls making a fine appearance and the routine above stock caliber. Performed a lights-and-shadows ballet routine and a varied dance tempo specialty to *Orchids in the Moonlight*.

*Eddie Fens* and band still playing show and dance music. *Honigberg.*

**War Priorities Tough**

DALLAS, Jan. 24.—War priorities causing lack of materials needed for sprinkler systems may give operators of two large local basement night spots, *Pirate's Cave* and *Covered Wagon*, a respite from an order to install such improvements or close down.

Several weeks ago *City Manager V. R. Smitham* ordered the operators to have improvements completed by *March 1*.

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

**A**

Adreon, Emilee (Wivel) NYC, nc.  
 Adrian & Charlie (Orpheum) Minneapolis, t.  
 Ahern, Will & Gladys (State) NYC, t.  
 Aimee Sisters (Shubert) Cincinnati, t.  
 Albano, Leo (Casino Urca) Rio de Janeiro, nc.  
 Albins, The (Five o'Clock) Miami Beach, Fla., nc.  
 Allen, Dorothy (Armando's) NYC, nc.  
 Alphonse, Claude (St. Regis) NYC, h.  
 Alvarez, Fernando (Copacabana) NYC, nc.  
 Alyn, Kirk (Versailles) NYC, nc.  
 Ambassadors (Strand) Brooklyn, t.  
 Ambrose, Billy & Ruth (Commodore) NYC, h.  
 Ammons, Albert, & Pete Johnson (Cafe Society Downtown) NYC, nc.  
 Anderson, Nora (Ben Marden's Riviera) Fort Lee, N. J., nc.  
 Andrea (Barone's) Chi, nc.  
 Andrews, Lola (Fefe's Monte Carlo) NYC, nc.  
 Andrews Sisters (Golden Gate) San Francisco 28-Feb. 3, t.  
 Ardmore, Gwill (Jimmy Kelly's) NYC, nc.  
 Arena, Joe (Glenn Rendezvous) Newport, Ky., nc.  
 Arlen, Faith (Jimmy Kelly's) NYC, nc.  
 Armstrong Audrey (Famous Door) NYC, nc.  
 Ashburns, The (Rainbow Grill) NYC, nc.  
 Atkinson, Marie (Ben Marden's Riviera) Fort Lee, N. J., nc.  
 Austin, Virginia (Metropolitan) Boston, t.

**B**

Babette (Old Howard) Boston, t.  
 Bacon, Faith (Olympia) Miami, Fla., 29-Feb. 4, t.  
 Baldwin & Bristol (Silver Slipper) Louisville, nc.  
 Banks, Sadie (Old Roumanian) NYC, re.  
 Barcelo, Victoria (El Chico) NYC, nc.  
 Barleau, Connie (885) Chi, nc.  
 Barnes, Harold (Versailles) NYC, nc.  
 Barnes, Mae (Cerutti's) NYC, nc.  
 Barrys, The (La Martinique) NYC, nc.  
 Bart, Charles (The Ranch) Seattle, nc; (Armatus) Astoria, Ore., Feb. 1-7, c.  
 Bartels, Paul (Versailles) NYC, nc.  
 Batista, Linda (Casino Urca) Rio de Janeiro, nc.  
 Beaucaire, Pierre (Gaston's Monte Carlo) NYC, nc.  
 Bell, Dolly (Club Royale) Detroit, nc.  
 Bell Troupe (State) NYC, t.  
 Bellitt & English Bros. (Palace) Cleveland, t.  
 Belmont Balladeers (Belmont-Plaza) NYC, h.  
 Belmont Bros. (509) Detroit, nc.  
 Bergen, Jerry (Slapsy Maxie's) Hollywood, nc.  
 Berkley, Beverly (Fifth Avenue) NYC, h.  
 Bernard, Bobby (Swan Club) Phila, nc.  
 Bernard, Freddie (Old Roumanian) NYC, re.  
 Berry, Connie (Cafe Society Downtown) NYC, nc.  
 Bishop, Billy (Southern Mansion) Kansas City, Mo., nc.  
 Blackwell, Carlyle (Diamond Horseshoe) NYC, nc.  
 Blake, Larry (Earle) Washington, t.  
 Blake & Lambert (Shubert) Cincinnati, t.  
 Blakstone, Nan (Chase) St. Louis, h.  
 Blane, Barbara (606) Chi, nc.  
 Blond Rumba Team (Palm Beach) Detroit, c.  
 Boag, Wally (Ruban Bleu) NYC, nc.

**THE ANGIE BOND TRIO**

America's *Pineat* Girl Instrumental-Vocal Act  
 Indefinitely ROGERS CORNER, New York City.  
 Personal Repr. Allan Rupert, 1697 B'way, N. Y. C.

Bond, Angie, Trio (Rogers Corner) NYC, nc.  
 Borodkin, Manya (Old Roumanian) NYC, re.  
 Boswell, Connie (RKO-Kelch) Boston, t.  
 Bourbon & Baine (Gaston's Monte Carlo) NYC, nc.  
 Bowery Pollies (Shubert) Cincinnati, t.  
 Boy Friends (Earle) Washington, t.  
 Bradley, Vi (Club Midnight) NYC, nc.  
 Brandon, Joan (Iceland) NYC, re.  
 Brandow & Barton (Lexington Casino) Phila, nc.  
 Bricktop (Cerutti's) NYC, re.  
 Brown, Evans, & Miss Garnett (Katsina) Springfield, Ill., re.  
 Brown, Isobel (Jimmy Kelly's) NYC, nc.  
 Brown, Walter & Jean (Barone's) Chi, nc.  
 Brody & Miller (Casino Urca) Rio de Janeiro, nc.  
 Bruce, Eppie (Village Barn) NYC, nc.  
 Bryant, Willie (Famous Door) NYC, nc.  
 Burns Twins & Evelyn (Earle) Phila, t.  
 Byrnes & Swanson (Leon & Eddie's) NYC, nc.

**C**

Cabot & Dresden (Hurricane) NYC, nc.  
 Cahill, Johnnie (Palumbo's) Phila, nc.  
 Callahan Sisters (Ohez Parce) Chi, nc.  
 Capella & Beatrice (Club Royale) Detroit, nc.  
 Carla & Fernando (Havana-Madrid) NYC, nc.  
 Carlos & Corita (Colony) Chi, nc.  
 Carpenter, Imogene (Pierre) NYC, h.  
 Carr, Billy (Barone's) Chi, nc.  
 Carrer, Charles (Commodore) NYC, h.  
 Carroll & Howe (Orpheum) Minneapolis, t.  
 Castle, Hubert (Music Hall) NYC, t.  
 Cerf, Alyse (606) Chi, nc.  
 Chanticleers, Four (Cerutti's) NYC, re.

**CHEENA DE SIMONE DANCERS**

Currently ROOSEVELT HOTEL, New Orleans  
 Dir.: Sol Tepper, RKO Bldg., N. Y. C.

Cherney, Guy (606) Chi, nc.  
 Chinica (Leon & Eddie's) NYC, nc.  
 Chords, Three (Highway Casino) Westport, Mass., nc.  
 Christopher, Milbourne (St. Moritz) NYC, h.  
 Churchhill, Savannah (Ubangi) NYC, nc.  
 Claire, Jean (Kern's) NYC, re.  
 Claude & Andre (Colosimo's) Chi, nc.  
 Cole, Jack, Dancers (Royal Palm) Miami, Fla., h.  
 Cole, King, Trio (Kelly's Stable) NYC, nc.  
 Collette & Barry (Glenn Rendezvous) Newport, Ky., nc.  
 Collins, Joe, & Madhatters (Hayes) Jackson, Mich., h.

(For Orchestra Routes, Turn to Music Department)



**Acts-Units-Attractions Routes**

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

**EXPLANATIONS OF SYMBOLS**

a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; ro—road-house; re—restaurant; s—showboat; t—theater.  
 NYC—New York City; Phila—Philadelphia; Chi—Chicago.

Columbus & Carroll (Savoy-Plaza) NYC, h.  
 Condos Bros. (Orpheum) Minneapolis, t.  
 Cortis, Sonia (La Conga) NYC, nc.  
 Covarro, Nico (Bal Tabarin) NYC, nc.  
 Covert & Reed (Belmont-Plaza) NYC, h.  
 Crane, Carol (Tie Toc) Milwaukee 21-Feb. 3, nc.

**D**

D'Arcy, Jeanne (McAlpin) NYC, h.  
 Dacita (Rainbow Room) NYC, nc.  
 Dagmar, (Old Roumanian) NYC, re.  
 Dahl, Edith Rogers (Lake) Springfield, Ill., nc.  
 Daks, Nicholas (Music Hall) NYC, t.  
 Daniels, Billy (Famous Door) NYC, nc.  
 Daro & Corda (Saks Show Bar) Detroit 26-Feb. 2, nc.  
 Deans, Three (Shubert) Cincinnati, t.  
 DeCordova, Antonio (El Chico) NYC, nc.  
 DeCruz, Netha (McVan's) Buffalo, nc.  
 De Flores, Felipe (Havana Madrid) NYC, nc.  
 De La Plante, Peggy (Jimmy Kelly's) NYC, nc.  
 DeMarco, Isobel (Teddy's L'Algon) Chi, nc.  
 DeMayos, The (Carrousel) Miami Beach, Fla., nc; (Mayfair) Miami, Feb. 2-15, nc.  
 Dennis & Sayers (Round Robin) Lawrence, Mass., nc.  
 DeShon, Maxine (606) Chi, nc.  
 De Simone, Cheena, Dancers (Roosevelt) New Orleans, h.  
 DeVal, Merle & Lee (Colonial) Dayton, O., t.  
 Del Ray, Manya (Jimmy Kelly's) NYC, nc.  
 Del Valle, Magali (Havana Madrid) NYC, nc.  
 Del Vilar, Hector (Havana Madrid) NYC, nc.  
 De Vries, Eddy (Piccadilly) NYC, h.  
 De Wolfe, Billy (Versailles) NYC, nc.  
 Dixon, Lee (La Conga) NYC, nc.  
 Doral (Casino Russe) NYC, nc.  
 Dorben Dancers, Dorothy (Edgewater Beach) Chi, h.  
 Dorothy & Elaine (Forrest) NYC, h.  
 Douglas, Dorothy (Times Square) Rochester, N. Y., nc.  
 D'Roy, Phil (100) Des Moines, Ia., nc.  
 Drye, Bill (Maison Louis) NYC, re.  
 DuBols, Wilfred (Bismarck) Chi, h.  
 Duke, Marilyn (Commodore) NYC, h.  
 Dumont, Marie (Crisis) NYC, nc.

Gerity, Julia (Sawdust Trail) NYC, nc.  
 Gilbert, Ethel (Gay '90s) NYC, nc.  
 Gillette & Richards (Blackhawk) Chi, nc.  
 Gleason & Banborn (Tie Toc) Montreal, nc.  
 Glover & LaMae (Rice) Houston, Tex., h.  
 Gordon, Richard (Helsing's) Chi, c.  
 Grant, Rosalie (Embassy) Phila, nc.  
 Grant Sisters (Village Barn) NYC, nc.  
 Gray, Gary (Tap Room) Barberton, O., nc.  
 Gray, Madeline (Fifth Avenue) NYC, h.  
 Grays, Six (Iceland) NYC, re.

**GRANT FAMILY**

Now at VILLAGE BARN, New York  
 ★ Third Return Engagement  
 Direction—MAX TISHMAN, 1619 Broadway, N. Y.

Grecco, Eleanor (Havana Madrid) NYC, nc.  
 Green, Gail (Essex House) NYC, h.  
 Green, Jackie (Harry's New Yorker) Chi, nc.  
 Grimes, Betty (Sawdust Trail) NYC, nc.  
 Guerlain, Annetta (Chateau Moderne) NYC, re.  
 Guesses, Three (Mother Kelly's) Miami Beach, Fla., nc.  
 Gunsetts, The (Baker) Dallas, h.  
 Gwynne, Jack (Club Royale) Detroit, nc.

**H**

Hager, Clyde (Diamond Horseshoe) NYC, nc.  
 Hall, Patricia (Versailles) NYC, nc.  
 Hannon, Bob (Roxy) NYC, t.  
 Harlem Highlanders (Club 181) NYC, nc.  
 Harris, Claire & Shannon (State) NYC, t.  
 Harrison, Ruth (Plaza) NYC, h.  
 Harrison, Spike (Gay '90s) NYC, nc.  
 Hartmans, The (Waldorf-Astoria) NYC, h.  
 Harvey, Grace (New Yorker) NYC, h.  
 Hays, Virginia (Bossert) Brooklyn, h.  
 Haywood, Billy, & Cliff Allen (Cerutti's) NYC, nc.

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

Dupont, Bob (Music Hall) NYC, t.  
 Dutton, Laura, Deane (Waldorf-Astoria) NYC, h.

**E**

Eckler, Hilda (Music Hall) NYC, t.  
 Equillo Bros. (Roxy) NYC, t.  
 Escalante, Blanca (Copacabana) San Francisco, nc.  
 Estelita (Copacabana) NYC, nc.  
 Evans, Bob (Glenn Rendezvous) Newport, Ky., nc.  
 Faye, Frances (Beachcomber) NYC, nc.  
 Follows, Midge (606) Chi, nc.  
 Fern, Pearl, & Eddie (McVan's) Buffalo, nc.  
 Ferrera, Don (Jefferson) Peoria, Ill., h.  
 Ferris, Tommy (Singapore) Chi, c.  
 Fisher's, Bob, Fearless Flyers (Shrine Circus) Louisville 6-12.  
 Fitzgerald, Lillian (18 Club) NYC, nc.  
 Fontana, Georges (Diamond Horseshoe) NYC, nc.  
 Forbes, Ann (Bill Bertolotti's) NYC, nc.  
 Franklin, Cass (Fifth Ave.) NYC, h.  
 Franklin, Hazel (Biltmore) NYC, h.  
 Fredericks, Chester (Colonial) Dayton, O., t.  
 Froos, Sylvia (Hurricane) NYC, nc.

**G**

Gaby, Frank (Roxy) NYC, t.  
 Gale, Ann (Chin Lee's) NYC, re.  
 Garretson, Marjorie (Cora & Irene's) NYC, nc.  
 Garrick & Eloise (Gingham Gardens) Springfield, Ill., nc.  
 Garron & Bennett (Casino Nacional) Havana, Cuba, nc.  
 Garwood, Jessica (Casanova) Detroit, nc.  
 George, Vicki (Warwick) NYC, h.

Hayworth, SeaBee, Revue (Capitol) Raleigh, N. C. 28; (Carolina) Wilson 29; (Academy) Lynchburg, Va., 30-31, t.  
 Heasley Jack & Bob (Biltmore) NYC, h.  
 Healy, Jane (Silver Hall) Utica, N. Y., nc.  
 Herbert, Jack (Helsing's Vodka Lounge) Chi, nc.  
 Herzogs, Five (Colonial) Dayton, O., t.  
 Hild, Dorothy, Ballet (Chicago) Chi, t.  
 Higgins, Peter (Colony) Chi, nc.  
 Hillman, Bette (Armando's) NYC, nc.  
 Hoffman Sisters (Brown Derby) Chi, nc.  
 Hollenbeck, Doc (Trocadero) Indianapolis 26-Feb. 2, nc.  
 Holmes, Helen (Jimmy Kelly's) NYC, nc.  
 Holmes, Marion (Bismarck) Chi, h.  
 Holmes, Maureen (Cora & Irene's) NYC, nc.  
 Hope, Glenda (Jimmy Kelly's) NYC, nc.  
 Horton, Molly (Pierre) NYC, h.  
 Houston, Elsie (Rainbow Room) NYC, nc.  
 Howard, Bunny (Park Central) NYC, h.  
 Howard, Joe E. (Diamond Horseshoe) NYC, nc.  
 Howard-Payne Dancers (Lotus Gardens) Washington, D. C., 19-Feb. 1.  
 Hoysradt, John (Savoy-Plaza) NYC, h.  
 Hubert, John (Gay '90's) NYC, nc.  
 Humes, Helen (Famous Door) NYC, nc.  
 Hyers, Frankie (Club 18) NYC, nc.

**I**

Inge, Adels (New Yorker) NYC, h.  
 Ink Spots, Four (Orpheum) Omaha 26-29, t; (Newman) Kansas City 30-Feb. 5, t.  
 Irving, Val (Club Bali) Phila, nc.

**J**

James, Jacqueline (Casanova) Detroit, nc.  
 Jardinere, Mlle., & Madeleine Gardiner (Latin Quarter) Palm Island, Fla., nc.

Jason, Bobbe (Old Roumanian) NYC, re.  
 Jessel, George (Fefe's Monte Carlo) NYC, nc.  
 Johnny & George (Club Maxim) Bronx, N. Y., nc.

**POLLY JENKINS AND HER MUSICAL PLOWBOYS**

Jan. 31-Feb. 1  
 East Point Theatre, East Point, Ga.  
 For terms and dates address Polly Jenkins & Her Musical Plowboys, 1 Main St., Union, N. Y.

Johnson, Judith (Clover) Ft. Worth, Tex., nc.  
 Jones, Joe (Cafe Society Uptown) NYC, nc.  
 Jordan, Joanne (Harry's New Yorker) Chi, nc.  
 Jose & Lolita (Copacabana) San Francisco, nc.  
 Jose & Paquita (Brown Palace) Denver, h.  
 Joyce, Bobby & Ginger (606) Chi, nc.

**HOOSIER HOT SHOTS**

Available for Engagements in Eastern States from Friday, Jan. 30, thru Friday, Feb. 6.

Write **JOLLY JOYCE**  
 Wire Earle Theater Bldg. Walnut 4677  
 Phone Philadelphia, Penna. Walnut 9451

**K**

Kashue's Hawaiians (Biltmore) Dayton, O., h.  
 Kane, Mulee (Jefferson) Peoria, Ill., h.  
 Kanoso, Sam (Jefferson) Peoria, Ill., h.  
 Kay, Dorothy (Sawdust Trail) NYC, nc.  
 Kay, Kayta & Kay (Strand) NYC, t.  
 Keen, Jane (Versailles) NYC, nc.  
 Kella, Paul (Jefferson) Peoria, Ill., h.  
 Kenay, Lela (Old Roumanian) NYC, re.  
 Kent, Avis (Stevens) Chi, h.  
 Kimber, Kay (Spivy's Roof) NYC, nc.  
 King, Carol (Earle) Washington, t.  
 King, Charles (Diamond Horseshoe) NYC, nc.  
 Kingsley, Marion (Hi Hat) Chi, nc.  
 Kraber, Tony (Le Coq Rouge) NYC, nc.  
 Krieger, Norma (Leon & Eddie's) NYC, nc.  
 Kuznetsov, Adia (Russian Kretchma) NYC, nc.

**L**

Lambot, Edith (Bill Bertolotti's) NYC, nc.  
 Landrum, Robert (Music Hall) NYC, t.  
 Lang, Susan (18 Club) NYC, nc.  
 Lang, Wilson (Park Central) NYC, h.  
 Laurel & Hardy (Colonial) Dayton, O., t.  
 Laurence, Paula (Ruban Bleu) NYC, nc.  
 Lead Belly (Village Vanguard) NYC, nc.  
 Lee, Peggy (New Yorker) NYC, h.  
 Lemmo, Jerry (Arcadia Grill) Canton, O., nc.  
 Leslie, Frances (51 Club) NYC, nc.  
 Lewis, Dorothy (St. Regis) NYC, h.  
 Lewis, Joe E. (Copacabana) NYC, nc.  
 Lewis & Van (Roxy) NYC, t.  
 Lind, Della (Diamond Horseshoe) NYC, nc.  
 Linden, Marc (Red Feather Inn) Los Angeles, nc.  
 Lit, Bernie (Earle) Baltimore, nc.  
 Litz, Katharine (Rainbow Room) NYC, nc.  
 Lloyd & Willis (Orpheum) Los Angeles 30-Feb. 4, t.  
 Loke, Kea (Jimmy Kelly's) NYC, nc.  
 Loper, Don, & Maxine Barrat (Copacabana) NYC, nc.  
 Lorraine & Rognan (Paramount) NYC, t.  
 Lowe, Ruth (Sheraton) NYC, h.  
 Lubov, Bela (Club Midnight) NYC, nc.  
 Lucas, Nick (Villa Madrid) Pittsburgh, nc.  
 Lucero, Norma (Russian Kretchma) NYC, nc.  
 Ludwig, Sunny (Daniero's) Belle Vernon, Pa., nc.  
 Lynde, Lois (Iceland) NYC, re.  
 Lyons, Collette (Colony) Chi, nc.

**M**

McMahon, Jere (Copacabana) NYC, nc.  
 McNeill, Maggi (Ambassador East) Chi, h.  
 Mack, Mae (Crownwell) Miami Beach, Fla., h.  
 Madera, Nedra (Club Gaucho) NYC, nc.  
 Madison, Ruby (Gay '90s) NYC, nc.  
 Malo Trio (Harry's New Yorker) Chi, nc.  
 Mangan Sisters (Diamond Horseshoe) NYC, nc.  
 Manor & Mignon (La Martinique) NYC, nc.  
 Marlow, Great (Brass Rail) Lawrence, Mass., c.  
 Marlowe, Sylvia (Coq Rouge) NYC, nc.  
 Marlowe's, Selma, Starlets (Harry's New Yorker) Chi, nc.  
 Marlyn & Martinez (Casino La Conga) Detroit, nc.  
 Marque & Marius (Vine Gardens) Chi, nc.  
 Marshall, Jack (Nicollet) Minneapolis, h.  
 Marshall & Shields (Bismarck) Chi, h.  
 Marta, Richard (Chateau Moderne) NYC, nc.  
 Martez & DeLita (Chicago) Chi 26-29, t.  
 Martin, Elaine (Club 181) NYC, nc.  
 Mata & Hari (La Martinique) NYC, nc.  
 Matvienko, Dmitri (Casino Russe) NYC, nc.  
 Maugham, Dora (Park Central) NYC, h.  
 Maurice & Maryea (Nicollet) Minneapolis, h.  
 May, Grace (New Yorker) NYC, h.  
 Meet the People (Riverside) Milwaukee, t.  
 Mevcer, Mabel (Le Ruban Bleu) NYC, nc.  
 Midgley, Dorise (Copacabana) NYC, nc.  
 Mignac, Jacqueline (Hi Hat) Chi, nc.  
 Miller, Marion (606) Chi, nc.  
 Monks, Nena (Gaston's Monte Carlo) NYC, nc.  
 Montmartre Boys (Jimmy Kelly's) NYC, nc.  
 Morgan, Eddy (Ritz-Carlton) Atlantic City, h.  
 Morgan, Grace (New Yorker) NYC, h.  
 Morris, George (Armando's) NYC, nc.  
 Morris, Will & Bobby (Center Theater) NYC.  
 Munro & Adams (Jimmie's) Miami, Fla., nc.  
 Murphy, Dean (Paramount) NYC, t.  
 Murphy, George (Earle) Phila, t.  
 Murray, Charlie (Pierre) NYC, c.  
 Myers, Timmie (Nan-Jo) Port Huron, Mich, nc.

**N**

Nadia & Sasha (Casino Russe) NYC, nc.  
 Na Pua (Lexington) NYC, h.  
 Naldi, Nita (Diamond Horseshoe) NYC, nc.  
 Nalley, Velva (New Yorker) NYC, h.  
 Nanni, Nino (Blackhawk) Chi, nc.  
 Nash & Evans (Shubert) Cincinnati, t.  
 Nilda (Club Gaucho) NYC, nc.  
 Nordstrom Sisters (Cafe Bagatelle) NYC, nc.  
 Norman, Peggy (St. Moritz) NYC, h.  
 Novak Sisters (Casino Urca) Rio de Janeiro, nc.  
 Novelle, Ron (Park Rest) Newark, N. J., nc.

**O**

O'Brien, Pat (Metropolitan) Boston, t.  
 Orla, Lupita (Club Gaucho) NYC, nc.  
 Ortiz, Luis (Gaucho) NYC, nc.  
 Osta, Teresita (El Chico) NYC, nc.

**Advance Bookings**

VALLEY AND LYNNE: Patio, Cincinnati, Feb. 23, two weeks.

ADRIENNE: State, New York, Feb. 12.  
 DICK POWELL: Stanley, Utica, N. Y., Feb. 3; Oriental, Chicago, Feb. 6; Riverside, Milwaukee, Feb. 13; RKO, Boston, Feb. 27.

CARMEN AMAYA: Capitol, Washington, Feb. 6.

FRED SANBORN: State, New York, Feb. 12.

HOLLYWOOD BLONDES: RKO, Boston, Feb. 27.

GIL AND BERNICE MAISON: Strand, New York, Feb. 13.

GIL LAMB: Paramount, New York, Feb. 13.

JACK WALDRON, Kay Boley, Rubyatte and Don: Colosimo's, Chicago, Feb. 5, two weeks and options.

JEAN RICHEY: Sans Souci, Havana, Feb. 12, eight weeks.

KNIGHT SISTERS: Edgewater Beach Hotel, Chicago, Feb. 13, two weeks.

## Brass Rail a Detroit Success

DETROIT, Jan. 24.—New downtown spot, Brass Rail, which opened New Year's Eve, has clicked.

It is run by Joseph Friedman and Bill Boesky, who have two other restaurants. New one is operated on two floor levels, bar and grill on the first floor and the Theater Bar in basement. Theater Bar seats 150, and appears much larger thru use of mirrors and shadow-boxed three-dimensional murals. Stage is set back of the bar in one corner, with duo piano mounted on it. Uses pianists, Seymour Hoffman and Don Orlando, and one girl singer, Del Parker.

Airliner Room, seating 350, was to have opened on second floor, but scarcity of materials delayed this.

Owen & Parker (Ben Marden's Riviera) Fort Lee, N. J., no.  
Owens Sisters (Enduro) Brooklyn, re.

**P**  
Padilla Sisters (El Chico) NYC, no.  
Page, Muriel (Latin Quarter) Palm Island, Fla., no.  
Page & Nona (Tivoli) Sydney, N. S. W., Australia, Dec. 3-Feb. 1, t.  
Paige, Penny (Enduro) Brooklyn, re.  
Parsons, Kay (Taft) NYC, h.  
Paulson, Lehua (Lexington) NYC, h.  
Payne, Frank (Helsing's) Chi, c.  
Peaches Sky Revue (Playland) Tullahoma, Tenn., 19-31, no.

Pepita (Club Gaucha) NYC, no.  
Peppers, Three (Palumbo's) Phila, no.  
Perrin, Mack (Cafe Sutton) NYC, no.  
Perry, Barbara (Belmont-Plaza) NYC, h.  
Peters Sisters (Ruban Bleu) NYC, no.  
Poliakova, Nastia (Russian Kretchma) NYC, no.  
Powell, Dick (State) NYC, t.  
Price, George (Strand) NYC, t.  
Price, Sammy (Cafe Society Downtown) NYC, no.

**R**  
Raeburn, But (Cafe Madison) NYC, no.  
Ramirez, Carlos (Martinique) NYC, no.  
Ramona (Club Midnight) NYC, no.  
Randall Sisters (Brown) Louisville, h.  
Raphael (Waldorf-Astoria) NYC, h.  
Ray & Trent (Metropolitan) Boston, t.  
Raye & Naldi (Plaza) NYC, h.  
Raymon & Arlene (Forrest) NYC, h.  
Revue, The (Spivy's Roof) NYC, no.  
Rice, Sunny (RKO-Keith) Boston, t.  
Richey, Jean (Colosimo's) Chi, no.  
Richmond, Margaret (New Yorker) NYC, h.  
Rigoletto Bros. (Shubert) Cincinnati, t.  
Ringo & Harris (Cora & Irene's) NYC, no.  
Rio & Rita (Mar-Jo) Detroit, no.  
Rios, Rosita (La Martinique) NYC, no.  
Roberts, Freddy & Betty (Edgewater Beach) Chi, h.  
Roberts, Ronny (New Yorker) NYC, h.  
Rochelle & Beebe (Park Central) NYC, h.  
Rodriguez, Aida (Havana-Madrid) NYC, no.  
Rogers, Danny (885) Chi, no.  
Rollickers, The (Flynn's Cocktail Room) New Orleans, no.

Roner, Fred (Blackhawk) Chi, no.  
Rosal, Anita (Club Gaucha) NYC, no.  
Rosario & Antonio (Pierre) NYC, h.  
Ross Sisters (Glenn Rendezvous) Newport, Ky., no.  
Roh's, Chas., Tip Top Dancers (Royale) Detroit, no.  
Roxyettes (Earle) Washington, t.  
Rudolf, Morgan & Lunard (Leon & Eddie's) NYC, no.  
Rushing, Jimmy (Cafe Society Uptown) NYC, no.  
Russell, Bob (New Yorker) NYC, h.

**S**  
St. Clair, Sylvia (Rainbow Grill) NYC, no.  
St. Claire Sisters & O'Day (Shubert) Cincinnati 26-30, t.  
Sanborn, Fred (Chicago) Chi, t.  
Schafer, Eddie (Club Bali) Brooklyn, no.  
Scott, Hazel (Cafe Society Uptown) NYC, no.  
Scott, Margaret (Belmont-Plaza) NYC, h.  
Seamon, Hank (Harry's New Yorker) Chi, no.  
Shadrach Boys (Beachcomber) NYC, no.  
Shaw, Naleo (Lexington) NYC, h.  
Shea & Raymond (Paramount) NYC, t.  
Sheridan, Nora (Ben Marden's Riviera) Fort Lee, N. J., no.  
Shields, Ella (Jimmie Dwyer's Sawdust Trail) NYC, no.  
Shoen, Aloha (Jefferson) Peoria, Ill., h.  
Shore, Dinah (Paramount) NYC, t.  
Shumate, Bill (Eagle's) Detroit, no.  
Simmons, Hilde (Lexington Casino) Phila, no.  
Smith, Frances (Cafe Society Downtown) NYC, no.  
Smith, Guy (Music Hall) NYC, t.  
Smith, Rogers & Eddy (Windsor) NYC 26-28, t.; (Central) Passaic, N. J., 29-Feb. 4, t.  
Spencer, Kenneth (Cafe Society Downtown) NYC, no.  
Sporn & Dukoff (Casey) Scranton, Pa., h.  
Stanley, Irene (Le Poissonier) NYC, no.  
Starr, Judy (Colonial) Dayton, O., t.  
Stadler Twins (Beachcomber) NYC, no.  
Stern, George (Fifth Avenue) NYC, h.  
Stirling & Rubia (Palm Beach) Detroit, no.  
Stockwell, Gene (Leon & Eddie's) NYC, no.  
Stoyanovsky, Arcadi (Russian Kretchma) NYC, no.  
Stuart & Lea (St. Moritz) NYC, h.  
Sullivan, Joe (Cafe Society Downtown) NYC, no.  
Sumner, Helen (Ivanhoe) Chi, re.  
Summers, Andrew (The Avenue) NYC, no.  
Suns, Three (Piccadilly) NYC, h.  
Swan, Lyda (Russian Kretchma) NYC, no.  
Sybil & Sandra (Leland) Springfield, Ill., h.

**T**  
Tarasova, Nina (Casino Russe) NYC, no.  
Taylor, Bill (Chateau Moderne) NYC, re.  
Teaman, Eleanor (La Martinique) NYC, no.  
Termini, Joe (Shubert) Cincinnati, t.  
Thomas, Danny (5100 Club) Chi., no.

## Beneath His Dignity

PHILADELPHIA, Jan. 24. — Carl Shielke, midget page boy at Jack Lynch's Walton Roof, and Happy Pelton, doubling in the nitery show from his *Hellzapoppin*, stint at the Forrest Theater, are feuding.

The pint-sized lad feels that the comedian wanted him to do a bit in the floorshow which he considered "beneath his dignity, position and salary."

## Geo. Bole to Universal

SAN FRANCISCO, Jan. 24.—George Bole, manager of the Golden Gate Theater, has been appointed to an executive post at the Universal studios in Hollywood.

Thomas, Frances (Beachcomber) Miami, Fla., no.  
Thomas, Shirli (Armando's) NYC, no.  
Tindell, Anita (Hi Hat) Chi, no.  
Tint, Al (Paradise) Delavan, Wis., no; (Coliseum) Jonesville, Feb. 2-7, no.  
Tip, Tap & Toe (Palace) Cleveland, t.  
Tirza (Gayety) Norfolk, Va., t.  
Tomack, Sid, & Reis Bros. (RKO-Keith) Boston, t.  
Tondclayo & Lopez (Congo) Detroit, no.  
Torrens, Fay (Havana-Madrid) NYC, no.  
Torres, Alberto (Havana-Madrid) NYC, no.  
Toto (Rainbow Gardens) Little Rock, Ark., no.  
Toy, Noel (Leon & Eddie's) NYC, no.  
Toy & Wing (Edgewater Beach) Chi, h.

**V**  
Vadina, Olga (Casino Russe) NYC, no.  
Vallee, Edna (Jimmie Dwyer's Sawdust Trail) NYC, no.  
Valley & Lynne (Garrick) St. Louis 26-29, t.  
Van, Gus (Hurricane) NYC, no.  
Vance, Jerri (808) Chi, no.  
Vega, Jose & Lolita (Club Gaucha) NYC, no.  
Velez, Angela (Chateau Moderne) NYC, no.  
Vestoff, Florida (Hurricane) NYC, no.  
Victor, Eric (Ambassador) NYC, h.  
Villon, Renee (Hi Hat) Chi, no.  
Vincent, Romo (La Martinique) NYC, no.

**W**  
Wade, Bill & Betty (New Yorker) NYC, h.  
Waldron, Jack (Beachcomber) NYC, no.  
Wallace Puppets (Roosevelt) Jacksonville, Fla., h.  
Walton & O'Rourke (Rainbow Room) NYC, no.  
Walzer, Oscar (Fifth Avenue) NYC, h.  
Ware, Dick (Bismarck) Chi, h.  
Warren, Earl (Cafe Society Uptown) NYC, no.  
Webb, Nella (Lexington) NYC, h.  
Weeks, Larry (Village Barn) NYC, no.  
Weidman, Charles (Rainbow Room) NYC, no.  
West, Everett (Hi Hat) Chi, no.  
White, Danny (Iceland) NYC, re.  
White, Jack (18 Club) NYC, no.  
White, Jerry (Bill's Gay '90s) NYC, no.  
White, Joshua (Village Vanguard) NYC, no.  
White, Madalyn (Cora & Irene's) NYC, no.  
Whitey's Congeroo Dancers (Casino Urca) Rio de Janeiro, no.  
Williams, Hermanos, Trio (Latin Quarter) Miami, Fla., no.  
Williams, Jane & Jeanne (Helsing's) Chi, c.  
Williams, Joan (Carroll's) Phila, no.  
Williamson, Herb (Hillside) Broughton, Mich., no.  
Wink, George (Jimmie Dwyer's Sawdust Trail) NYC, no.  
Wood, Kirk (Leon & Eddie's) NYC, no.  
(See ROUTES on page 37)

## DRAMATIC AND MUSICAL

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

Arsenic and Old Lace (Paramount) Omaha 28; (Shrine Aud.) Des Moines 29; (Municipal Aud.) Kansas City, Mo., 30-31.  
Blithe Spirit (American) St. Louis.  
Blossom Time (Biltmore) Los Angeles.  
Claudia (Selwyn) Chi.  
Claudia (Temple) Birmingham 27-28; (City Aud.) Jackson, Miss., 29; (Auditorium) Memphis 30-31.  
Corio, Ann, in White Cargo (Colonial) Utica, N. Y., 27-28; (Erlanger) Buffalo 29-31.  
Cora Is Green, with Ethel Barrymore (Harris) Chi.  
Cornell, Katharine, in Rose Burke (Curran) San Francisco; (Mayfair) Portland, Feb. 2-3; (Metropolitan) Seattle 4-7.  
Ellis, John, Rip Van Winkle: Grand Rapids, Mich.  
Hayes, Helen, in Candle in the Wind (Nixon) Pittsburgh.  
Hellzapoppin (Forrest) Phila.  
Hellzapoppin (Community) Hershey, Pa., 27-28; (Lyric) Richmond, Va., 29-31.  
Louisiana Purchase (Cass) Detroit.  
My Sister Eileen (Geary) San Francisco.  
My Sister Eileen (Wibber) Boston.  
Native Son (Shubert Lafayette) Detroit.  
Pal Joey (Grand O. H.) Chi.  
Panama Hattie (Erlanger) Chi.  
Student Prince (Hanna) Cleveland.  
Theatre, with Cornelia Oils Skinner (Hartman) Columbus, O., 26-29; (English) Indianapolis, Ind., 29-31.  
They Can't Get You Down (Studebaker) Chi.  
Tobacco Road (National) Washington.  
Veloz & Yolanda (Royal Alexandra) Toronto, Can.; (Park) Youngstown, O., Feb. 2; (Shea) Erie, Pa., 3; (Colonial) Akron, O., 4; (Cox) Cincinnati 5-7.

## ICE SHOWS ON TOUR

Francy's, Dot, Star-Spangled Ice Revue (Hotel Lowery) St. Paul, until Feb. 2.  
Ice-Capades of 1942 (Garden) Pittsburgh 26-31; (Sports Arena) Hershey, Pa., Feb. 3-14.  
Ice Follies (Auditorium) Ottawa, Ont., Can., 27-28; (Forum) Montreal, Que., 29-Feb. 2; (Arena) New Haven, Conn., 4-10.  
Lewis, Dorothy (St. Regis Hotel) NYC.

## Rio de Janeiro Clubs Slump as American Acts Rush Back to U. S.

RIO DE JANEIRO, Jan. 14.—The slump in business has hit all clubs. Directly following the Japanese attacks on the U. S., night spots were practically deserted, with general public remaining at home listening to short-wave broadcasts. The withdrawal of U. S. performers from the casinos, following the Pacific bombings, has also had a tendency to slow up patronage.

At the Copacabana, Patricia Bowman and Paul Haakon pulled out two weeks in advance to return to the States. Their withdrawal had a decided effect on biz. Basil Fomeen, U. S. leader who fronted the show band since September 2, pulled out December 16, two weeks in advance of scheduled closing date.

Atlantico has also felt the effects of departure of Elsworth and Eleanor, U. S. dance team, who turned down additional dates. Kay, Katya and Kay, U. S. dance trio, current at the Grande Hotel Casino Guaruja in Santos, are expecting to return to the States soon.

The Urca has not been hit as hard. Management brought in Ray Ventura's band from Paris for December 23 opening, and biz has been holding up well. In the same show are Novak Sisters.

across; Whitey's Congeroo dancers, and Lee Brojde, all Americans.

Local bookers wonder what effect the U. S. entrance into the war will have on bookings of U. S. attractions into Rio casinos. U. S. acts have been considered heavy gross pullers.

With the Carnival season a short way off (February 12), all spots are concentrating on special shows, due to open the latter part of January. What effect world conditions may have on this year's Carnival remains to be seen.

## Niteries Fight To Keep Open Late Despite the War

PHILADELPHIA, Jan. 24.—Daylight-saving time, on its way back, is going to help all local niteries ops. State curfew is based strictly upon Eastern Standard Time, and closing Saturday midnight and 2 a.m. weekdays is being rigidly enforced by the State Liquor Control Board.

The federal law, effective 20 days after the President signs the bill, will allow local niteries to remain open until 1 a.m. Sundays and 3 a.m. other mornings.

LOS ANGELES, Jan. 24.—Several moves to close night clubs early in this area because of the war have seemingly failed. Fred E. Stewart, member of the State Board of Equalization, said in Sacramento there was no necessity for the early closing. Stewart added that licensees had co-operated with State, military and local authorities. Reform groups also want to prohibit the sale of liquor during blackouts.

## Guild Signs Seattle Club

SEATTLE, Wash., Jan. 24.—Jerry Ross, president of the American Guild of Variety Artists here, says the Guild and the China Pheasant, night spot on the Tacoma Highway, have reached an understanding. This is the first spot to accept the union demands for increased pay.

Only talent the Pheasant is currently showing is Carol King, singer, and a band.

The two vaude houses in town, the Palomar and the Rivoli, have met Guild terms.

## Vaude Back in Canton

CANTON, O., Jan. 24.—After an absence of several weeks, stagers will return to the Palace here February 6, when Duke Ellington opens for four days.

## Seattle Clubs Still Fighting Union Salaries

SEATTLE, Wash., Jan. 24.—There was new hope this week for the American Guild of Variety Artists and local club owners to get together and resume floorshows when the State liquor board lifted the ban on sale of beer and wine to men in uniform. The new AGVA here has gotten nowhere with its request for a higher scale, for club owners say their biz is off too far.

Showmen believe the main reason club biz is off is due to liquor board restrictions. However, blackouts and war tension have also hindered the business.

With the absence of acts, the Ranch has been operating with a no-cover-charge policy. Boob Whitson, emcee, and Wyatt Howard and His Dixieland Band stay on. The Show Box is still closed.

## AGVA Licenses New Ohio Nitery Agency

COLUMBUS, O., Jan. 24.—According to Duke Hall, local rep of the American Guild of Variety Artists, a franchise to book AGVA acts has been granted the Ohio Night Club Productions, Inc.

Officers of the new group are Rollin Shaffer, of the Palm Garden night club here, president; John Hergert, of the Ringside and Sunset clubs, Mount Vernon, vice-president; William Pancake, Roxy Club here, treasurer. Shaffer also is chairman of the board. Elmer Richter, who resigned from the Buckeye Retail Liquor Dealers' Association to promote the new booking agency, is general manager and secretary of the enterprise.

## London Theaters Emerge From Slump

LONDON, Dec. 19 (delayed).—Theater business slumped hard for two or three nights following Japanese entry into war. Indications now are of an upward swing, with pantomimes doing well.

Shakespeare Memorial Theater at Stratford-on-Avon has its first pantomime in Emile Littler's *Cinderella*. This comes about thru Littler's Prince of Wales Theater in Birmingham having been destroyed early in the year.

## Spokane Spot Has Meller

SPOKANE, Wash., Jan. 24.—Manager Walt Hunt is producing a *Little Nell* melodrama at Coeur d'Alene Hotel's Dutch Mill nightly. Spot has become a favorite of soldiers from Fort George Wright and Geiger Field.

## Aschenbeck Promoted

HOUSTON, Jan. 24.—W. F. (Bill) Aschenbeck is new manager of the Empire Room of the Rice Hotel, R. Bruce Carter, hotel manager, announces.

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Chicago, Chicago

(Reviewed Friday Afternoon, January 23)

Les Brown and band are as entertaining an outfit on the stage as they are in a cafe. Their work here belies the fact that the group is a comparatively new one, particularly for theater dates. Brown is at home at all times and so are his men and fem vocalist (Betty Bonney). The music is fresh and, as far as the jitterbugs go, inspiring.

Brown offers most of his standard fare which has proved itself on records and in cafes. The customers readily recognize it and welcome it with open arms.

His song department, including Ralph Young, baritone; Betty Bonney and "Butch" Stone, copped the applause honors. Young, handsome and virile, is on early with a couple of ballads. Miss Bonney follows the first of the two outside acts with such nifties as *It Ain't No Good, I Got It Bad, Jollin' Joe DeMaggio*, and *He's A-I in the Army*. She is cute and sweet and the voice fits her personality. "Butch" Stone, a veteran comic, stopped the show with his familiar "My Feet's Too Big." The guy has real stage presence and sells like an old vaudevillian.

Musically, the boys play both pops and classics in swing time, and do a good job. The Dorothy Hild Girls (16) dress up the stage in a couple of numbers, including *Chattanooga Choo Choo* (fast-moving routine) and a pretty design to Chopin's *Waltz in C-Sharp Minor*.

Martez and Delta follow the first line number with a sock session of balancing tricks. The blonde is on her male partner's head most of the time, while he places himself in odd positions and straightens out again. It's all performed to Latin tunes and moves along at a fast pace.

Fred Sanborn did well with his comedy xylophone act. Because of the many musical numbers dished out by Brown, a straight talking act would have been more fitting in the next-to-closing spot, but that, of course, is no reflection on Sanborn's work.

On screen, Barbara Stanwyck in *You Belong to Me*. Biz okay opening day. Sam Honigberg.

Strand, New York

(Reviewed Friday Afternoon, January 23)

Combo of a bristling stagershow with just a few lags in the thriller-diller, *All Thru the Night*, on the screen, drew strong business opening day, with S. R. O. all thru the morning and afternoon. Bob Chester's band is the major flesh dispenser, with only two outside acts, Georgie Price and Kay, Katya and Kay.

Chester's band, six brass, five sax (including the leader) and three rhythm, is in fine shape, musically and in showmanship. Band has achieved a nice polish on musicianship and presentation. New production number of *Wait Till the Sun Shines, Nellie*, with glee club backing, is still rough; otherwise a sock theater bit.

Band's opener was *Octave Jump*. A swell warmer-upper, winding into a medley of *Blues in the Night, Chattanooga Choo Choo* and *This Is No Laughing Matter*, with tempos changing smoothly.

Betty Bradley, fem warbler, sang *Winter Weather* well, but did a sock personality and delivery job on *Let's Do It Again*. Gene Howard, Chester's new male tonsil artist, made his theater bow, nervously but in fine voice. Did *One Love to Another* and *'Tis Autumn*.

Kay, Katya and Kay, slick ballroom adagio act, did two numbers. First, a straight bit of ballroom gracefulness

Vaudeville Reviews

interspersed with smooth spins and good balancing; second, a costume conversion job on the girl, the two boys remarking her into a toy toe dancer. Full of smooth equillibrists and a fast adagio finish.

Georgie Price, who came back via night clubs, is playing his first theater date here. Opened with a weak number but kept on strong after *Bye, Bye, Blackbird*. House went for his lampooning of Richman, Jolson, Cantor and Jessel. Of the Richman bit, Price remarked: "If he sees me do this he'll give me a punch in the nose." Parody on *I Got It Bad and That Ain't Good* started out as something of a morose reducer, but ending lyrics, "The Japs will get it good and that ain't bad," reversed the situation and tore the house apart. Encore take-off on *I Don't Want To Set the World on Fire* also kept the applause high.

Band staging and lighting were top-notch, with Chester an assured personality now. Only outstanding instrumentalist featured is Cy Baker, doing a trumpet solo on *Stardust* and lending some musical improvisations in the high spots. Closer was a band number, *Maine to California*, corkingly done.

Sol Zatt.

Orpheum, Los Angeles

(Reviewed Thursday Afternoon, Jan. 22)

After presenting two units, Sally Rand's and George White's, Orpheum goes back to variety before getting on a name-band policy again next week with Henry Busse. Headlined by Cliff Nazarro, who is also on the screen in *Pardon My Stripes*, show includes Lester Harding, Vic and Doty Phelps, Dayton Brothers, Eddie Cochran, and Petch and Deauville. Show is packed with talent, but slow moving.

Al Lyons and his pit ork get the show under way with *Hot Lips* to plug Busse's coming visit. This is followed with *Smoke Gets in Your Eyes* to bring Lester Harding to the mike for a chorus and a round of applause.

Vic and Doty Phelps, acro team, present excellent balancing and head-to-head work. Highlight is when Miss Phelps balances herself in a chair balanced on a perch Phelps holds on his head. Customers received them well.

Spending most of their time pulling punchless gags and knockabout stuff, Dayton Brothers seem to pad their act to their disadvantage. Both are good mouth-harp and guitar players and could offer some lively tunes. Act needs tightening and faster tempo.

Lester Harding has been here off and on the past three months. His tunes for this turn included *White Cliffs of Dover* and *Goodbye, Mama*. Had to beg off.

Eddie Cochran, magician, working with Miss Nadine, does a few silk handkerchief tricks, followed by the rice bowls. Encored with more silk hankie work, producing American flags.

Cliff Nazarro's monolog employs bang-up material, and his piano work is exceptional, to say nothing of his banter with double-talk interludes. He won the house with his minstrel-voiced singling of *I'll Remember*, with the customers bringing him back again for a chorus of *Make the Best of Every Day*.

Petch and Deauville, dance team, get off to a slow start but catch up with some good tapping and acro work. Well spotted, team works with perfect ease. Finish off with Arabian cartwheels.

Full house when caught. Sam Abbott.

State, New York

(Reviewed Thursday Evening, Jan. 22)

Presence of Dick Powell is responsible for a batch of femme trade this week. In his first vaude tour since clicking in flickers, Powell has apparently forgotten some of the tricks of the trade, but a strong and pleasant personality puts him over solid anyway. He is not beneath flashing his profile to the balcony to get some rapturous effects from the females. He does deliver solidly on songs, plays the sax and trumpet, clowns informally and gives a generally good all-round account of himself. In closing spot he gave the show a solid exit.

Sid Piernont has done all right with the rest of the talent. Bill is smoothly paced and has no dead spots. Pic, *Birth of the Blues*, will keep trade away because of its recent Paramount run. Ruby Zwering's pit band is mounted on stage this week. Johnny Woods maintains a brisk pace with his unobtrusive emseing.

Bill is opened by the Bell Troupe, a young and well-groomed group of four males and two femmes doing flashy teeterboard work. Neatest trick is a three-high, with two femmes catapulted simultaneously on to bottom man's shoulder. Wind up with a fast tumbling exhibition and got a nice hand.

Johnny Woods did strongly in deuce spot with his take-offs on radio personalities. Harris, Clare and Shannon followed in strong style with trick ballroomology. Harris assuming the double burden of lifting and spinning his two femme partners simultaneously. Did three numbers and encored.

Will and Gladys Ahern similarly got across. Will's comedy patter and singing and rope spinning are ably assisted by Gladys with a combo ballet and hemp twirling. Also encored.

Biz fair when caught. Joe Cohen.

Olympia, Miami

(Reviewed Friday Evening, January 16)

Four of the six acts are devoted to tripping the light fantastic in various moods and rhythms. Latin admirers were taken care of in song by a handsome caballero. Terri La Franconi, sporting a gay colored shawl and lacking only a whip to remind one of the movie character, Zorro. Did well with *Amapola* and *Rancho Grande*.

Show ran one hour and 20 minutes, but was well-paced. Gil Lamb, an excellent workman with dance impressions, emseed to good results. His best effort was a pantomime on a jitterbug patron squirming in his seat. Young patrons loved it.

Masters and Rollins attempt too much. With a hoop and a holler the fem tries to impress the audience that she belongs in a zoo. The act has tremendous possibilities if the team only realized where their strength lies. They should discard their gags and concentrate on dance impressions. Their comedy dancing is terrific, but the reverse holds true on their hoke and nonsense in front of the mike.

Maisy and Brach, unicyclists of outstanding ability, do more than the average act of this type. Perched high on unicycles, they achieve difficult balancing and juggling stunts to the rhythm of swing arrangements. Highlight is the spinning of 11 hoops in different directions while on the bike. Anything less spectacular would have failed to get the eyes of the audience away from Brach's charming blond partner. Outstanding theater act.

Barbara Belmont adds a dash of color to her acro dances with the use of stunning ostrich-feather fans.

The Irene Vermillion Troupe, four harpists with Miss Vermillion adding more acro dances, was okay.

Harry Reser's show band (11) was in the groove. Harry B. Kind.

Oriental, Chicago

(Reviewed Friday Afternoon, January 23)

There is excellence in showmanship and musicianship in the Duke Ellington band unit. It takes only the opening medley, in which established Ellington tunes are played, to realize that the band is a solid musical organization. And throught the show, most of the members step up front to prove that they can dish it out individually, too. The Duke gives each one ample oppor-

tunity and due credit, a gesture which looks mighty good from out front.

Marie Bryant, strutter, is on early for a muscle exercising session, responding rhythmically to a bugie number. Herb Jeffries, sound in voice and delivery, holds the spot for three numbers, including the famed *Flamingo*. Next comes the parade of individual band specialties. Novel and amusing. The top of them all is the *Concerto for Clinkers*, an original Ellington concoction which represents real entertainment and top fare for the musical students who know the musician by their notes.

Al Guster, interpretative tapper, furnishes a little relief from the musical heat wave.

Ivie Anderson, veteran band vocalist, comes thru solidly with a set of tunes, old and new, treated with her deep, impressive voice. Pot, Pan and Skillet, a trio recently in Ellington's *Jump for Joy Revue* in Los Angeles, bring laughs with their nondescript but funny nonsense.

Ellington is still the smart-looking showman and ace pianist. He works at the piano standing up and pounds out some ear-tingling music.

On screen, Jinx Falkenberg in *Sing for Your Supper*. Business good in the early afternoon opening day.

Sam Honigberg.

Palace, Akron

(Reviewed Thursday Evening, Jan. 15)

Revisiting Akron is Martha Raye, recovered from her recent illness. She displays that abundant energy that is far too personal for any movie camera to capture properly—and, consequently, she is an even more entertaining performer on stage than on screen.

A new song or an old hit has a special vitality when she sings it—and, despite a bit of uncertainty about the line of patter she should use at the opening performance, she was entirely enjoyable. Jackie Miles emseed, and his is a smooth job.

The Stuart-Morgan dancers, adagio, make you catch your breath as they toss a luscious blonde from wing to wing and almost to the proscenium arch. Tops in daring and grace.

Frank Conville and Sunny Dale are patter and pantomime comics. Conville's aimless "dancing" is shrewd burlesque, and funny. Miss Dale is an eye-opener who neatly decorates the act.

Still acts probably are remembered only by the older patrons—but the Rollo and Verna Pickert jitterbug on the high props is in tune for swing audiences. An opening act that won spontaneous response that almost stopped the show.

Screen fare, *Swing It, Soldier*.

Rex McConnell.

Irving, Wilkes-Barre, Pa.

(Reviewed Thursday Afternoon, January 22)

Well-balanced show opened with George Riley, emcee, setting fast pace with chatter and gags. When he leamed with attractive Helene Heller he added to mirth with wisecracks while she sang an operable number in which she showed promise when serious.

The Balabines, two men and girl, are a versatile trio. Open with all playing accordions, after which girl sings *South American Way*, to own accompaniment. Men followed with semi-classical and popular numbers, with girl returning for pleasing toe-tap routine. She did a split while playing small accordion, and men did intricate dance routines while doing likewise.

Olive and Lou Cartes were pleasing (See VAUDEVILLE REVIEWS on page 27)

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# Review of Units

## "Folies D'Amour"

(Reviewed Friday, January 9, at the National Theater, Richmond, Va.)

If you believe the title you'd expect *Folies* would have something to do with love. Folly, yes; love, no; entertainment, not too much.

The unit got the poorest reception that we have witnessed this season. Line of eight girls, poorly trained, had routines which were not of the best. In fact, at one time, this reviewer heard a hiss or two. And feminine pulchritude, even when not so hot, is the most acceptable asset to patrons here.

Mary Vader was featured in an acrobatic, baton swinging number which failed to click. Sully and Thomas, song, dance and patter team, are corny.

The show picked up with Professor Sheer, who plays tunes on a saw, an accordion and his own skull. With different surroundings the professor's act would go well. The contortions of the Young Sisters merited little response.

Only at one time was there any semblance of real applause. This was garnered by the Banfields, veteran vaude team of ball-bouncers. Everything they did looked easy from out front and they made their tennis balls do just about everything.

Pic, *Tuxedo Junction*.

Ban Eddington.

## "Revue Glorified"

(Reviewed at the National Theater, Richmond, Va., Friday, January 2)

Frank Taylor has fallen far short of his usual stride with this revue. Whether the show is too new to be completely polished yet or whether it needs one or two sock acts to bolster those already there (none of which are really bad) it is hard to decide. Nevertheless, the show lacks punch.

Billy Farrell works hard as emcee but the moth-eaten gags do not help him keep the pace. He works with several plants and introduces several blackouts.

Quite the finest act with the unit is Webber Brothers and Chetita, Mexican tight-wire turn. Their insane asylum bit, with a flag-waving finale, merited the applause.

Gordon Ray is at his best with his tap dance on skates. His accordion playing (billed as tops) was not up to par. In a pleasing manner, Pat Sheridan sings several pops, all of which were adequate. Needs further training in stage presence.

The Noble Trio, two boys and a girl, offer a standard high bar act which was adequate and would be more pleasing if smoothed out a bit.

A knockabout turn offered by Curtis and Leroy was not bad. Curtis is responsible for the laughs. Particularly funny is their soldier number.

An eight-girl line does four routines, none of them outstanding enough to warrant mention.

Picture was *Miss Polly*.

Ban Eddington.

## George White's "Scandals Cavalcade"

(Reviewed at Orpheum Theater, Los Angeles, Thursday Evening, January 15)

The show caught is far below the standard one would think a person like George White would set. Show has talent, pretty girls and attractive costumes, but it runs slipshod over 60 minutes. It could be tightened, the dances perked up, the comedian given new material and made into a first-rate attraction. Outside of some good comedy work by Charlie Kemper and comedy dancing by Harris and Shore, the latter show-stopping both times out, the show offers slim entertainment.

*Cavalcade* opens with *Are You Having Any Fun?*, offstage femme voice handling it. Sixteen good-lookers are on to dance to *St. Louis Blues*. Freda Sullivan, shapely dancer, follows with high kicks and acro work and closes with one-hand overs. She knows her business but doesn't try too hard to follow the music.

Charlie Kemper, robust comedian, is entertaining with his burlesque comedy. Those familiar with burlesque know the material well, but Kemper puts it across.

*Charleston Dance* brings on 12 girls, with Kay Penton doing a good job on *Charleston* vocals. Girls dance off stage and come back with dummies.

Harris and Shore, comedy dance team, display their wares skillfully. Satirizing

ballroom dance teams, they do slick lifts and turns with an amusing angle. Timing is perfect and Miss Shore's clever clowning proves her a most capable artist. Team works smoothly and has plenty of personality. Netted a show-stop.

Miss Penton does well on the vocals for the next number, which shows how Gypsy Rose Lee would strip. With spot on the vocalist, three girls "strip" at her side. When they're apparently un-

(See REVIEW OF UNITS on page 27)

## Kay, Richman Big, As Bowery Is Shut For 15 Days by B'd

DETROIT, Jan. 24.—Business at the Bowery, Detroit's night spot barometer, has been only fair the past month, with Beatrice Kay, a return engagement, hitting the recent high of 11,000 patrons, with the New Year's Eve show crowd of 1,200 to help out. Figure is somewhat under her 13,000 on her last booking here in September, six days, indicating business is downward as a result of automotive layoffs.

Latter factor is hitting higher priced night clubs more than theaters and neighborhood cafes.

Lillian Carmen and Larry Blake, teamed the week before Miss Kay, drew 8,000, following Frances Faye's 7,000.

Harry Richman did a modest 10,000 last week, about equal to the draw at his last Bowery booking, while Helen Kane, who followed, managed to draw about 3,000 in her first four days (January 19 to 22) before the spot was closed for 15 days by the State Liquor Control Commission.

## Luigi's, Syracuse, Long Dark, Reopens

SYRACUSE, Jan. 24.—Luigi's Italian Village has reopened after having been closed several months by the Onondaga County ABC Board.

Operated by Louis Mancini, the Village has been completely remodeled, with a circular glass bar topped by a small piano. Featured is the Pine Room, done in pine with soft lights. Seven-piece orchestra is fronted by Johnnie Kamels. A three-day opening celebration took place last week.

Mancini, who for several years booked good shows, is undecided yet whether he will return to that policy.

## Gene Austin's 2-Weeker Okay for Atlanta Hotel

ATLANTA, Jan. 24.—The two weeks of Gene Austin at the Henry Grady Hotel drew good business, tho he didn't do as big as in the past, due to war conditions and a severe cold wave.

Gene featured his wife, Dottie Sherrod, of the Sherrod Sisters team, in some of his encores, and introduced his newest song, *Take Your Shoes Off, Daddy*.

## Talent Agencies

WILL J. HARRIS, back in Chicago following the closing of the Mainstreet, Kansas City, Mo., will produce the Russian Aid Relief show at the Chi Stadium February 22.

GEORGE WOOD back to New York from Florida. He had his tonsils out prior to his Florida trip. . . . BILL MILLER left New York for California Wednesday (21). . . . JUDITH LAWTON has Ray and Arthur, the Lamarrs and Richards and Carson at the Ansley Hotel, Atlanta. . . . MILTON KRASNY departs from New York Monday for Florida. . . . Harry Kilby will leave in about two weeks for another Florida jaunt.

HARRY SANTLEY, of Phil Tyrrell's office, Chicago, has set Collette Lyons into the Hi Hat, Chicago, for four weeks starting February 20; Ruth Daye into the Colony Club, Chicago, for four weeks beginning February 20; the Deep River Boys with the *Harlem Merry-Go-Round* at the Regal Theater, Chicago, week of January 23, and the Three Loose Nuts into the Grand Terrace, Chicago, for four weeks beginning January 16.

## Philly Clubs Booking More Colored Acts

PHILADELPHIA, Jan. 24.—Town's niteries are going overboard on colored acts. Lack of a colored vaude house here makes the populace eager to greet such performers, as evidenced by the top grosses pulled by all-sepia shows at the Earle Theater.

Mayo's Showplace has changed to all-sepia shows, bringing in Black Eye Peas and His Harlem Express Revue, with Louis Wright and His Harlem Swingsters. Club Ball, town's top nitery, is headlining the Delta Rhythm Boys, doubling at the Little Rathskeller. The Three Peppers have become an institution for Frank Palumbo, doubling between Palumbo's Cafe and his New 20th Century Club.

The Charioteers, doubling from *Hells-a-poppin*, headline at the Swan Club. Cadillac Tavern is topping its bill with Stepin Fetchit. DeLloyd McKay and Jerry Tapps are at Lexington Casino. The Thunderbolts support the bill at Stamp's Cafe. Beale Street Boys headline Irvin Wolf's *Rendezvous*.

Demand is heavy for three-piece live outfits which sing and play. Moreover, 1,700 Negro members of the 76th Coast Artillery encamped here have boomed business at the Harlem hotteries.

## Hogan Expands; Adds M. Glaser

CHICAGO, Jan. 24.—Charles Hogan, local indie booker, is expanding and on February 2 is bringing Marcus Glaser, agent, into his office. Glaser is giving up his own list of acts.

Hogan is now the largest booker in this area, booking the Oriental here and Riverside, Chicago, both full-weekers; Stratford, Chicago, Saturday and Sunday; Paramount, Hammond, Ind., Sunday, and spot bookings in Warner and Standard theaters in Indiana and Wisconsin.

## Coast Clubs Protest Law on Minor Patrons

LOS ANGELES, Jan. 24.—Seeking to protect themselves from loss of liquor licenses, owners and operators of clubs in Riverside County have asked the board of supervisors that minors be excluded by ordinance from places where liquor and dancing are permitted.

Operators said they exert every effort to avoid sales to minors yet they are held responsible for adults giving drinks to the minors.

Proposal came after church groups had asked the drafting of a law to separate dancing from liquor sales.

## Horace Williams "Unfair"

CINCINNATI, Jan. 24.—Horace Williamson, local booker, has been placed on its unfair list by the American Guild of Variety Artists on the charges of working acts under scale, booking non-AGVA acts, serving as actor and agent, failure to pay unemployment insurance and Social Security taxes, and failure to issue the proper contract to an AGVA act.

## Conn. Clubs Fingerprinted

BRIDGEPORT, Conn., Jan. 24.—In accordance with orders issued by the Connecticut State Liquor Commission, all permittees and employees in any spot selling liquor will have to be fingerprinted.

## Norwich House to Loew

NORWICH, Conn., Jan. 24.—The Broadway Theater has been added to the Loew-Poll Connecticut chain. House was originally owned by S. Z. Poll and later leased to Warner. Has been renamed the Loew-Poll Theater.

## Vaudeville Notes

PEGGY V. TAYLOR, concert dancer, is presenting a program of "hand dances" at Carnegie Chamber Music Hall, New York, February 15.

SANDRA LYDELL (Edna Raphael), now located in New York and a dancer with the *International Revue of 1942*, is visiting Natchez, Miss., with her parents, Mr. and Mrs. Charles Raphael.

GEORGE MURPHY is getting \$3,000 a week for his theater dates arranged by MCA.

WESSON BROTHERS went into the Bowery, Detroit, January 26 for one week and option and play the Strand, New York, February 13, for three weeks. Set thru Abner Greshler.

## Woolley Manager of Tropics, New Click

DETROIT, Jan. 24.—Mal E. Woolley has been named manager of the Tropics, only local three-level downtown spot. G. E. Lotsmen, former manager, has left for Chicago.

Lowered prices are being put into effect at the Tropics. Installation of kitchen service has given club a dinner trade.

Show policy, novelty floorshows, remains. Johnny Pineapple is in the now appropriately named Hawaiian Village for four weeks.

## What-To-Do-in-Case For Nitery Patrons

PITTSBURGH, Jan. 24.—Instructions on what to do in case of blackout or air raid alarm, have been placed on tables of William Penn Hotel's Continental Bar and Chatterbox.

Card of information advises patrons to "remain seated and continue normal pursuits. Remember that a steel, brick and stone building like this hotel is your best protection. Our staff is thoroly trained to look out for your safety and comfort, and will direct you."

## Snake Dancer Bitten

SCRANTON, Pa., Jan. 24.—A snake added an unrehearsed scene to a snake dancer's routine at the Kit Kat Club here Wednesday (21). The charmer was removed to the State Hospital with wounds of the arm.

Princess Luana, of Philadelphia, according to the name given hospital doctors, replaced one of her snakes last Saturday, and the new reptile was blamed for the accident. The reptiles she used are more than six feet long but are supposedly non-poisonous.

## Opens New Orleans Club

NEW ORLEANS, Jan. 24.—Joe Wright opened his new cocktail lounge on Canal Street January 10. Spot has booked Joy and Gypsy Lee and house ork.

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# Vaudefilm Grosses

## Broadway Biz Good; Strand Opens Well; Nice 49G for 4th at Para; State Fair

NEW YORK.—Business is holding up fairly well considering holdovers and dull weekdays. Only new openers were the Strand and State.

The Paramount (3,664 seats; \$41,981 house average), now in the fourth and final week of Gene Krupa, Dean Murphy, Dinah Shore, and pic, *Louisiana Purchase*, is expected to wind up with a comfortable \$35,000. Last week's bag was \$49,000, previous weeks took \$62,000 and \$91,000 respectively.

The Strand (2,578 seats; \$30,913 house average) has a new bill, with Bob Chester's band, Georgie Price and film *All Thru the Night*, and should get \$37,000 the opening week. Bill with Jimmy Dorsey's ork and *The Man Who Came to Dinner* was yanked after three extremely profitable weeks because of previous commitments. Last week of this bill took a very good \$39,000; other sessions got \$47,000 and \$58,000 respectively. Starting with the current layout, house went back to Friday openings.

The Roxy (5,335 seats; \$38,789 house average), now in the second week of *I Wake Up Screaming*, is figured for \$28,000. Stage bill is composed of Bob Hammon, Equillo Brothers and the Ben Yost singers. First session wound up with \$38,500.

The Music Hall (6,200 seats; \$84,000 house average) is going strong with the second week of *Ball of Fire* and stage-show with Bob Dupont and Hubert Cas-

tle. Expected take, \$80,000. Opening week chalked up \$94,000.

Loew's State (3,327 seats; \$20,500 house average), with its new bill including Dick Powell, Johnny Woods; Harris, Clare and Shannon, and film *Birth of the Blues*, is expected to do around \$20,000. Last week, with Vincent Lopez's ork, Bob Evans and *Skylark*, did a mediocre \$18,000.

## Brown, Ellington Open Well in Chi; L & H Set Record

CHICAGO.—Two band units, both with a local box-office following, and ideal opening-day weather started the Loop's combo houses week of January 23 on the right foot. Chicago (4,000 seats; \$32,000 house average) opened well with Les Brown's band, fresh from a long run in the neighboring Blackhawk Cafe and Columbia's *You Belong to Me*. Week of January 16, the house did \$32,000, with the second stanza of Griff Williams and band plus Warner's *They Died With Their Boots On*. A nice enough \$69,000 gross has been scooped up for the fortnight's run.

Oriental (3,200 seats; \$16,000 house average) is heading for another bright week with Duke Ellington's band unit and Columbia's *Sting for Your Supper*. Opening day started with near-capacity biz. Week of January 16, house established a record for a no-holiday session with Laurel and Hardy in person plus Universal's *Bombay Clipper*. Closed with a terrific \$22,500. Comedy team was made to order for this pop-priced house.

## Miller Fat 42G In Detroit; Col. Off; Sullivan Okay

DETROIT.—Local vaude biz showed typical fluctuation last week, with the Michigan Theater soaring to near-record figures with a single week of stage-shows, playing Glenn Miller's band, while the Colonial, more typical of local business trends, dropped, proving one thing—that name attractions alone will bring out crowds here.

The Colonial (1,500 seats; house average, \$6,000) dropped name shows, principally because of the non-availability of suitable attractions, and gross dropped way down to \$5,100, according to Manager Ray Schreiber. This represents the lowest figure, outside of Christmas week and one week of sub-zero weather, since the Pearl Harbor incident.

At the Michigan (4,000 seats; house average, \$16,000) with Glenn Miller's band, gross was estimated at \$42,000, which is around house-record figures.

At the Paradise (2,000 seats; house average, \$6,000), using all-colored shows, Maxine Sullivan and the Bama State Collegians upped the gross from recent low weeks to a modest \$6,500, close to top figure, so far, for this house.

## Spitalny Good 21G; Ball, Arnaz Ditto

PITTSBURGH.—Stanley has grossed \$21,000 for two successive weeks, \$300 above average for 1941 weekly receipts.

For week ended January 23 Phil Spitalny's all-girl orchestra received critical applause and front-page breaks in *The Press* because of a special Sunday morning show presented for the paper's 2,200 carrier boys, who are selling Defense Stamps. Film was *All Through the Night*.

Week before, the bill included Lucille Ball, Desi Arnaz, Hal LeRoy, Clyde McCoy's orchestra and the film *Look Laughing*.

## "Bowery" Unit Big 9G in Dayton, O.

DAYTON, O.—*Bowery Follies* unit, the best unit show to play here this season, grossed approximately \$9,000, best week the Colonial has had for some time.

Laurel and Hardy plus Judy Starr begin a parade of name acts this week. Also on the bill is the Great Lester.

# Heidt, J. Dorsey, Tucker Tops As Bands Dominate Minneapolis

MINNEAPOLIS.—Continuing the huge box-office appeal they have enjoyed throught the country name bands sparked the Orpheum total gross to \$183,000 for 12 stage attractions from March 27, 1941, thru November 27. House manager is William Sears, with Jerry Bloodow assistant.

To Horace Heidt and orchestra went the accolade for the largest box-office take. Heidt racked up \$22,500 week of October 11. On the Sunday of this week's engagement he played to 11,500 persons, one of the largest audiences in the 2,800-seat house in years.

Jimmy Dorsey hit \$21,000 week of October 31, followed November 6 by Orrin Tucker's \$20,000. Only non-ork attraction to come near these figures was the George White *Scandals* unit

## \$2,201 for Welk In Aurora House

AURORA, Ill.—Lawrence Welk and band grossed \$2,201 at the Paramount Theater here Wednesday (31) when they played the first stagershow in this house since last April. Gross compares favorably with \$1,500 take in March, 1940, here. Management is now interested in playing flesh more often, due to Welk's good biz.

Screen had *Perfect Snob*. House seats 2,100 and is scaled at 33, 00 and 55 cents.

## Orph, L. A., 95C

LOS ANGELES.—Following on the heels of Sally Rand's unit, George White's *Scandals Cavalcade* grossed a fair \$9,500 at the Orpheum (2,200 seater) last week. Admissions were 30, 40 and 55 cents. Film was *I Killed That Man*. House average is \$7,500.

# Club Talent

### New York:

BEN ROCHELLE, of Rochelle and Beebe, dropped out of the Park Central Hotel show last week due to a sprained back.

TENNER AND SWIFT have left for South America to start at the Urca. Hal Sands booked. . . . PATRICIA BOWMAN AND PAUL HAAKON have arrived here after a holdover date at the Copacabana, Rio de Janeiro.

### Chicago:

NIGHT CLUB OWNERS and acts pitched in this week to the \$10,000 Red Cross Fund pledged by local cafes. Performer's gave up a day's salary. . . . GOMEZ AND MINOR are taking a two-month cafe rest, following a run at the Colony Club here. Luis Gomez will devote some time to his dance school here, while Hope Minor will remain in New York.

### Philadelphia:

DOROTHY BLAINE, at Jack Lynch's Walton Roof, notified that RKO had taken up its option on her. . . . KATHERINE BEHNEY brings her *Winter Garden Revue* intact to Weber's Hofbrau. . . . VAUGHN COMFORT in the lead for the opening of Glendening's Cafe, town's newest nitery. . . . SAM DISSIN, who formerly managed the Bandwagon Ballroom here, is the new manager of Carmen Torrente's Lido Venice Cafe.

### Cincinnati:

GEORGE BERNARD DANCERS closed six weeks at the Lookout House, Covington, Ky., Monday night (26) and moved to Syracuse for a nitery stop before heading for Florida. . . . SAM A. CAREY, managing director of Beverly Hills Country Club, Newport, Ky., is vacationing in Sarasota, Fla. . . . BOB EVANS, Joe Arena and the Russi Sisters opened Friday (23) at Glenn Rendezvous, Newport, Ky., for a two-weeker. Collette and Barry and their Little Show, now in their fifth week there, wind up after next week. . . . LOIS SULLIVAN, former hostess at the Gibson Hotel's Sidewalk

Cafe, has been appointed manager of the spot.

### Hollywood:

PAUL WINCHELL opens at the Biltmore Bowl January 29. . . . THE DUFFINS, current at Jimmy Contratto's Trianon, were forced to lay off several days because of an accident. . . . AL AND CORINE FANTON recently returned from Honolulu. Were there during the raid on Pearl Harbor. . . . LARRY MADDI arrived recently from New York and is current at the Huntington Hotel, Pasadena. . . . DEVELLO AND WANDA are working on a new adagio number for theater engagements. . . . JERRY BERGEN opened recently at Slapsie Maxie's. . . . R. A. GILBERT is back from Honolulu. . . . SALLY RAND, at the Orpheum last week, was guest of honor of the Pacific Coast Showmen's Association at a regular meeting.

### Here and There:

HARRIS AND BURNS are being held indefinitely at 113 Club, Fort Wayne, Ind. . . . JEAN RICHEY closes at Colosimo's, Chicago, February 1. . . . KAAIHUE'S HAWAIIANS, after a four-week return at Hotel Gibson, Cincinnati, opened January 9 at Hotel Biltmore, Dayton, O. . . . EDDIE LEWIS is current at Canyon's Supper Club, Wichita, Kan. . . . DANNY ROGERS, late of the team of Rogers and Morris, is opening an indefinite engagement as emcee at the 885 Club, Chicago, after a week at the Colonial Theater, Detroit. . . . THE ALBINS followed their Rice Hotel, Houston, date with a four-week run at the Five o'Clock Club, Miami Beach, Fla., which started Wednesday (31). . . . FAITH BACON, after four weeks at the Latin Quarter, New York, opened Monday (26) at the Olympia Theater, Miami. . . . JEAN RICHEY closes at Colosimo's, Chicago, February 4 and on the 12th begins a four-weeker at Sans Souci Casino, Havana, set by Ray Lyte, of the O'Malley office, Chicago. . . . EVELYN AND BERNIE LIT are in their 10th week at Green Villa, Baltimore. . . . ROY DOUGLAS, vent, after four weeks at Kaufman's night club,

week of August 29, which garnered \$17,000. Nine of the 13 attractions were orchestras.

Billings and estimated grosses follow: Week of March 27—Joe Reichman's orchestra; *The Westerner*, pic; \$9,500.

April 3—Ralph Edward's *Truth or Consequences* with Ray Herbeck's orchestra; *Come Live on Screen*; \$11,500.

April 25—Wayne King orchestra; *Trial of Mary Dugan*, movie; \$13,500.

May 2—Woody Herman orchestra; *That Uncertain Feeling* on screen; \$11,500.

May 9—Major Bowes' *Talent Parade*; *Topper Returns*, pic; \$9,500.

July 11—Paul Whiteman orchestra; *She Knew All the Answers*, film; \$16,800.

August 29—George White *Scandals*, with Helen Morgan; *Sunny* on screen; \$17,000.

October 11—Horace Heidt orchestra; *Whistling in the Dark*, movie; \$22,500.

October 31—Jimmy Dorsey orchestra; *New York Town*, pic; \$21,000.

November 6—Orrin Tucker and Bonnie Baker; *Married Bachelor* on screen; \$20,000.

November 19—Will Bradley orchestra with Ray McKinley; *Appointment for Love*, pic; \$15,000.

November 27—Lawrence Welk orchestra; *Unholy Partners* on screen; \$16,000.

## Kaye Swell in Prov.

PROVIDENCE.—Sammy Kaye and his orchestra, with Sue Ryan and the Three Smart Girls as supporting bill, got a fine \$10,750 in four days at the Metropolitan here ended January 18.

Fay's Theater for week ended January 15 grossed a strong \$6,700, with Eva Barcinka, Hollywood Co-Eds, Ted Waldman and Susie Haukane and Lonya, Billy Van, Oscar Davis and the Three Aeromaniacs, with *South of Tahiti* on screen.

## Palomar Off

SEATTLE.—The still well above the \$5,000 weekly average, the Palomar (1,450 seats) slipped down a little last week with the showing of Val Stez, Lloyd and Willis, Eddie Burnette and Lucille, Dubarrie's Birds and Kitty Mulligan. Grossed \$6,400, which is a little below the high marks set the first two weeks of the new year.

On screen was *Lady for a Night*.

Buffalo, is playing dates around his home town, Whitestone, N. Y. . . . JACKIE MILES went into the Paddock Club, Miami Beach, Fla., January 17. . . . CARL RAVAZZA band to the Rice Hotel, Houston, February 13. . . . ADRIENNE going to the Walton Roof, Philadelphia, January 22.

BURNS TWINS AND EVELYN opened at the Earle Theater, Philadelphia, last Friday (23). . . . MAARCIA AND RENE CHUNSETT, who close January 27 at the Park Plaza Hotel, St. Louis, and Val Voltaine, the perfume magician, who last Thursday (22) concluded a fortnight's stand at the Glenn Rendezvous, Newport, Ky., open January 30 at Hotel Baker, Dallas.

HARRIETT PEEBLES, leader of the Rhythmettes at the Studio Club, Detroit, is recovering from a broken foot and appendectomy in Saratoga Hospital, Detroit.

JANE FROMAN opens February 6 at the Royal Palm, Miami Beach, Fla. . . . ADELAIDE MOFFETT set for the Clover Club, Miami, February 18. . . . FRANCES FAYE bows at the Dempsey Vanderbilt, Miami Beach, February 5. . . . HARRY GOURFAIN'S ice show completed its four weeks at the Copley-Plaza Hotel, Boston, last week. May play vaude.

HAL LEROY is the January 25 starter at the Latin Quarter, Boston. . . . CAL-LAHAN SISTERS are a holdover at the Chez Paree, Chicago. . . . BARBARA AND BARRY LESLIE are new at the Mount Royal Hotel, Montreal. . . . IRENE HILDA, a Sol Tepper booking at the Samovar, Montreal, being held for another four weeks. . . . TRYON SISTERS, Gull-Gull and Gene Stockwell included in the new show at the Club Charles, Baltimore. . . . CULLY RICHARDS set for the Tic Toc, Montreal, March 2. . . . MARIA KARSON TRIO goes into the Woodruff Hotel, Joliet, Ill., January 27 thru MCA.

MURIEL PAGE has moved from the (See CLUB TALENT on page 27)



## Mastbaum, Philly, May Reopen With Pit Band Policy

PHILADELPHIA, Jan. 24.—Warner's Mastbaum Theater, 5,000-seater dark for many years, may return to vaude. While each year has brought fresh rumors about the reopening of the house, this time the possibility was affirmed by Ted Schlanger, Warner zone chief here. He explained that because of heavy local pay rolls chances are excellent for the Mastbaum to become a paying proposition. The various unions have already been sounded out. Only thing holding up definite action is the shortage in first-run pictures.

Policy of the house is expected to follow that of Warners' Strand Theater in New York. Mastbaum formerly employed a large symphony orchestra. Since a name band policy holds forth at Warners' Earle here, Mastbaum may revert to elaborate presentations.

## Eyssell New Head Of RC Music Hall

NEW YORK, Jan. 24.—Gus S. Eyssell, assistant to the managing director of the Radio City Music Hall since its opening in 1933, has been named managing director and president of the Radio City Music Hall Corporation, succeeding the late William G. Van Schmus, who died last week.

Announcement was made by Barton P. Turnbull, acting president of Rockefeller Center, Inc., at a meeting of Radio City executives. New members elected to the board are Lawrence Kirkland, Vanderbilt Webb and Russell Downing. Board officers include Merlin H. Aylesworth, chairman; Leon Leonidoff, vice-president; Downing, treasurer, and Rudolph Travers, secretary.

Eyssell managed theaters in Kansas City and Los Angeles before coming to New York to manage houses which included the Rivoli, Rialto and the Brooklyn Paramount. No successor has been appointed to fill Eyssell's previous post.

## New Carroll Unit; Miller-Rogers Show

NEW YORK, Jan. 24.—Two new units are currently being cast for vaude. Earl Carroll is setting up another *Vanities*, which will probably take to the road when the first company finishes its schedule, and Bill Miller is rounding out a unit with Harry Rogers, *Bring On the Women*. Tentatively slated for the femme lead is Imogene Coca.

The Miller unit will contain the largest line of any of the units, calling for 36 girls and eight boys. Allen Gilbert will produce. Rehearsals start around February 1.

Miles Ingalls is casting the new Carroll unit.

## Powell at \$5,500 For Vaude Dates

NEW YORK, Jan. 24.—Dick Powell is scheduled for the State, Hartford, Conn., January 30, following his run at the State, New York, week of January 22. He follows Hartford with the Oriental, Chicago, February 6.

The William Morris office is agenting. Asking \$5,500 a week.

This is Powell's first vaude tour since becoming a film name.

## AGVA Ups Minimums

HOLLYWOOD, Jan. 24.—Thru an agreement signed by Leslie Litomy, executive secretary of the Los Angeles local, American Guild of Variety Artists, and E. Cavello, of Riviera Restaurant, singles opening in the Riviera show January 27 will receive a minimum of \$45 and doubles \$90. Pay increases are \$5 and \$15 respectively.

## Cat & Fiddle Gets 20 Days

CINCINNATI, Jan. 24.—Cat and Fiddle, popular West End nitery, operated by Herman and Ben Rafalo, has had its liquor license suspended for 20 days, ending January 31, by the Ohio State Liquor Board on charge of Sunday sale of liquor. The spot will continue with shows and music thru the suspension.

## Bert Harris Now A Hospital Worker

CHICAGO, Jan. 24.—Bert Harris, formerly of the Harris Twins and Loretta, is now established at a Van Nuys (Calif.) hospital as an associate in the paralytic department.

The act was in a serious auto accident a couple of years ago, killing Ben Harris and crippling Bert's wife, Loretta. When doctors gave up hope of putting Loretta on her feet again, Bert persistently continued to massage her muscles and apply various treatments, and eventually brought her back to health.

The Van Nuys institution invited him to do similar work for other unfortunates, and for the last year he has been devoting his entire time to aiding cripples. Several cripples make his small ranch their home, where they are under his constant care.

## Chez Ami, Buffalo, To Reopen March 1, After Big Xmas Fire

BUFFALO, Jan. 24.—The Chez Ami Club will reopen March 1, having been closed since Christmas night, when a fire destroyed the interior of Phil Amigone's theater-restaurant. Damages ran around \$50,000. Most of this is covered by insurance, but the loss of New Year's Eve business hurt.

Jack Grood bemoans the fact that his special files burned up and it will take some time before he'll be able to rebuild his talent file, accumulated thru six years of night club operation. The revolving bar, which cost \$10,000, will be repaired. The interior was redecorated completely last April, and Chez Ami management is now wondering how it can improve the last color layout and design.

Grood was at the Kleinhans Music Hall Lounge, concession of which Chez Ami handles, when fire started, but arrived quickly to assist Amigone with panic-stricken mob.

## Buffalo 20th Cent. Corp. in Shake-Up

BUFFALO, Jan. 24.—It is disclosed by the 20th Century Theater management that a shake-up in the corporation set-up has been in effect since last summer. Most important was the replacement of Nikitas Dipson, president of Century corporation, and Andrew Gibson. Robert Murphy has been general house manager since early fall, when Richard Kemper left to manage the Erlanger legit house, which was then purchased by Dipson.

Murphy is now president of the Century Theater Corporation. Clarence William is the new assistant manager. Midland Properties, Inc., owns the building in which the Century is located.

Century continues okay with its new vaudefilm policy. Meyer Balsom, featured, conducts the 15-piece house ork plus vocalists.

## Stokes Into Chi Theater; Andrews Sis Date Moved Up

CHICAGO, Jan. 24.—Harold Stokes and his new band, who wind up their first run at the Edgewater Beach Hotel next Thursday (29), go into the Chicago Theater week of February 6. The King's Jesters will remain as a co-feature with the ork.

The Andrews Sisters' two-week Chicago date has been moved up to weeks of February 20 and 27 and will use the Johnny Long and Lou Breese orks respectively.

## Sam Lesner Cafe Reviewer

CHICAGO, Jan. 24.—Sam Lesner is now reviewing night club shows for *The Daily News* here, replacing Joe Lawler. Policy remains the same, limiting ad space to the more reputable rooms and reviews to those spots using advertising.

## "Esquire" Says No

ATLANTIC CITY, Jan. 24.—Hitting into legal complications after operating for almost three years as the Esquire Bar, Dick Mahoney and Fred Massuci, operating the nitery, are now forced by *Esquire* mag to change the name of the spot.

## 90 Houses in N. Y. Area Using Small-Budget Vaude and Units; Sometimes Take Money Acts, Too

NEW YORK, Jan. 24.—Replacing bingo and other movie theater stunts is one and two-night vaude in this area. Around 90 houses in the metropolitan area are using small vaude units and low-budgeted five-act bills with fair regularity. It all started several years ago with amateur shows costing local houses around \$50 a night. These gradually became billed as vaude or revues, the budgets going up slowly until now the average local house using this type of show pays around \$150 a night for show and five-piece band, excluding cost of three-man union backstage crew. A good indication of the way these small bills encourage some houses to spend real dough is the Hal Sherman unit, which played the Alden, Jamaica, January 16-18, at \$1,000 for three days, and also the Sally Rand bill that played six days at the same house a couple of months ago.

Lee Posner and Billy Jackson have been among the most energetic producers of units playing local RKO, Loew, Skouras and indie houses. Posner, who is booking the Hal Sherman unit, sold to local

circuits the *Club Gaucho Revue*, *Night in Havana*, *Harlemiana*, *Music Master* and *Greenwich Village Inn* shows, and is preparing a 22-people unit, *Cafe Bohemia*, at \$250-\$275 a day, and a *Round the Globe Revue*, 13 girls, including the five-piece girl band. Posner, incidentally, foreseeing a shortage of male musicians due to the war, is using a girl band with his *Bohemia* unit as well as for his all-girl unit.

Most of the small units that have been playing around carry 12 to 15 people, including the five-piece union minimum band, and ask for \$150 a night. House usually spends another \$100 for publicity, advertising and stagehands.

Jackson has had several units out, including the *Gay Nineties Revue*, *Corn-sapoppin* unit and many others.

Most units run 45 to 50 minutes, but when there's a long film, like *How Green Was My Valley*, the second film is dropped and often the stagemat is cut to 40 minutes.

Bookings are usually arranged direct with the division managers. Charles MacDonald and Lou Goldberg are examples of RKO division managers who have taken a lot of vaude shows; and Seymour Mayer, of Loew, is another.

Units were originally used to bolster Tuesday and Wednesday nights, but are now used thruout the week. It is estimated that 40 Skouras houses, 30 RKO and 20 Loew use vaude shows on and off. At the moment, Loew is using five-act bills and units booked thru the WHN Artists' Bureau. RKO is using units booked thru its division managers. Skouras is using mostly five-act bills booked thru Arthur Fisher. Loew is also using Joey Adams as emcee at five of its local houses on different nights.

The Hal Sherman unit, cast by Abner J. Greshler, has Charles Carille, Lenas and Dublin, Corley Sisters, Pat Hill and Marionettes, and Ving Merlin and band.

David Stern, long the most active booker of amateur shows, "special nights" and low-budget vaude bills, is still spotting talent into many local houses.

Meanwhile, local circuit houses continue to hypo box offices with all kinds of stunts, such as local talent shows (a fancy name for amateur shows), tie-ups with neighborhood dance and vocal schools, merchant tie-ups, beauty contests and comedy auctions.

## San Francisco Clubs Worried: Blackouts, Daylight Saving, Etc.

SAN FRANCISCO, Jan. 24.—Night spots hereafter may not remain open after the 2 a.m. liquor closing hour, the police commission ruled this week. The commission revoked a ruling issued during the 1939 Golden Gate International Exposition which permitted clubs to remain open until 4 a.m.

Already adversely affected by blackouts and the possibility of further drop-off because of the adoption of the emergency daylight-saving measure, owners feel that the commission's new ruling will just about kyo night life. With the exception of the Bal Tabarin, which is currently showing *Grandfather's Folies* at 9:40 and 12, clubs have been presenting their shows at 9, 13 and 3, but this is now likely to be changed to 9, 11 and 1.

Binbo Giuntoli, owner of the 365 Club, is mulling the idea of opening at 6 p.m., with dancing at 8.

AGVA's new minimum wage scale, with a \$5 boost for all nitery classifications, went into effect January 15 and, according to Vince Silk, local secretary, was signed by local bookers. Silk announced, however, that in view of the business slack the demand for wage increases will not be pushed.

## More Cowboy Stars Set for Vaudeville

NEW YORK, Jan. 24.—Vaude tours by name film Western players are expected to hit their peak soon, according to Martin Wagner, in charge of the one-night vaude booking at the William Morris Agency.

Now on tour and booked solidly until April are Bill Elliot, Tex Ritter and Roy Rogers. Chris Pin Martin is set for a tour, starting in February, which will take him into May. He will tour in Ohio, Indiana, Kentucky, West Virginia, Virginia and the Carolinas.

Also set to start in March are Don Barry and Sons of Pioneers.

Wagner is also prepping Western stars' stands for the park, fair and rodeo season.

According to Wagner, all tours are on a guarantee basis, with many contracts including an average clause.

## Kalcheim Will Reveal New Job

NEW YORK, Jan. 24.—Harry Kalcheim wound up his duties as head Paramount booker Thursday (15) and left the following day for a two-week Florida vacation without revealing his new connection. Kalcheim said he would make the announcement at his return.

Kalcheim resigned his Paramount position recently after having been with the firm for about 10 years.

## Bradford Club Burned

BRADFORD, Pa., Jan. 24.—Lafayette Inn, near-by roadhouse recently remodeled at a cost of \$4,000, was burned January 8 as firemen, unable to get water from a frozen creek, stood by helplessly. Hoyt Meredith was manager of the nitery.

## Material Protection Bureau

THE facilities of *The Billboard's* Material Protection Bureau may be used by any reader who wishes to establish the priority of ideas and material that do not fall within the scope of the U. S. Copyright Office in Washington. In making use of the service the following procedure must be followed:

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

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



## San Diego Burly Okay, Thanks to Sailor Patronage

SAN DIEGO, Calif., Jan. 24.—Business continues good at the Hollywood Theater here, where the bulk of patronage comes from the thousands of sailors who move in and out of this port. Prices are 35, 55 and 87 cents.

In the cast are Claude Mathis and Bebs Malloy, comics; Bill Miller, character straight; Don Lynn, specialty dancer; Juanita Cafero, Louise Allen, Ginger Kay, Jerry Ray and Betty Lee, strippers. Pat Collins, with the company for three years, presents her aerial specialties and doubles as talking woman and stripper. France Johnson is producer of the 18-girl line. Bob Johnson is house manager.

A special attraction each Wednesday night is the Goofy Auction by Syd Ray.

## Auto Worker Layoffs Have Not Cut Into Detroit Burly Much

DETROIT, Jan. 24.—Automotive plant layoffs have not hit burlesque very hard yet.

Altho business has not been good for years, the town nevertheless has supported the National Theater with traveling shows, the Avenue with Clamage & Rohstein shows, and the Empress with a pop-price handbox show for the past six years.

Business has been down around 15 per cent since the first of the year. Drop has been partly caused by sub-zero weather.

Apparently auto workers, now laid off, are still spending for burlesque.

Unformed men are rare visitors to the local burlesque houses, altho they were frequent up to December 7.

## Worthington Joins Marines

DETROIT, Jan. 24.—Dick Worthington, former president of the Detroit AGVA local and emcee at the Club Royale, has joined the Marine Corps. Left this week for San Diego.

**CHORUS**

**30 GIRLS WANTED 30**

**Globe Theatre—Boston**


Salary \$27.50 Weekly (6 Days)  
(Extra Pay for All Extra Middle Shows)

**SHOW GIRLS**  
(Must Be 5 Ft. 6 In. or Over)

**DANCERS**  
(Must Be 5 Ft. 4 In. or Over)  
All Must Be Young and Attractive.  
Write or Wire

**BEN BERNARD, Producer**  
We Will Allow R. R. Fares Up to 250 Miles.

**FOR DEFENSE**



**BUY UNITED STATES SAVINGS BONDS AND STAMPS**

THE FAMILY OF  
**EVELYN MYERS**

who passed away December 28th, 1941,  
wishes to thank her many friends who sent  
flowers and sympathy wires.

## SHOW OR CHORUS GIRLS!

With some strip-tease requirements, and fair voice and diction. My copyrighted monologue may help put you over as strip artists. Restricted territories. In reply state experience and qualifications.

BOX D-162, Billboard, Cincinnati, Ohio

# Burlesque Notes

(Communications to New York Office)

### NEW YORK:

PATRICIA PERRY birthday-partied January 14 at the Troc, Philadelphia, and was gifted with a \$100 Defense Bond. . . . JERRY (Gaiety-Eltinge) COLE ready to leave for the army. . . . MARGIE COATE, singer, now with a Major Bowes unit on the army camp circuit. . . . LLOYD MULLER, of the Claridge Hotel, now a private at Camp Lee, Va., writes, "This army life is really great; up at 5 every morning; makes a new man out of you." . . . EVA COLLINS, costumer, mourns the loss of an aunt, Mrs. Emma Reed, gown designer of San Francisco, and a brother-in-law, of Brooklyn. . . . DUSTY FLETCHER, colored comic with the Hamp-Fletcher unit (at the Gaiety January 18-31), 22 years on stage, says this is his first time on Broadway. . . . TINY HUFF left January 20 for Atlanta to enter a hospital and be treated for a spinal trouble, the result of an accident of a few years ago.

MARGIE HART'S Hirst Circuit itinerary, after Union City week of January 11, includes a week each in Waterbury, Buffalo, Toronto and Chicago. Then back to the Gaiety. . . . RENEE ANDRE joined Unit 21 in Union City, N. J., January 11 in first stripping spot after a few weeks of club dates in Boston. Same unit has Bobby Morris and Eddie Innis as comics and specialty acts Paul and Edna Wink; dancers, and Raymond Brothers, whistlers. . . . DOROTHY LANE, of the Gaiety's front line, recovering from illness and due to return next week. Sister Shirley Paige is house dancer at the Gaiety, Washington, where she also helps in the number producing. . . . DAVE COHN, veteran booker, joins the Rosenberg-Hirst-Houig booking office January 26 to take care of the specialty department and to lessen the duties of Lew Miller, who, in turn, will help Phil Rosenberg.

MARGIE KELLY, her toe infection cured, opened as feature attraction at the City January 18. . . . MANNY HERTZIG, Republic's operator, flew to Miami Beach, Fla., January 15 to join his wife for a few days' vacation. . . . JESSICA ROGERS moved from the Alvin, Minneapolis, to the Empress, Milwaukee, January 18. . . . OSCAR MARKOVICH threw a dinner party for 60 candy butchers at Zimmerman's January 16. All Follies houses in New York, Brooklyn, Newark, Union City, Philadelphia, Baltimore, Waterbury and Boston were represented. . . . JAYNE PILLAT, dancing chorine with the Hirst Circuit, is out of the Passavant Hospital, Pittsburgh, and now recuperating here after being laid up with a sprained back. . . . AMY FONG and Charmaine's engagement at the Gaiety proved extra profitable thru a double bet on a winning horse. . . . DOTTIE PEARSON, showgirl and emergency stripper, who left the Star, Brooklyn, before Christmas to attend an ailing ma in Chicago, returned last week, this time to the Eltinge eye-fuls. . . . DIANE SHAW to be receptioned in six weeks when her Hirst Circuit unit reaches Chicago, with Abe Merer, leader of the Rialto ork, heading a home-coming reception committee.

MYRNA DEAN sprained an ankle while alighting from a train January 11 and could not open in featured spot at the Republic with her Hirst unit. Mona Leese substituted. . . . HELEN RUSSELL opened January 16 at the Follies, Los Angeles, and will remain in California the rest of the winter. . . . MARCELLITA joined Unit 23 at the Hudson, Union City, January 4, and Helen McBride, show girl, left January 17. . . . BOOTS BURNS was not absent from burlesque three years but only one season. She appeared in *Cairo Nights Burlesquers* at Howard, Boston, May 5, 1941. . . . PATSY GINGER JOHNSON now at the Boulevard Club, Miami, and Pat Patee at the Drums Club, Coral Gables, Fla. . . . AL MURRAY, singer with the West-Lexing-Pine unit on the Hirst Circuit, has cut out cigar smoking as a New Year's resolution. **UNO.**

### MIDWEST:

I. HIRST and Phil Rosenberg were in Chicago for a powwow with N. S. Barger and Milton Schuster, of the Midwest Circuit. . . . HERE ARE the current features on the Empire Circuit: Evelyn Taylor, Empress, Milwaukee; Rosita, Fox, Indianapolis; Lana Barri, Grand, Youngstown,

O., and Mitzi, Gayety, Akron. . . . NEWS FROM the Rialto, Chicago; Lou Costello was in town between trains Wednesday (21) and spent his time backstage with old friends. Margie Hart plays the house week of February 30; Ida Rose, once a Rialto co-producer, is now producing at the Casino, Toronto; Jessica Rogers and Bert Grant are in the current show, followed Friday (30) by Louise Stewart, Steve Mills, Lou Denny, Sammy Smith, Stanley Simmonds, Annette Allen, Al Rio, Susan Shaw, Ann Smith and Wade and Wade. . . . ARTHUR CLAMAGE, of Detroit, is in Kansas City, Mo., looking over things at his Folly (nee Missouri) Theater. . . . WYNETTE is back on the Bob Carney show, now at the Gayety, Cincinnati, following a brief illness. . . . VALERIE PARKS comes into the Midwest ranks, starting with the Palace, Buffalo. . . . RED MARSHALL is in Chicago with *Panama Hattie*. . . . MAXINE DESHON has returned to the 606 Club, Chicago. . . . ROSITA CARMEN is the current feature at the Avenue, Detroit. . . . PALMER COTE and Ramon and Louise closed with the Midwest Circuit.

### PHILADELPHIA:

IRENE DALE, making her debut as a dancer at Carroll's, is really Grace Gordon, who has been appearing there in comedy bits with Wilbur Rance. . . . DAWN LOVELY, also on the burly bill at Carroll's, is the new billing for the former LaVonne. . . . CHARLES (Peanuts) BOHN made his first appearance here in five years at the Troc week ended January 24. . . . Sonya DuVal set for the extra-added the week that brings the Mike Sacks unit. . . . PRINCESS CHANG LEE at Hopkins Rathskeller. . . . MING TOYE at the 20 Club at near-by Camden, N. J. . . . JOAN WILLIAMS (Mrs. Frankie Richardson) makes her theater debut at Fay's this week.

### FROM ALL AROUND:

GAYLE PAGE and Bob Kuehn, who have been working night clubs, are current at the Gaiety Theater, Akron.

GEORGE B. AND LEONA HILL are in Detroit, after closing on the Empire Circuit. . . . MACK D. FERGUSON and Happy Ray have left the stock burly at the Lafayette, New Orleans, to join a circuit show.

## More Philly Clubs Use Burly Shows; Appeal to Women

PHILADELPHIA, Jan. 24.—Stanley Carroll has returned glorified burlesque as the floorshow policy at Carroll's Cafe. Carroll's was the first club here to introduce burly, and, after restricting the show to name strippers, it's burlesque again.

Carroll has brought back burly comics, straight men and soubrettes, and show follows the regular stage pattern.

Sciolla's Cafe is the latest nabe nitery to bring in a "glorified burlesque" policy, with Arnold and LaMont for the comics and Rita Roberts the fem lure.

Nitery ops point out that rise of Abbott and Costello and front-page publicity given strip dancers has placed great emphasis on such performers.

Moreover, burlesque holds a strong appeal for fem patrons, who had always been intrigued by such entertainment and in niteries can enjoy it on equal terms with the male.

## Burly-Newspaper Tie-Up

PHILADELPHIA, Jan. 24.—Izzy Hirst's Troc Theater grabbed off plenty of good will for itself by tying in with the *Buy a Bomber* drive conducted by *The Philadelphia Inquirer*. Jules Arliss, house manager, promoted a midnight show last night, with all proceeds going to the Bomber fund. The first time that a local newspaper has tied in with a burlesque house on any type of promotion.

## Beall Opens Own Agency

LOS ANGELES, Jan. 24.—Harry Hammond Beall, publicity head for the Ambassador Hotel the past 13 months, has resigned to open his own agency. Wayne E. Scott, assistant manager at the hotel for five years, succeeds him.

# Magic

By BILL SACHS

LUCILLE AND EDDIE ROBERTS opened January 23 in the Raleigh Room of Hotel Warwick, New York. . . . ALEXANDER, mentalist, after three weeks at the National Theater, Louisville, moved into the Coral Room of Hotel McCurdy, Evansville, Ind., January 17 for an indefinite stay. . . . AL DE LAGE, after doing a magical threesome for three years, has dropped one of his girls and gone back to a double, billed as Al DeLage and Shirley. They closed Sunday at Freddie's Paradise, Cleveland, where Al headed an all-girl show as magician of ceremonies. . . . SHEPHERD THE MAGICIAN, after a successful sojourn in Hollywood, hopped to Dallas to work the wine and Rotary conventions before opening at Jack Pepper's Log Cabin there January 17 for an indefinite stand. . . . L. E. COLLINS (Roba the Magician) is presenting his *Modern Arabian Nights* before private clubs and civic organizations in the Missouri territory, with Clarence Auskings looking after the advance. He opens soon in schools in Kentucky and Southern Illinois. . . . HARRY OPEL, veteran magician and juggler, long retired and for the last number of years manager of the orange department in the Tiedtke store in Toledo, made the entire column known as "Mitch Woodbury Reports" in the January 13 issue of *The Toledo Blade* with a recitation on his experiences with the old Archer & Forrester Comedy and Biograph Company back in 1905. . . . PROFESSOR ACK is working civic clubs, schools and niteries thru Eastern Ohio. . . . MARQUIS THE MAGICIAN was a visitor in Washington last week. . . . W. C. (DORNY) DORNFELD is busy these days putting on magic shows for Hastings Manufacturing Company dealers in various parts of the country. Dorny is playing such widely scattered spots that he's making most of his jumps by plane. . . . MAGIC HOBBY CLUB, Columbus, O., last week voted unanimously to purchase the first of a series of Defense Bonds and to make a \$5 contribution to the Red Cross. . . . GERBER THE MAGICIAN and Maybelle, singing cartoonist, are sojourning in Boston after winding up at the RKO Colonial Theater, Portsmouth, N. H. . . . JACK GWYNNE heads the current floor layout at the swanky Club Royale, Detroit.

PLATO AND JEWEL for a third time have been held over for four more weeks at Sans Souci Club, Havana. . . . LE BROWN, who emulates Harry Cecil, the Detroit trixter, in describing himself as the "world's worst magician," is back in Dallas after a long string of one-nighters thru Arkansas for the International Harvester Company. He resumes in the same territory for International Harvester soon. Le Brown says he is presenting an original rope cut that is *(See MAGIC on Opposite Page)*

## Hinda Wausau Big As Usual in Minn.

MINNEAPOLIS, Jan. 24.—Hinda Wausau, a clutch to do good biz every time she plays this town, drew a hefty \$5,100 box office for Harry Hirsch-Harry Katz Alvin Theater this week. This estimated b. o. approached the opening week's draw of \$5,300, which included New Year's Eve show. Temperature in the 40s and 50s helped last week's b. o. considerably.

Currently at the Alvin are Cleotorta, Mayita and Toby Lee, strips; Bimbo Davis and Harry Rose, comics; Jacque Teerer, aerial strip, and Estelle Montillo, dancer. Manny King, comic, continues. Margie Hart makes her first local appearance at the Alvin week of February 6. At the Gaiety Theater, modified burly stock, box office last week hit \$1,900. The house, managed by Col. L. T. Lewis and Dave Gilman, presents two new shows weekly, with third-run screen attractions.

## Burly Okay for Peoria

PEORIA, Ill., Jan. 24.—Majestic Theater is being allowed to continue operations by Circuit Judge Joseph E. Dally, who has dissolved an injunction against the theater. The ruling followed a lengthy hearing in which several women testified against continuation of the shows. The court ruled that strippers will have to dance with clothes on.

## Louisville Okay for Oliver, Canton Opry

LOUISVILLE, Jan. 24.—Business continues good for the Otis L. Oliver-Ralph Canton Showboat Players, who opened recently in the Seelbach Opry House atop the Seelbach Hotel here for an indefinite engagement with old-time plays presented in hoke fashion.

Cast remains the same as at the opening, and includes Oliver, Canton, Hazell Chamberlain, Mr. and Mrs. Jim Warren, Ruth and Smiles Ayers, Earl LaRue, Charles Feagin and Rhea McColl. J. Conrad is musical leader.

Photographers from *Life* magazine caught the Oliver-Canton performance last Saturday night (17) and snapped some 20 scenes from the show for possible use in the national pic mag.

Happy Ray and Mack D. Ferguson, veteran repsters and until recently in burly stock at the LaFayette Theater, New Orleans, were visitors on the show here Monday night, en route to Detroit to open on the Hirst burlesque circuit. Their visit was the occasion for a party, which resulted in the boys catching a bus 11 hours later than originally intended.

## Ginnivans Ready for Canvas Season

PLEASANT LAKE, Ind., Jan. 24.—Frank and Grace Ginnivan, owners of the Ginnivan Dramatic Company tent show, have returned to their headquarters here to begin preparations on their 1942 canvas trek after spending some time in Michigan and Dayton, O.

The Ginnivans report they are looking forward to a good summer under canvas despite existing conditions. They have enjoyed visits from a number of troupers since their return here.

## Al Warda in Hospital

PETOSKEY, Mich., Jan. 24.—Al Warda, who put in many years in vaudeville and for a time headed his own repertoire company, is seriously ill at Lakewood Hospital here. He retired from show business several years ago and bought a fruit farm in Michigan, which he later turned into a chicken hatchery and served chicken dinners to summer tourists. Members of the tent rep companies which played Northern Michigan towns were frequent visitors to his place. Friends are urged to drop him a line.

## Mabel Porter in L. A. Club

LOS ANGELES, Jan. 24.—Mabel Porter Butterworth, who formerly for 15 years operated the Porter Stock Company thru Indiana and Illinois and at present celebrating her 50th year in show business, is in her third week at the Paris Inn night club here, presenting her character song and dance turn.

## Rep Ripples

**DOT AND DAVE WORKMAN** were "made" for 24 Swiss cowbells, a set of tinkling tumblers, an amplifier and considerable other equipment in Cleveland last week by a thief who broke the glass in their car parked at a busy corner and slunk into the night with his noisy plunder. The Workmans had just concluded an engagement at Alpine Village, Cleveland, and were all set to hop into Chicago when they bumped into the grief with the thief. The car-cracker overlooked a gold-plated trumpet and a set of English organ chimes. . . . **AMY DOYLE**, of the veteran rep, tab and vaude juggling team of Eddie and Amy Doyle, has opened a gift shop and "dry" night club in Worthington, Ind. Eddie recently opened a booking office in Terre Haute, Ind., specializing in setting entertainment for the defense workers in near-by Clinton, Ind. . . . **DON LAYNE**, blackface comic with Tom McNeely's tent the last two seasons, now has his own band at the 85 Club in Pueblo, Colo. . . . **MABEL (PORTER) BUTTERWORTH** writes from Los Angeles that she'd like to read a line on some of her old rep friends, especially folks of the old John Lawrence Stock Company, of Worthington, Ind. . . . **BOB FERGUSON** writes that show business must be going to the dogs, what with Ralph Canton doing heavies in those old-time mellers in

## Attention! Rep Folk!

With the opening of the tent show season only a few months off, a number of winter quarters are already humming with activity.

Despite the air of uncertainty that permeates the field, as the result of the government's restrictions on tires, trucks and materials, tent showmen, as a whole, are highly optimistic over prospects for 1942. They feel that if ever the country's smaller communities need entertainment, it is now; and it is more than ever likely that 1942 will see at least the usual number of tenters on the road.

*The Billboard* invites tent show managers and performers to outline views and plans thru news contributions to these columns. At least, drop the Repertoire editor a post card, so that we may let your friends know where you are and what you're doing, and what your plans for the 1942 season are. We need your cooperation.

Louisville. "All that has to happen to him, now," says Bob, "is for him to start playing Shakespeare."

**FANNIE A. HENDERSON** (Mrs. Dick Henderson), of the old Henderson Stock Company, is spending the winter with relatives in Iowa, but expects to return to Michigan in the spring to look after her property there. . . . **MR. AND MRS. "SKINNIE" KIMLING** and son, Jack, are now residing in Houston. Their oldest son, Harry, has enlisted in the Navy and is stationed at San Diego, Calif. . . . **JEAN GRAF**, daughter of Harry and Madge Graf, operators of the Madge Kinsey Players tent show, was pictured in the January 18 issue of *The Columbus (O.) Citizen* together with other officers of the senior class of the Postoria (O.) High School. Miss Graf appears with her parents' show during the summer. . . . **EDGAR HAMMOND** had a vaude-picture show operating in the Central Section of Colorado to good returns. Hammond is an old-timer in the business, having been associated in the past with various tent shows and the Sells-Floto Circus. He has been out of the business several years, during which time he operated hotels. Hammond expects to work toward the West Coast. Cecil Hammond, singer and monologist, is furnishing the vaude end of the show.

## MAGIC

(Continued From Opposite Page)

baffling 'em. In fact, he says that several of the Texas lads hitched rides to follow his show and catch the rope nifty. "Ran into Virgil the Magician in Henderson, Tex.," writes Le Brown. "He has a show that is magic; and does he sell his vanishing lion! Virgil doesn't

hack around like some of us in the art." . . . **WALLY EZNES** adds his magical feats to the floorshow at Bill Martin's Cafe, York, Pa. . . . **JOHN D. LIPPY JR.**, the chemical magician, was a visitor on the Marquis show last week at the State Theater, Shippensburg, Pa., where John is now designer for a toy manufacturing company. . . . **JACK HERBERT** has been held for his sixth week at Helsing's Vodvil Lounge, Chicago. He had as visitors one night last week W. C. (Dorny) Dornfield, Vince Gottschalk and Clarence Slyter. . . . **MILBOURNE CHRISTOPHER**, current in the Cafe de la Paix of the St. Moritz, New York, was on Bill Stern's program over Station WJZ Wednesday of last week (21). . . . **HARRY HUNSINGER**, magician, has been forced to leave his post with the Pacific Whaling Company due to a facial infection. He is recuperating at his home in Greentown, Ind. . . . **LESTER LAKE** (Marvel), at present a feature with Anton Scibilia's new unit, *Time of Your Life*, was a visitor at the magic desk last week while in Cincy during a few days' layoff. . . . **DR. HARLAN TARBELL** was another recent visitor at the desk while in Cincinnati between trains en route to Florida for several weeks' sojourn.

## VAUDEVILLE REVIEWS

(Continued from page 22)

in dance routines, with their grey-haired dad giving out with dance steps of his day.

Puppeteer Catherine Westfield, localite, gained much applause for her marionette show, featuring Cesar Romero in a Latin American dance number, Anne Nagle in *Little Alice Blue Gown*, Joe E. Brown as a clown, and a quacking Donald Duck on roller skates. Except for bad lighting on the Nagle, marionette act was exceptional, with Donald Duck making a big hit.

Gymnastic and balancing feats by Acro-Maniacs, three young men, were breath-taking in spots, with their jitterbug and comedy routine and three-man turnover going over well.

Pic was *Marry the Boss's Daughter*. Show booked by Joe Feinberg Agency. *Mill Miller*.

## Loew-Lyric, Bridgeport, Connecticut

(Reviewed Wednesday Evening, January 21)

This 2,170-seater, which for several seasons has been playing Hirst Circuit burlesque, is now in its fourth week of a three-day band-vaude policy, playing four shows daily and enjoying the greatest crowds in its history. At this performance they were standing five deep in the orchestra, with a lobby full and a line a half block long waiting outside.

The show, with Sammy Kaye, always a favorite here, doing the honors, stacks up well with 60 minutes of solid entertainment. Opening tune was *When You're Smiling*, with Allen Foster soloing, assisted by the Three Kadets and the

# Derbyshow News

(Communications to BILL SACHS, Cincinnati Office)

## Pughe Closes at Detroit

DETROIT, Jan. 24.—After running 13 days, legal entanglements forced George W. Pughe's local derbyshow to close Tuesday (20). Show was running at the Michigan State Fair Grounds and was the city's first in about five years. Thirty contestants were in the line-up at the closing.

"HAVE I BEEN married since 1936 to John A. Bettes Jr.," writes Dolores Kelly Bettes from Chicago, "and haven't been active in the walkies since that time. I have returned to Chicago to file suit for divorce. Am still dancing, and would like to read notes on Joyce Murdock, Helen Madison, Larry Connor, Jean Williams, Maxine Nichols, Jimmie Burgnone, Gertie Baker, George Burns and others who might remember me."

"I'M NOW WORKING at Eddle Doran's restaurant in Yonkers, N. Y.," writes Frank Costello. "Altho I have been out of the field for six years, it is good to read in the column each week about those who are still going strong."

JR. JACK KELLEY letters from Slippery Rock, Pa., that he recently took his physical for the army, but was rejected. "*Panama Hattie* played Pittsburgh

last week," says Kelley, "and Tiny Epperson and the Hightowers, dance team, visited me. I then went to Pittsburgh and caught the show, which is tops in musicals. Let's hear from the kids who were left in Hawaii."

JOE BANANAS cards from Windsor, Ont.: "This is the place. Everything is okay. Visited the Detroit show recently, and it's terrific. Having a nice time."

THREE RYAN BROTHERS have hit the jack-pot. Former well-known walkie names, the boys have been working at San Rinella's Brown Derby in Chicago the past three months. The other day a year's contract was dumped into their laps by their boss, said contract also calling for a weekly bonus to be deposited for them in a bank. As if that wasn't enough, the boss gave each lad three dress shirts and a tuxedo. Nice going, boys.

NEWS IS REACHING a new low, folks. This is your column and your contributions constitute one of the mainstays of its existence. It should be unnecessary to mention that this is the only publication carrying news—your news. How about giving that fact a little consideration?

Kaye Choir. Maury Cross warbled *You Made Me Love You* in his inimitable manner and brought down the house. Arthur Wright sang *White Cliffs of Dover* pleasingly, with all the boys joining in the chorus, and with the sax quartet stepping out for a specialty which blended beautifully. Tommy Ryan vocalized on *You're Everything I Love* and *Begin the Beguine*. He packs a wallop with his personable delivery. The novelty tune, *Modern Design*, is put over with great showmanship with Kaye asking the audience to participate in the sound effects.

Swell electrical effects are employed in another novelty flash with the stage darkened and the musicians manipulating luminous tamborines while playing to form the initials S. K. Their rendition of *Remember Pearl Harbor* is outstanding. Three Smart Girls, shapely misses, click in a fast dance routine and drew a big hand with their swell tapping and high-kicking turn. Also do some difficult bends and twirls and close with a peppy Hungarian tamborine dance in gypsy costume. Sue Ryan stopped the show with her clever repertoire of impressions in a comedy vein. Among her numbers were *For Publicity*, *Magazine Covers Come to Life*, and *The Opera Singer*. Times her stuff well, and her comic gestures are a riot.

Finale is Kaye's original novelty, "So You Want to Lead a Band?" with four contestants from the audience participating, each receiving a baton and a stack of records, and the winner getting an additional \$5. Band makes a good appearance and with the two pianos mounted in the background registers perfectly. Flicker, *The Devil Pays Off*, didn't mean a thing. Gus Meyers Jr. and his seven-piece pit orchestra took things easy, their playing being confined to a snappy overture.

Nat Rubin is house manager, assisted by Herbert Alpert and Sheldon Rose. Admission is scaled 35 cents at matinees and 50 cents top at night.

Samuel A. Lefkowitz.

## CLUB TALENT

(Continued from page 24)

Casanova, to the Latin Quarter in Miami Beach, Fla., to join her sister, Madeline Gardner (Mlle. Jardeniere), for an indefinite run. . . . **RANDALL SISTERS**, now at the Tic Toc, Milwaukee, open at the Brown Hotel, Louisville, January 30. . . . **NIK NEVEL TRIO** opened January 24 at the Press Club, Erie, Pa., set by MCA.

"LEFTY" ERLANGER, former light-weight boxer, now operates the Rialto night club, Louisville. Opening there January 19 were Hanlon and Clark, Tex Chapman, Tommy Thompson and a line of six girls. Booking by Jack Middleton, Cincinnati.

## REVIEWS OF UNITS

(Continued from page 23)

peeled they step out, full clothed, from behind wax forms. Gag went well.

Henning and Raye take over, with Pat Henning getting a good hand for his imitations of dogs at a show and as Charles Laughton in the *Hunchback*.

Miss Penton returns to sing *Amapola* while the girls go thru a Spanish step. As they leave the stage Miss Shore comes on to join Norman Harris for another show-stop. Audience went wild over them.

Seven girls conga on for a chorus of a song about entertaining the boys in the army to introduce Kemper, as an army officer, and two rookies in some corny material. Stuff lacks punch.

Jack Hilliard does well on his singing of *The Birth of the Blues*, but *Rhapsody in Blue* is a struggle.

George White emcees the show from the wings. On the screen, *I Killed That Man*. Good house when caught.

Sam Abbott.

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# Roadshow Films

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## Patriotic Theme Marks Feb. Holiday Showings

NEW YORK, Jan. 24.—Roadshowmen thruout the country have been busy in recent weeks making plans for the three important February holidays—Lincoln's Birthday, Valentine's Day and Washington's Birthday. According to reports, operators will place the emphasis on patriotic, historical and defense themes in special programs for the holidays.

Washington and Lincoln, great patriots who contributed richly to the heritage of this country, have been presented in a number of outstanding feature-length and short-subject films.

Leaders in the non-theatrical field point out that roadshowmen can make an important contribution at this time by presenting patriotic and historical films. The birthdays of two of the most outstanding presidents of this country afford excellent pegs for films of this type.

On February 12, Lincoln's Birthday,

travel and action themes and newsreel clips.

many roadshowmen are planning to show the film *Abraham Lincoln*, with Walter Huston in the starring role. The film is said to be an impressive and accurate dramatization of the Civil War period. A short subject which gives highlights of Lincoln's life and concludes with a stirring recital of the Gettysburg Address has also been in good demand, according to reports from libraries.

For Washington's Birthday roadshow programs will feature historical films, as well as numerous short subjects that expound the ideals of democracy. Some of the films receiving attention are *Drums of Destiny*, dealing with the history of Florida after the War of 1812; *Glory Trail*, covering the reconstruction and winning of the West; *Washington in Virginia*, a one-reeler tracing Washington's life by means of historic landmarks thruout the State of Virginia, and similar films covering American history and tradition.

It is reported that short subjects giving background data about the country are also popular. *America, Cradle of All Nations*, gives a pictorial inventory of the natural resources and the many races and traditions contributing to the making of America. Roadshowmen are also including one-reel subjects about various cities and localities with historical significance, such as Florida, Plymouth, Washington, Williamsburg, etc.

In connection with holiday showings roadshowmen are also using some defense films covering phases of the government's war effort, as well as the contributions of the various civilian defense agencies. Other films demanded for the holiday showings include timely background newsreels, as well as documentaries covering the events leading

up to the first World War and the present conflict.

The Valentine's Day programs, as in the past, will be slanted mostly for children, with *Alice in Wonderland*, a perennial favorite, strongly in demand. Cartoon subjects and musical novelties will also be featured, according to reports.

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## Roadshows Up In Albany Area

ALBANY, N. Y., Jan. 24.—Roadshowmen operating 16mm. and 35mm. shows in outlying rural towns in this territory report that business has been very good the past month. Small-town audiences are attending the programs in worthwhile numbers, and roadshowmen anticipate a profitable winter season.

Films are chiefly comedies, musicals and mysteries. Western pictures also draw well, and some roadshowmen report that serials are also effective in attracting interest. Programs are rounded out with short subjects on sport,

## Showmanship in the Roadshow Field

By WILLIAM E. JORDAN, Producer's Representative

**R**OADSHOWMEN new to the game frequently feel that their job is over once town contracts are set, pictures booked, and arrangements made for the usual quota of handbills and posters. Too often, if the gross slumps in a town, they blame it on the pictures or the public attitude. Rather than make a stand to revive business, they strike out for a new spot.

The smart roadshowman, however, is the one who will spend some time in asking: How can I make the townspeople like me better and appreciate what I am trying to do? How can I improve my relations with the town's merchants to enroll their moral support? How can I make people want to come to my shows by such means as improving the comfort of the auditorium? This kind of thinking definitely builds box office for the roadshowman and increases the life of the business. The common practice of admission price reductions and giveaways, good on occasion, frequently spells a short life for a circuit.

Booking and billing pictures is the A-1 of your task. Libraries are anxious to co-operate with you but, after all, you are the one fully aware of the likes and dislikes of the audiences in your territory. It is entirely up to you to make your selections and furnish your audience a good share of the kind of film they like. And remember that short subjects are meant for more than just adding to the running time of the program.

Steer clear of using too many of the same series of shorts. Keep your eye on public interest and newspaper headlines, and if you can book a travel, news or topical subject that has value at the moment, by all means do so. A well-selected short may often carry an otherwise "weak-sister" program into "A" picture grosses.

When the subject of showmanship comes up I always think of a lesson I learned several years ago while testing the pulling power of exploitation media in a string of average roadshow towns. We found, of course, that pictures did affect the grosses—but to a small degree in actual percentages. One of our men noticed that most roadshow towns are dark and dingy and a test was made with all items equal except we dressed up the entrance of the show-places, particularly thru bright illumination and the spotting of a colorful poster. The eye-appeal of this simple stunt increased average grosses 20 per cent over the circuit, and the investment was trifling.

You can't exhibit a super-A production every week, but you can show fairly good pictures and get your public to come to your shows by exercising a little showmanship.

# The Final Curtain

**BACHMAN**—William J., 65, proprietor of Rainbow Terrace night club, Stratford, Pa., January 10 in Bryn Mawr Hospital, Bryn Mawr, Pa., after a long illness. Surviving are his widow, Margaret, and a daughter, Margareta, who manages the club. Services January 13 in Wayne, Pa., with burial there.

**BENNISON**—Andrew, 55, former stage and film actor and screen writer, January 7 in Oxnard, Calif. He leaves two sons.

**BERGANT**—Mrs. John, 34, wife of the booker for Fox Wisconsin Amusement Corporation, December 24 in Milwaukee. Also survived by her parents and a brother.

**BLISS**—George Colton, 75, former newspaperman well known to Western Massachusetts fair men, December 23 in Bradenton, Fla.

**BORCHERT**—Frank, 49, owner and operator of the Door Theater, Sturgeon Bay, Wis., January 7 in Milwaukee. Survived by his widow, son, mother, two sisters and two brothers.

**BUVELOT**—Paul L., projectionist at the Colonial Theater, Detroit, December 22 there. Survived by his sister. Interment in Detroit.

**CHAMPION**—Harry, 76, British comedian, January 14 in a nursing home in London. He was popular during the last war. His last appearance was in 1932 at the Palladium, London.

**CONNELLY**—Eugene Lemoyne, 69, veteran Pittsburgh showman and publicist, of a heart attack in that city January 18. He was formerly publicity agent and general manager for Harry Davis Enterprises, vice-president of Harris Amusement Company, manager of Pittsburgh Symphony Orchestra, founder of Associated Artists of Pittsburgh and national chairman of Variety Clubs' Humanitarian Award. In recent years he was a public relations counsel and entertainment agent. Survived by his widow, Minnie Allyn, and a daughter, Mrs. Louis L. Kaufmann.

**COOK**—Mrs. Helen B., 74, widow of William J. (Jerry) Cook, promoter and amusement park and ballroom owner, at the home of her sister in Castleton, Vt., recently.

**COONEY**—Danis, 62, veteran operator of Chicago night clubs and recently owner of the Royale Frolics there, at Mercy Hospital, Chicago, January 19. He was known for his generous budgets for talent and production which resulted in an annual loss of \$50,000. Survived by his widow.

**DeWOLF**—Dr. John, 76, father of Marion Berry, outdoor showwoman, at his home in Everett, Mass., January 14 of pneumonia. His granddaughter, Carol Berry, is a night club performer. Survived by two other daughters.

**DE ZARRAGA**—Miguel, 58, member of Columbia Pictures foreign publicity staff, at his home in Hollywood of cerebral hemorrhage December 26. Services at Forest Lawn Cemetery December 27. Survived by his widow and a son.

**DRISCOLL**—Joseph, 67, member of the Edmonton, Alta., exhibition board, in Edmonton January 2. Surviving are his widow, five daughters, three sons, a sister and a brother.

**DUNNING**—Sara L., concert artist of three decades ago, recently in Stafford Springs, Conn., after a long illness.

**ENTENZA**—John P. Jr., 27, organist at the George Washington Hotel, Jacksonville, Fla., January 20 at his home in that city following a long illness. Surviving are his mother, two sisters and a brother.

**FELTON**—Edward H., 79, stage worker and electrician, formerly at the old Apollo Theater, Atlantic City, at his home in that city December 28. Services and burial in Philadelphia.

**FOREPAUGH**—Adam, 67, nephew of the founder of Forepaugh's Circus, January 10 at his home in Philadelphia after a short illness. Four sons and a sister survive. Services January 14 in Philadelphia, with burial in North Cedar Hill Cemetery there.

**FURRY**—Mrs. Margaret, 84, mother of Hedda Hopper, film actress and newspaper columnist, at her home in Altoona, Pa., December 27.

**GEBHARDTBAUER**—William, 57, Philadelphia tenor soloist for 25 years, suddenly January 15 at his home in that city. His widow, Elsie L.; two sons, a daughter and a sister survive. Services January 19 in Philadelphia, with burial in Westminster Cemetery there.

**GESSNER**—Judge George H., 63, director of Mahoning County Agricultural Society, January 13 at Johns Hopkins Hospital, Baltimore, following an operation. Besides his widow, Ruth, he is survived by a son and twin daughters. Services at the King Funeral Home, Youngstown, O., with burial there.

**HALL**—George, 51, associated with the

Walter Lantz cartoon organization at Universal in North Hollywood, in Los Angeles January 10 following a long illness. He was formerly with Radio Corporation of America. Services January 13 at Little Church of the Flowers, with burial in Forest Lawn, Los Angeles. Survived by his widow and a son.

**HANSEN**—Carl, 65, former musician, in a fire at his apartment in Hot Springs January 8. He was the first to introduce sound effects in connection with silent films in Hot Springs.

**HARMANS**—William F., 70, former conductor of the Hamburg Opera, the Posen Municipal Theater and the Netherlands Opera Company, Amsterdam, January 6 in San Francisco. He leaves two brothers, Frederick and Jan, Dresden, Germany.

**HODGES**—Arthur E., 67, veteran member of stagehands' union, in Chicago January 21. Funeral January 23.

**HOWARD**—M. B., Southern representative of George A. Hamid, Inc., at his home in Ocean View, Va., January 17, following a heart attack suffered during the Georgia fairs meetings in Macon. He had been in ill health several years. For many years he was connected with the Gus Sun Agency and was widely known among performers, showmen and fair and park managers. Survived by his widow. Funeral and interment at Ocean View.

**IBACH**—Mathias, 78, member of the Milwaukee Music Association, December 31 at his home in Milwaukee. He helped organize the South Side Military Band and played with many Milwaukee bands. Survivors are his widow, a son, two brothers and three sisters.

**JENCKES**—Clayton B., 57, electrician at the Albee Theater, Providence, suddenly at his home in Pawtucket, R. I., January 11.

**JEZEK**—Jaroslav, 35, Czechoslovakian composer, December 31 in New York.

**LANDIS**—George Carroll, 56, who tramped with the Al G. Field Minstrels, January 15 in University Hospital, Columbus, O., after an extended illness. Surviving are three sisters. Services in Columbus, with burial in Green Lawn Cemetery there.

**LARSEN**—Larry, 47, organist for NBC, at St. Mary's Hospital, Chicago, January 18. Survived by his widow, a son and a daughter. Funeral January 20, with burial in Mount Olive Cemetery, Chicago.

**LIPTON**—Mrs. Esther, 81, mother of Sarry Saranoff, actor, January 16 in Brooklyn of natural causes. She also leaves three daughters. Buried in Pine Lawn Cemetery, Farmingdale, L. I., N. Y.

**McCLOSKEY**—Elizabeth H., 70, former film actress, at her home in Los Angeles January 8. Services January 13, with cremation following. Survived by her husband and a brother, Neville Hayward.

**MCGILL**—Bernard, 50, contract cinematographer, in Los Angeles January 12 following a long illness. Funeral January 16 at Wee Kirk o' the Heather. Survived by widow and a daughter.

**McEOWEN**—Charles P., 76, employee of Loew's Broad Theater, Columbus, O., in that city December 31 after a lingering illness. Survived by his widow, two sons and three daughters. Services at the Fell Funeral Home, Columbus, with burial in Greenlawn Cemetery there.

**MACK**—Johnny, 55, press agent and road show manager, December 21 in Newark (N. J.) City Hospital of pneumonia. In recent years he managed theaters in Northern New Jersey. Survived by his widow, Hattie, formerly in the executive branch of show business. Buried in Hillside Cemetery, Newark.

**MATTHEWS**—Florence (Mrs. Fred Duprez), 60, Australian actress, January 15 in Melbourne, Australia. She was the widow of Fred Duprez, comedian, and mother of June Duprez, British and American film actress.

**MOSER**—Otto F., 75, Cleveland night club owner, January 14 in that city of pneumonia. Surviving are two sisters and a brother. Services at the Koebler Funeral Home, Cleveland, with burial there.

**MURRAY**—Thomas James, 57, singer, at his home in Columbus, O., January 19 after a long illness. He began his career with the Al G. Fields Minstrels. His last appearance was in the title role of *Robin Hood* at the Hartman Theater, Columbus, in 1924. Services January 21 at St. Joseph's Cathedral, Columbus, with burial in Calvary Cemetery there.

**PICK**—Mrs. Lucille S., 31, wife of Sam W. Pick, proprietor of Club Madrid, niterie near Milwaukee, January 20 in a

Milwaukee hospital. Also survived by her father, two sisters and two brothers.

**PIOUS**—Mrs. Esther, 76, mother of Minerva Pious, radio comedienne, in St. Vincent Hospital, Bridgeport, Conn., January 13. Also survived by her husband, two sons and another daughter.

**TOWLE**—Albert F., 50, known professionally as Nosey de Cop, January 16 in St. Mary's Hospital, Detroit, of a stomach ailment. He played Michigan State Fair, Detroit, for about 10 years. Survived by eight children.

**VAN PATTEN**—Mrs. Earl (Mary), 48, mother of Sylvia LaRue, singer, in Troy, N. Y., January 6 of cancer. Survived by another daughter, also active in show business, and a son-in-law, Wally Gluck, Buffalo booking agent.

**WEIDENHAMMER**—John E., 74, theater orchestra and band musician, in Bridgeport, Conn., suddenly January 17.

**WEST**—June (Pearl), 42, former vaudeville performer who with her husband, Gilbert Mack, toured the Pantages Circuit as the Harmony Macks from 1915 to 1921, in Chicago January 15. She was also known as Pearl Mack and for a time was associated with the Bert Smith musical shows, later playing night clubs here and abroad. In 1932 she was featured in *Bowery Music Hall Follies*. She retired in 1938. Survived by her father, C. W. Stevens, Sioux City, Ia.; a daughter, Deone Page, actress, and a brother, R. W. (Tommy) Stevens, San Antonio. Services under auspices of the Actors' Fund of America, with burial in Wunder Cemetery, Chicago.

**WRIGHT**—Louise (DeLuccia), 42, former character singer, headlined for a number of years on the Keith-Albee Circuit, at General Hospital, Paterson, N. J., January 18. She was stricken ill December 10 last and underwent a major operation. A native of Baltimore, the deceased was a sister of Margie Wright, wife of Billy Leicht, Baltimore booking agent, who formerly for many years operated his own tab shows over the Joe Spiegelberg and Gus Sun circuits. In 1927 she married John DeLuccia, of the Paterson police department, and a few months later retired from the stage. Funeral from St. Michael's Church, Paterson, January 21, with interment in Oaklawn Cemetery, Baltimore, beside her mother who passed away New Year's Day. Surviving are her husband, a daughter, Natalie; four brothers and her sister.

## Marriages

**ANDERSON - ASHWORTH**—Lieut. J. Lloyd Anderson, U. S. Army, former announcer at Station KMOX, St. Louis, to Mary Lucille Ashworth, nonpro, December 27 at Central Reformed Church, Dayton, O.

**ANGUS-GARCIA**—Bill Angus, bingo agent on Hennies Bros.' Shows last year, to Mary Sue Garcia, ticket seller on Rubin & Cherry Shows last season, in San Antonio January 12.

**BENNER-HUTT**—Larry Benner, lecturer and magician, and Myrtle Hutt, January 17 in Chicago.

**BRADFORD-STONE**—Benjamin Bradford, nonpro, to Joan Thomas Stone, of the New York cast of *Life With Father*, in Central Congregational Church, Providence, January 11.

**CANDLER-MACK**—Ernest Candler and Libby Mack December 27. Both are appearing at South Seas Club, Pensacola, Fla.

**CECCHINI-GREEN**—L. H. Cecchini, concessionaire with Crafts 20 Big Shows, and Gail Green, nonpro, in Los Angeles January 10.

**EVANS-CRONIN**—Bob Evans, ventriloquist, and Margie Cronin, dancer, January 21 in Yonkers, N. Y.

**GAINES-RILEY**—K. R. Gaines, secretary and assistant manager of Imperial Shows last season, to Florence Riley in Columbia, Mo., December 24.

**GREENE-MEDINA**—Richard Greene, English film star now serving with the British Army, to Patricia Medina, English actress, recently in England.

**HENRY-WAKEFIELD**—Hank Henry, comedian, to Marion Wakefield, principal woman, both in the same burlesque show, in Union City, N. J., January 10.

**IVES-LEBARON**—Robert G. Ives, announcer at Station WBNF, Binghamton, N. Y., and Jean Alice LeBaron, nonpro, in Binghamton January 12.

**JACKSON-CUMMINGS**—Jerry J. Jackson, of *Glamour Dancing Girls* on Crafts 20 Big Shows, and Fay Cummings, of *Swing Revue* on Rubin & Cherry Shows, near Yuma, Ariz., November 12, 1941.

**LEVIN-WILSON**—Len Levin, nonpro, and Mona Wilson, singer, in Philadelphia three months ago, it was revealed recently.

**MORRA-POWELL**—Mika Morra, co-owner of Villa Madrid, Pittsburgh niterie, to Thelma Powell January 7 in Pittsburgh.

**PERDREAUX-THORNTON**—Frank Perdreaux, manager of Cantonnc's Restaurant, Sandy Hook, Conn., to Mrs. Jeanne Thornton, entertainer and former wife of Hal Thornton, emcee at Hotel Howard, Bridgeport, Conn., recently in Sandy Hook.

**REMINGTON-OWEN**—Harry Remington, publicity director of Fox Theater, Detroit, to Mary Owen, former model, January 10 in Detroit.

**ROONEY-GARDNER**—Mickey Rooney, film star, to Ava Gardner, film actress, in Ballard, Calif., January 10.

**SAMSON-CLINE**—Floyd Samson, tattooed man, to Adrian Cline, nonpro, December 19 in Kalamazoo, Mich.

**VICHNIN-MINTCHIN**—Edmund Vichnin, concert and radio pianist, to Sonia Mintchin, European opera star, in Philadelphia in December.

**WALDRON-PRICE**—Al G. (Speed) Waldron, auto race driver and stunt man, to Tura Mae Price, nonpro, in Wellsburg, W. Va., November 22.

## Births

A daughter to Mr. and Mrs. Russell Kelly in Louisville, December 3. Mother is daughter of Dave Tennyson, well-known concessionaire.

A son, John Jeremy, to Mr. and Mrs. John J. Kelly December 27 in Jefferson Hospital, Philadelphia. Father is member of the news staff of Station KYW there.

A daughter, Fay Marie, to Mr. and Mrs. Dick Loter in San Antonio December 20. Mother is former Frances Stokes, daughter of Captain and Mrs. Whalen Stokes, well-known circus people, and father is trouper with circuses and carnivals.

A daughter, Mary Davis, to Mr. and Mrs. John D. Upton January 12 at Midtown Hospital, New York. Father is account executive at N. W. Ayer advertising agency.

A daughter, Roshelle Mary, to Mr. and Mrs. Lenny Herman January 10 at Beth-El Hospital, Brooklyn. Father is accordion player in the Dick Kuhn band.

A daughter, Tyra Lou, to Mr. and Mrs. Jack Kent, concessionaires, in Crete, Neb., recently.

A son, Ramon Michael, to Mr. and Mrs. George Mettler in Fort Hamilton Hospital, Hamilton, O., January 13. Mother is former Eleanor O'Neal, of the stage, and father is musician with Mettler's Banda Familia.

A daughter, Edna, to Mr. and Mrs. Louis Macloskey January 6 at Women's Hospital, Philadelphia. Mother is night club singer known as Virginia Renauff.

A son, Martin Thomas, to Mr. and Mrs. Bill Polk at Holy Cross Hospital, Chicago, January 12. Father is associated with the Chicago office of Music Corporation of America.

A daughter to Mr. and Mrs. Frank Eagan in Chicago January 9. Father is chief accountant for Soundies Distributing Corporation of America, Chicago.

A son, John Jr., to Mr. and Mrs. John Digan January 14 at Queens Memorial Hospital, Queens, N. Y. Father is agent with Music Corporation of America.

A daughter, Jessie Lee, to Mr. and Mrs. O. C. Heory McClair January 6 at Thomsville, N. C. Parents were with W. C. Kaus Shows the past season.

A son to Mr. and Mrs. Will B. Cameron in Nogales, Ariz., January 3. Father is an old-time movie operator.

## Divorces

T. E. DeWitt from Alvena Ruth DeWitt in Little Rock, Ark., January 8.

Emmet R. Sargeant, cellist with the Philadelphia Orchestra, from Katherine Magee Sargeant in Philadelphia January 10.

Mrs. Margaret Patricia Kennedy Waltrich, vaude actress known as Pat Kennedy, from Peter Thomas Waltrich in Bridgeton, N. J., January 9.

Opal Mae (Dixie) Noller from Charles Cook Noller recently in Lincoln, Neb. Both have been in outdoor show business a number of years.

Rosa Gorman, outdoor promoter, from George C. Gorman, well known in show business, at Eleray, O., January 7.

Alfred J. Liggins from Irene Lavalee Liggins, niterie entertainer, recently in Bridgeport, Conn.

Bonita Edwards, former show girl, from Tommy Manville in Reno, Nev., January 21.

## MSWC Installs 1942 Officials

**Ceremonies highlight club's 12th anniversary dinner—retiring officers honored**

ST. LOUIS, Jan. 24.—Installation ceremonies highlighted the Missouri Show Women's Club's banquet in the American Hotel here January 17 in celebration of organization's 12th anniversary. With Jane Pearson as installing officer, assisted by Evelyn Hesse, President Viola Fairly, First Vice-President Frenche Deane, Second Vice-President Ethel Hesse, Third Vice-President Irene Burke, Secretary Grace Goss and Treasurer Gertrude Lang were inducted into office in that order.

Retiring officers were then presented with gifts from the club and Past President Judith Solomon. After group singing of God Bless America, led by Helen Brainerd Smith, Kansas City, Mo., (See MSWC INSTALLS on page 51)

## R. H. Miner Adopts New Title for '42; Plans Larger Combo

PHILLIPSBURG, N. J., Jan. 24.—Known for two decades as Miner's Model Shows, organization this year will take the road under the title of Garden State Shows. R. H. Miner, owner-manager, announced at local quarters this week. Miner said plans are under way to enlarge the shows over previous years and organization will carry about 10 rides, eight shows and 30 concessions. Old territory as well as some new spots will be played, he said.

Management believes transportation problem will offer little difficulty as rolling equipment is in good shape and a sufficient supply of tires was purchased last October to carry the organization thru the 1942 tour. A new entrance front is being built and new paper has been ordered. R. H. Miner Jr., assistant manager, who is wintering in Havelock, N. C., reports he will arrive early in March. William Goodrich took delivery on a new car, and Hap Arnold, who is wintering in York, Pa., will have charge of the gate and canvas, in addition to operating his three concessions.

Kenneth Whitehead, chairplane operator with the shows last season, has enlisted in the Marine Corps.

## Bill Hames To Open Tour At Stock Show in Houston

FORT WORTH, Jan. 24.—Bill Hames, owner Bill Hames Shows, returned to local quarters Tuesday to supervise the readying of equipment for Houston Pat Stock Show, where the shows open their 1942 tour February 6. Hames returned from Corpus Christi, Tex., where he spent the last several weeks making improvements in North Beach Park. He plans to have 15 rides, 30 concessions and several other attractions in operation there.

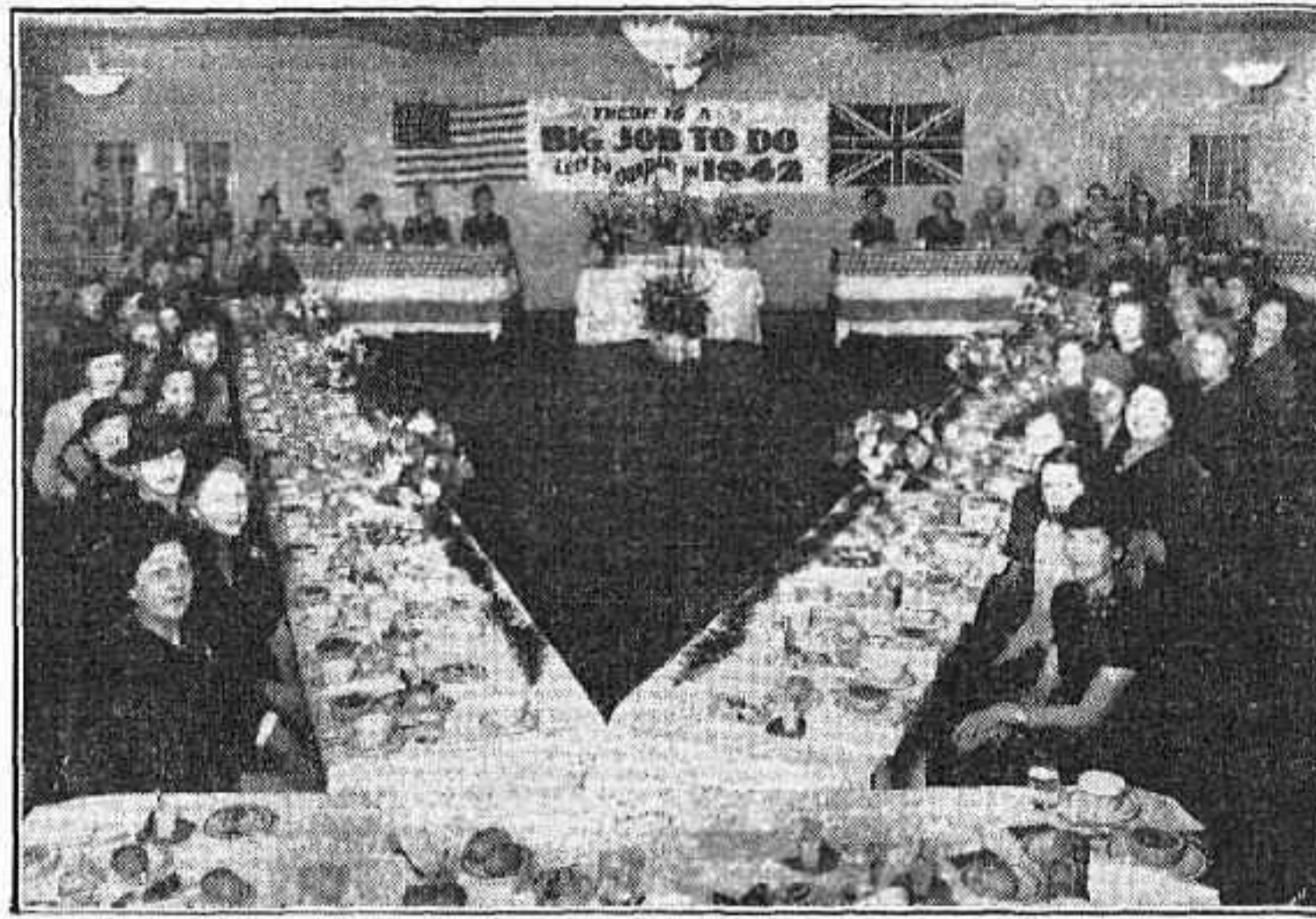
Hames is adding plenty of neon lighting effects at the park and looks for a good season there. Dinty Moore, of Penny Arcade note, is erecting an elaborate arcade there.

## Adams Animals for Reid

DORSET, Vt., Jan. 24.—King Reid, manager of shows bearing his name, and Kirk Adams completed negotiations here yesterday to bring the latter's Trained Animal Circus under the Reid banner this season. Adams also signed his pit show and Rio Grande Pony Ride. Adams' unit, which was with Mills Bros.' Circus last season, will use six people, 24 animals and will travel on two trucks, Reid said.

## Casey Gets Lottridge Rides

ALBANY, N. Y., Jan. 24.—Harry Lottridge, last season with J. W. Conklin Shows, has booked his six rides with E. J. Casey Shows of Canada for 1942. He will also be concession manager for the shows. For the last three months, Lottridge has been with Karen Enterprises here, handling convention and indoor promotions.



WITH THE TABLE LAYOUT featuring a "V for Victory" theme, the Ladies' Auxiliary, Heart of America Showmen's Club, Kansas City, Mo., held its 13th annual luncheon in the Hotel Continental's Green Room December 30. Event was one of the features of the activities staged by the club and auxiliary during the holidays. Mrs. Viola Fairly emceed. Rosalee Bell offered the vocal solos which interspersed the serving of the dinner courses, accompanied at the piano by Zelda Maddox.

## Conklin Repeats In Prairie Loop; Sullivan Gets B

WINNIPEG, Jan. 24.—J. W. (Patty) Conklin will repeat with Frololand in 1942 at fairs in the Western Canada Class A Circuit. He was awarded the midway contract at the annual meeting of Western Canada Association of Exhibitions in the Royal Alexandra Hotel here January 19-21.

Frololand had its origin on the loop last season under a one-year contract. During the meet Conklin showed a technical film of his Frololand at the Canadian National Exhibition, Toronto. Carl J. Sedlmayr, head of the Royal American Shows, which played the circuit seven consecutive years before 1941, made a courtesy attendance at the convention.

Wallace Bros.' Shows, headed by J. P. (Jimmy) Sullivan, again took the midway contract for the Class B loop of the Western Canada Fairs Association.

## Frisk Gets Minnesota Dates

ST. LOUIS, Jan. 24.—Elmer Brown, general agent Frisk Greater Shows, upon returning here from Minnesota last Monday, advised that shows had been awarded contracts to play the Red River Valley Fairs at Barnesville, Fertile and Warren, Minn., and Independent Minnesota Fairs at Detroit Lakes, Sauk Center, LaVerne, Worthington, Blue Earth, St. Peter, Breckenridge, Caledonia, Jordan, Montivedio and Crookston, and the July 4 celebration at New Ulm, Minn.

## Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DE BELLE

Overton, Tex., Winter Quarters, Week ending Jan. 24, 1942.

Dear Editor:

Things in quarters are at a standstill. The bosses are away on a fishing trip, our agents are arm-chairing in hotel lobbies, show's general superintendent is honeymooning in car 52 and our trainmaster jackpotted a show on and off the flats by using a switch engine when no tractors were available. Only active ones here are the cook and his dishwasher, who won't be active long unless either food or money arrive. We wouldn't mind passing up a few meals, but what hurts is that the only rummy deck on the place is getting so worn we can't shuffle the cards.

A razor-blade pitchman spent a day in quarters and did good business by exchanging blades for meals, with sev-

## Strates P. A. Post To Edward Jackson; 2 Fair Dates Added

MULLINS, S. C., Jan. 24.—William C. Fleming, general agent James E. Strates Shows, upon his arrival here last week after attending the Columbia (S. C.) Fair meeting, announced the signing of Edward Jackson as publicity director for the shows for 1942. Fleming also said the organization had been awarded contracts to provide the midways at 1942 fairs in Greenville and Charleston, S. C., and added that Jean Jeanette's Jungleland Show and Joe Koshnick's Pony Ride have been engaged for the season.

Fleming was host at a dinner party to show members in quarters including James E. Strates, Dick O'Brien, Mike Olsen, Giff Ralyea, Nick Basinas, Hank Campbell, Bert Kray, Walter Lumpkin, Howard Smith, Clyde Seeley, Gordon Greene, John Battest, Leon Sennick, Frank Watkins, L. E. Brown, Patrick Kearney, George Ciech, Jack Rheinhardt, Bill Donnat and Lewis Steffens.

## Lewis Renews Eddie Delmont; Shows Bow in Norfolk Apr. 8

NORFOLK, Jan. 24.—Art Lewis, owner shows bearing his name, said here this week that Eddie Delmont has been re-engaged as assistant manager, his 12th season under the Lewis banner.

Lewis also said that shows will open here April 8 instead of April 19 as previously stated. He added that quarters' work is progressing and all are looking forward to a good season despite the many handicaps they expect to encounter.

## SLA Auxiliary Feed Successful

**Entertainment program clicks with large turnout—Mrs. Keller chairman**

CHICAGO, Jan. 24.—A large crowd of members and friends of the Ladies' Auxiliary, Showmen's League of America, turned out for the club's highly successful 24th birthday dinner in the Malaya Room of the Sherman Hotel here January 15. Entertainment program featured talent from the hotel's College Inn, all of which was well received. After dinner all members adjourned to the clubrooms, where the regular weekly meeting was held.

In attendance were Mattie Crosby, Pearl Darling, Lillian Lawrence, Mrs. (See SLA Auxiliary Feed on page 51)

## Detroit Showmen Elect Harry Stahl

DETROIT, Jan. 24.—Harry Stahl, superintendent Eastwood Park here, was elected president of the Michigan Showmen's Association for 1942. Installation followed in the clubrooms at Monday night's regular meeting. Stahl piloted the club three years ago.

Others elected and inducted into office were Ora (Pop) Baker, first vice-president; Oscar Margolis, second vice-president; Manny Brown, third vice-president; Louis Rosenthal, treasurer; Bernhard Robbins, secretary, and George Harris, sergeant at arms. New directors are George Harris, Joe Exler, Edward Horowitz, Cameron Murray, Jack Gallagher, Marty Rose and Isadore Reiser.

Installation this year was shifted to the regular meeting to permit the annual banquet to be held in conjunction with the Michigan Association of Fairs' meeting in Fort Shelby Hotel, January 20-22.

## Fontana Inks 5 Ga. Fairs

MACON, Ga., Jan. 24.—While attending Georgia Association of Agricultural meeting in Dempsey Hotel here January 15, Joe J. Fontana, leasee owner Blue Ribbon Shows, was awarded midway contracts for these 1942 Georgia dates: Newton County Fair, Covington; Dodge County Fair, Eastman; Rockdale County Fair, Conyers; Morgan County Fair, Madison; and Gwinnett County Fair, Lawrenceville. Fontana said that George Harris's Minstrel Show and Charlie Wrenn's Motordrome also have been contracted for 1942.

## RW Signs 11 Fair Dates

ST. PAUL, Jan. 24.—L. C. (Curly) Reynolds, co-owner Reynolds & Wells Shows, said here last week that his shows have been re-engaged to provide midway attractions at the 1942 New Ulm (Minn.) Fair along with 10 other fairs, including Ada and Hallock, Minn., of the early Red River Valley Fair Circuit. Shows will close their Minnesota engagements at Kasson and Preston fairs, Reynolds said.

## Burdick Trailer Destroyed

TEMPLE, Tex., Jan. 24.—Fire of undetermined origin in Burdick's All-Texas Shows' local quarters last week destroyed the office-owned 30-foot office trailer. Damage was estimated at about \$5,000 and Manager Ira Burdick said that equipment carried no insurance. A new office car will be purchased for the coming season, he said.

## AS Re-Inks Larry Nolan

WICHITA, Kan., Jan. 24.—Larry Nolan, general and special agent of Anderson-Strader Shows the last two seasons, has been re-engaged in those capacities for 1942. After attending several fair meetings, he will return to his home in Denver, where he is employed on the advertising staff of Station KPFA for the winter.

## Hicks Is Lawrence G. A.

CHESTER, S. C., Jan. 24.—William R. Hicks, well-known general agent, has signed in that capacity with Lawrence Greater Shows for the coming season.

# Showmen's League of America



Sherman Hotel  
Chicago

CHICAGO, Jan. 24.—Another interesting meeting was held January 22, with President Carl J. Sedlmayr in the chair. With him at the table were Vice-Presidents Harry W. Hennies and Elwood A. Hughes, Treasurer William Carsky, Secretary Joe Streibich and also Past Presidents Edward A. Hock, Frank P. Duffield and Frank R. Conklin. Carsky reports that arrangements for the Annual Spring Party are progressing. Event will be held March 9 in the Panther Room of the Hotel Sherman. Price is \$3 plus tax.

Committeemen appointed to assist are: Tickets and reservations, George W. Johnson, chairman, and Walter F. Driver; entertainment, George H. Terry, chairman; Lee Sloan, Adolph Treusch, George Flint, Willie Shore, Charles Zemater, Hogan Hancock, Sam J. Levy, Boyle Woolfolk, Edgar I. Schooley, Rube Liebman and Ernie A. Young. Arrangements and reception, Sam Bloom, chairman; Al Rossman, John O'Shea, Al Sweeney, Max Brantman, James Campbell and A. R. Cohn; publicity, Roger S. Littleford Jr., chairman; Nat S. Green, William B. Naylor, Robert E. Hickey and Sam Gluskin. Brother L. S. (Larry) Hogan is still confined at Alexian Bros. Hospital, and Brother Glosser is recuperating at home. Harry Mamsch, James Murphy and Tom Vollmer are still on the sick list. Brother Vince McCabe is recovering from an operation.

Past President Frank R. Conklin and Vice-President Elwood A. Hughes stopped over for a few days en route home from Western Canada Fair Meeting. President Sedlmayr came in on the same train, attended the meeting and then left for Florida. Brother Dan Odom is back in town after an Eastern trip, and Brother Bob Hughey visited after a long absence. Tommy Stevens, in town to attend his sister's funeral, visited. Barney Orkline and Harry Martin were among callers, and Louis Berger, Sam Gluskin and Sam Solomon stopped over after a business trip. Jack Weimer is in town entertaining his brother, who leaves soon to join the army. Past President Frank P. Duffield presided as chairman at the board of governors meeting. Sunny Bernet left for Michigan State Fair Meeting. Al Sweeney returned from the Minnesota meeting.

## Ladies' Auxiliary

Regular meeting was held January 17 in the clubrooms following the club's (See SLA on page 57)

# Missouri Show Women's Club

Maryland Hotel  
St. Louis

ST. LOUIS, Jan. 24.—President Judith Solomon presided at the regular meeting, with Vice-Presidents Frenche Deane, Ethel Hesse and Nell Allen and Treasurer Gertrude Lang also on the rostrum. Judith Solomon and Goldie Fisher motored in from Caruthersville, Mo., for the meeting and installation of officers January 17. Secretary Grace Goss is ill in Missouri Baptist Hospital and many members are visiting her daily.

Ethel Hesse and Daisy Davis also have been on the sick list. Out-of-town members attending the meeting were Viola Blake, Mary Foster and Marie Jones. Entertainment Committee Chairman Frenche Deane is mapping plans for the costume dance to be held February 14.

# Club Activities



## National Showmen's Assn.

Palace Theater Building  
New York

NEW YORK, Jan. 24.—Palisades Park Night dance January 17 drew a large crowd and was a huge success. Next regular meeting will be held January 30, instead of January 28. At the January 14 meeting President Art Lewis appointed a special committee to run a testimonial dinner to Joe. Al and Maggie McKee. It consists of D. D. Simmons, chairman; Louis Faber, Paul Spitzer, Fred Phillips, Doc Cann and Charles (Doc) Morris. Blanche M. Henderson, president Ladies' Auxiliary, appointed a committee of the ladies to co-operate and event will be held at Joe Rogers Corners, February 22. Tickets will be \$2.50, tax included. All members and friends are invited. Tickets may be purchased at the office or from any committeeman or Ethel Gross, secretary Ladies' Auxiliary.

James M. Davenport is ill at the Remington Hotel, but Brother Sam Peterson is up and around. Among the members who attended the funeral of M. B. Howard at Ocean View, Va., were Sam Lawrence, Mr. and Mrs. Jack Wilson, Tony Vitale and Dorothy Pachtmann, who represented George A. Hamid and the Ladies' Auxiliary. Brother George F. Whitehead has been released from the hospital in Oneonta, N. Y. Brother William Glick is owner and managing director of a Baltimore hotel. Room set aside for the board of governors has been turned over to the Ladies' Auxiliary for Red Cross work. Sewing machines have been installed and garments are being made six afternoons and nights a week.

Max Goodman, after a visit to the Mayo Clinic, is in town again and looks well. Executive Secretary John M. Liddy and Brother Arthur Campfield doing jury duty. Brother Bill Powell visited the Pacific Coast Showmen's Association and is touring all Coast ports. Mr. and Mrs. Delabate left for Florida this week. Charles Holtz is up and around again. Cardroom is being patronized by Phil Isser, Ben Weiss, Frank C. Miller, Fred Phillips, Bibbs Malang, Sam Rothstein, Milton Paer and Jake Linderman. Jake reports his son, Sergt. David S. Linderman, is well and happy. Doc Morris's son, Charles Jr., was home for a few hours Christmas. Anyone knowing of club members in the service is asked to send their name and address to the club.

Birthday congratulations to B. H. Mathis, W. P. Mangels, Morris Ettinger, Julius Roth, Frances Murphy, February 2; Meyer B. Plinsker, 3; George A. Hamid, Henry Leopold, Steve Bronson, Thomas J. (Fitz) Winters, 4; C. H. Scofield, James Ashner, 5; James R. Kelleher, 6; Hon. Harold G. Hoffman, Lou Ceder, (See NSA on page 57)



## San Antonio Showmen's Club

216 Soledad St., San Antonio, Tex.

SAN ANTONIO, Jan. 24.—In the absence of President Jack Ruback, Vice-President Ben Block presided at Tuesday night's meeting. A good crowd attended and Ruback provided refreshments. Hymie Ruback reported to Fort Sam Houston for final army examinations. A few members went to Houston to work a Real Estate Show. Tommie Stevens, who has been on the sick list, has recovered.

New members added include Tommie Taylor, E. L. Dixon, Pete Berryman, James McKinnney, Louie and Ed Borsierne, Whitey Elliott, Fred Fennell, Izzy Elsmann, Ike Tempofsky, Charlie Aronson, Jack Copelman, Fred Friedman, Clyde Harris and Sammie Butler. Brother Sam Gordon returned from a business trip to Chicago. West Houston Street looks like a carnival midway, as the block is lined with photo galleries, dart stores,



## Pacific Coast Showmen's Assn.

623 1/2 South Grand Ave., at Wilshire,  
Los Angeles

LOS ANGELES, Jan. 24.—Monday night's meeting was called to order by First Vice-President Harold Ludwig in the absence of President Mike Krekos. Also on the rostrum were Second Vice-President Roy E. Ludington, Fourth Vice-President Charles Nelson and Secretary Ralph Losey. A letter from President Krekos asking for increased attendance at the January 26 meeting was read. President Krekos is optimistic over the 1942 season and announced it is time to discuss ways to insure satisfactory progress of all showmen on the Pacific Coast. A letter from Mayor Angelo Rossi of San Francisco also was read.

Past President Eddie Brown then introduced Jack Hughes and J. C. McCormick, guest speakers. They enlivened the meeting with interesting anecdotes of experiences as guests of the New York and San Francisco world's fairs. January 26 meeting will be designated as Doc Zeiger Night. Moxie Miller, annual Hi-Jinks chairman, announced satisfactory progress on the event, to be held in the spacious clubrooms February 2. Vice-President Ludwig gave several brief talks for the betterment of the organization.

## International Showmen's Association

Maryland Hotel  
St. Louis

ST. LOUIS, Jan. 24.—Committeemen appointed by President Sam Solomon at the last regular meeting included, entertainment, Tom W. Allen, chairman; Herman Knox, Emil Schoenberger, Crawford Francis, Charles T. Goss, John Sweeney, Tom Sharkey, J. C. Hesse, Harry Coulson, John K. Maher, Elmer Brown, Floyd Hesse, Alton Pierson, Dee Lang and Ruby Cobb. Finance, Leo C. Lang, chairman; John Sweeney, Lee Sullivan, Charles A. Lenz, Frank Fellows, E. H. Moran, R. L. (Bob) Lohmar, Robert Morelock, Nate Gellman, Sam Lieberwitz, Mel H. Vaught, Cash Wiltse, W. E. Thompson, Buddy Paddock, Charles DeKreko, Powell Leonard and Jimmy Morrissey. Membership, Morris Lipsky, chairman; Dee Lang, Noble C. Fairly, George Davis, John J. Francis, Walter B. Fox, Pat Purcell, Frank Harrison, Matt Dawson, Francis Deane, E. W. Weaver, Frank R. Winkley, J. C. McCaffery, James E. Strates, Denny Pugh, Sam Solomon, Charles Goss, Joe Gallier, Nate Gellman, George Golden, Curtis Velare and E. Walter Evans.

Publicity, Frank Joerling, chairman; Jake Shapiro, Elmer Brown, Pat Purcell and Robert (Bob) Heth. Constitution and by-laws, Cash Wiltse, chairman; Kenneth Blake, Fred Zschille, Mike Barnes, Danny Bibbs, Gus Foster, L. W. (Lee) Hutchinson, Irvin Brown and Lyman Cook. Cemetery, Francis Deane, chairman; Joe (Doc) Seymour, William Schulman, Nat Lorow, Sammy Steffens, Paul Flannigan, Jack Rowe, Ben Weiss, Leonard McLemore and Andy Allen. Sick, Arthur Guilliano, chairman; Tom W. Allen, Leo C. Lang, Charles T. Goss, Elmer Brown and J. C. Hesse.

Jimmy Finger's Penny Arcade, Harry Levan's auction store and ball games. Roland Smith has 4 rides and 20 concessions playing local lots. C. E. Curington, formerly with Alamo Exposition Shows, opened a billiard parlor here. Larry Mullins continues as manager of the Olmos night club.



## Heart of America Showmen's Club

Reid Hotel  
Kansas City

KANSAS CITY, Mo., Jan. 24.—Regular weekly meeting was called to order by Third Vice-President Clay J. Weber, with Secretary G. C. McGinnis and Treasurer Harry Altshuler also present. A letter of thanks was read from Mrs. E. A. Forkner, sister of the late Dan McGugan, as was a card of thanks from Sister Molly Ross, widow of the late George Ross. Banquet and ball plans were discussed at length and many members favored holding the event in the banquet room of the Reid Hotel. It was reported that the hotel management would renovate the room if club decided to hold the banquet there New Year's Eve.

Meeting adjourned and was followed by an interesting picture show, contributed by Brother Van Pool, Joplin, Mo. He was given a vote of thanks for the entertainment. Members of the Ladies' Auxiliary were club guests for the picture program. Brother Denny Pugh visited briefly en route to Chicago. Brother Willie Levine returned to the city after visiting relatives and friends in the East. Attendance at this year's meetings so far has been good and members are showing much interest in club's activities.

## 3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicate cards. Flat wood markers, printed 2 sides, printed tally cards in all sets of—  
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No. 3 Cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card 6¢.

## 3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Light-weight card. Per set of 100 cards, tally card, calling markers, \$3.50.  
All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.  
LIGHT WEIGHT BINGO CARDS  
Black on white, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢.  
Automatic Bingo Shaker. Real Glass... \$12.50  
3,000 Jack Pot Slips (strips of 7 numbers), per 1,000... 1.25  
M. W. Cards, 5x7; White, Green, Red, Yellow, \$2.00 per 100.  
3,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25, size 4x5, per 1,000... 1.25  
3,000 Featherweight Bingo Sheets, 5 1/2 x 8. 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.

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 30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24-and-30-number Wheels. Price .....\$12.00

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 "WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written. \$4.00 per 100; Sample 10¢.  
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**WRIGHT'S UNITED SHOWS**  
 Opening March 2

Want to book Rides and clean Concessions and Shows. Have 3 for 10¢ Camera Lens for sale.

**H. L. WRIGHT, Winnsboro, S. O.**

# Midway Confab

(Communications to 25-27 Opera Place, Cincinnati, O.)

**COOKHOUSE open!**

WEST COAST carnival trouper, James Heller is employed as a truck driver on a defense project in Los Angeles.

PVT. CLYDE WEBB left Kennett, Mo., January 16 to continue his hitch in the army.

SIGNING as billposter on Penn Premier Shows for 1942 recently was Bill Seymore.

WE are straightening and using bent nails this year.—Gate & Banner Shows.

HARRY MORRISON, former co-owner Arena Shows, is touring Florida this winter.

LAST season with Edyth Sterling's Hopi Indians, Bob Dudley, trainer and talker, has enlisted in the army.

JOE KANTELL, who is vacationing in Mexico City, will again manage the Athletic Show on Almo Exposition Shows.

PLENTY of haywire ideas are advanced in times like these—as well as in other times.

LADY CRYSTAL, wife of Art Converse, side-show operator, recently opened at Oasis Club, Buffalo, for an eight-week engagement.

DOC DAWSON, photo gallery operator, is in Veterans' Hospital, Aspinwall, Pa., receiving treatments for stomach and heart ailments.

AFTER playing a long list of fairs, Dick Taylor is vacationing in Atlanta. He booked his sound car and concession with Scott Bros.' Shows for 1942.

OFFICE secretaries can do their bit toward helping the rubber shortage by not making pencil mistakes on pay rolls.—Colonel Patch.

MANAGER of wax museum on West's World's Wonder Shows last season, Blackie Blankenship is working as a news agent between Cincinnati and Atlanta.

SHOW FOLK honored Harry and Daisy Reeves with a surprise party on their birthdays January 16 in Desota Park Camp, Tampa.

BLACKIE AND BILLIE WERTMAN are visiting with the latter's mother, Mrs. Lou Moore, who operates a cafe at Gould, Ark. Billie will not troupe this year.



**WILLIAM R. HICKS**, versatile veteran carnival executive, this season will general agent Lawrence Greater Shows, having closed negotiations with Owner Sam Lawrence in shows' Chester, S. C., quarters recently. Hicks has been active in almost all branches of carnival-dom during more than a score of years around midways.

ROADSIDE question that will be popular by fall: "Hey! Buddy! Got an extra cold-patch?"

TRESSIE McDANIELS, formerly with John R. Ward Shows, has signed as special agent for L. J. Heth Shows, Alfred Kunz, general representative, advises.

JERRY AND BOB BUFFINGTON, last two seasons with World of Mirth Shows, are wintering at Mrs. Buffington's Water-ville, Me., home.

GEORGE (WAXO) THOMPSON, who closed with Sam J. Scheidler's Museum recently, visited *The Billboard* Cincinnati office last week.

**Rise and Shine**

CHEERFUL DICK was so monitored by showmen because of his regular 7 a. m. "Good Mornings!" They were so punctual that you could set your watch by them. Never a morn passed without him calling a suitcase manager, his secretary and treasurer at their hotel rooms by telephone, and always it was the same brief "Good Morning!" This went on day in and day out until one morning the big boss became fed up with being called out of bed at such an early hour. "Just why in hell do you insist on waking me every day with that cheerful stuff?" yelled the manager. "You don't love me that much, do you?" "Naw! Naw!" answered the cheerful one. "That is the only way I have of checking on you and your staff to see if all of you are still with your show. I've been left stranded before."

G. C. MCGINNIS, re-elected secretary of the Heart of America Showmen's Club, Kansas City, Mo., at organization's recent election, has been connected with outdoor show business in the city for more than three decades. McGinnis, with other club officials, was inducted into office at a special meeting December 30.



EVEN suggesting a rubber of bridge should be whispered on midways during the shortage. —Muggin' Machine Mazie.

FORMER scale operator on Coleman Bros.' and World of Mirth shows, Luigi Picchi enlisted in Army Air Corps and is stationed at Scott Field, Ill.

MRS. MILO ANTHONY has entered Norwood Hospital, Norwood, Mass., to undergo another operation, her second in two months.

BOOKING their elephant and pony acts with West Coast Shows recently were Mr. and Mrs. Jack Joyce. They had both attractions on the shows in 1941.

DON'T let the shortage mislead you. Natives will still rubber in show coach windows. —Cat Rack Annie.

OVERHAULING their concessions in Los Angeles for another season with Steffen's Superior Shows are Elva Rockwell and Lonny and Cora Grieve.

DUKE AND ANN DORAN have re-booked their enlarged cookhouse with Fred Allen Shows, Mrs. Gerald Weeks reports.

THIS coming season rubber-skin side-show people had better watch their hides.—Dime Jam Johnson.

RECENTLY released from St. Francis Hospital, Columbus, O., George (Mechano) Stevens visited *The Billboard*

Cincinnati offices. He's living in Madisonville, a suburb of the Queen City.

SAM SERLEN, vet midway caterer, has booked his cookhouse, candy apple, popcorn and other concessions with Pioneer Shows, R. (Count) Golden reports from Waverly, N. Y.

BROKEN show help are to be pitied, but not to their faces—or it will cost you.—John Onceyear.

RECENT visitors to Pioneer Shows Waverly, N. Y., quarters included Sam Mofshy, Pete Haucky and Bob Martin. Paul McAvety and William F. Page are in quarters there.

MARGIE FLYNN has been re-engaged as the annex attraction on Duke Jeanette's Side Show on John H. Marks Shows for 1942. Don Wilkeson will make the openings.

WE DON'T know what is ahead of us. Next year there may be priorities on canes and lion claws.—Colonel Patch.

OWNER Clyde's United Shows, George C. Smith tells from quarters in Cumberland, Md., that his organization will take the road in 1942 under the title, George Clyde Smith Shows.

PRESS AGENT with Sam Prell's World's Fair Shows, Chick Franklin, is wintering in Hot Springs, Ark. He advises that Prell is planning to add another Ferris Wheel to his ride line-up.

MANAGER of Famous Pinhead Shows "My yes man will take care of you. You will find him across the street in a hard-drink parlor."

MAJOR JOHN HALL advises from Dedham, Mass., that he has been re-linked by Milo Anthony's Side Show for 1942 and is wintering at Anthony's Dedham quarters.

JACK GILBERT, former pitcher, and Fred King, showman, are operating

**"THEY NEVER WEAR OUT"**

Because their original BIG ELI Wheel has proven a dependable long-life investment, many Ride-Men have come back to us to buy their second, third and fourth BIG ELI Wheel. This year, or any time, a safe place for your Money is in a BIG ELI Wheel.



**FOR DEFENSE BUY UNITED STATES WAR BONDS AND STAMPS**

**ELI BRIDGE COMPANY**  
 Builders of Dependable Products  
 800 Case Ave., Jacksonville, Ill.

**NOW READY** Greatest of all. The new Walk-Thru Show for store-rooms, midways, etc.

**U. S. A. FIGHT for FREEDOM**

**Remember Pearl Harbor**

20 viewing boxes with great battle scenes on colored glass, 20 swell pictorial panels, big store-room window "FLASH" of one 14-ft. canvas streamer banner, 2 life-size colored blow-ups in frames, 2 pictorial canvas window banners (4 1/2 by 6 ft.), etc. Show complete as above with full directions to set up

**Only \$140.00**

Shows all fronts, also fight at Pearl Harbor, Manila, Singapore, etc. Makes the hair stand up. New, different, lifelike store-rooms absolutely checked to capacity. Wire or mail \$40.00 and show will go out at once, remainder collect. Or write for information.

**CHAS. T. BUELL & CO.**  
 BOX 306 NEWARK, OHIO

**SECOND-HAND SHOW PROPERTY FOR SALE**

\$40.00—Ruth Snyder in Electric Chair.  
 \$10.00—Comic One-Man Horse. Great stage prop.  
 \$5.00—De Sor Mummy, rare animal. Money getter.  
 \$12.00 Up—Wax Specimens for Hygienic Purposes.  
 Forener Guess Weight Chair Scale. Cheap.  
 \$7.50—Men's Band Uniforms. Cap, Coat, Pants.

**WEIL'S CURIOSITY SHOP**  
 12 Strawberry St. Philadelphia, Pa.

**CARNIVAL WANTED!**

Small Carnival (no gambling) to play celebration at Butte, N. D., middle of June. Shows that will be in that territory, write

**OTTO E. HULSEBUS, Celebration Mgr.**  
 Box 155, Butte, N. D.

**BLUE RIBBON SHOWS**

Want SHOWS, COOK HOUSE and PENNY ARCADE for early opening. Replies to

**JOE J. FONTANA**  
 BOX 994 ATLANTA, GA.



a tavern in Baltimore. Gilbert will remain in charge when the season opens. King will again tour with his Rex Show.

**MRS. BOSS** (to ride foreman's wife)—"Even if the show doesn't go out next spring I will still expect all employees and attaches to recognize my station in life."

**AFTER** playing Houston clubs Jack and Ruby Nelson, last season midget entertainers on James E. Strates Shows, have returned to their home in Columbus, O. They will open with Hamid-Morton Circus in Milwaukee soon.

**JOHN AND ETHEL OLSON**, who are wintering in Pendleton, Ore., are expected in Arthur's Mighty American Shows' Los Angeles quarters soon to take over management of the Circus Side Show.

"IT IS better to be rained out with a side show in summer than to be snowed in with a store show in winter," opines Candy Floss Dad, the midway sage.

**OWNER** of shows bearing his name, P. R. Heth has taken delivery on a new Ferris Wheel, making all his major rides on the midway office owned. One of Heth's large trucks is in St. Louis where a 75-k.w. light plant is being installed.

**LESTER STARE** letters from Sacramento, Calif., that he and Dee Nifong, who has been working to good results in that city and San Francisco, will head for the East soon for opening of the Just for Fun Show. Dee is working on defense projects.

**LITTLE SHOTS** can enjoy thinking that they may become big shots some day, while big shots fear the thought of becoming little shots again.

**AFTER** eight weeks in Biloxi, Miss., fishing and rebuilding and repainting their two sound trucks and concessions, Mr. and Mrs. C. W. Cable are heading for the East. They plan to play a few spots near defense projects before beginning their 1942 tour.

**CAST** of Billy Watson's Beef Trust attraction at Gayety Theater, Cincinnati, last week included Vivian Smith, Helen Crawley and Betty LaMour, last season with Conklin Shows, and Verne Campbell and Margie Lee, concessionaires with Hennies Bros.' Shows in 1941.

**OUR** girl-show gals keep quiet when showmen start talking about what happened on the midway during the last war.—Gate & Banner Shows.

**LARRY FALLON**, concessionaire, returned to Akron after vacationing in Mexico and Texas. He attended the recent Ohio Fair Managers' Association meeting in Columbus and will continue operating concessions in Chippewa Park, Medina, O., and Summit Beach, Akron.

**AFTER** vacationing in Florida, Johnny Enright, of F. E. Gooding Amusement Company, returned to Columbus, O., to attend the recent fair managers' meeting there. He will visit other fair meetings in neighboring States before taking up his duties in Gooding's quarters.

**Before Rubber Shortage**

**WHO** REMEMBERS when, several years ago, Crafts Shows played San Diego, Calif., on paved streets near the waterfront? Ferris Wheels had a big gross despite an electrical short. On the last night an electrical short developed near the top of a wheel. A ride boy, wearing heavy-soled rubber boots, climbed to adjust the short. While working 20 feet off the ground he slipped and fell to the hard pavement below, feet foremost, and immediately started bouncing. Up and down he bounced to nearly half the height of the wheel and his continued bouncing for hours lasted into early morning despite heroic efforts of men assembled to snatch him down. Suddenly a thought hit the foreman, who, with his assistants, placed a barrel filled with rainwater directly beneath where the bouncing boy had to hit each time on his way down. As he continued hitting in the center of the barrel, water soon filled his boots and reduced his upward speed, enabling rescuers to grasp his pants legs and pull him out of the air to safety amid w'd cheers of the crowd assembled. A most freakish accident which no doubt would have resulted in starvation for the unfortunate boy, had he kept bouncing.—**ROY E. LUDINGTON**, Runner-Up for Championship of Burlington Liars' Club.



**MRS. MIDGE COHEN**, immediate past president of the Ladies' Auxiliary, National Showmen's Association, who directed the club to a successful year in 1941, is committee chairman of organization's augmented program for the Red Cross. Mrs. Cohen is associated with her husband, Herman, in Eastern bingo operations.

**WHEN** it becomes time to re-tire for truck shows, they may be forced to gilly in box cars or retire.—Duke & Shilling Odorless Midway.

**MR. AND MRS. PAUL FARRIS**, members of Gold Medal Shows, entertained Mr. and Mrs. C. D. Davis, Frisk Greater Shows, and Mr. and Mrs. George Campbell, Great Sutton Shows, at dinner in their trailer at Trailer City, Hot Springs, on a recent Sunday. All are wintering in that city.

**A. L. (DINTY) MOORE** has had 10 men working in Bill Hames Shows' Fort Worth quarters readying his arcades and rides for the Houston and Fort Worth Pat Stock Shows. After the Houston show Dinty will go to Galveston, Tex., to look after his rides and Penny Arcade on the beach there.

**MANY** obsolete rides are already in steel mill melting pots. Picture ex-ride boys behind guns cleaning out an enemy division with what was once the base of a Whirly-Gig.

**GEORGE SHRUM** last week visited the Cincinnati offices of *The Billboard* while en route to Tampa with his mechanical elephant. He will cover Florida, advertising the State Fair at Tampa. Elephant carried an ad reading, "En route to Florida State Fair" while en route south.

**JAMES BAKER**, who managed the office-owned girl show on W. C. Kaus Shows last season, has closed his winter unit and is devoting his time to building several attractions. Samuel Spears will again have charge of canvas while Adelbert Baker will handle the sound truck and concessions. Mrs. Mary Baker will manage the bingo stand and cookhouse.

**MAN** with good rubber on his truck can be an assistant manager for the asking. If he has an extra set of tires he can cut himself in as a partner during the life of the rubber.—Cousin Peleg.

**NOTES** from B. & V. Shows' Garfield (N. J.) quarters: Shows will inaugurate their 17th annual tour in New Jersey April 16. Management plans to carry 6 rides, 5 shows and about 25 concessions. Rolling stock will feature an orange and red color scheme and Manager J. Van Vliet is optimistic over the coming tour. Joseph Pendrak, ride foreman for the last 15 years, will join the army soon. Quarters work starts about February 1.

**O. C. BUCK SHOWS'** quarters notes from Trenton, N. J., by Lon Ramsdell: Work crew under Tom Heffernan has started activities and painters and builders are being engaged daily. General Manager O. C. Buck left for New York before making Southern fair meetings with General Agent James Quinn. Fred Munn's Wild Animal Show has been added, and G. C. Fitts is building a new Side Show, which he will manage. Two new light plants have been ordered and are expected to be delivered February 15.

**WHEN** it becomes necessary to gilly a show from box cars to the lot with farmers' hay-

racks we will again hear the unloading boss crack, "That looks like a good team and a well-built wagon. Let's load the Merry-Go-Round center pole on it."

**GREENVILLE (S. C.) GLEANINGS:** Col. Joe Cox, for many years manager of a number of hotels here, anticipates a few months on the road this summer. He is well known to outdoor showfolk. Clay Mantley, owner-manager Convention Shows, is here on a brief visit, en route to Augusta (Ga.) quarters from New York. After a year's retirement, Tony Lento is again readying his concessions for the coming season. George Bennett, electrician and builder, is wintering here, as are Mr. and Mrs. Curly Morley, Clarence and Mrs. Sorcee and a number of other troupers. Charles Gains, formerly with City Rides, enlisted in the navy last week, as did Frank Sanders, and both left for Norfolk.

**With the Ladies**

By VIRGINIA KLINE

**TUCSON, Ariz., Jan. 24.**—After continued zero weather, ice, snow and sleet we finally came into warm, sunshiny weather here and plan to remain a few days to get warm before starting for Salem, Ore., as I had a letter here from Mrs. Eyerly advising that Salem is having its coldest winter there in 10 years. At Houston we pulled our trailer on the parking lot at Playland Park next to Bud Cross and his family. Bud and Ann are well, but the children, Dottie and Daniel, were suffering from chicken pox. Ann's father is visiting from Minnesota and says he likes Texas weather much better. Bud and his foreman were doing some overhauling and repair work and getting things in shape for the season. Mr. and Mrs. Olin Thornton, who live (See WITH THE LADIES on page 51)

**EVANS' LONG RANGE SHOOTING GALLERIES**

**PERFECT FOR TRAINING!**  
Ideal for developing marksmanship, sharp-shooting, etc. Easy to set up. Most complete line of Galleries in the country, also Supplies and Parts for all Makes of Shooting Galleries. Rely on Evans' 50 years' experience and you won't go wrong!

**FREE CATALOG** of complete Shooting Gallery Equipment, also Wheels of every type, etc. Everything for the midway. Write today!

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**GOLD MEDAL SHOWS**  
NOW BOOKING SHOWS AND CONCESSIONS  
For Season of 1942  
Address: P. O. BOX 663, Columbus, Miss.

**Loop-O-Plane . . . Octopus . . .**  
**Roll-O-Plane and NOW**  
**THE FLY-O-PLANE**  
"World's Most Popular Rides"  
**EYERLY AIRCRAFT CO.** SALEM, ORE.  
ABNER K. KLINE, Sales Mgr.

**J. R. EDWARDS SHOWS**  
WANT For Season 1942 WANT  
Concessions—Cookhouse (will take tickets).  
Ball Games, Long Range Gallery, Cigarette Gallery, Dart Games, Hoop-la, Candy Floss, Waffles.  
Have opening for Penny Arcade, Ten-in-One Show, Midget Show, Fat Girl.  
Capable Ride Help. Top Salaries.  
Address: 233 N. Buckeye St., Wooster, O.

**POPCORN SUPPLIES**  
Order your supplies from the company that gives you the highest quality, lowest prices and the quickest service. Large South American Yellow Popcorn, \$7.00 per bag. 100% Coconut Oil Seasoning, \$18.00 per hundred. Compare prices and you will send your orders to us.  
**GOLD MEDAL PRODUCTS CO.**  
131 E. PEARL ST., CINCINNATI, O.

**WANTED**  
Unlen Billpostor with car, Ride Foreman and other Ride Help that can drive Samis, Canvasman, Builder and A-1 Mechanic. CONCESSIONS: Cook House, privilege in tickets; Shooting Gallery, Photos and all Grind Concessions. Penny Arcade, attractive proposition. Patty Finnerty, write me. All Address:  
**LAWRENCE GREATER SHOWS**  
WINTERQUARTERS, CHESTER, S. C.

**F. L. FLACK**  
Can place for coming season lot superintendent and boss mechanic, experienced Ferris Wheel foreman for No. 12 single wheel; also help on all rides. Jimmie Fogt, write me. Loading out of winter quarters for Detroit, Monday, March 23: No work at winter quarters. A railroad show, you don't have to drive trucks. Working conditions are good, the pay liberal and sure. A number of our last season's men being in the Service now is the reason for this ad.  
For sale, 42 foot Merry-Go-Round top, fair condition; \$50 including chaffing bag.  
Address **F. L. FLACK**, Coldwater, Michigan.

**PIONEER SHOWS**  
Opening in April—Playing New York and Pennsylvania.  
Want Photo Gallery, Custard Arcade, or any 10-cent concession not conflicting with what we have. Also non-conflicting shows. Electrician, Ride help for M. G. R., Ferris Wheel and Chairplane. Workmen in all departments. Will buy or book any rides not conflicting with above. Have for sale—Ferris Wheel and Kiddie Chairplane. No agitators or knockers wanted.  
(Pauli)—Dave Logan—Popeye—got in touch with me.  
**MICKEY PERCELL**, Pioneer Shows (Box 106), Waverly, New York

**CRAFTS  
20 BIG  
SHOWS**

**CRAFTS  
GOLDEN STATE  
SHOWS**

**CRAFTS  
FIESTA SHOWS  
AND CIRCUS**

CALL—Crafts 20 Big Shows open Feb. 14 in Calexico, California. Show leaves quarters Feb. 10. Other Crafts units will open month later. WANT experienced Lasso Skooter Foreman, other major Ride Help; prefer men who can drive big semi-jobs. Mileage paid all truck drivers additional to salary. Wine-o's-Boozers, save stamps. Also want capable Watchmen with previous police experience. Want capable men stand good treatment, prosperity and troupe where sunshine, dry weather prevail. Have Motordrome complete for Man and Wife take charge as Rider-Managers. Jeff Griffith wants Freaks, Novelty Acts for Sideshows. Will buy small Animals. Also Arcade Manager capable of handling-fix machines. Girls for Follies and Posing Shows. Will book Penny Arcade with own transportation on Fiesta Shows. Also Athletic Show. Other Independent Shows. Want experienced Canvasman to take charge of sidewall and front arch.

**CRAFTS SHOWS, 7283 Bellaire Ave., North Hollywood, Calif.**

Phone: SUset 2-3131

**REYNOLDS & WELLS SHOWS**

**WANT FOR THE COMING 1942 SEASON**

WILL GIVE YOU 20 OR MORE FAIRS, STARTING AT ADA, MINN., JUNE 28TH, AND ENDING AT LIBERTY, TEXAS, NOV. 1ST. WANT HIGH-CLASS COOK HOUSE. (Must be first class in every way. References will be asked of previous bookings.) WANT MANAGERS WITH WARDROBE AND YOUNG TALENT FOR GIRL REVUE AND HAWAIIAN SHOW. CAN PLACE, WITH OWN TRANSPORTATION, MOTOR DROME, ANIMAL SHOW, MECHANICAL SHOW, FREAK, MONKEY OR LIFE SHOW, OR ANY OTHER WORTH-WHILE ATTRACTIONS. NOTICE, SHOWMEN: We will give you a Fair Route this season second to none. CAN PLACE WELL-FRAMED AND FLASHED LONG RANGE LEAD GALLERY, STRING GAME, PITCH-TILL-YOU-WIN, BOWLING ALLEY, CANDY FLOSS, SNOW CONE, NOVELTIES AND OTHER CONCESSIONS WORKING FOR 10c. CAN ALSO PLACE RIDE FOREMEN AND SECOND MEN ON RIDES. Winterquarters Now in Operation. Act Quick. Don't Delay. Early Opening. All Address: REYNOLDS & WELLS SHOWS, BOX 794, TEXARKANA, TEXAS

**WANTED FOR THE**

**R. J. GOODING AMUSEMENT CO.**

Roll-o-Plane, Tilt-a-Whirl or Whip, or any new up-to-date Ride. Concessions other than Popcorn, Photo Gallery, Milk Bottles. Like to book two long-range Shooting Galleries, one for R. J. outfit and one for the A. W. Gooding outfit, two or three clean Shows for the R. J. Gooding Company.

Address E. W. WEAVER, Park-View Hotel, Columbus, Ohio.

**AL. BAYSINGER SHOWS**

WILL BOOK, BUY OR LEASE LATE MODEL FLAT RIDES. Must be in good condition. Especially want Roll-o-Plane, Whip, Flying Scooter, Octopus and Spitfire. WANT MANAGER WITH ACTS FOR TEN-IN-ONE. WANT ATHLETIC SHOW. Will furnish equipment for Monkey Circus, Illusion Show or any other money-getting Shows. OPENING FOR GOOD MOTORDROME AND PENNY ARCADE, ALSO WANT LEAD GALLERY, CUSTARD, PHOTOS AND SCALES. Alton Pierson wants capable Man and Wife to take charge and manage beautiful Cookhouse. Concession Agents of all kinds, contact him at once. WANT CAPABLE, SOBER TILT-A-WHIRL AND WHEEL FOREMEN.

Address: A. S. BAYSINGER, Mgr., Box 475, Poplar Bluff, Missouri.

No Waiting for Pay Days Here — They Come Every Week

The First Double-Barrelled Date of 1942

**GREENVILLE, S. C.**

**MARCH 26-APRIL 4**

Nine Days

Nine Days

WANT SHOWS of all kinds with own paraphernalia and transportation for this date only. WANT RIDES: Will place any ride not conflicting with City Ride Unit. Wonderful engagement awaits such as Octopus, Rolloplane, Fly-o-Plane, Spitfire, Kiddie, etc. CONCESSIONS of all kinds. Want large bingo this date. Can place few concessions also for regular season. Want small cookhouse or grab for all year. FREE ACTS: Two or three sensational high acts for this date only. Can use ride help, also few concession agents, both men and women, for season. SHOWMEN, RIDEMEN AND CONCESSIONERS wintering South, NOTICE: Here's an opener for you on the way North. Greenville area rated as best retail trading center in America for many months. Everything booked in order received. CITY RIDES, 22 1/2 EAST COURT STREET, GREENVILLE, S. C.

**JONES GREATER SHOWS**

**WANT FOR SEASON 1942**

RIDES—Want Rollo-Plane. Will book Flat Ride with own transportation. SHOWS—Will furnish outfits to capable showmen; want worth-while Grind Show. CONCESSIONS—All open; special proposition for good Cookhouse. Want Sensational Free Act; Ride Help that can drive semis.

Address PETE JONES, 727 6th Ave., Huntington, W. Va.

**WEST BROS.' SHOWS**

**CAN PLACE FOR SEASON OF '42**

Cook House, Lead Gallery, Photo Gallery. All stock concessions, write. WANT Girl Show, Girl Revue, Glass House operator, Monkey Show. WANT Ride help of all kinds. WANT to hear from good General Agent. FOR SALE—One No. 5 Ell Wheel with new seats, 10 Ponies for Pony Ride.

315 WEST MAIN ST., EL DORADO, ARKANSAS

**Los Angeles**

LOS ANGELES, Jan. 24.—Carnivals wintering on the West Coast are planning to get on the road by the middle of February. Opening date for Crafts 20 Big Shows is February 14 in Calexico, Calif. Patrick's Greater Shows are to hit the road about the middle of next month. Mike Krekos, owner West Coast Circus Shows, is touring California on business. Charles Nelson and Elden Frock returned from the fair meetings. Ben Dobbert, Roy E. Ludington and Orville N. Crafts are back after a trip to various points in the State. Tom Hughes is wintering in Miami but plans to go to Key West, Fla., and Havana soon. He has signed his rides with Wallace Bros.' Shows, his ninth season there.

Edward Ritro is a fire warden in the Los Angeles Fire Auxillary. Jerry Mackey has been called back into army service. Frank Forest booked his Side Show with West Coast Circus Shows, his third season there. Bob Murdock, Coast Novelty Company, Venice, Calif., was in town Monday night. Fred Morgan is in charge of the Polar Palace. Mr. and Mrs. J. E. Pepln entertained with their rooster on Breakfast at Sard's radio show on the Blue network. Joe Mettler, Max Hillman, Eddie Barnett, Archie Green and Al Rodin, West Coast Shows, spend much time playing golf.

Alligator Tex Hartsell joins W. G. Wade Shows in Detroit in April with his Jungleground and Python Show. Chuck Gammon and Cal Lipis had charge of the German airplane display on Hill Street recently. Whitey Bahr is going strong in the swap-shop business, but will join Crafts 20 Big Shows when they open. Chet Bryant is with Merchants' Fire Dis- (See LOS ANGELES on page 55)



BRINGS

**\$5 to \$50 Daily Earnings**

**Does Work of a \$300 Machine At About ONE SIXTH the Price!**

Here it is, men—the lowest priced Electric Corn Popper on the market. Does the work of a \$300 machine at about one-sixth the price! Fully guaranteed. Pops a batch wet or dry in three minutes. Sold on special liberal NO RISK PLAN! You can make PROFITS GALORE with this amazing low price Machine, and if you order within 30 days we will send you FREE enough Pop Corn and supplies so that when popped and sold IT WILL PAY FOR YOUR MACHINE! Don't delay—write today for full information.

**SALESMEN WANTED!**

Great money-making opportunity for ambitious men. Write for full details!

**EXCEL MFG. CORP.**  
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**FOR SALE**

Six (6) U-Drive Midget Cars, Gas Driven. Capacity, 2 adults. Very good looking, each car different type and color. Track, Bumpers, 2 Ticket Booths and 2 Wheel Trailer with Brakes for hauling with Passenger Car. All for \$2,000.00 cash.

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Fastest Growing Organization in Show Business

**BENEVOLENT PROTECTIVE—SOCIAL**  
(Hospitalization and Cemetery Fund)

Dues \$10 Initiation \$10  
Sixth Floor, Palace Theater Bldg.,  
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New York City

**CARNIVAL WANTED**

Aug. 20-21-22-23  
For One of the Best Fairs in Iowa.  
A Wonderful Carnival Town.

**WINNESHIEK COUNTY AGRICULTURAL ASSN.**  
DECORAH, IOWA  
Leon R. Brown, Sec. Cresco, Iowa

**FOR SALE**

One 20-foot Semi, like new, sides open for display. Trailer, formerly on General Motor Parade of Progress for Diesel display. \$1,000 Cash. Write for detailed description. 10x10 four-way Popcorn Carmel Corn, Candy Apple Concession complete, with two electric popcorn machines, one gasoline hand popper, show cases, etc. Must sacrifice due to draft at \$250.00. For further description and picture of same, write ED DEIBERT, 2730 Wreford St., Detroit, Mich.

**W. G. WADE SHOWS**

Now Contracting for 1942  
Want Shows, Rides and Concessions for long season.  
Address W. G. WADE SHOWS  
289 Elmhurst Detroit, Michigan  
Phone: Townsend 8-1508

**J. F. SPARKS SHOWS**

Now booking for 1942. Shows and Concessions, Ride Help, write.  
Address: BOX 1670, Birmingham, Alabama

**Everybody Is Welcome To THE SECOND ANNUAL DANCE of the LONE STAR SHOWWOMEN'S CLUB**  
TO BE HELD AT  
PALM ROOM, ADOLPHUS HOTEL, DALLAS, TEX., FEBRUARY 6  
Dance to the music of Hyman Charninsky's Orchestra  
TICKETS \$1.00 PER PERSON  
LONE STAR SHOWWOMEN'S CLUB  
CAMPBELL HOTEL, DALLAS, TEXAS

**WANTED!! WANTED!! WANTED!!**  
FREAKS, CURIOSITIES AND NOVELTY ACTS FOR  
**JAMES E. STRATES BIG CIRCUS SIDE SHOW**

Can place Magolan that can pitch, M. C.; Ticket Seller that can grind, Tattoo Artist, and Canvas Man. State lowest in first letter. All letters will be answered.  
Address AL TOMAINI, care General Delivery, Gibsonton, Fla.

**O. C. Buck**

TRENTON, N. J., Jan. 24.—Workmen have started preparing shows for their spring trek at the fairgrounds here. Plenty of paint is being spread. Manager O. C. Buck left January 13 for Upper New York State. Goldie Pitts is commuting from Philadelphia and readying a new Side Show. Munn's Animal Shows will grace the midway with a new front and top. The writer, press representative, made a flying trip here to huddle with Buck. A full crew is to be employed in a few weeks.

LON RAMSDELL.

**J. J. Page**

JOHNSON CITY, Tenn., Jan. 24.—With the advent of the new year, quarters' work took on added impetus under direction of Superintendent Roy Fann, who has been here with a small crew since shows were put in quarters. Rolling stock will be rehabilitated, with all trucks on the list for new floor jobs. All equipment will be overhauled and repainted. New cages and additional living room were added to the lion's quarters and Jack King is again in charge of the animal house. Lee Crane, in charge of canvas, will start repair work soon. Owner Page took delivery on a new car and will make several fair meetings this month. Chris Jernigan made a Washington trip after the shows closed, and upon his return here took a position with a local transportation company. From Florida comes word that Mr. and Mrs. Jerry Jeffrey were in an auto accident, he fracturing an arm. Mrs. Jeffrey had three ribs shattered, but both are getting along okay. Roy Carey, with several stands on the main stem, reported fair business here for the holidays. He has since transferred the location to Bob Richards, wire worker.

R. E. SAVAGE.

**John H. Marks**

RICHMOND, Va., Jan. 24.—John H. Marks, owner-manager, reports that shows will play 12 fairs in 1942 season. Several new spots in addition to the old established route, which Marks has been playing for the last 16 years, will be played.

Among fair bookings announced last week were the West Virginia Free Fair, Charleston; West Virginia State Fair, Ronceverte; Lexington (Va.) Fair; Robertson County Fair, Lumberton, N. C.; Cumberland County Fair, Fayetteville, N. C.; Stanley County Fair, Albemarle, N. C., and Pee Dee Fair, Florence, S. C. General Representative Graves H. Perry also announces several celebrations and special events will be played beginning in July. Tour opens here early in April. Contracts have been signed with Duke Jeanette, Side Show; Art Gordon, who will operate the Girls and Posing Revues; Doc Anderson, who will again manage the Harlem Club Minstrel Show; Speedy Merrill's Motordrome; Rube Nixon's Monkey Circus, and Chet Dunn, who will have several rides including a new Fly-o-Plane this year. Marks and members of his executive staff will attend a number of fair meetings. The writer, publicity director, is spending the winter working ahead of Sam J. Scheidler's Museum, and Nick B. Stepp, secretary-treasurer, is in Asheville, N. C., where he is auditor for a hotel. Quarters activities begin in March.

WALTER D. NEALAND.

**Mighty Sheesley Midway**

ANNISTON, Ala., Jan. 24.—Jimmie Baine and not Jimmie Doncaster, as was reported recently, is in charge of quarters work. Mr. and Mrs. Harvey Williams, who had the Midget Show last year, are visiting relatives in Minneapolis, but are expected to return late in February. J. S. May, of the cook-house, who is in Veterans' Hospital, Huntington, W. Va., advises that he expects to be released late this month. Art Syde, who is in charge of Pound's pony ride, has moved the high diving horse here from the farm. Mr. and Mrs. Bill Thompson visited from Talladega,

**Winter-Quarters News and Gossip**

As Reported by Representatives for the Shows

Ala., where Bill is employed on a government project. Mike Green, candy concessionaire, is with a theater in Youngstown, O., in the same capacity for the winter. E. H. (Texas Smithy) Smith, secretary, advised he and Mrs. Smith and daughter are wintering in Jacksonville Beach, Fla. Mr. and Mrs. Bill Rice Jr. spent the holidays with Mrs. Rice's relatives in Sherman, Tex. Owner John M. Sheesley spent New Year's Day with Mr. and Mrs. John D. Sheesley and children at Jacksonville Beach, Fla. He will visit Miami before returning to quarters. J. B. Hendershot, general agent, is away on a business trip. Charles Sheesley, assistant manager, is at his home in Harrisburg, Pa. Mr. and Mrs. Harry Moore are wintering at their home in St. Louis. Mr. and Mrs. Al Renton held open house in their trailer on New Year's Eve, with refreshments and sandwiches being served. In attendance were Renton's mother, Mr. and Mrs. E. C. May, Arthur Workman; Fay, Frances and Robert Renton, and Jimmie Baine. Mrs. Noel, of the Hotel Jeff Davis here, spent New Year's Day with the E. C. Mays and had dinner with them. Visitors were Mr. and Mrs. Jack Murray, who were en route to Florida.

E. C. MAY.

**Buckeye State**

LAUREL, Miss., Jan. 24.—With the return of General Manager Joe Galler quarters have taken on added activity. Jack Oliver, business manager, accompanied Galler on a recent successful booking trip. Mrs. Joe Galler returned from her Hot Springs vacation, and Mr. and Mrs. H. G. Starbuck have returned from a visit with relatives in Memphis and Bradford, Ark. Captain Willander and family came back from Memphis after a five-week engagement at Bry's department store. Mr. and Mrs. Gus Litts and crew are here readying their concession line-up. Kack Harrison came in and has started work on a new cook-house. Pat Brown, chief carpenter, and crew are building new equipment and repairing the old. Frank Hughes, scenic artist, is turning out some good work. Russell Cooper, chief electrician, is in Memphis supervising the overhauling of shows' Diesel power units. Manager Joe Galler purchased another power unit and it will be shipped to the shows along with the reconditioned units. Mr. and Mrs. Homer Finley, who have two kiddy rides, arrived. Earl Crane is expected back soon from a Florida vacation, as is Date Curtis, Minstrel Show manager. Mickey Stark made a flying trip to Florida and purchased a Flying Scooter. Mr. and Mrs. J. Bird have charge of the quarters kitchen. The writer and Mrs. Martin arrived in quarters January 2.

PERCY MARTIN.

**Patrick's Greater**

MODESTO, Calif., Jan. 24.—Shows arrived here December 21 and work is progressing under direction of T. H. Bailey, lot superintendent. Owner and Mrs. W. R. Patrick are still in Washington on a booking tour. Shows carry their own Diesel plant and will feature fluorescent lighting next season. A turkey dinner was tendered all in quarters on Christmas and New Year's. Joe Pongo, ape owned by Mr. and Mrs. Utke, died of pneumonia while shows were playing Klamath Falls, Ore., and the body was received here January 3 after being mounted by A. C. Cummings, of Klamath Falls. Shows plan to take to the road again about February 1 and tour Oregon, Washington and Idaho.

PEGGY BAILEY.

**Golden Arrow**

NORMAN, Ark., Jan. 24.—Recent arrivals were Mr. and Mrs. Jim Hill, who have a show and concession booked. Dick Young, electrician, and Roy Smith, assistant, have all wires and transformers in good shape. Percy Alford and crew will soon finish all carpenter work. Mr. and Mrs. Clyde Morton have been entertaining friends from Hot Springs and Mrs. Morton is expecting delivery on her new trailer. Dad (Tom) Warner has his new trailer here. Mr. and Mrs. Cooper's trailer arrived, but they will remain in their apartment until opening.

MRS. DAVE COOPER.

**Heaton's Mighty**

GREENVILLE, S. C., Jan. 24.—Quarters work is progressing and Fred Corley, chief electrician, and Dad Roberts, assistant, are working on the five light plants. Bud Guratto, mechanical superintendent, says all trucks and trailers are okay. Owner Bruce Heaton returned and reports that four new trailers and two trucks will come in soon. Heaton also says he has ordered a Waltzer, Ridee-O, Spitfire, Hey Dey and a miniature railroad. The writer has a five-man crew working day and night on new fronts. Hal Hallis is adding two lions for the Lion and Thrill Auto Drome. Bob Bricey signed as manager for show's new water show, and Joe Callison, scenic artist, and his boys are working on the electric towers. Paul Norris and Dale Hock are expected in from Hollywood soon. Mrs. Bruce Heaton, treasurer, will have the Penny Arcade and Funhouse. All enjoyed Christmas dinner in Margaret Wrigley's cookhouse and then went to the Pines night club for a dance. Bruce Heaton Jr. and Willie Mary Heaton are here. Johnnie W. Heaton, May Kind, Bill and Ann Dyer, James Rogers and Phil Little are frequent visitors. Mrs. Bruce Heaton has made arrangements to have a Defense Bond and Stamp booth on the shows. She has already sold \$200 worth of the bonds to members of the shows.

JAMES KAY.

**O. N. Crafts**

NORTH HOLLYWOOD, Jan. 24.—With opening several weeks off, quarters' work has been speeded up, with William Meyer in charge of all activities. Many rides have been erected in front of the sheds where they are being given a thorough check. The upholstering department has been working overtime turning out seat padding required on several rides. H. D. Landaker completed two new fronts in addition to laying out the art work for the Kiddie Merry-Go-Round. Roy Shepperd has his crew installing a temporary workshop for the two scooters. Holiday week saw little let-up in the work program, Christmas Day being the boys' only off day. A family gathering attended the Christmas Eve party at the Notty Pine Room of the Crafts Lodge here. All exchanged gifts and enjoyed Christmas luncheon and refreshments served by Maybelle and O. N. Crafts. Party lasted until early morning. Roy E. Ludington, Ben Dobbert and Bill Meyer finished up the night's entertainment with a contest of jackpot cutting. Guests included Mr. and Mrs. Bruce Pennick Jr., Mrs. Dick Rennie, Mr. and Mrs. Ben Dobbert, Mr. and Mrs. Roger Warren, Mr. and Mrs. Frank Warren, Mr. and Mrs. Bill Meyer, Bruce Rennie and Mr. and Mrs. Roy E. Ludington. All rolling equipment is being lettered with such slogans as "We Help Keep Up the Morale"; "Let's Go, America," and "Keep Up Your Chin—We'll Win." "Let's Keep 'Em Flying, We'll Help Keep the Kiddies From Crying"—"Buy a Bond or Stamp Today." All paper, as well as press ads, will carry a patriotic slogan. Ed Bliss and Eddie Murphy, scenic artists, are expected to arrive from San Bernardino, Calif., soon. Jake Boyd and crew are building a combination office, stock, transformer and storage semi-trailer for the No. 3 shows. Golden State Shows will be given additional rides and several panel fronts will be added. No. 1 unit will also have several new fronts. Reported by an executive of the shows.

**Pleasureland**

POWLERVILLE, Mich., Jan. 24.—After quartering shows on the fairgrounds here, personnel scattered to all sections of the country. Jack and Dorothy Raterink, ball game and engraving stand, are wintering in California, and Mr. and Mrs. Edward Delbert, popcorn and bingo operators, and children, Richard Betty and Lenore, are wintering in Detroit. Harry and Jessie Burgess, concessionaires, are vacationing in Saginaw, Mich. Marty Rose, concession operator, is in Detroit, and Mrs. Doyle Goodwin is wintering in Pontiac, Mich. Ray Myers left for Tampa to assume his duties with a trailer company. He recently purchased a new car. The writer, after a three-week hunting trip in Northern Michigan, has been handling promotions in Southern Ohio.

H. G. HOCKETT.

**Palmetto**

CLIFTON, S. C., Jan. 24.—Shows are safely ensconced in winter quarters in Bristol, Va., but the writer spent the holidays here with Manager R. G. (Doc) Felmet, who returned recently from a successful booking trip thru Pennsylvania, Virginia and Tennessee. Felmet also purchased a new Octopus and Whip. W. E. (Billy) Morgan, who is wintering in Florida, booked his six rides for the fair tour. Manager Felmet was presented with a new car by President W. H. Gimmel and Vice-President H. A. Boswell. Shows plan to carry 9 rides, 9 shows, 30 concessions and 2 free attractions. Neal Brian is lot superintendent. Felmet and the writer will travel with W. E. Morgan's rides over the dates contracted by Morgan before he signed with the shows. Felmet's mother, Mrs. J. P. Felmet, is recovering from a paralytic stroke sustained last September. Patsy Cummings has been signed as secretary of the shows.

GEORGE METTS.

**Great Sutton**

OSCEOLA, Ark., Jan. 24.—Manager Sutton and personnel are looking forward to a prosperous 1942 season. General Representative J. (Bill) Carner has contracted several still spots and five Southern Illinois fairs. Construction Superintendent Bill Norwood reported a full crew started work January 1. R. R. Mickey letters from Edcouch, Tex., that he is fishing there and looking forward to another big season. Herman Schwartz spent the holidays at Mr. and Mrs. Sutton's country home. Before leaving he booked his seven concessions with the shows. Mr. and Mrs. J. (Bill) Carner arrived recently and spent several days while Bill recovered from a brief illness. Manager Sutton reports he has purchased two light towers and that the shows will be neonized for 1942. Several trucks and trailers have been

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For Rides for an old established show with a valuable name in its territory. In the area we work are some of the biggest pay rolls in the country, including airplane factories, powder plants, steel mills, gun shops and all allied war industries. We offer our people a whole season's work with minimum jumps in a year in which transportation is an all important factor. Cook House privilege for sale. Want the best. Want following Shows: Circus, Monkey, War, Celine, Fun House, Also Motor Drome. Open early May.

**HOWARD POTTER**  
BUFFALO SHOWS, BUFFALO, N. Y.

**WILL BUY SUPER ROLL-O-PLANE**

For cash. Must be first-class condition and reasonably priced. Mr. Miller, who has plane stored in Troy, Ohio, please communicate again. Your address was lost.

H. B., 287 Bank St., Norfolk, Va.

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Now Booking and Contracting  
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**Attention: Illinois Fairs**

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**PEARSON SHOWS**  
Play Illinois Only in 1942. Open May 2.  
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Address Winterquarters: **BOX 9, Ramsey, IL**

**OACDV Endorsed**

STORY of the endorsement by Massachusetts Agricultural Fairs' Association of the plan for an Outdoor Amusement Conference for Defense and Victory, to be discussed at meeting representative of the industry in Tampa on February 6, begins on page 3 of this issue.

# WONDER SHOWS OF AMERICA

Formerly Goodman Wonder Shows

**No blackouts in our territory!**

**WANT** Cookhouse, Grab, Frozen Custard and any other Concession that does not conflict. Penny Arcade, must be up to our standard.

Interested in Outstanding Shows and will furnish equipment. What have you that's new? Can use Rides that do not conflict. No autos or trucks here. This is a Railroad Show. We transport you and equipment after joining. Can use first-grade Help in every department. All salaries paid from office. Write or wire

**MAX GOODMAN**  
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# MARKS SHOWS, INC.

Now Booking Attractions for the Season of 1942

Can place Glass House, Fun House and Grind Shows that meet our standards.

Concessions—A few legitimate Concessions. Good opening for Photo Gallery and American Palmistry. Must have neat frame-ups.

Experienced Foremen and Ride Help, communicate.

Show opens early in April. Fairs start August 1 and continue thru Armistice Day. Address all communications to

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CAN PLACE FOR 1942 SEASON, AND HAVE TO OFFER THE FINEST ROUTE OF STILL DATES, FAIRS AND CELEBRATIONS OF ANY SHOW IN AMERICA.

Following Fairs Now Contracted and Six More Pending: Grand Forks, N. Dak.; Minot, N. Dak.; Langdon, N. Dak.; Hamilton, N. Dak.; Roseau, Minn.; Mahanomen, Minn.; Thief River Falls, Minn.; Perham, Minn.; Rochester, Minn.; Cedar Rapids, Iowa; Albert Lea, Minn.; Fargo, N. Dak.; Huron, S. Dak.; and the Spring Fiesta Celebration, Joplin, Mo. CONCESSIONS: Custard, Candy Floss, Candy apples and Photo Gallery. SHOWS: Due to disappointment, can place high-class Side Show, either with or without your own frameup and transportation. Also can place any new and novel Shows, with or without own outfits. Can place several Managers, Talkers and Grinders, Harry Ansloy and Eddie Ricker, write me. Can place Painter that can do scenic and modernistic paintings. **WANT THE FOLLOWING WORKING MEN:** Builder and Designer, Assistant Diesel Plant and Electrician Helper, and Ride Men who can drive Big E11 Semi-Trailers. All address:

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# KEYSTONE MODERN SHOWS WANT

One more outstanding Sensational Free Act. Capable people with Acts and wardrobe to operate Ten-in-One and two Girl Shows. Will furnish outfits for Minstrel, Hillbilly and Grind Shows. Want capable Trainer to handle Chimp and Monkeys on Monkey Circus; also Talkers for the above shows. Want Mechanic, Ride Help, Second Men and Foreman for Twin Wheels, Octopus, Roll-O-Plane, Merry-Go-Round, Chairplane and Kiddie Rides. Ride men with me last year, write.

Will buy or book Fly-O-Plane or Spitfire rides.

Show will open early in April at Atlanta, Georgia. All address

**C. A. HARTZBERG, Manager, Punta Gorda, Fla.**

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Rides of all kinds. To be located at Colorado Springs, the foot of Pikes Peak. \$25,000,000 Army Camp Being Built. Would prefer one company with at least eight different Rides. Wire or phone

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111 N. CASCADE COLORADO SPRINGS, COLO.

The Treasury Department or the Federal Reserve Banks will hold your Defense Savings Bonds for safekeeping free of charge.

added. Mr. and Mrs. George Campbell purchased a new house trailer. Joe Barrett, assistant electrician, arrived and is temporarily employed as night clerk at Mrs. Sutton's tourist court. Russ and Mitzl Morgan letter from St. Louis that they have organized a new Girl Revue. **P. M. SUTTON JR.**

## Great Lakes Expo

**SHEFFIELD, Ala., Jan. 24.**—Crew is busy in quarters at the old carbarns, repainting and repairing all rides, shows and trucks. Because of the shortage of canvas two men are sewing on tops. Carpenters and painters are busy and several ride men are here going over their rides. The writer is getting the electrical equipment in shape for the season, which opens late in March. Jack Lloyd and Harry McClure are here working sewing machines and Mr. and Mrs. Carl Little and twins playing schools with their snakes. B. Hillman has a pool parlor downtown and is a frequent quarters visitor. Mr. and Mrs. Frank Lissano, Girl Show operators, stopped off and left their house trailer here en route to Aniston, Ala. Big Barn Storey also visited quarters, as did Mr. and Mrs. Bob Heth, Gold Medal Shows.

**L. J. (LEO) HOUT.**

## Coleman Bros.

**MIDDLETOWN, Conn., Jan. 24.**—Painting and repairing of the Whip, Merry-Go-Round, Kiddie Auto and Chairplane has been going on in local quarters since shows closed the season at Stafford Springs, Conn. Finishing touches are being applied on the rides and they will be ready for the early April opening. New show tops and a new marquee have been received. Owners Tom, Dick and Mrs. Thomas Coleman are on a fair booking trip to Maine and New Hampshire. Several new tractors and trailers have been ordered. Turkey and all the fixings were enjoyed by all in quarters on Christmas. Mrs. Nellie Coleman was hostess. Recent visitors included Arthur and Gilbert Tracey, James Sheridan, Joe Bury, Tim Coleman and Tom Woods. **D. ALTMAN.**

## Penn Premier

**STROUDSBURG, Pa., Jan. 24.**—Work in quarters is progressing rapidly and a new marquee has been completed. A new Monkey Show is under way for Capt. Charles Smith, who will add two new baby chimps to his line-up. Overhauling of the Motordrome also has begun. Harry Myers has signed for his fourth consecutive year and is building three more concessions. Mr. and Mrs. Benjamin Monroe will also be back with their ball games and photo gallery. **Gus Rolgus**

has rebooked his candy apples. Three new semis have been delivered and two are being built by ride superintendent Al Bydlark. He also took delivery on a new house car. All rolling stock is in charge of Mechanic Dale Osborne. General Manager and Mrs. Serfass returned from a vacation in Miami and are preparing to attending the various fair meetings. Stanley Reed is in New England. He is handling the press and advance. Foreman of the building, Jack Wilson, lost a finger while working on a band saw. Quarters crew now comprises Al Bydlark, superintendent; Dale Osborne, mechanic; Charles Bonneau and Harry Thiel, painters; Jack Wilson, Tony Gallagher, Russ Swink, Blackie Parise and the writer. **JASPER LUICK.**

## Fred Allen

**SYRACUSE, N. Y., Jan. 24.**—Quarters work is progressing nicely and two more rides have been contracted. A new truck has been purchased, as have two more semi-trailers. Three more shows will be added, as will 1,000 feet of new striped sidewall. Aerial Crawfords, Madame Bessee's Wonders and Daredevil Lavogel will be the free acts. Mr. and Mrs. Doce signed their bingo, and Mr. and Mrs. O. W. Boardman booked their long-range gallery and grind store. Other additions included Mr. and Mrs. Gerald Weeks, two penny pitches, pea ball and Circus Side Show; Marie Irvine, three ball games; Mr. and Mrs. Wheelock, popcorn and candy floss; W. F. Smith, waffles and apples; French Lafontaine, dart balloon, grind store and Chinese Dragon Show, and Mrs. A. Holman and son, Gene, cigarette gallery and Kiddie Ride. Dad and Fred Christ signed their Ferris Wheel and Chairplane. All other rides are show owned. Shows are scheduled to open May 1 and will play New York and some New England dates. Recent visitors included King Reid, of shows bearing his name, and James R. Kelleher, Sunburst Exposition Shows. **MRS. GERALD WEEKS.**

## Pioneer

**WAVERLY, N. Y., Jan. 24.**—On their recent trip to Louisiana Manager Percell and the writer stopped at Augusta, Ga., and re-booked Tommy Fallon's Hawaiian, Miss America, Athletic and Animal shows and six concessions. Others returning are Howard LeVan, three concessions; William F. Page, two, and Mr. and Mrs. Peavey Jr., and Sam Serlan with his new cookhouse, popcorn and candy apples. Mr. and Mrs. Dave Wise are operating a service station and restaurant. Shows purchased a new 12-room house here to house the quarters crew, including the writer, William F. Page, Paul McAly, Sam, Bateena and Willie Mullholland. **R. (COUNT) GOLDEN.**

# MUSEUMS

Address Communications to Cincinnati Office

## Kortes Unit Off to Okay Start in Salt Lake City

**SALT LAKE CITY, Jan. 24.**—Pete Kortes's World's Fair Freaks Museum opened to good crowds and business in a large building in the heart of the theater district here January 12. With moderate weather, results for the first two days were far above expectations, Roy B. Jones said. Show is said to be the second of its type ever to appear locally. Territory within a 50-mile radius has been well billed by Slim Wells and crew.

Remote-control broadcasts from the floor of the museum have created much interest, and Sidney Fox, showmen's friend and president of Station KDYL, is sponsoring a program called *Oddities on Parade*. Jack Johnson, former heavyweight boxing champion, went to Los Angeles on business and will not report here until January 21. Rita and Dorothy Kortes, who visited their parents during the holidays, have returned to school.

Willie and Mary Cain, glass blowers, visited their parents at Tucson (Ariz.) quarters of Rubin & Cherry Exposition, and Charles LeRoy still has charge of the floor, assisted by Billie King. Laurie Johnson, sword swallower, went to Houston to take delivery on a new trailer. Sam Jones, auction store con-

cessionaire with carnivals, is owner-operator of a jewelry store here.

Unit came here after a 1,200-mile jaunt from El Paso, Tex. Journey required about four days' travel and only mishap occurred when George White's (stone man) car left the road in a snowstorm.

## Greenfield Opener 'Is Good For Sam J. Scheidler Unit

**GREENFIELD, O., Jan. 24.**—Sam J. Scheidler's World's Assembly of Strange People opened a week's engagement here January 9 to a good crowd and business despite zero weather, Walter D. Nealand reported. Town is the smallest played by the unit this year, but management is optimistic over the fact that local mills are running full blast.

George Thompson (Waxo), mechanical man, joined here. Before coming here unit successfully concluded a week's stand in Chillicothe, O., despite cold weather. Chillicothe is the home of many well-known showfolk, including Clyde Beatty, George V. Connors, Doc Waddell, and William L. Denny, who died recently. Connors visited during the stand. Owner Scheidler and General Agent Nealand visited in Cincinnati during the local engagement and were callers at *The Billboard* offices.

**Coast Notes**

By WALTON DE PELLATON

LOS ANGELES, Jan. 24.—Despite defense restrictions on the Pacific Coast, winter quarters of the various shows in this sector are bustling with preparations for the coming season. The Anfenger Wild Animal Museum is doing well on its Atlantic Avenue location. After spending the holidays with their family in Missoula, Mont., Glenn and Ethel Henry returned to their home on Garvey Avenue. Tod and Maxine Henry have signed with Arthur's Mighty American Shows and at present are appearing in a nightery in San Diego, Calif. Mr. and Mrs. Charles Ferguson have been busy training their dog and pony acts. They also have had their photo gallery in a downtown San Diego location. Mr. and Mrs. Teddy Levitt have enjoyed the winter in their apartment on Figueroa Street. Manfred and Mae Stewart are vacationing at Palm Springs before starting activities at Arthur's winter quarters. Capt. Bill Foix has signed his lion act with Arthur's Mighty American Shows. Sport and Harry Matthews are appearing with their aerial act at a local nightery, while Al Gray and Diane are among features at the Biltmore Bowl.

Marie Dahm's dog and pony act is playing a Long Beach theater. Arthur Hockwald is preparing for the 1942 tour with the Georgia Minstrels. H. B. and Emmy Clifford's cafe at the Paramount studio is doing well. Betty Wilson is visiting her husband in Texas. William Sinclair is wintering at his home on 33d Street. Fern Chaney and Frank Redmond have their concessions at Mission Beach. Mr. and Mrs. Chris Olson are preparing their side show for another season with Monte Young Shows. Marie and Frank Forrest will again be with the West Coast Shows. Jean Casper is wintering with her mother, Edith Lenzner, at her home in Ocean Park. Katherine Quivala is living with her sister, Verna Seeborg, in El Cerrito, Calif. Eddie Hill is wintering at his home in Bend, Ore.

Thomas Pierson is a chef at a local cafe. Mr. and Mrs. John H. Hobday are wintering at Hobday's mother's home in Altadena, Calif. Mrs. Tex Cassidy is residing at her home in Spokane, Wash., as is Mrs. James Kidderman. Florence and Fred Walters are successfully conducting a cafe in Raymond, Wash. Frank and Vera Vardon are operating a tourist camp on Temple Street here. The Ross Baxters are living at their home in Oakland, Calif. William De Miller is operating a vulcanizing plant in San Fernando, Calif. The Robert Schoonovers are residing in Oakland and will again be with West Coast Shows. The Harry Suckers arrived from Salt Lake City to visit their son here. Mr. and Mrs. Earl Stolze have taken an apartment on Figueroa Street. Max (Mulligan) Kaplan is commuting between Corey Bros.' Circus' quarters in Beaumont and the Bristol Hotel. Mrs. Marie Klinck is wintering at her home in Monrovia, Calif.

**St. Louis**

ST. LOUIS, Jan. 24.—Denny Pugh, co-owner and operator World of Today Shows, is visiting friends here after spending a week in Chicago. He will leave soon for his home in Dallas. Al Wagner, manager Great Lakes Exposition Shows, visited *The Billboard* office Monday while en route north after attending the Indiana State fair meeting in Indianapolis. Phil Little, prominent concessionaire, spent several days in the city while en route from his Dallas home to the fair meeting in St. Paul. Sam Fidler, owner Fidler's United Shows, left today for the North, his ultimate goal being the Michigan State fair meeting, Detroit.

John Howard, who has had his freak show out for several months, brought the troupe into St. Louis last week and will lay off for about a month. Steve

Handing, Alamo Exposition Shows, made a quick trip here to visit relatives, leaving again on Tuesday for San Antonio. Ed H. Moran, general agent Al Baysinger Shows; Noble C. Fairly, general agent Dee Lang's Famous Shows, and Elmer Brown, general agent Frisk Greater Shows, left recently for St. Paul.

Roger E. Haney, ride owner, passed thru the city en route from Indiana fair meeting to his home in Kansas City. H. L. Stacey, agent Dixie Belle Shows, entered City Hospital last week to undergo an operation and would like to hear from his friends. Dee Lang, owner shows bearing his name, left Missouri Baptist Hospital last week and is recuperating at the home of relatives here.

**ROUTES**

(Continued from page 21)

Woodd, Napua (Lexington) NYC, h. Woods, Johnny (State) NYC, t.

Yost's, Ben, Singers (Roxy) NYC, t. Yost's, Ben, Quartet (Diamond Horseshoe) NYC, ac.

**CARNIVAL**

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

B. & H. Am. Co.: Yemassee, S. C. Bill-Joy: Valdosta, Ga., 26-Feb. 7. Crescent Am. Co.: (Fair) Vero Beach, Fla. Hottle, Buff: Harvey's Canal, La. M. & G. Am.: Ty Ty, Ga. Tassell, Barney, Unit: (Fair) Melbourne, Fla. Texas: Pharr, Tex. Tower Am. Co.: West Columbia, S. C.

**CIRCUS**

Cole, James M.: Dundee, N. Y., Feb. 2; Nunda 3; LeRoy 4; Glifton Springs 5; Honeoye Falls 6; Newark 7.

Davenport, Orrin: Grand Rapids, Mich., 26-31; Cleveland Feb. 2-15. Polack Bros.: (Armory) Louisville Feb. 6-12.

**MISCELLANEOUS**

Alexander, Mentalist (Hotel McCurdy) Evansville, Ind., 26-31. Bragg, George M., Show: San Manuel, Tex., 26-31; McAllen, Feb. 2-7. Campbell, Loring, Magician: Vandalia, Ill., 29; Waterloo 29; Alton 30; Booneville, Mo., Feb. 1; E. St. Louis, Ill., 2; Desloge, Mo., 3. Daniel, E. A., Magician: Corydon, Ia., 26; Mystic 29; Centerville 30. Earl's Magic Show: Pahokee, Fla., 26-28; La Belle 29; De Soto 30; St. Cloud Feb. 2. Green, Magician: Lacombe, Alta., Can., 26-28; Panoka 29-31. Long, Leon, Magician: Ft. Pierce, Fla., 29-31; Daytona Beach, Feb. 1-4. Lucy, Thos. Elmore: North Little Rock, Ark., 26-30. Monroe, Magician: Ocala, Fla., 28; Gainesville 29-31; Lake City Feb. 2-3; Waycross, Ga., 4-5. Neff's Wonder Workers: Davidsville, Pa., 28; Keyser, W. Va., 29; Cumberland, Md., 30. Ricton's Dogs (school show): Doraville, Ga., until March 1. Roba & Collins, Magicians: Cape Girardeau, Mo., 27-30. Sheffield, Magician (Jack Pepper's Log Cabin) Dallas, Tex. Slout, L. Verne, Theater Workshop: Harvard, Mass., 28; Hingham 29; Turners Falls 30; New York City, Feb. 1-2; Chester, W. Va., 4. Virgil, Magician: Abbeville, La., 28; Eunice 30.

**ADDITIONAL ROUTES**

(Received Too Late for Classification)

English, Ray (State Theater) NYC 29-Feb. 4. Jaxon, Great (Red Gables Night Club) Indianapolis 26-31. Johnson, Judith (Clover Club) Fort Worth, Tex., 26-31. Lady Crystal (Hayloft Restaurant) Jamestown, N. Y., 26-31. Roberts, Jack & Renee (Parkview Hotel) Gouverneur, N. Y., 26-31.

**Sponsored Events**

Veteran, Lodge and Other Organization Festivities

Conducted by ROBERT R. DOEPKER

(Communications to 25 Opera Place, Cincinnati, O.)

**Youngstown (O.) Committee Makes Plans for Home Show**

YOUNGSTOWN, O., Jan. 24.—Encouraged by the success of last year's Home Show and spurred by the soaring needs for defense housing units, local Builders' Association is readying plans for one of the largest shows ever held here. H. S. Bonchek, publicity director, announced this week. Show will occupy three floors of Stambaugh Auditorium.

A. R. Altman, who managed the initial two shows, again is in charge of the exhibition. Event drew more than 50,000 paid admissions last year. National Livestock and Meat Board, Chicago, which will conduct a five-session cooking school, is working in conjunction with the local committee.

**Rolla Celebration Continues**

ROLLA, N. D., Jan. 24.—Rolla Commercial Club, headed by Dr. Paul Reed, president, voted to again sponsor the annual Summer Celebration and details will be mapped at a future meeting. Other club officers are Theodore B. Payerlund, first vice-president; William

**Louisa Firemen Use Wolandi Defense Idea**

LOUISA, Va., Jan. 24.—Adopting a plan set forth in a recent issue of *The Billboard* by Wolandi, bounding high-wire performer, in an effort to aid Uncle Sam fight for freedom, Louisa Volunteer Fire Company, sponsors of the annual July 4th Firemen's Fair here, recently wrote a letter to President Franklin D. Roosevelt expressing the willingness of the company to aid in the defense of America.

On the back of the letter each of the 30 members of the company placed a canceled 25-cent Defense Stamp, with their names and addresses written over the stamps, as a token of their help in the defense of the country. The local firemen carried out Wolandi's plan in the hope of starting a movement that will sweep the country and thus make a substantial contribution to national defense efforts.

Mockel, second vice-president, and Howard Stormon, secretary. Celebration committee are Arthur J. Bateson, chairman; R. T. Foley, vice-chairman; Charles Sobolik, secretary-treasurer; J. F. Mott, Charles C. Munro and C. E. Jacobson.

**Lengthy Bill for N. C. Fete**

NEW ORLEANS, Jan. 24.—With cancellation of the 1942 Mardi Gras and Pan-American Exposition, the New Orleans Spring Fiesta Group this week announced the longest program since the annual spring celebration began. Eleanor E. Riggs, executive chairman of the association, said event will be held for 22 days, several of which will be given over to benefits of defense and relief organizations. A morale boosting activity for residents and visitors also is planned, Miss Riggs said.

**Shorts**

J. R. EDWARDS SHOWS have been contracted to provide the midway at 1942 Navarre (O.) Volunteer Firemen's Festival. A visiting firemen's parade will feature the final night's program.

TUNIS E. STINSON, manager Detroit Shrine Circus, has been re-elected recorder of Moslem Temple, Detroit.

E. THORSEN has been named head of the 1942 Mount Hope (Wis.) Fall Frolic and will be assisted by Isaac Myrland,

**GREATER ATLANTA WOMAN'S CLUB CHARITY CIRCUS**

MARCH 2ND, 3RD, 4TH, 5TH, 1942  
Want Circus Acts to feature. These doing two or more preferred. Fanchon & Fanchon Dog and Pony, Monkey Circus, Seal Act, Clowns, Skating Act, Bicycle, Animal Acts and any Feature Acts that can work on stage fifty feet wide, forty-five feet high, thirty-five feet deep. Want five or seven-piece Circus Band with Calliope if possible. Want A-1 Ticket and Program Ad Salesmen, personal and telephone. Must be neat, sober and experienced. Can use two Women if capable. Acts, send photos, state lowest and all. Will return photos. Address: CIRCUS MANAGER, Woman's Club, 1150 Peachtree St., Atlanta. No collect wires. NOTE: Can use Name Bands and Reves (must be tops) for March and April dates.

★★ **SOLDIERS, SAILORS, MARINES** ★★

We've cut the price on *The Billboard* to LESS THAN 5c A COPY to you. (Lowest rate allowed by Postal Regulations.) The regular subscription price is One Year, \$5.00. To men in the armed forces, One Year, \$2.50. Copies must be mailed to a military address. Send your order to

**The Billboard, 25 Opera Place, Cincinnati, Ohio**

1941 chairman, and Carl Danhouser, assistant chairman.

VAN WERT (O.) PEONY FESTIVAL, an annual event attracting thousands of visitors, has been canceled because of the war. Festival's board of directors declared that the time, energy and finances required for the show are more essential to the national defense effort.

MOTHERS of the Dover (O.) High School Band will sponsor a show titled *Headin' Hollywood* in the high school auditorium. Production will be handled by the John Rogers Producing Company, under direction of Curvin Trone.

MEMBERS of the sponsoring group of Geauga County's 17th Annual Maple Sugar Festival recently voted to hold the event in Chardon, O., late next spring.

**WANTED**

FOR THIS WINTER AND EARLY SPRING. Winter Shows or other fund-raising Entertainments. Building available. LATE SPRING AND EARLY SUMMER. Carnivals, Tent Shows, etc. Contact

**W. M. GRAHAM, Adjutant**

Jackson Harris Post #1191, Veterans of Foreign Wars, Tenth and Broadway, Paducah, Ky.

**WANTED JULY 3rd and 4th**

Fairgrounds, Bath, N. Y. Shows, Rides, Concessions or Carnival for 5th Annual Celebration. Largest in Western New York.

**Steuben Co. Agr'l. Society**

J. VICTOR FAUCETT, Secy.

**INSURANCE**

**CHARLES A. LENZ**

"The Showman's Insurance Man"

A738 Insurance Exchange, Chicago

**2 ELEPHANTS FOR SALE**

Trained for Zoo Purposes.

**ROBINSON**

18 E. 4TH ST. CINCINNATI, OHIO

**Anderson-Strader Shows, Inc.**

Box 1895, Wichita, Kansas

Now booking Shows and Concessions for season to open in April. Happy Loder, write.

**VICTORY SHOWS**

Want Concessions and Shows of all kinds to open in Indiana in April.

Box 537, Pine Bluff, Ark.

**WANTED**

For cash, Long Range Shooting Gallery with Moving Targets. Not over 10 ft. wide. Give lowest cash price. Must be in good mechanical condition.

**SPORTLAND**

354 Asylum St. Hartford, Conn.

**MOTOR CITY SHOWS**

Can place Rides, Shows and Concessions for 1942.

**VIC. HORWITZ**

355 Lake St. TOLEDO, OHIO



# New Pageants Being Prepped

## RB Has Start On Big Ballet

Balanchine confers with heads on feature present-girls and elephants

SARASOTA, Fla., Jan. 24.—George Balanchine, internationally famous ballet director and husband of the stage and screen star, Vera Zorina, has been in Ringling-Barnum quarters several days conferring with officials regarding staging of a gigantic ballet with girls and elephants for the coming season.

Roland Butler, press chief, said 60 ballet dancers would be added, and they are expected here during the next few days to begin rehearsals. Balanchine will direct, with Walter McClain, elephant boss, working the bulls. According to present plans, 20 girls will work with four elephants in each of the three rings. Past few days have been spent in selecting costumes for the spec, which will be one of the most elaborate ever offered by the show, officials say.

Nine elephants arrived from the West Coast where they had been working in a motion picture. McClain, assisted by Bobbie Warner, has had them in the training ring daily.

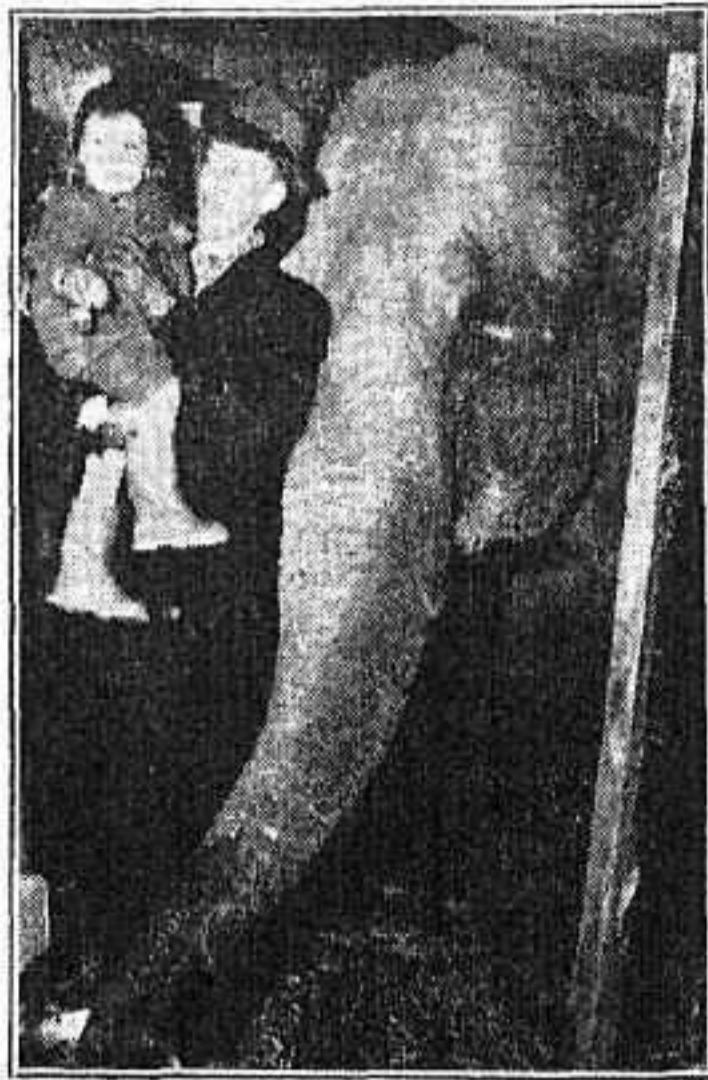
Sarasota Boys Scouts received a surprise when they called at RB executive offices for donations of waste paper. Four tons were turned over to the Scouts, old posters and publicity material that had been collecting several years.

Eddie Mader, utility man, who started his ring comeback in the Sarasota arena, registered his third straight kayo here over Jimmy De Sola. He is being directed by Henry Ringling North. George (Red) White and wife, Barbara, arrived. Mrs. Courtney Ryley Cooper, widow of the author, was a visitor.

## Billers Give to Red Cross

DETROIT, Jan. 24.—Detroit billposters' local has elected Roy Van Giesen Jr., vice-president, in a runoff election to settle a tie vote. Union has appropriated \$100, divided between treasuries of the two Detroit locals, as a contribution to American Red Cross, following up the purchase of Defense Bonds. Michael Noch, business agent, reported. Major billing activity here is for annual Shrine circus, using paper around 10 per cent greater than a year ago.

BUCK LEAHY, clown contortionist, recently played Quincy Theater, Quincy, Mass.



JAMES M. COLE, owner-manager of the J. M. Cole Circus, and his two-year-old son, James Jr., are pictured with Jumbo in quarters at Penn Yan, N. Y. After close of its indoor season, the show is slated for an under-canvas tour. Plans are to travel on 12 trucks and 5 trailers.

## Polack Sale Is Big in Cincinnati

CINCINNATI, Jan. 24.—Advance ticket sale of Polack Bros.' Circus for this city is going over big, being ahead of that of last year at this time, with three more weeks to go. It will be the third annual engagement for this show under Shrine auspices and will again be held in the North Arena of Music Hall. Promotion is being handled by Mickey Blue. Among paper being used are 75 24-sheet stands.

Irv J. Polack, who was here for several days, is now on the West Coast on business. He will be back for the local and

## Feminized Spec To Feature CB

LOUISVILLE, Jan. 24.—Accent on feminine pulchritude will be emphasized this year in Cole Bros.' opening spec, said Owner Zack Terrell. As he is a native of Kentucky and the show now makes its winter home in Louisville, he conceived the idea of recruiting a bevy of Louisville girls for this year's opening number.

Col. Harry Thomas, in a series of special radio broadcasts over Louisville stations, has been picturing the life of circus girls and has been interviewing Jean Allen, Ruth Nelson, Naomi Deyer and other show girls wintering here. Result has been many applications for ballet jobs with the show, and a number have been signed. Management expects to use from 50 to 60 girls besides regular performers.

Spec will be an Oriental pageant with distinct theme, featuring new wardrobe and trappings. Lighting effects will eclipse anything ever used on the Cole show before, it is said. Rehearsals will start in Louisville soon.

Louisville engagements. In the meantime Louis Stern is looking after managerial duties. A. E. (Buck) Waltrip is in charge of the press for both engagements.

Among acts lined up are Roman Proske's Tigers; Bob Fisher's Fearless Flyers; Walter Gulce Troupe, aerial bars; Joan Spalding, one-arm planges; Tiny Kline, teeth slide; Teresa Morales, heel and toe catch; Oliveras Trio, perch (balancing on forehead); Cloyd Harrison's bicycle turn; Pina Troupe, teeterboard; Butters Troupe (Royal Four), wire; the Conleys, with their dogs, ponies and monks; Lillian St. Leon and Company, lady principal and comedy riding school; Polack's Elephants, Mona and Mary Ann, and His Black Horse Troupe (six horses), doing Liberty and menage, and including General Grant, the Wonder Horse; Eugene Randow Troupe, and Chester Sherman Duo, clowns.

## Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

### BULLS swaying.

J. D. NEWMAN, general agent of Cole Bros.' Circus, recently visited Gene Haerlin, city engineer, Dayton, O.

PVT. E. J. WILKINS, last season candy butcher on Russell Bros.' Circus, is now in 400th School Squadron, Kessler Field, Miss.

HARRY CHIPMAN advises that he will not be with the Jack Joyce Circus for its outdoor season, as stated in *The Billboard* of January 17.

TRAIN a First-of-May to walk in a straight path and he'll stay in it.

TOTO, skating clown, playing clubs in Little Rock, recently closed a seven-week engagement in Toyland at Gimbel's store, Milwaukee.

WORKING ice skating carnivals in and around Boston, George Fickett has been successful with his female comedy waitress on skates act.

GUS LIND, juggler, and Arthur Borella, clown, recently played Queen Theater, Galveston, Tex. Borella went to Beaumont and gave a 30-minute show at a Kiwanis Club banquet.

ANOTHER season of handling men with kid gloves ahead for department bosses?

ANNA BROCK, visiting her parents in Sioux City, Ia., wrote friends in Los Angeles that she was enjoying her visit despite 18 inches of snow and 25-below-zero weather.

JACK SMITH, last season with Cole Bros.' Circus, recently visited Mr. and Mrs. Noyelles D. Burkhart in Peoria, Ill.

While he was there Terrell Jacobs also visited the Burkharts.

MEMBERS of Hunt Bros.' Circus vacationing in Miami are Mr. and Mrs. Charles T. Hunt, Mr. and Mrs. Charles T. Hunt Jr., Mr. and Mrs. Harry Hunt and Mrs. Edward Hunt.

AN agent will have his own way, even if it's a roundabout way.

MR. AND MRS. RUSS A. JENKINS recently opened an advertising agency in Los Angeles. He was formerly privilege superintendent on Gentry Bros. and other circuses.

McCLOUD'S SCOTCH HIGHLANDERS, formerly with Cole Bros. and other circuses, are playing night spots in the Altoona, Pa., area for Runk & Peters Agency.

CLIFF McDOUGALL, circus press agent, was called from his home in Hollywood to Marion, Ia., by the serious illness of his father, Charles McDougall, who is confined in St. Luke's Hospital there.

WHAT we long to hear again: Squeak of pulleys while bulls are pulling tops into the air.

DANNY MITCHELL, clown, who appeared on the banquet program of the Ohio Fair Managers' Association in Columbus, will return to Hunt Bros.' Circus.

EMMETT KELLY informs that he has gone almost 100 per cent patriotic in his night club act, chalk cartooning in tramp make-up. He has been scoring with drawing Uncle Sam, an army camp scene, Statue of Liberty, Red Cross girl (See *Under the Marquee* on page 48)

## The Sawdust Ring

By FRANK (DOC) STUART

OKLAHOMA CITY.—This piece (it ain't no article as one will easily deduce after a moment's readin' time) should have been written weeks ago but when the holidays begin rollin' around it ain't no decent time for any ex-press agent to begin writin'. One cannot hold open house for 133 guests and expect to recover in less than six weeks at the best. One must taper off, you know, and that always leads to more belated open houses. Be that as it may, and may the holidays roll quickly around again! Wish I could hold open house for all my old circus pals some time—and I may truthfully say it would be the last wish and the last time, for I would never recover.

Now to the gist. It has to do with the tragic loss Ringling Bros.-Barnum & Bailey Circus had at the end of last season. That loss was 11 elephants—count 'em! Eleven Bulls! I learned the whole story (as far as the loss is concerned) in Chicago during the convention and later from an executive of the Big Show.

Somehow I cannot associate the death of those 11 elephants thru an accident of any nature. Like thousands of others, I believe someone surely "went must" or that the poisoning was because of a grudge. If the latter is true the law should deal the limit, reshuffle the deck and double the penalty. Surely the crime will eventually be solved and the culprit duly dealt with.

The death of an elephant with any circus always produces a great sadness among showfolks, which hangs on like a disease for days after. It has been my sorrowful privilege to be connected with circuses where elephants "went bad" and execution was the final resort. I have seen performers, workmen and executives (See *The Sawdust Ring* on opposite page)

## Sunbrock's Show Scores in Chicago

CHICAGO, Jan. 24.—Larry Sunbrock's Rodeo and Thrill Show opened last Sunday (18) at the International Amphitheater to turnaway business at matinee and night performances. During the week business was good at night, with matinees light. Show closes Sunday (25). It was heavily billed and a large amount of radio time was used. Herb Pickard, handling publicity, obtained generous space in dailies.

Show presented is a hodgepodge of rodeo, circus and thrill stunts—a poor show from a showman's standpoint but apparently enjoyable to the public. Sunbrock has a flare for the spectacular and a knack of building up trivial stunts into seemingly feature attractions and, by keeping everything moving at a rapid pace, he gives a performance that sends the customers away satisfied.

Rodeo features occupy a considerable portion of the program. After the grand entry, headed by Billy Hamman and Peggy O'Neil as rodeo king and queen, there is the conventional quadrille on horseback, steer riding, trick roping, wild horse catches, saddle bronk riding, covered wagon stunt, steer bulldogging and other Wild West stunts. Chester (Bo-Bo) Barnett works the come-in with his dogs and appears in several special stunts in the program.

Thrill stunts include motorcycle crash thru a burning board wall, car crashes and auto jump over a bus. Al Perry allows a car to be driven over his body and Eugene (Happy) Maxwell burlesques the stunt. Among acts appearing are Great Knoll, high act; Great Gregoresko; Reddingtons, trampoline; "Peanuts," educated horse; Cressonians, acrobatic act; Torrence and Victoria, high act; Sky-larks, breakaway; Zaccchini, cannon act; Ferdinand the Bull, trained bull, and as a finale the Pull of Tokyo, using the cannon act and slide for life.

Jack Dempsey made an appearance at the matinee and night show on opening night.

## OACDV Endorsed

STORY of the endorsement by Massachusetts Agricultural Fairs' Association of the plan for an Outdoor Amusement Conference for Defense and Victory, to be discussed at meeting representative of the industry in Tampa on February 6, begins on page 3 of this issue.



SERG. HAROLD E. NELSON is another scion of performers who is now in the armed forces. An accordionist, he is the son of Mr. and Mrs. R. W. Nelson, Milwaukee, who as Bob and Olive Nelson, presented their act, "Flexion," in circuses, at fairs and in vaude. The sergeant is in Battery A-126, Field Artillery, 32d Division.

# Circus Model Builders and Owners' Association

By **RUSS T. WARNER**  
(Director of Publicity, 1418 Mulberry Street, Reading, Pa.)

READING, Pa., Jan. 24.—Sergt. Maurice Allaire, of Portland, Me., visited with W. Fulton White, CMB of that city, and looked over his collection of circus material and reviewed plans for old tableaux which they both expect to build. Old bell wagon and steam calliope, which were used in the 1941 spec of Ringling-Barnum show, were thoroly discussed and these two wagons will be first of a new lot to come from workshops of these two CMB's. Allaire is adding to his collection of old circus lithos and is now building up his Hagenbeck-Wallace and Sells-Floto lines. White is continually adding to his collection of carved animals for menagerie section of his miniature Museum of Wonders and is working on the side-show section.

Date for first national convention of CMB&OA has been definitely set for April 1-4, and a tentative program has been worked out which will give plenty of time for several business sessions and also allow for enough sight-seeing and historical trips to take in practically everything of interest around Peru and Rochester, Ind. Memorial service will be held at the grave of an old-time circus personage. Convention headquarters will be set up at Bears Hotel and reservations are now being accepted.

Frank Updegrave, Boyertown, Pa., had his complete circus display set up at National Hobby Show in Philadelphia. Exhibit covered a space more than 30 feet long and consisted of several detailed wagons, blacksmith shop, completely harnessed six and eight-horse hitchers, an exhibit of his hand-carved performers and many other pieces of equipment. The first issue of the

CMB&OA bulletin in new official form is now off the press and being sent to all members and friends. Copies may be had by anyone interested by writing to Russ Warner. They are free for the asking. Chester Slusser, Porterville, Calif., is still adding wagons to his 3/4-inch scale circus and is drawing up plans for Asia and America tableaux wagons.



## With the Circus Fans

By THE RINGMASTER

President: **FRANK H. HARTLESS**, 2930 W. Lake St., Chicago  
Secretary: **W. M. BUCKINGHAM**, P. O. Box 4, Giles Ferry, Conn.  
(Conducted by **WALTER HOHENADEL**, Editor "The White Top," care Hohenadel Printing Company, Rochelle, Ill.)

**ROCHELLE, Ill., Jan. 24.**—V. Y. Dallman, editor of *The Illinois State Register*, a member of Henry Kyes Tent, CMA, Springfield, Ill., had his picture taken standing between two lions recently. In his personal column in *The Register* of January 20 he wrote "Standing between two hungry 300-pound lions in a steel cage with the door bolted gave me a very interesting thrill Sunday afternoon at Dr. M. B. Mathers' private zoo one and a half miles north of Mason City, Ill."

Other circus fans present from the Springfield Tent were Mr. and Mrs. Amrhein, Mrs. Earl Sheehan, Dr. and Mrs. Paul Mahaffey, Mr. and Mrs. W. D. Lumpp, Ben Wiley, Mrs. Nina Holmberg, Col. and Mrs. John M. Tipton and Milton Herzog.

George Betts, instructor at Kent State University, is newest member of Pete Mardo Tent No. 34, in Akron. January meeting at Firestone Country Club provided him with his first opportunity to attend a circus fan gathering. Mr. and Mrs. Pete Mardo provided entertainment and a delicious lunch.

Al Priddy, circus story man from Chicago, who has been in St. Paul for some time, was guest of the Adam Forepaugh Top No. 8 at a dinner party recently. Also present were Frank Friedman, State chairman; Sumner Peterson, Claude Tonolli and Edward Frye.

### THE SAWDUST RING

(Continued from opposite page)  
tives stand by as the final march began and everyone had either tears streaming down their cheeks or moist eyes.

#### How Big Floto Died

In 1921 I was with Zack Terrell in Orange, Tex., when the big bull, Floto, went bad. During the excitement someone lost his head and began firing a rifle at the beast with the result that one eye was shot out and another bullet lodged behind the left tusk nerve. Only one decision was then possible and Floto's execution was ordered. "He has to go," said Terrell, with tears streaming down his cheeks. "Get the best riflemen in Orange and get it over with as quickly as possible." Marksmen were rounded up with heavy rifles, but when Floto was located the riflemen did not know just where the vital spot in an elephant was. This was quite natural, as none had ever killed or even shot at an elephant. Firing began and it was several minutes before the noble beast finally sank to his knees.

Never mind the stories you read about the killing of Floto. I wrote those stories myself as press agent of the Sells-Floto Circus and I wrote because of publicity. I saw open crying in the ranks of the elephant men and I saw the same thing among performers, all of which leads to this moot question. Where is the vital spot to execute an elephant and what is the most humane method of destroying the beast when there is no alternative than to order its execution? Surely somebody has this knowledge and I am sure that it would be most welcome information to circus executives and circus folk at large.

We of the circus love every animal, from the horse tops to the menagerie. Each is a remote part of our human emotional love and there is, thank God, a greater emotional love in the show business than in any other profession. If you know circus people you will realize that this is the most truthful statement ever set on paper relating to the circus business.

**MR. AND MRS. NICK CARTER**, Peru, Ind., recently visited Win and Helen Partello at their home in Massillon, O. Carter reminisced with Duke Drukenbrod, who is wintering in Canton, O.

# The Corral

(Communications to 25-27 Opera Place, Cincinnati, O.)

## RAA Resolves To Aid National Defense Work

**COLORADO SPRINGS, Colo., Jan. 24.**—Over 160 delegates attended the 13th annual Rodeo Association of America convention in Broadmoor Hotel here January 8-10 which saw R. J. Hofman and Fred S. McCargar retain their posts of president and secretary respectively. Members voted to continue rodeos in 1942 as nearly as possible on the same scale as has prevailed in the past. Especially interesting was the talk by Jack Dillon, manager Calgary Stampede, who said the Canadian Government considered the stampede an excellent morale builder during wartime and requested that it be continued.

Among resolutions passed were 1. All rodeo contestants shall be numbered and the number shall be worn on the back only of each contestant. 2. That all surplus profits of rodeos be invested in the national defense effort. 3. Dallying and tying will henceforth be included as RAA point-gathering events. Dr. Oren V. Shaw, president Cowhand-Cowbell Association, was in charge of entertainment, and Willard Hanes was general chairman. R. J. Hofmann was in charge of the banquet, and John M. Addington handled the program. Mrs. Willard Hanes took care of the ladies' entertainment end.

Elected district vice-presidents were E. B. Hebborn, California; Lou Richards, Washington; Harry Pitton, Montana; Mose Tyler, Idaho; John Addington, Colorado; E. J. Pfeidsted, Utah and Nevada; Roy Ritner, Oregon; Earl Thode, Arizona and New Mexico; Dan Hines, Texas; E. F. Ernst, Wyoming; Harold Cooper, Oklahoma, Arkansas and Louisiana; Charles Yule, Canada; Walter Brown, east of Mississippi River; F. W. Mansil, Kansas, Nebraska and Missouri, and J. F. Koller, Minnesota, North and South Dakota. A list of champions in the respective events together with the all-round cowboy champion for 1941 was published in last week's issue.

#### Final Standings

Homer Pettigrew, 5027; Doff Aber, 4158; Fritz Truan, 4041; Bill McMackin, 3632; Gerald Roberts, 3560; Frank Finley, 3366; Hub Whiteman, 3259; Smoky Snyder, 3247; Toots Mansfield, 3244; Gene Rambo, 3080; Charles Colbert, 2936; Dave Campbell, 2902; Hank Mills, 2389; Dick Griffith, 2648; Buck Sorrels, 2462; Chet McCarty, 2411; Bob Estes, 2407; Buck Eckols, 2382; Jackie Cooper, 2369; Clyde Burk, 2358; Burel Mulkey, 2345; Clay Carr, 2271; Bud Linderman, 2226; Harry Hart, 2127; Carl

Mendes, 2102; Gene Ross, 2081; Jess Goodspeed, 2053; Hoyt Hefner, 2012; Everett Bowman, 1981; Eddie Curtis, 1935; Hugh Bennett, 1909; Bud Spillsbury, 1820; Bill Sievers, 1787; Louis Brooks, 1745; Bart Glennon, 1736; Howard McCrorey, 1697; Jack Wade, 1688; Mike Fisher, 1655; Buck Wyatt, 1616; Dick Herren, 1610; Hugh Clingman, 1602; Stub Bartlemay, 1591; Alvin Gordon, 1525; Jim Like, 1508; George Mills, 1507.

**Bronk Riding**—Doff Aber, 4158; Fritz Truan, 2598; Bill McMackin, 2499; Jackie Cooper, 2369.

**Bull or Steer Riding**—Dick Griffith, 2588; Smoky Snyder, 2441; Gerald Roberts, 2070; Hank Mills, 1692.

**Bareback Riding**—George Mills, 1271; Hank Mills, 1077; Frank Finley, 980; Bob Estes, 925.

**Calf Roping**—Toots Mansfield, 3169; Homer Pettigrew, 2749; Buck Eckols, 2382; Jess Goodspeed, 2015.

**Steer Wrestling**—Hub Whiteman, 2527; Homer Pettigrew, 2240; Dave Campbell, 2182; Gene Ross, 2009.

**Steer Decorating**—Frank McDonald, 138; Dan Connolly, 107; Dick Andrews, 90; Ray Mavity, 81.

**Single Roping**—Ike Rude, 650; Clyde Burk, 514; King Merritt, 423; Carl Arnold, 394.

**Team Roping**—Jim Hudson, 248; Tommy Rhodes, 237; Asbury Scheil, 206; John Rhodes, 156.

**CANDY HAMMER**, well-known rodeo producer, is now with the Rodeo Department of the Gus Sun Booking Agency.

**BILLY HAMMOND**, well-known in rodeo circles, has been retained by Jack Raum to pilot his J & R Ranch Rodeo for 1942.

**T. E. ROBERTSON**, producer Robertson Championship Rodeo, Inc., recently signed a five-year contract with Municipal Auditorium, Kansas City, Mo., to present rodeos in the new \$8,500,000 auditorium there. Robertson also has been signed to produce rodeos at Lawrence Athletic Field, Wichita, Kan., and Municipal Auditorium, St. Louis, under strong auspices, Milt Hinkle, publicity chief, reports.

"HAVE BEEN presenting our rope spinning and whip acts at Colonial Theater here," letters Finkey Barnes from Detroit. "Mabel Barnes does most of the whip work and we've been booked steadily, working out of Sol Berns' office. Mabel broke her leg doing trick riding at Michigan State Fair Rodeo and two weeks after her recovery I sustained a broken back. Have been working for four weeks now since the cast was removed. Frank and Mae Stanley and Oklahoma Curly are playing the Detroit area with their rope and whip acts.

## LEWIS BROS.' CIRCUS

### Wants For Season 1942

Novelty and small aerial acts, clowns that drive trucks, dancing girls that will double in aerial acts, trainers for domestic stock, calliope player, colored tap dancers; all for big show. Will buy or lease Elephants. Have for sale 80-foot round top with one 40 and two 30-foot middle pieces, used but 10 weeks last season, practically new.

Address: **LEWIS BROS.' CIRCUS**, Jackson, Michigan

## JAMES M. COLE CIRCUS

### CAN PLACE

For outdoor season. Acts doing two or more. Clowns, Mechanic, Electrician, Workmen. Will sell all privileges (O. Davenport Jr., write). Will book first-class Ten-in-One or complete Circus Side Show with own transportation (Ted Metz, write). Will West People with stock for concert (Art Mix, answer). James M. Beach, general agent, wants billers. All write to Winterquarters, Penn Yan, N. Y. P.S.: WILL BUY FOLLOWING: 5 or 10 K.W. Light Plant, 8 lengths 9 high Blue Seats; 15 lengths 4, 5 or 6 high Grandstand, 12x12 Top, 20x20 and 20x30 Tops.

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Program — Banners — Children's Tickets Polack Bros.' Shrine Circus, February 16-21

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## WANT

Agent-Billposter with car, Boss Canvasman, Mechanic to take care of lights, Workmen to drive trucks, Cook, Open March 1st. Will lease complete Dramatic Outfit for one-night stand to open May 1st. Will buy 2-People Benches, 30 Ft. Middle for 60.

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Girls—Men—Can use Performers with ability to work in organized high aerial acts. Early bookings. Send qualifications and all replies to

**GEO. W. LANNING**

7000 Main St., Jacksonville, Fla.

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Acrobatic Acts, Tooter Board Acts, Novelty Acts of all kinds, Girls to ride Menage and do Swinging Ladders, Clowns with good wardrobe and novelty walk-arounds, Cowboys, Cowgirls, Trick Riders, Trick Ropers and Whip-Crackers. Address:

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Novelty Acts, Unusual Performances, Human Oddities, Strange People, Startling Exhibitions, Novelty Musical Act, Comedy Juggler, Lady Contortionist, Strong "Punch" Act, fast-working Mental Act capable of getting money, Lady Sword Swallower, Fire Eater, Oriental Dancing Girls, Colored Musicians and Performers for Minstrel. The best in wardrobe and stage settings absolutely essential. Send full description of act with late photograph in first letter. Address: **ARTHUR HOFFMAN**, P. O. Box 1064, Greenwood, S. C. Colored Performers and Musicians, address: **P. G. LOWERY**, 2227 East 103rd St., Cleveland, Ohio.

## RINGLING BROS. & BARNUM & BAILEY SIDE SHOW

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## FAT GIRL

Who can and will entertain. Send late photo with all details, including age, height and weight, to

### FRED SMYTHE

**HOTEL PRESIDENT**, W. 48TH ST., NEW YORK

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# MEETS GIVE LIFT TO PLANS

## Canadians Have Defense Co-Op

Department working with CNE, Hughes tells delegates at Winnipeg session

WINNIPEG, Jan. 24.—"Our first encouragement, and best, for carrying on comes from the Department of National Defense," Elwood A. Hughes, general manager of Canadian National Exposition, Toronto, told showmen and delegates of the Canadian Association of Exhibitions, Western Canada Association of Exhibitions (A Circuit), Western Canada Fairs Association (B Circuit) and the unorganized C Circuit at a dinner tendered them by the Manitoba provincial government January 20 at Royal Alexandra Hotel, second of the combined three-day meeting. CAE meet, by invitation of the Western group, was the first held in Western Canada.

"Tho the suggestion of suspending fairs has been brought up many times, never has a word been said against them by the Department of National Defense," Hughes declared, sounding what proved to be the keynote of all conventions. "On the contrary, we and the department are in the closest co-operation," he said. "They are using our grounds, and they positively made the CNE a success last year."

"It is vital from the viewpoint of our department (Manitoba Department of Agriculture) that the needs in food production be brought before producers," said Duncan L. Campbell, Minister of Agriculture.

"Our picture is certainly not to dis- (See Canada Defense Co-Op on page 44)

## Ia. State Plans Go Ahead After Army Rejects Plan

DES MOINES, Jan. 24.—Iowa State Fair board today went ahead with plans for a 1942 fair after receiving word that the fairgrounds will not be used as an army Air Corps induction center. Previously army engineers had made a survey of the grounds as a possible site.

Decision not to use the grounds came after the State Fair board had offered the facilities even if it meant abandonment of the 1942 fair. President John P. Mullen said he was glad the government had decided to permit the fair to continue, since it will permit continuation of the 4-H program, and contracts totaling \$40,000 had already been signed.

## Pa. Pays 57G in Premiums

HARRISBURG, Pa., Jan. 24.—Pennsylvania State payments aggregating \$57,776 are being made to 88 fair associations to partially reimburse them for 1941 premium payments. Individual fairs are limited to \$1,000, while limit of \$2,000 is set for counties having more than one exhibit.

## Georgia Appreciation

MACON, Ga., Jan. 24.—Emphatic approval of *The Billboard's* editorial policy toward fairs, as evidenced in Claude Ellis's column, *The Editor's Desk*, in the January 17 issue, was unanimously voted at the 29th annual convention of the Georgia Association of Agricultural Fairs here on January 15. Appreciation of *The Billboard's* aid was formally expressed in a resolution "That the Georgia Association of Agricultural Fairs in convention assembled at the Hotel Dempsey, Macon, formally extend its thanks and appreciation to *The Billboard* and its outdoor editor, Claude R. Ellis, for the energetic and effective manner in which the story of the true worth of agricultural fairs is being kept before the public thru that magazine. Especially do we commend the spirit and good sense of the comment by Editor Ellis in his column in the issue of January 17, 1942."



OFFICERS of North Carolina Association of Agricultural Fairs posed after the election at the annual meeting in the Sir Walter Hotel, Raleigh, on January 19. Left to right: Secretary W. H. Dunn, Wilson, re-elected; Norman Y. Chambliss, Rocky Mount, vice-president; new president, Hobart Brantley, Spring Hope; Waldo C. Cheek, Asheville, vice-president.

## Leonard Gives Okay S. C. Secs See For '42 Ill. State; Location Uncertain War Operation

SPRINGFIELD, Ill., Jan. 24.—Assurance that 1942 Illinois State Fair will be held as scheduled was given here Thursday by Director of Agriculture Howard Leonard. He declined to say whether the fair would be held on the fairgrounds here or at some other location, pointing out this would be determined by outcome of negotiations with the War Department which has a tentative agreement with the fair management for leasing the plant as an army camp.

Manager William V. (Jake) Ward wired the State's two senators and 27 congressmen at Washington, setting forth reasons for continuing the fair and urging them to contact the President, War Department and Office of Civilian Defense to make the plant available during August for the fair.

Manager Ward said "There is no greater morale builder among farmers than the State fair. While Governor Green and Director Leonard have decided that this year's fair will be held whether the army leases the grounds or not, we much prefer that present facilities be used. To take the fair to another city would require additional expenditures and there is no plant in the State that can offer equal facilities. In view of the President's statement that baseball should continue as a morale aid, we believe the War Department should be sympathetic with continuance of the fair."

## Ops' Confidence at N. C. Meet Based on Preparation and Will To Overcome Possible Obstacles

RALEIGH, N. C., Jan. 24.—Despite war, rationing and rising prices, showmen attending the annual meeting of the North Carolina Association of Agricultural Fairs at the Sir Walter Hotel here on January 19 turned a firm, confident front to problems of 1942 and predicted that the outdoor amusement industry would charge over or outflank every obstacle that might arise.

Survey revealed that showmen displayed considerable foresight last year in the matter of tires and motor vehicles, and were prepared to bring all their ingenuity into play to keep 'em rolling this season. Many went so far as to predict a

Continuance of fairs and moving of shows by rail are predicted

COLUMBIA, S. C., Jan. 24.—Problems, possibilities and duties of fairs and carnivals during the war effort occupied the 13th annual convention of the South Carolina Association of Fairs in the Wade Hampton Hotel here on January 17.

Some contracting was done as 20 delegates from the association's 26 member fairs sought to line up attractions for their 1942 annuals in advance to avoid possible complications later, but emphasis was on war and its effect on fairs and carnivals.

During the afternoon session the convention was divided into two schools of thought on the railroad situation. Most of those present agreed with Max Linderman, general manager of World of Mirth Shows, and J. C. McCaffery, general manager of Amusement Corporation of America, that railroads could take care of carnivals despite their extra burdens caused by the war. Art Lewis, general manager of Art Lewis Shows, took the position that carnivals will be hard hit because railroads will not be able to handle them. He asked fair secretaries to write (See S. C. HEARS PLANS on page 44)

record season for outdoor entertainment, pointing out that motorists, with tire and auto limitations, would patronize amusements near home instead of touring. Other said large pay rolls would prove a boon to the industry, and a few pointed out that the industry in Canada, at war over two years, has had rising prosperity. All agreed that the biz would have to cut corners to take advantage of every possible economy.

Ralph A. Hankinson, Hankinson Speedways, said "I'm always optimistic about such things (tire shortage and customer reaction to war economy.) I believe in (See CONFIDENCE IN N. C. on page 43)

## Ga. Men Pledge United War Aid

MACON, Ga., Jan. 24.—In the biggest meeting in its 20 years, the Georgia Association of Agricultural Fairs pledged a united campaign to encourage production of essential "victory" farm crops by adding more prizes and to expand entertainment budgets and other departments to boost civilian morale. The session, held at the Hotel Dempsey on January 15, was marked by record attendance of 74 fairmen and showmen.

L. C. Summers, president of Rockdale (See GA. PLEDGES AID on page 43)

## Mich. Studies Fed Gate Tax

DETROIT, Jan. 24.—Federal admission tax as it applies to fairs was stressed at opening Tuesday business session of the annual meeting of the Michigan Association of Fairs at the Hotel Fort Shelby here on January 20-22. John J. Drabicko, internal revenue department, gave a lucid explanation of the tax and answered a barrage of questions, but in several instances could not make a specific ruling, explaining that more detailed information would be needed to determine what constitutes a taxable admission.

Convention of fairmen was held in conjunction with meetings of Michigan Standard Bred Horse Association and Michigan Showmen's Association and drew large attendance. Representatives were present from most county fairs and also from many 4-H Club fairs.

Horsemen held their annual banquet and business session Tuesday night, Pres- (See Mich. Studies Tax on opposite page)

## Many Invited to La. Meet

BATON ROUGE, La., Jan. 24.—Invitations to attend the annual meeting of Louisiana State Association of Fairs in the Eagan Hotel, Crowley, February 13 and 14, were sent to State, district and parish fair officials; Louisiana State University agricultural workers and concession and amusement men, said Harry D. Wilson, commissioner, Louisiana State Department of Agriculture and Immigration here. In his opinion, fairs are a stimulant to agriculture, and under war conditions will play an important role in encouraging farmers to produce better crops.

## Wis. Circuit Is Organized

RHINELANDER, Wis., Jan. 24.—Northern Wisconsin to act co-operatively in arrangement of dates and booking of attractions, was formed at a meeting here on January 14, reported Theo Lokemoen, program director of Lincoln County Free 4-H Fair, Merrill, who was named secretary. Other officers are Marvin Beltz, Rhinelander, president, and Karl Mess, Phillips, vice-president.

## O'Sullivan Quits Mich. Post

DETROIT, Jan. 24.—Joseph F. O'Sullivan, former Michigan commissioner of employment agencies in charge of theatrical booking offices, resigned from the Michigan State Fair board of managers. His resignation was made dramatic by a public protest that the board was not adequately consulted by Fair Manager Bernard J. Youngblood and other fair executives on important matters.

## OACDV Endorsed

STORY of the endorsement by Massachusetts Agricultural Fairs' Association of the plan for an Outdoor Amusement Conference for Defense and Victory, to be discussed at meeting representative of the industry in Tampa on February 6, begins on page 3 of this issue.



# Grandstand Attractions

By LEONARD TRAUBE

For and About Bookers, Buyers, Performers, Producers, Promoters

## Eyes Upon Tampa

ALTHO its traditional Gasparilla pirate invasion day has been canceled, don't be too sure the Florida State Fair at Tampa won't come thru with a lively 11-day run next month. Shelving of Gasparilla Day, deemed inadvisable as a function of joy during the present emergency, has only served to make everyone from Manager Pa Strieder down reach out for greater propaganda. And no one ever accused the Pa and his staff of not knowing what ballyhoo is all about.

Along entertainment lines the Florida fete will not be caught napping. Frank Wirth is bringing down his *Thumbs Up* revue, which on paper looks like the proverbial honey. Patriotic and war angles are promised for insertion in the revues.

The thrill end will be provided by the Eastern unit of Jimmie Lynch Death Dodgers, with Lynch himself to be seen in action. Thrillcade is scheduled for four dates during stretch, with two Wednesday and two Saturday performances, marking the 1942 opening of the outfit piloted by Irish Horan. Drivers listed are George Mason, Bill Horton and Jimmy Kelly, among others. Houston A. Lawing, exploitation man of the show, finished up work as editor of *The Pinehurst* (N. C.) *Outlook*, a resort sheet, and is now in Tampa. Horan went from New York to the Southern and New England fair meetings, then to Tampa and back up for the Albany convention.

John Sloan's Racing Corporation of America opens the fair with auto races which will include as chauffeurs Ben Musick, Jimmie Wilburn, Ben Shaw, Bill Snyder and Bert Hellmueller.

Charles W. Nelson, Nelson Attractions, has signed five Western fairs. They are Oregon State Fair, 22 acts in stand, free layout on lawn, and Horse Show; Walla Walla, Wash., 19 acts in stand and pavilion; Chehalis, Wash., 9 acts; Yakima, Wash., 10 acts, and Puyallup, Wash., 22 acts in grandstand and elsewhere. They're repeats for Nelson. . . . Letter from Ernest Del Rae says Hans Del Rae, of Del Rae Brothers aerial turn, is ill in New York from a second heart attack. . . . Harrington (Del.) Fair has given the go-ahead sign to Ralph Hankinson to stage auto races on closing day. . . .

## Fair Elections

BOWIE, Tex.—Montague County Fair Association elected M. Posey, president; W. H. Stephens, vice-president; R. L. Burgess, treasurer.

ATTALA, Ala.—Etowah County Fair Association re-elected F. U. Logsdon. (See FAIR ELECTIONS on page 51)

**TRADE SERVICE FEATURE**  
Billboard

### Meetings of Fair Assns.

- Mississippi Association of Fairs, January 20, Edwards Hotel, Jackson. J. M. Dean, secretary, Jackson.
- Association of Tennessee Fairs, February 3 and 4, Noel Hotel, Nashville. O. D. Massa, secretary, Cookeville.
- Illinois Association of Agricultural Fairs, February 4 and 5, St. Nicholas Hotel, Springfield. A. W. Grunz, secretary, Breese.
- Western New York Fair Managers' Association, February 5, Lafayette Hotel, Buffalo. G. W. Grinnell, secretary, Batavia.
- Texas Association of Fairs, February 5-7, Adolphus Hotel, Dallas. O. L. Fowler, secretary, Denton.
- New York State Association of County Agricultural Societies, February 10, Ten Eyck Hotel, Albany. G. W. Harrison, secretary, 131 North Pine Avenue, Albany.
- Ontario Association of Agricultural Societies and Class B Fairs, February 11-13, King Edward Hotel, Toronto. J. A. Carroll, secretary Ontario Department of Agriculture, Toronto.
- Louisiana State Association of Fairs, February 13 and 14, Egan Hotel, Crowley. P. O. Benjamin, secretary, Tallulah.

Jaydee the Great (Jerry D. Martin), trapeze performer, has distributed calendars around the country with a top piece of eight photos showing him in action. . . . George A. Hamid repeats for the steenth time at Reading (Pa.) fair. Office also awarded acts and revue at Batavia, N. Y., says Fair Sec. G. W. Grinnell. . . . Border Legion Rodeo is set for three nights at Zanesville, O., by Gus Sun office. WLW Boone County Jamboree will play opening night. . . . Jack Raum will present a combo show at Warren, O., a new spot for him.

## Maine Votes Pass Knockout

NORWAY, Me., Jan. 24.—Eliminating a long-standing abuse, members of the Maine Association of Agricultural Fairs at their 30th annual meeting here in American Legion Hall on January 14 voted to abolish passes in an effort to circumvent complications brought on by the new federal admissions tax. Motion was made by John Weston, Fryeburg Fair. Only exceptions to the rule are fair employees, exhibitors and the press.

Indicative of the desire of members to do their part in the defense effort was a unanimous vote that individuals purchase all the Defense Bonds their finances will permit.

President Stanley M. Wheeler, South Paris, presided at the meeting, attended by 139, and made a brief address of welcome. Following successively were reports by the secretary, treasurer and committees; discussion of unfinished and new business and recommendations from group meetings, held earlier in the afternoon for fair executives and grounds and publicity men, race secretaries and horsemen, and livestock and agricultural exhibit men.

### Lawson Named President

In the election that followed Arthur B. Lawson, Cumberland, was elected president. Others named were Frank W. Winter, Auburn, and Samuel Woodward, Brunswick, vice-presidents; W. L. Robertson, Gardner, treasurer, and James S. Butler, Lewiston, who was elected to the secretarial post for the 20th year. On the nominating committee were Donald Andrews, South Paris; Harry E. Smith, Skowhegan, and Clarence Leonard, Union.

Commissioner of Agriculture Carl R. Smith, Augusta, made an address in which he complimented delegates on the excellent condition of fairgrounds and the quality of exhibits in 1941. Philip Stewart, Mechanic Falls horseman, asked some pointed questions of race managers regarding qualifications of some judges in race stands. Encouraging reports were given on the financial condition of associations, much credit being given part-mutual betting for pulling societies into the black. It was reported that \$1,987,675 was wagered in 1941, with fairs receiving \$129,198 and the State \$69,568.

Dr. E. E. Russell, Farmington, chairman of the resolutions committee, reported that death claimed 11 men associated with Maine fairs in 1941. Their names were read and the assembly stood a moment in silence in their memory. Greetings were extended by Frank L. Wiswell, Albany, N. Y., secretary of the New York State racing commission, who reviewed the 1941 racing season. To livestock and exhibit men the address by Dr. Gordon Cairns, University of Maine, was highly interesting. He emphasized the importance of classification of breeds put on exhibition at fairs and also stressed the importance of capable judges and the strides young people have made with baby beef projects. Ralph A. Jewell, Eastern representative of the USTA, gave an encouraging address.

Considerable business was reported transacted by attractionists attending, including Ben Williams, Ben Williams Shows; Tom, Dick and Mrs. Coleman, Coleman Bros. Shows; Arch S. Perham, Pine Tree State Shows; Henry Rapp, American Fireworks Company; A. Mariangas, Interstate Fireworks Company; Mrs. Eleanor R. Leonard, Beacon Amusement Company; Joe Hughes and Paul Denish, George A. Hamid, Inc.; Al Martin; Jay C. McCabe; C. C. Coffin, Voice of Maine, and Rex Morrill, Suffolk Electric Company. Banquet was attended by 359. There

were numbers by the Norway High School orchestra, led by Mrs. Pearl Kilboen; toasts to Sullivan & Mawhinney, S. A. & Wendell Watham and Mrs. Avis Gross, owners of outstanding race stables, and a special ceremony of the burning of the Oxford County Fair mortgage by Charles W. Bowker, oldest board trustee. Song leader was Bob Gremley, Auburn. Seven-act floor show was provided by George A. Hamid, Inc., plus vocal numbers by Mrs. Leonard, Beacon Entertainment Company, and a representative of Jay C. McCabe, American Fireworks Company furnished favors and E. G. Staats Company supplied badges. Voice of Maine donated an amplifying system.

## MICH. STUDIES TAX

(Continued from opposite page)  
ident Andy Adams presiding. He was re-elected. Jack Gridley was chosen vice-president and J. H. Adams secretary-treasurer. Directors elected are Charles Coon, Paul Jones, Bert Vincent, Bert Roach and Sam Johnson. Leo V. Card, commissioner of agriculture; Herbert J. Rushton, attorney general, and Bernard J. Youngblood, manager of Michigan State Fair, gave informative talks on *What Harness Racing Contributes to Fairs*. An excellent dinner was served and entertainment was furnished by the Mercury Rangers thru courtesy of the Ford Motor Company.

### Entertainment Necessary

President Arnell Engstrom presided at the Wednesday afternoon meeting of the Michigan Association of Fairs and in his address reviewed the 1941 season, which, he said, was a good one. He called attention to opportunities fairs have to play a vital part in the country's defense. "Rest, recreation and entertainment," he said, "are just as essential as production of arms." He warned against allowing subversive propaganda to be spread on fairgrounds; also to be prepared to grant use of fairgrounds for defense purposes if needed. He urged support of the association, which, he said, can accomplish much more than fairs would be able to accomplish singly. Hans Kardell, Charlotte, and Gordon Schlubatis, Coldwater, made splendid talks on *Our 4-H Fairs*. "The 4-H clubs are the backbone of the fair," said Kardell, "and they should be given the best space on our grounds. These clubs may be even more important in post-war years." J. Crawford, Coldwater, spoke on methods of financing 4-H fairs. Remainder of the session was taken up with the tax discussion.

At 7 p.m. Wednesday there was a joint meeting of the Michigan Association of Fairs and the Michigan Showmen's Association, fair association President Engstrom presiding. Following introduction of attraction and concession people Leo Lippa, past president of the MSA, gave a constructive talk on *Co-operation Between Our Associations*, and Seih R. Burwell, department of insurance, Detroit, spoke on *Public Liability Insurance for Fairs*. After the meeting the Michigan Showmen's Association held its fifth annual midwinter dance and frolic in the Spanish Grill Room of the Hotel Fort Shelby. Over 700 tickets were sold and from 10 p.m. until a late hour hundreds of show and fair people danced to the music of Del Delbridge and his orchestra.

### Delano New President

E. W. DeLano, Allegan, who served as first vice-president in 1941, was elected 1942 president. H. B. Kelley, Hillsdale, was re-elected secretary-treasurer. Vice-presidents are Ray Bushney, Alpena; Carl Mantey, Caro; Howard Lawrence, Ionia; Mrs. Helen Vierling, Escanaba, and Lester Schrader, Centerville.

Closing session was marked by an ex-

# Around the Grounds

COMMERCE, Tex.—M. D. Abernathy, secretary of Commerce Fair, recently suffered a paralytic stroke and was taken to a local hospital.

ESTEVAN, Sask.—Estevan Agricultural Society showed an increase in receipts (See *Around the Grounds* on page 51)

tremely interesting talk on *Ohio Junior Fairs* by B. P. Sandles, Columbus. Sandles declared that fairs will have one of their best years in 1942. Their greatest asset, he said, is the young generation—members of 4-H clubs and similar organizations. A. C. Carton, director of fairs, presented his annual report, and T. P. Eichelsdoerfer spoke on *General Market Conditions and Their Effect on Fairs*. Resolutions committee's report thanked federation officers, Fort Shelby Hotel, *The Billboard*, *Horseman* and *Fair World* and all who have co-operated with the federation. It also suggested that the organization's legislative committee be encouraged to be on the alert on all legislative matters pertaining to fairs.

In general discussion C. H. Harnden, secretary Saginaw County Fair, Saginaw, suggested that in order to strengthen the federation and bring in many small fairs that may not be able to pay \$5 dues, the fees be graduated. He made a motion that fairs receiving not more than \$500 State aid yearly be required to pay only \$2.50; those receiving \$500 to \$2,000 pay \$5; \$2,000 to \$3,000, \$10; \$3,000 to \$5,000, \$15, and those receiving over \$5,000 to pay \$20. His motion was unanimously adopted. Next year's meeting will again be held in Detroit.

### 400 at Banquet

B. P. Sandles, manager of Ohio State Junior Fairs, Columbus, was toastmaster at the annual banquet Thursday night in the Spanish Grill Room. Attendance was about 400. Edward J. Jeffries, mayor of Detroit, welcomed fairmen and showmen, and Mrs. Helen Vierling, Escanaba Fair, made a fitting response. Murray D. Van Wagoner, governor of Michigan, gave delegates a heartening message in which he lauded the value of fairs and assured fairmen he would use his best efforts to further their interests. Leo V. Card, commissioner of agriculture, sketched the work of his department in connection with fairs, and Bernard J. Youngblood, manager of Michigan State Fair, Detroit, told of the important work the State fair is doing and complimented county fairs on their co-operation. An excellent entertainment program was staged with acts furnished by the various booking associations. Sam J. Levy was emcee and music was furnished by the Harmony Girls.

There was the usual number of attractions people present, but comparatively few contracts were signed. Among those attending were Mr. and Mrs. George V. Adams, Adams Rodeo; Hogan Hancock, MCA; K. G. and Babe Barkoot, Barkoot Shows; Gene Gase, John B. Rogers Producing Company; Sam J. Levy and Ethel Robinson, Barnes-Carruthers Fair Book-

(See MICH. STUDIES TAX on page 45)

## THE GREAT HAGERSTOWN FAIR

Wishes to announce

that its dates for the year 1942 will be September 22-26 inclusive. Would be glad to hear from Carnivals desiring to book for these dates.

CHARLES W. WOLF, Secretary, Hagerstown, Maryland

## MINNESOTA STATE FAIR

The Minnesota State Fair Board will hold meetings Thursday and Friday, February 5 and 6, at the Madison Hotel in Minneapolis for the purpose of purchasing Grandstand Attractions, Advertising Material and Premium Ribbons. Representatives of interested parties are invited to present their proposals.

1942 FAIR DATES — AUG. 29 TO SEPT. 7 — TEN DAYS

RAYMOND A. LEE, St. Paul, Secretary.

## Summit Readies For Big Season

Plans set for more rides, landscaping and expanded policy of free acts

AKRON, O., Jan. 24.—Anticipating another big season, Summit Beach, Inc., operator of Summit Beach park here, has given the go-ahead signal to ready the park for its 1942 opening, according to Jerome T. Harriman, public relations director. Material shortages and other restrictions are not expected to hamper construction work planned for spring and projects are expected to be completed by the tentative opening date, May 23.

Among important improvements will be addition of four rides, including a Spitfire and Dodgem. Old Lindy Loop will be razed to make room for a new ride. Several concession buildings will be renovated and new units added, together with extensive landscaping at the main entrance. More neon lighting will be installed. Children's recreation facilities will be augmented. Fencing will be erected around the park and a 10-cent admission charge will go in effect. More pretentious entertainment in the way of free acts, pageants and fireworks will be offered daily, said Harriman. Zoo will be continued. Capt. Roman Proske, who directed the feature in 1941, left recently for Miami and will not return this year.

Park staff will be augmented, according to Harriman, who was engaged early in 1941 and has been retained in the same capacity for 1942. He plans an ambitious radio and newspaper advertising campaign in connection with the May opening, plus outdoor advertising in adjacent counties.

Ballroom will open around April 1 on part-time schedule, with Lew Platt again in charge of band bookings. Bathing pool, which had its best season in years last summer, will operate again. Outlook for outing bookings is encouraging. While many industrial plants will be operating seven days a week, plant officials have given assurance that employees will be allowed a day off. Park will go in for special events on a bigger scale. Free-act budget will be upped.

## Radio, Press Help Beatty Spot; New Kid Zoo Exhibits

FORT LAUDERDALE, Fla., Jan. 24.—Clyde Beatty's Jungle Zoo here is receiving excellent co-operation from newspapers and radio stations in this area, an outstanding stunt being a half-hour studio broadcast for children on January 3 over WWPG, featuring Kinko and Florenz, clowns, and newly born lion cubs, reported Mike Michaels, publicity director, who handled the show.

Recent visitors were E. Lawrence Phillips, Mrs. Johnny J. Jones and Johnny J. Jones Jr., Johnny J. Jones Exposition; Lou Jenkins, former world's lightweight champion, January 6, and Mr. and Mrs. Frank Walters, Houston, who arrived here from a visit to Cuba and spent some time with Mr. and Mrs. Beatty.

New animals added to the children's zoo include guinea pigs, monkeys, raccoons, deer, kinkajous and snakes.

PHILADELPHIA.—Because of war in Celebes, Dutch East Indian island, Roger Conant, curator of Philadelphia Zoo, said three unusual animals will be lost to zoos. They are the anoa, dwarf buffalo; babirusa, wild pig with four tusks, and the black ape. Philadelphia Zoo has exhibited all in the past, but now only the anoa is in its collection.

## OACDV Endorsed

STORY of the endorsement by Massachusetts Agricultural Fairs' Association of the plan for an Outdoor Amusement Conference for Defense and Victory, to be discussed at meeting representative of the industry in Tampa on February 6, begins on page 3 of this issue.

## Unseductive Siren

CINCINNATI.—Lack of uniformity of civilian defense regulations among cities of the nation are apt to cause complications among men who travel. That is the conclusion of Ray Anderson, production director of Thearle-Duffield Fireworks Company, who visited officials of Coney Island here recently and graphically described sensations of a man who thought he was about to be bombed from the air.

Chicago public authorities have placed an absolute ban on use of sirens for any purpose whatever, Anderson said. Even police and fire vehicles are prohibited from using them. The siren is to be used only as an air-raid alarm.

Before coming to Cincinnati Anderson visited Pittsburgh. Suddenly, early in the morning, he was startled from his sleep as shrieking sirens pierced the air. "I jumped five feet," he said. "I had a funny feeling in the pit of my stomach as I realized I had not taken the precaution to inquire of the hotel people about air-raid shelters. I donned bathrobe and slippers with the idea of going out to hunt a shelter. Then I noticed that the shrieking siren was passing the hotel and I decided to peep out of the window. When I saw fire apparatus rumbling past I realized that Pittsburgh regulations were different than those in Chicago and that I had scared myself unnecessarily."

Anderson informed President and General Manager Edward L. Schott of Coney Island that despite the war effort fireworks will be available next summer, plentiful stocks being in warehouses.—(The Cincinnati Enquirer, January 19.)

## American Recreational Equipment Association

By R. S. UZZELL

Baseball will carry on this year. The ranks are to be somewhat depleted by calls to the service, but the game is a potent factor in maintaining morale. Night games will be permitted because many defense workers cannot attend afternoon games. This long-entrenched factor of American life cannot be dispensed with during the present emergency. This gives amusement parks their cue for a more determined effort than ever. Now we must get material for repairs and maintenance that will not impede national defense.

The committee of amusement park, fair, carnival and circus men for aiding our nation at war is getting under way. Its objectives have not yet been clearly defined, but a few conferences will clarify the situation. That it is timely and patriotically conceived there is no doubt. Leonard Traube did a good day's work when he touched off this movement. It is the present plan to have the first big meeting at Miami February 6 while the Florida State Fair is on at Tampa. The outdoor show business has always come thru in a great way when our country called. This emergency will find all branches of the industry ready and willing to do their bit.

With conservation of tires and gas the hiking clubs come into their own. They can be augmented with a little encouragement. Laughable as it now seems, girl hikers in slacks were denied admission to a dance hall in a good amusement park. Not so this year. Boy Scouts with renewed activity this season could be induced to maintain headquarters in an amusement park of their home area.

Why not begin a drive now for an all-out demonstration on Flag Day, June 14? The air warden, Red Cross, Boy Scouts, American Legion, Veterans of Foreign Wars, Sons and Daughters of the American Revolution, Sons of Veterans and other patriotic organizations will be glad to help. Bands and some good singers can help in a great way. Get a talented vocalist to sing *The Star-Spangled Banner* and *America*. It is a patriotic opportunity that is calling all who love America.

The bicycle stand will be in evidence this summer. Who has seen one in 35 years? The bicycle repair shop disappeared with the blacksmith shop. How many know that W. F. Mangels once ran a bicycle repair shop at Coney Island? The exhibit of bikes at our American Museum of Public Recreation shows Mangels' interest in the origin, growth and development of the man-propelled vehicle. The old bone shaker where the rider's feet touched the ground

## State To Enter Injunctive Suit Against AC Piers

ATLANTIC CITY, Jan. 24.—Assistant Attorney General Robert Peacock said this week that the State would enter the easement deed litigation in New Jersey Chancery Court to protect public interest. Peacock said he had been assigned by Attorney General David S. Wilentz to file an injunctive bill before Vice-Chancellor Albert Woodruff in Camden against Steel Pier and Hamid's Million Dollar Pier.

Proceedings in Camden court, he said, would be aimed at restraining the city from issuing permits for sale of commodities or services on piers and pier companies from selling such items. He said his status in the case would be that of a party complainant in behalf of public welfare.

Easement deeds make resort beaches in effect public property. Peacock declared that resort commissioners failed to authorize necessary proceedings to be taken to prevent continued violations of the deed. Intervention of the State in the case was requested in an opinion by Woodruff two weeks ago when he reserved decision on a motion to strike the defendant piers' answer to the main suit.

## Whitney Utilizes Defense Posters To Aid Blackouts

SAN FRANCISCO, Jan. 24.—George K. Whitney, operator of Playland-at-the-Beach, has adopted the novel idea of utilizing the colored war posters of the united nations for blackout material.

Windows of his office, which overlooks the fun area, are two-thirds blacked out with a covering of ivorized wood which is surfaced with war posters of the allied nations. In the collection are those of the Red Cross and "Buy United States Defense Bonds and Stamps."

Total blackout is accomplished by lifting a hidden panel in each window.

## Additions for Meyers Lake

CANTON, O., Jan. 24.—Addition of at least two new rides, further landscaping, improved bathing facilities and continuation of the free-act policy on a larger scale are planned for Meyers Lake Park here in 1942, said Manager Carl Sinclair. Except for minor details construction work on the outdoor dancing is completed. Less than two weeks will be required to make it ready for operation. It will accommodate 3,000 at tables and 1,000 on the floor. Presentation of district bands on week nights and name outfits on Sundays is planned.

on each side of the contraption to give it a push long before pedals and the chain sprocket came into use is a wonder. How many of you could ride the high-wheeled ones without taking a header? One has a charcoal engine. This exhibit is alone worth a trip to our museum. While there you can learn what a fine institution the museum really is. We must carry on and keep up the interest in this servant of yours.

The Humphrey Company is now in its 41st year of continuous operation at Euclid Beach, Cleveland. It started there with the popcorn privilege. Later it made the purchase. Here is an enviable record for square dealing with the public and a demonstration of the wisdom of such a policy.

It has been a staunch supporter of the National Association of Amusement Parks, Pools and Beaches. The late D. S. Humphrey served one term as president. His daughter, Mabel Killaly, has been a diligent worker, always in banquet arrangements. At the summer meeting of 1930 at Euclid Beach she surprised us with dishes bordered in gold. It gave Harry G. Traver and your humble author indignation because we were unaccustomed to eating from gold dishes.

She was missed at our December meeting in Chicago. Twelve members sent her a telegram telling her how much they missed her and her work. Her re- (See AREA on opposite page)

## The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Hurry! Hurry!

Only a few days remain for delivery of chlorine, for on and after February 1 no deliveries of chlorine may be made except as specifically authorized by director of priorities.

As has been reported here before, swim pools have been given a so-called priority rating of A-6 for chlorine. Accordingly, this puts aquatic tanks ahead of food processing plants, food preservation, pulp processing plants; manufacture of petroleum products, industrial chemicals and industrial plastics; textile bleaching, process paper bleaching, laundry bleaching and cosmetics.

Pool men who are squawking over the situation should think of those in the aforementioned fields, who must wait for their chlorine after pools and others. Stop crying, for A-6 rating means that pool ops will get their necessary supply of chlorine for this summer. But it's foolhardy to delay in placing your order.

If you haven't done so already, get required priority forms. Then contact your dealer and see that your order goes thru pronto. Even tho you are in a biz that has an A-6 preference marker, remember laws change rapidly in these times and unless you order now you may find yourself in an unfortunate position.

## Night Bathing

While night swimming for outdoor plunges has never been anything to write home about, some tanks have been able to make nocturnal operation pay. One such H-3-orium is Meadowbrook, Baltimore, operated by J. O. Ziegfeld. There night swimming has really meant "sunbath".

At outbreak of war it was generally figured night swimming, along with all types of outdoor night amusement operation, would be banned this summer because of blackouts. However, the recent letter to Baseball Commissioner Landis from President Roosevelt urging night baseball indicates that there won't be a stoppage after all.

Baseball moguls are making plans for more night games and there are a few in the swim pool biz who think this will tend to hurt night swimming, for competition of the national pastime is too strong to buck. However, there's another side to the story. This encouragement of night recreation should cause many who are too busy to swim during afternoons to come out after dark. 'Twill open up a new channel of revenue for pool men. But remember, as this department has continually preached, you can't sit back and wait for swimmers. Make plans early. Contact personnel directors of local defense plants. Set your night operations early and publicize same. Then and only then will you profit in this direction.

## Have a Laugh

Indoor pool men will get a great kick out of new motion picture, *I Wake Up Screaming*, starring Victor Mature and Betty Grable. While the picture itself is of no concern to this department, there's one brief scene that will set pool ops screaming.

While it has nothing to do with plot of picture, Mature and Grable, after making rounds of night clubs, decide to go swimming around 4 a.m. Locale, incidentally, is New York. Hollywood gossip writers have already revealed that the only reason this scene was added was to show Mature and Grable (both of beautiful torsos) in bathing suits.

At any rate, Mature explains that he always goes swimming at 4 a.m. Next scene shows two of them diving into a plunge. The laugh payoff is that despite the hour, there's practically a capacity crowd at the plunge, which incidentally in the picture is called the Lido. In real life, Lido is the name of an outdoor pool for colored folks in Harlem. Boy, oh boy, if an indoor pool could do the biz that particular plunge does in wee hours of morning can you imagine what it would attract during the day.

By the way, wonder if scenes shown in the picture were taken at Plonk indoor plunge, Los Angeles. It looked like that spot.

## Men and Mentions

Appropos of aforementioned priority ruling on chlorine, it should be stated that recently formed priority committee of National Association of Amusement Parks, Pools and Beaches is deserving of congratulatory remarks for fine work

they've been doing. Group consists of Edward L. Schott, chairman; Norman S. Alexander, vice chairman; A. B. McSwigan; Leonard B. Schloss; H. P. Schmeck and Fred E. Wesselman, working with President A. W. Ketchum and NAAPPB's attorney, Robert F. Irwin, Jr.

Jimmy Klarnet tells column that was quite a shindig recently at London Terrace indoor tank, New York. Three members from Jimmy's St. George pool, Bob De Groot, Les Kaplan and Artie Andersen, competed against a group of those South American swimmers now in this country. What interested this department, however, is the fact that Jimmy mentioned London Terrace as home pool of Women's Swimming Association. Since when, and what happened to W. S. A. pool?

**AREA**

(Continued from opposite page) sponse shows that we have another poetess

I was pleased to receive your wire,  
Pleased to the point of rhyme;  
But what I want to inquire  
Is, what did it cost to sign?  
What did it cost to record it  
With twelve names all in a row;  
How could you ever afford it  
With prices rising so?  
I wish that I could be there tonight  
With you when you wine and dine;  
But I wonder (tho it isn't right)  
What did it cost to sign?

**FAIR EXECS APPROVE**

(Continued from page 3) 1, 1942, with proceeds used to care for the aged, was explained by Henry F. Long, commissioner of corporations and taxation. He said that every place serving food, including those at fairs, is subject to a license costing \$1 and "good forever." Units such as cookhouses, grab stands, etc., come under the law, regardless of what their average checks for food may be and licenses are good in any part of Massachusetts in any and all years starting from the time of issuance. On the opening day at every fair in the State at least one man from his office will be available to offer instructions and advice, Commissioner Long said. Further details in next issue.

**CONFIDENCE IN N. C.**

(Continued from page 40) time problems will be worked out. Twenty-four of my 29 drivers have informed me that their tire situation is in good shape, and the season's prospects look good." Declaring "outdoor amusements will play an important part in building morale," John W. Wilson, Cetlin & Wilson Shows, said, "I thing outlook for the industry this year is bright." He reported his trucks well-equipped with rubber. Said Irish Horan, unit manager of Jimmie Lynch's Death Dodgers: "Larger and well-organized shows in our field usually wind up the season with sufficient equipment with which to start again. The American spirit to meet the need for clean amusements should assure us of another splendid year." Horan said he may cut the number of still dates this year. In the opinion of George A. Hamid, George A. Hamid, Inc., the tire shortage should help the industry. "All people will hear will be war, he commented, "and they will be hungry for entertainment. Fairs should have a good year. Long trips are taboo for average citizen. Fair men owe it to them to give the best fairs possible. War will not change the demand for fairs. I have applied for priority on tires and believe we'll get it." Acts this year will stress a victory theme, he said. "I've been operating in Canada during two years of this war," Hamid recalled. "In 1940 fair people got panicky. Next year the government and army went to fair operators and asked them to continue."

**"Patrons Will Come"**

Max Linderman, operator of World of Mirth Shows, rail unit said: "We use rubber only on our wagons and it's hard rubber that we move only once a week. Our people with trailers must get along with what they have and with retreaded tires. My opinion is that we're going along as good as ever. Customers will adjust themselves. They'll gang up in cars and go to near-by amusements, cutting out summer trips. I had no trouble in the last war." Linderman, whose shows have played Ottawa for years, said 1941 business with Canada at war was 50 per cent better than the previous best year. An optimistic view was taken by Dr. J. S.

Dorton, manager of North Carolina State Fair, Raleigh; Shelby Fair and Southern States Fair, Charlotte. "People must have entertainment for morale," he commented. "The fair business will go along with all other business. Customers will get to fairs by riding buses or doubling up in cars. If the President came out for fairs with the same observation he made about baseball it would help wonderfully."

Said Jake Shapiro, Triangle Poster Company: "We expect deliveries on all paper already ordered, which should be sufficient to cover all orders for regular customers this season. Deliveries of cardboard are being curtailed, and for this reason more fibers will be used. There will be a shortage of certain types of paper but the decrease should not interfere with 1942 summer orders." David B. Endy, Endy Bros. Shows, said last season he bought \$1,500 worth of tires which are in good shape. He expects operating costs to increase at least 20 per cent. Last year his shows traveled about 11,000 miles. "I look for an above-normal season," he said. "Labor will be the problem. If we get there and get help we should have a splendid increase in business."

**Brantley New Head**

Need for continuance of fairs to boost morale and encourage enterprise in agriculture and industry was stressed by Gov. J. M. Broughton, Secretary of State Thad Eure and Agriculture Commissioner W. Kerr Scott when speaking at the annual banquet. At the all-day business meeting Hobart Brantley, Spring Hope, was elected president. Norman Y. Chambliss, Rocky Mount, and Waldo C. Cheek, Asheboro, were elected vice-presidents, and W. H. Dunn, Wilson, was re-elected secretary-treasurer. No legislative program was formulated, as the General Assembly does not meet until 1943, but members were advised to study their situations and be prepared to make recommendations at the next meeting. About 75 attended, with showmen composing half the crowd. John Robinson, 1941 president, was chairman.

Group stood in silent tribute to the late M. B. Howard, Southern representative of George A. Hamid, and floral pieces were sent by the association and showmen to Norfolk, Va. Chambliss warned secretaries of the State Workmen's Compensation Law requiring those with five or more employees to carry compensation insurance to cover death or injury. A number of secretaries indicated they did not have the insurance. "If you don't carry it, you will have trouble," Chambliss cautioned. "I didn't have any at Greensboro last year. I had 11 accidents among my force and appeared before the industrial commission 11 times. Insurance would have cost \$72. As it stands now it's going to cost about \$10,000."

Entertainment was provided by the Hamid office, with Hamid as emcee. Acts included Balbanow Family, dancing, singing and accordions; Wilfred Mae Trio, acrobatic dancers and jugglers; Jeannette Sisters, tap dancing; Miss Myrtle, can-can, and Bernice, ballet specialties.

Showmen in attendance included Houston Lawing, Irish Horan, Jimmie Lynch's Death Dodgers; Max Linderman, World of Mirth Shows; George A. Hamid; Jack Wilson, I. Cetlin, Cetlin & Wilson Shows; Tony Vitale, Ohio Display Fireworks Company; Sam Prell, C. A. Abbott, World's Fair Shows; Art and Charles Lewis, Art Lewis Shows; David B. Endy, Endy Bros. Shows; William Glick, Ideal Exposition Shows; Gus Sun, Gus Sun Agency; O. C. Buck, O. C. Buck Shows; Mack Kassow, Frank Wirth Booking Association; Sam Lawrence, Sam Lawrence Shows; Herman Bantley, Ted Miller, Bantley's All-American Shows; John M. Sheesley, Mighty Sheesley Midway; John H. Marks, John H. Marks Shows; Ralph A. Hankinson, Hankinson Speedways; Henry Roeller, Roeller's Amplifying System; J. A. Franklin, Fair Publishing House, and W. H. Fuller, Fuller Amplifying System.

**GA. PLEDGES AID**

(Continued from page 40) County Fair, Conyers, was returned to office as association president. I. V. Hulme, secretary of Elbert County Fair, Elberton, was elected vice-president, succeeding O. P. Johnson, Americus. E. Ross Jordan, general manager of Georgia State Fair, Macon, was re-elected secretary-treasurer, posts he has held many years. Elected to the board were Mike Benton, head of Southeastern Fair, Atlanta, chairman; Ben Winlow, Tri-County Fair, Manchester; J. H. Henderson, Cobb County Fair, Marietta; Her-

bert Adderholt, North Georgia Fair, Gainesville, and F. N. Poole, Pulaski County Fair, Hawkinsville.

In final minutes of the business session the association voted to repeal a by-law which established Macon as the permanent meeting place several years ago, and unanimously selected Atlanta for the 1943 meeting.

**Addresses Are Good**

Tom Linder, State commissioner of agriculture, spoke on *Georgia's Agricultural Program in Support of the Nation's War Need and How Fairs Can Co-Operate*. After his talk he was elected an honorary association member. As an outgrowth of his suggestion the association voted to award five prizes of \$50 Defense Bonds to first prize winners in State-wide elimination for best production in five major Georgia food crops. George A. Hamid, booking executive and fair manager, made another outstanding address, telling of wartime operations of Canadian fairs and giving advice to managers in planning fairs under war conditions. Guy Stone, Glenwood, Georgia commander of the American Legion, spoke on *American Legion Fairs and Their Program of Aid to the Nation's Defense*. There are many Legion fairs in this State. Emmie Nelson, Athens, assistant State 4-H Club leader, reported on plans for club participation in 1942 fairs. Mike Benton spoke on *How Fairs Can Aid in National Morale*. Lee S. Trimble, vice-president of the Macon Chamber of Commerce, gave the address of welcome and Felix L. Jenkins, secretary, Chattahoochee Valley Exposition, Columbus, made response. Many participated in round-table and open forum discussions of various problems.

Resolutions were adopted praising *The Billboard's* policy in stressing importance of fairs, thanking loyal carnival men and others who contributed time and money in making the meeting a success, officially welcoming the Macon Exchange Club into the fair field as operator of the Georgia State Fair, and authorizing payment of hotel expenses of the association's president at each annual convention. The president receives no salary. Annual banquet was more colorful than usual. President Summers and Mike Benton alternated as toastmasters. Paul M. Conaway was chairman of the entertainment committee. Max Linderman and George Hamid regaled the crowd with humorous stories. Music and dance numbers were presented by a group including Mary Hester Richardson, Howard Brannon, Shelle Lasseter, Mary Grace, Edith Turpin and Pinkie White. About 12 fair executives and visitors responded with short talks.

On the nominating committee were Gordon Chapman, Sandersville; P. H. Williams, Athens, and Felix Jenkins. On the resolutions committee were Paul Conaway, Macon; Virgil Meigs, Atlanta, and Herbert Adderholt.

**Attractionists Turn Out**

Showmen and visitors included J. J. Page, Chris Jernigan, R. E. Savage, J. J. Page Shows; William R. (Red) Hicks, Lawrence Greater Shows; Max Linderman, World of Mirth Shows; I. Cetlin, Cetlin & Wilson Shows; William C. Fleming, James E. Strates Shows; L. J. Beth, Alfred Kunz, L. J. Beth Shows; Mr. and Mrs. W. E. Franks, Jim McCall, Franks Greater Shows; Mr. and Mrs. C. D. and Turner Scott, R. E. Stewart, Scott Exposition Shows; Mr. and Mrs. Joe J. Fontana, Charles Wrenn, Blue Ribbon Shows; A. T. Vitale, Ohio Display Fireworks Company; Henry S. Roeller, Roeller Sound System; Joe Sorenson, F. R. Heth Shows; Mr. and Mrs. Tom Terrill, Charles Sparks, George A. Hamid and M. B. Howard, George A. Hamid, Inc.; J. Allen Franklin, Fair Publishing House; Mr. and Mrs. Bernie Shapiro,

Southern Poster Printing Company; Dr. John Fisher, John Scott, Joe Brown, iron lung exhibit; Sam Hausner, Bill Brown, J. L. Johns and Clint Shuford.

**Tyler, Lake Charles Off**

NEW ORLEANS, Jan. 24. — Further cancellations of district fairs and rodeos in Texas-Louisiana areas are offset by vigorous campaigns in other quarters for largest annuals on record. Latest to be canceled are Tyler (Tex.) Rose Festival and Southwest Louisiana Fat Stock Show and Rodeo, Lake Charles.

At Dallas Park Director L. B. Houston said that Fair Park, grounds of State Fair of Texas, would be turned over to troops and upon the army lies the decision as to whether a fair will be held. Fair President Harry Seay reports steady cancellations of exhibition reservations since he has been unable to declare whether a fair will be held.

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# Rinks and Skaters

By ALBERT F. SCHNEIDER (Cincinnati Office)

## 8-Year Plan Made For N. E. Meets; RSROA Nights Set

MEDFORD, Mass., Jan. 24.—Plans for the benefit of amateur roller skaters, among them an agreement to stage an annual New England amateur skating championship the last week of June, were made at a recent meeting at Bal-a-Roue Rollerway here by New England rink operators, all members of the Roller Skating Rink Operators' Association of the United States.

Those attending were Edward LaVenture, Fitchburg, Mass.; Raoul Bernier, Portsmouth (R. I.) Rink; Benjamin Richland, Hartford (Conn.) Skating Palace; Herbert A. Briggs, Springfield, Mass.; Leo Doyle, Rialto Rink, Springfield, and Skaterina Rink, Worcester, Mass.; Fred J. Bergin, Bal-a-Roue, and Fred H. Freeman, Winter Garden Rollerway, Boston.

Locations were chosen for the next eight years, schedule calling for successive meets at Nantasket Beach, Mass., 1942; Riverside Park, Agawam, Mass.; Pleasure Beach, Bridgeport, Conn.; Portsmouth, Medford, Springfield, Hartford and Fitchburg.

Cavalcade of Roller Skating is the name of the revue to be presented on February 24 and 25 at Winter Garden and February 26 at Bal-a-Roue, when proceeds will go to the RSROA for association activities. It will be staged by the Fred H. Freeman Figure Skating Club. Bus trips will also be made by the cast to Portsmouth and Springfield for showings on RSROA nights there.

## Work Starts on New O. Spot

BEREA, O., Jan. 24.—Ground has been broken for a roller rink here, remaining portion of a \$48,000 project which began last May with construction of bowling alleys, said Manager Milo B. Smith. New section will be attached to rear of the building housing alleys and will be of brick and steel construction, measuring 102 by 151 feet. It will be soundproof and will accommodate some 200 skaters. Music will be furnished by an electric organ. Both sections will be heated from a central unit.

## New One Opened in Mass.

SPRINGFIELD, Mass., Jan. 24.—New roller rink, Skateland, opened January 16 here. It is owned by M. Miller, of Empire Bowling Alleys, and is managed by John F. Rosati, former floor manager of Riverside Park Rink, Agawam. Maple floor and Chicago skates are provided. On opening night a cedar chest and portable radio were awarded as door prizes and refreshments were served.

FREDDIE ROBINSON, novelty skate dancer, heads the floor show at Modern Cafe, Philadelphia.

## Godfrey's Roller-Ice Combo Draws 1,100 at Detroit Bow

DETROIT, Jan. 24.—Combination of roller and indoor ice skating was offered by a major rink here for the first time last week when Arcadia Roller Rink, former ballroom opened last fall by Orville Godfrey, offered the ice sport in an adjoining section, formerly used for dancing, and drew 1,100.

Admission entitles skaters to use either ice or roller rinks or alternate between them. Immediate trend was in favor of the ice rink because of its novelty. Rinks are supplied with electric organ music. Arcadia is now on the air twice weekly over WJLB with 15-minute organ programs by Joan Lee and emceed by Manager Godfrey.

MYERS Brothers' Roller Rink, which opened recently in the old Richmond (Ky.) Armory, has a new 48 by 100-foot Masonite floor, reported Lacy Myers.

WEEK of January 11-17 was successful at Ed Marquardt's Spinning Wheels Roller Rink, St. Louis, when Defense Stamps were given skaters and patriotic souvenirs were given spectators. Rink is near Jefferson Barracks and draws many soldier skaters. Harry Kline, publicity manager, has slated several specialty weeks.

FRED (BRIGHT STAR) MURREE, 80-year-old Pawnee Indian figure skater, reported from Cleveland, where he spent a three-day layover recently, that he has been working steadily the past two months and recently appeared at Al Kish's rink in Lima, O. He was scheduled to appear at Joe Bell's Rink, Fort Wayne, Ind., on January 22 and 23 and reports bookings for Milton, Pa., and Philadelphia. He notes that physical condition of rinks has improved greatly in the past two years.

ADDITION costing \$1,500 is being built on the roller rink in Recreation Park, Macon, Ga., by Will C. Ragan.

SERGT. HARRY LEECH, on leave from army duties as chief aircraft motors instructor at Aberdeen, Md., joined his former partner, Betty Cantwell, in Philadelphia and revived their Flying Top Hatters roller act for a banquet at Benjamin Franklin Hotel on January 15.

NATHAN GORDON reported he expects to open a new roller rink about January 31, in Cicero, Ill., with 50 by 125-foot maple floor and new skates.

SECOND anniversary party at Ragsdale Roller Rink, Decatur, Ill., was held January 19 with a large crowd in attendance, reported Alvin Hysler, professional, who gave a candlelight skating exhibition. There were several comedy numbers and free-style and bronze and silver dance exhibitions by members of Ragsdale Figure Skating and Roller clubs.

## S. C. HEARS PLANS

(Continued from page 40)

railroads in their vicinity asking for co-operation. Linderman and McCaffery maintained that railroads could handle the situation, McCaffery pointing out that in the Midwest railroads are handling about 50 troop trains a day without interruption of regular business. Both drew applause when they said fairs must continue to supply recreation. "It's our job to get bigger and better attractions," said Linderman. "We've got to keep 'em happy." McCaffery said his shows now operating in the South are drawing heavy crowds, attributing this fact to the people's need for amusement. He asked that secretaries devote more publicity to educational aspects of fairs.

George A. Hamid, of George A. Hamid, Inc., called attention to the need for colorful lighting at fairs, asking that there be no blackouts unless air raid conditions warrant it.

Secretaries and showmen mixed banter with seriousness in a forum during the afternoon. Most of the talk centered about the possibility of using women as ticket takers and usherettes. Most of the delegates agreed that women could do the job.

## Officers Re-Elected

All association officers were re-elected, Paul V. Moore, secretary of South Carolina State Fair, Columbia, chairman of the board; J. Cliff Brown, secretary of the Sumter County Fair, Sumter, president; E. B. Henderson, secretary of Greenwood County Fair, Greenwood, vice-president, and J. A. Mitchell, secretary of Anderson County Fair, Anderson, secretary-treasurer. Directors re-elected were D. J. Creed, Camden Fair; W. B. Douglas, Florence Fair; J. M. Hughes, Orangeburg Fair; J. P. Moon, Newberry Fair, and J. E. Reeves, Bishopville Fair.

Secretaries and showmen forgot war, work and worry at a gala banquet Saturday night. Floorshow and general fun-making climaxed the day, with former State Senator James H. Hammond as principal speaker.

Showmen attending included G. H. Perry, John H. Marks Shows; Mr. and Mrs. Jack Perry, Kats Greater Shows; Cash Miller, Prell's World's Fair Shows; T. W. Lewis, George T. Chestnut, Joel Sorenson, J. C. McCaffery, G. A. Abbott, Amusement Corporation of America; Capt. John M. Sheesley, Mighty Sheesley Midway; Max Linderman, World of Mirth Shows; I. Cetlin, Cetlin & Wilson Shows; Mr. and Mrs. Herman Bantly, Ted Miller, Bantley's All-American Shows; Jake Shapiro, Triangle Poster Company; Mr. and Mrs. John Bullock, Bullock Amusement Company; George L. Smith, J. J. Page, C. C. Jernigan, J. J. Page Shows; Paul Botwin and William Lockos, concessionaires; William C. Murray, Joe W. Lanning, Mr. and Mrs. C. D. Scott, Scott Exposition Shows; Rocco Masucci, Virginia Greater Shows; Tom Terrell, J. A. Franklin, Fair Publishing House; William C. Flemming, James E. Strates Shows; Mr. and Mrs. Bernie Shapiro, David B. Endy, Endy Bros. Shows; Art and Charles Lewis, Art Lewis Shows; Frank Melville, E. K. Johnson, Cetlin & Wilson Shows; William R. (Red) Hicks, Lawrence Greater Shows; Clay May, George Hamid, George A. Hamid, Inc.; A. T. Vitale, fireworks; Edgar C. May and J. B. Hendershot, Mighty Sheesley Midway; O. C. Buck, O. C. Buck Shows; K. F. Smith, Smith Greater Atlantic Shows; Gus Sun, Gus Sun Agency, and Ted C. Taylor, Liberty United Shows.

## CANADA DEFENSE CO-OP

(Continued from page 40)

continue exhibitions for a greater war effort," said H. A. McNeill, Brandon, retiring president of the A Circuit, "but to continue for it."

Director of the publicity branch, Dominion Department of Agriculture, N. P. Nunnick, in addressing the B Circuit meeting complimented delegates on their decision to carry on. Fairs are an effective medium for close contact with producers, he said, assuring them of his department's intention to continue its exhibit.

Other guests at the dinner were Sid W. Johns, Saskatoon; Mar Coux, M. L. A.; W. D. Jackson, London; J. B. Holden, Vegreville; Charles E. Grobb, Portage la Prairie; J. W. (Patty) Conklin; H. A. McNeill, Brandon, and Keith Stewart, Portage la Prairie.

## Contracted Again

Barnes-Carruthers Fair Booking Association again bid successfully for the attraction contracts of the Class A Circuit, with a three-car show under the

name of *On to Victory*. M. H. Barnes, Fred H. Kressman and Ernie Young represented. Runners-up were said to be Music Corporation of America, represented by Pat Purcell and Edgar I. Schooley.

J. W. (Patty) Conklin, who contracted for the second year with his Frolleland, showed a technicolor film of his CNE Frolleland in Toronto.

J. P. S. (Jimmy) Sullivan represented a Canadian company when he again bid Wallace Bros. Shows into the B Circuit midway contract.

George Hamilton, Hamilton Booking Office, which signed attractions for the same loop, operates out of Winnipeg.

E. J. Casey Shows signed the 23 fairs in the C Circuit.

Attendance was heavy, with over 60 delegates representing the three loops. No fair board gave notice of suspension.

It was announced by Sid W. Johns, A Circuit secretary, that a war fund and committee to handle it will be set up among the exhibitions' executives. A \$500 donation by J. W. Conklin was accepted as nest egg for the fund.

Dauphin Agricultural Fair withdrew from the B Circuit. It was said there will probably be a Dauphin Fair. Lakehead fairs gave no announcements of organization or bookings. They frequently tie in with A Circuit bookings, but M. H. Barnes said that Barnes-Carruthers had placed Jimmy Lynch on Lakehead's Thrill Show.

## Loop Heads Named

Canadian Association of Exhibitions elected Gordon Dalglish, Toronto, president; J. Charles Yule, Calgary, vice-president; W. D. Jackson, London, secretary, and executives S. C. McLennan, past president, and Emery Boucher, Quebec. A Circuit slate is A. H. McGuire, Calgary, president; C. E. Wilson, Edmonton, vice-president, and Sid W. Johns, Saskatoon, secretary. B Circuit named Charles E. Grobb, Portage la Prairie, honorary president; W. H. Johnstone, Moose Jaw, president; Victor Bjorkeland, Red Deer, Alta.; F. E. Clark, Carman, Man., and John P. Curror, Prince Albert, Sask., vice-president, and Keith Stewart, Portage la Prairie, secretary-treasurer.

Western Canada Association of Exhibitions passed a resolution to extend in every possible way efforts to assist the government in its defense program and to bring before the public the importance of fairs.

Livestock exhibits in Circuit A of the Western Canada Association of Exhibitions may by 1943 be confined solely to the four Western provinces, if a recommendation to that effect, passed by the association's livestock committee, receives approval of the Western Canada Breeders' Association.

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# The Editor's Desk

CINCINNATI

"AS TAMPA goes, so goes the fair season," has long been a favorite quote in outdoor showbiz. It has proved true often enough to have special significance this year. General Manager P. T. Strieder of Florida State Fair there and his staff will be able to welcome an unusually large gathering of the clans. For years an early-season mecca of fair executives and outdoor showdom, it will be on during a meeting fraught with probably wider interest than ever before has marked the industry and called for February 6 in the Tampa Terrace Hotel. The well-publicized move to create the "Outdoor Amusement Conference for Defense and Victory" is expected to come to fruition in formation of an official all-embracing committee to act for the industry in relation to the federal government. So fair managers, outdoor showmen and others attending will be given a rare chance to study during the fair the effect of the war situation upon operations. There can be a valuable interchange of experience in present problems and those that are anticipated. The government's feeling toward unbroken schedules for fairs during the war can best be foreseen in the five federal divisions that are exhibiting at the fair, their participation resulting in pretentious displays. Tampa Fair, it is to be fervently hoped, will again be a bright harbinger.

CALLING off of certain celebrations and fairs does not necessarily mean that war conditions are responsible. In the cases of a couple of large celebrations, returns of which have been considered negative for several years, it is said that the backers have only been waiting for the break that would permit them to withdraw gracefully. Management of one large fair recently canceled has been toying for several seasons with the idea of dropping it. The "duration" in some of these instances probably will be only until sponsors appear who can put the events over.

IN LOOKING over a gift collection of pocket magazines I found one issue in 1937 with an article on the circus," confides Harry W. Cole from Detroit. "It's funny what errors you may or may not find in a circus write-up. The subject was covered in a condensed sort of way, of course. I didn't stumble over anything baffling until I read that in 1873 more than 20 circuses traveled over the country on their own cars, while in the prosperous year of 1937 only four shows moved by rail, the others using motor trucks. I didn't believe that 1873 statement. Frankly, it ain't so. I think the author depended too much upon his imagination. C. W. Noyes's one-ring outfit was credited with traveling from 1869 until 1874 by boat or rail, without a stop. Conklin Bros. was supposed to have gone to California by rail in 1870, which sounds more like legend than fact. The show, without a parade, toured Great Lakes ports in 1872 on a steamer. James Robinson's, W. W. Cole's, John Robinson's, Lent's and the Great Eastern Circus were on rails in 1873, on cars of the railroads. Barnum's show was on rails, with cars built to order, which made seven shows on rails in 1873. So what? It's interesting to find a story you have missed. You may learn something new."

NOTING a number of stallers around the winter quarters shops, a visitor asked the show owner why he kept them. Reply was, "They are like haywire on a ride. They serve the purpose now."

IN YOUR column of January 10 you applied the "Hey, Rube!" phrase to national defense with a very timely article," types R. M. Harvey, the vet who is general agenting Dalley Bros. Circus. "I am preparing a newspaper herald to be used in advance of the circus and I would like your permission to quote most of that article." "S a pleasure, R. M.! . . . "I think L. Traube started something (just wonderful)," is the reaction of Julius (Count of Luxembourg) Cahn, secretary of Kewaunee (Wis.) County Fair, writing on a Florida sojourn. "I hope all concerned will attend the Tampa meeting. Traube ate some Wisconsin Imburger. Wonder if

that had anything to do with it." . . . In all his circus career, wrote Doc Waddell, he "never heard 'Hey, Rube!' cried preceding a circus lot fight with the bullies and other towners, generally college boys." Which caused a contemporary to remark that he had never known Doc to be hard of hearing. . . . More Willard-Bill show stuff: "In your column of January 17 P. M. Farrell was quoted as saying that Jess Willard traveled with the Buffalo Bill Show in 1917," avers Herb Taylor, of the w-k. clown trio. "Willard traveled with the Miller 101 Ranch show as a concert feature. I was on the show all that same season in 1916, and Buffalo Bill, under a salary, was the feature of the show. In the winter of that year Buffalo Bill died. In 1917 Willard bought the 101 Ranch show from the Millers and Arlington. Then the war broke out and he sold the rolling stock to the government. Buffalo Bill's last tour was in 1916."

ONLY time some managers call in their staffs for consultation is when they need someone to share some blame.

OVER Halfway: One show owner was trying to buy an old ride from another. Said the prospective seller, "I admit it has been stored in quarters several years, but we planned to repair it and take it out this season. But, on second thought, if you can pay cash, I'll take \$500 for it. Buyer: "I don't think it's worth that kind of dough. I'll give you \$50." Seller: "Well, I'm not the kind of a guy to let \$450 stand between us. Gimme the fifty."

Nat Green's

# The Crossroads

CHICAGO

WE were a bit disappointed in the make-up of the program of this year's Minnesota fairs meeting. It was to be expected that war would be a main topic, but not one of the speakers on the federation program gave anything more than a general rehash of advice and admonitions with which the fair men were already familiar. How much better it would have been—or so it seems to us—if half a dozen fair managers had presented their ideas on some specific problems the fairs face as a result of the war and how these problems could best be handled.

Best arranged program we have seen is that of the Wisconsin Association of Fairs for the meeting to be held this week. It, too, leans heavily to the war as a topic, but in a manner that should bring out some valuable suggestions which may be profitably applied to the fairs. Here are a few topics and speakers: *War Program for Fairs*, Taylor G. Brown; *Agriculture and the Fairs at War*, Ralph Ammon; *The Fair's Place in Offensive War*, Ben F. Rusy; *Fair Advertising in Wartime*, William Lindemann; *Medical Exhibits at Fairs*, George B. Larson. From these and other talks, the delegates to the Wisconsin meeting should carry home some usable information.

FROM the mail bag: Oscar Bloom, owner of Gold Medal Shows, who got a taste of showboat life last season, writes from Columbus, Miss., that he intends to operate a river show this year if he can obtain the necessary barges to transport his rides.

From the West Coast S. L. Cronin sends a clipping concerning a refugee circus aboard a boat from Honolulu. "Trick dogs ran all over the place," the clipping, from Tom Treanor's column, *The Home Front*, reported, "and in the fore part of the ship a team of trained seals barked dismally from time to time. The owner of the circus got his papers mixed up when the boat got to San Francisco. They wouldn't let him take his seals off, altho their tank was only two blocks from the dock. The last we heard as we drove away was the seals barking dismally."

Harry W. Cole writes from Detroit: "Your squib on Al Martin sent memories

## Sit Tight or All-Out?

A LETTER has been received from a prominent supplier of grandstand units for fairs and some of it is worth quoting because it may be typical of the present frame of mind of many other operators. This supplier, we hasten to add, is not a mythical character invented by columnists to prove a point. He is, take our word for it, as big as life and he functions in Western territory. His name is not mentioned because disclosure does not figure to help him in the field.

"I have not been able to figure out how people are going to get to the fairs," he writes. "There must be 50,000 cars being put away every day because of lack of tires, and that number will increase daily. Another thing, the farmer is going to be short on help—and will he have time to come to the fair?"

"I have put on a mail campaign and the results have been exceptionally good as far as prospects are concerned. I have done nothing, however, toward getting dates since the Iowa meeting in Des Moines. My money is limited (this goes for many others in my branch of operations) and so, figuring that the fairs sooner or later would get panicky and a lot of them fold up, I felt that I would be better off sitting tight and not spend what little I have than to spend it all on dates and then find out they could not be played or that there would be a lack of attendance.

"I can do things under auspices—circuses or anything else, and have already started a campaign to interest some of them. Do you think I have done the

right thing or should I go after dates for the fairs?"

Maybe we'll have to eat our words later on, but this was our written answer and personal reaction to the attractionist:

"As far as I can see, your problem is not a special one or unique in any way. Every other operator in and out of your particular class is faced with the identical situation as to his future—"future" meaning this very calendar year of 1942. As we all know, the fundamental issue—if it can be called an issue—is whether fairs will run wholesale, discounting the usual shelvings and cancellations in periods of stress such as the one we are now experiencing.

"I am not prepared to undertake an analysis of that question at the moment, but it seems to me that President Roosevelt's go-ahead signal to organized baseball, delivered before your letter to me was written, may be interpreted, logically, as giving the green light to agricultural fairs. On the other hand, there is logic to assume that because baseball and similar branches of sports are held to be enough in the way of recreation and as a stimulant to morale, fairs needn't be considered so important.

"You will note, however, the President's line about baseball playing to about 20,000,000 people. Fairs draw several times that amount (65,000,000 in 1941 is a loose estimate but probably close to actual truth), to which must be added kindred events such as carnivals, amusement parks, circuses, etc. You will observe the Chief Executive recommends more night games. Show this to the boys who are panicky.

"It would be folly to employ limited budgets in the same manner as they were employed before Pearl Harbor. Every budget, whether it be for business or in the show industry, will undergo and has already undergone sharp changes in allocation. The fairs right now do not know where the wind is blowing and are waiting, as I see it, before committing themselves to something they cannot fulfill. I believe the picture will change by the time fairs are ready to get under way.

"Meanwhile, what harm is there in trying to get as many dates as you think you can fill? Contracts must be put on the books or attempts made at making contracts, and if you can't fill them you will not be alone; because the same conditions which impelled you to 'run out' will also hold for everyone else, or nearly so, in the country.

"I am only touching on some of the highlights which occur to me. Don't worry too much, as we are all in the same boat. That's consolation enough when considering the tangible goals that will be arrived at when the war is won."

## MICH. STUDIES TAX

(Continued from page 41)

ing Association; Gus Sun, W. C. (Billy) Senior and George Jacobs, Gus Sun Agency; John J. Anderson, Enquirer Job Printing Company; Bill McClusky, WLW Promotions, Inc.; George Ferguson and Earle Kurtze, WLS Artists' Bureau; Boyle Woolfolk, G. Hodges Bryant and B. Ward Beam, Boyle Woolfolk Attractions; Mrs. Al Wagner, Great Lakes Exposition Shows; John M. Duffield, Thearle-Duffield Fireworks Company; Charles G. Driver, O. Henry Tent & Awning Company; Peter Vitale, Ohio Fireworks Display Company; Bert Thomas, Detroit Sound Engineering Company; A. D. Michele, Hudson Fireworks Company; William G. Dumas, John F. Reid and Eddie Miller, Happyland Shows; Floyd E. Gooding and J. F. Enright, Gooding Greater Shows; A. Hart Sutton, Fair Publishing House; Ray Eggleston, E. G. Staats & Company; Robert Terry, Indianapolis; T. P. A. F. and E. Ted Eichelsdoerfer, Regalia Manufacturing Company; John Sloan, Racing Corporation of America; W. G. Wade, W. G. Wade Shows; Fox Tent & Awning Company; International Fireworks Company; Fidler's United Shows and Klein's Attractions.

the old photog. is nursing sprained wrists and sundry lacerations, the result of an unpremeditated trip thru a windshield when the car in which he was riding was forced off the road and overturned.









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WANTED TO BUY — MILLS 5-10-25c BLUE Fronts, State serials. Also 1937-1938 Keeney Track Times. BOX 92, Steubenville, O. fe7x

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200 VENDEX PEANUT IN ORIGINAL CASES. 2-lb. and 3-lb. capacity, \$1.00 each. BOX C-329, Billboard, Cincinnati.

FOR SALE SECOND-HAND GOODS

ALL AVAILABLE TYPES POPPERS—TWELVE quart heavy aluminum Popping Kettle only \$7.50 each. Steel twelve quart Popping Kettle, \$14.50. Double Creators Gas and Electric Popper, cheap. CARAMEL CORN EQUIPMENT, 122 S. Halsted, Chicago.

ALUMINUM HEAVY GEARED LEAKPROOF Twelve Quart Popping Kettles, \$12.50. Burch, Kingery Caramelcorn Equipment. Hot Popcorn Vendors; Peanut, Gum, Bar Vendors; Burners, Tanks. NORTHSIDE MFG. CO., Indianola, Iowa. ma21x

BEAUTIFUL JEWELRY STONES REMOVED from rings, etc. Good assortment of 200, \$2.00. B. LOWE, Box 311, St. Louis, Mo.

BEST PORTABLE GALLERY ON ROAD—WILL consider partner to take charge. Booked on large show. Write N. NILON, Municipal Trailer Park, Tampa, Fla.

FILM USERS, ROADSHOWMEN — TURN TO "Roadshow Films Page" (see index on page 3) for advertising of 8-16-35MM. Films, Equipment and Supplies. ap18

FOR SALE—34MM. TALKIE FILMS AS LOW as \$1.00 per reel; Westerns, Features, Actions, Shorts. 2 SOF Projectors, 1 Webster Amplifier in A-1 shape (portable). MOVIE, Box 249, Gainesville, Fla.

ROLLER SKATES—100 PAIRS, GOOD CONDITION, or will sell in 25 pair lots; price, \$1.75 pair. Sample pair, \$2.00. Have good used portable factory built floor, and tent. Write for particulars. BOX C-320, Billboard, Cincinnati.

ZIRCONS — WHITE, GENUINE DIAMOND cut, 3 for \$2.75. Blue or brown, \$1.25 per carat. B. LOWE, Box 311, St. Louis, Mo. x

1940 NATIONAL BUNGALOW — CLEAN, \$725.00. No trade in at this price. 1938 Covered Wagon Deluxe, \$545.00; electric brakes. Many others, \$425.00 and up. Terms. SELLHORN'S, N. Sarasota, Fla. x

FOR SALE—SECOND-HAND SHOW PROPERTY

A & W ROOT BEER STAND AND FRANCHISE for sale, Gary, Indiana. R. B. COLBY, Loyal, Wis. fe14x

BIG ELI WHEEL NO. 5, MERRY-GO-ROUND, Kiddie Auto, ten cars with new top and glider, best on the road. These rides are in first class shape and ready to go. R. O. COUCH, Monteith, Iowa. fe7x

CALLIAPHONE—RECONDITIONED GOOD AS new, with blower and 2 cylinder engine; a snap. STANBERY PARADE PRODUCTIONS, Fort Dodge, Iowa.

COSTUMES, CHORUS, PRINCIPALS, HULAS—Outfit whole show; trunks; Echols ice shaver; complete airtime; set drums, scenery. CHAS. C. LUDWIG, Carroll, Iowa.

FOR SALE — COMPLETE EQUIPMENT AND Chairs from 400 seat theatre. Big bargain for quick sale. MOVIE SUPPLY COMPANY, 1318 S. Wabash, Chicago. fe14x

FOR SALE—16 AND 24 SEAT ADULT CHAIR Planes complete, Le Roi Engines, Fenco, Ticket Box. CALVIN GRUNER, Pinckneyville, Ill. fe14

FILM USERS, ROADSHOWMEN — TURN TO "Roadshow Films Page" (see index on page 3) for advertising of 8-16-35MM. Films, Equipment and Supplies. ap18

SHOOT THE JAPS, HITLER AND MUSSOLINI Short Range Targets; 12 kinds; free samples. FINE ARTS PRESS, 612 Charlton, Peoria, Ill.

TENTS SLIGHTLY USED—10x12, 10x16, 10x12, 14x20, 20x30, 20x40, 30x45, 30x60, 40x60, 40x70, 50x80. KERR MFG. CO., 1954 Grand, Chicago. fe7x

TWELVE PASSENGER KIDDIE AERO SWING Ride, \$225.00. Will trade on good adult ride or penny arcade. WM. COFFELT, 707 W. High, Springfield, Ohio.

TWO WHEEL TRAILER, DUNBAR POPCORN Wagon—Dual Dry Poppers. Equipped with Bottle Gas. RAY SWANNER, 4351A Maryland, St. Louis, Mo.

PHOTO SUPPLIES DEVELOPING-PRINTING

ASK FOR BIG NEW MARFUL DIRECT-POSITIVE Catalog! Complete colorfully-illustrated list of accessories, equipment and supplies. Plenty of new red, white and blue Patriotic Novelties. Sure fire sale and profit makers. Send for free catalog today. MARKS & FULLER, INC., Dept. B81, Rochester, N. Y. fe7x

DIME PHOTO OUTFITS CHEAP — ALL SIZES. Better drop in and see them. All the latest improvements. Real bargains. P. D. Q. CAMERA CO., 111 E. 35th St., Chicago, Ill. fe7x

FILM USERS, ROADSHOWMEN — TURN TO "Roadshow Films Page" (see index on page 3) for advertising of 8-16-35MM. Films, Equipment and Supplies. ap18

PHOTO LEATHERETTE CASES DIRECT FROM the factory. Prices on request. Send for catalogue. F. BONOMO, 206 Melrose St., Brooklyn, N. Y. fe14x

PHOTO MACHINES—MOST COMPLETE LINE of Professional Direct Positive Equipment in America. Write for information on Single, Double and Full-Figure Models, Enlargers and Visualizers. A-SMILE A-MINUTE PHOTO CO., Salina, Kan. x

ROLLS DEVELOPED — TWO PRINTS EACH and two free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1 1/2c. SUMMER'S STUDIO, Unionville, Mo. ap4x

ACTS, SONGS & PARODIES

BARGAIN IN PLAYS—TAB MUSICAL, TAB Stock. Send for list. All plays guaranteed. No old plays under new names. At Liberty, Director-Artist. Like to hear from old friends. Address HARRY WILLARD, 319 Monroe St., Topeka, Kan.

**COSTUMES, UNIFORMS, WARDROBES**

A-1 BARGAINS—EVENING GOWNS, WRAPS, Stage and Masquerade Costumes, bargain prices. Mixed Bundles, \$1.00. CONLEY, 310 W. 47th, New York.

**SCENERY AND BANNERS**

BEAUTIFUL, FLASHY SHOWBANNERS AND Dyedrops—Artistic, durable, inexpensive. Send dimensions for lowest estimate. Save—order now. ENKEBOLL STUDIOS, Omaha, Neb.

BEST CARNIVAL SIDE SHOW BANNERS AND Modern Pictorial Panels. Positively no disappointments. NIEMAN STUDIOS, 1236 S. Halsted St., Chicago, Ill.

GIRLS FOR SALE—\$15.00 UP. LIFE SIZE CUT outs for indoors or outdoors. Pictorial Panels and Banners, any size. Satisfaction guaranteed. CONWAY SIGN & ART CO., Conway, S. C.

**MAGICAL APPARATUS**

A CATALOGUE OF MINDREADING, MENTALISM, Spirit Effects, Magic, Horoscopes, Forecasts, Buddha, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts and Books. Wholesale. Largest stock. 164-page illustrated catalogue, 30c. NELSON ENTERPRISES, 336 S. High, Columbus, O.

ATTRACTIVE 216-PAGE ILLUSTRATED PROFESSIONAL Magic Catalogue of Tricks, Books, Supplies, Ventriloquial Figures, etc., 25c. KANTER'S B-1311 Walnut, Philadelphia, Pa.

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City, N. Y.

**ANIMALS, BIRDS, REPTILES**

A BIG SHIPMENT RINGTAIL MONKEYS, Spider Monkeys, Coaimundis, Agoutis, Kinkajous just arrived. Stock your show now. SNAKE KING, Brownsville, Tex.

FOR SALE—SMALL FOUR MULE TEAM, Harness Four Up Hitch, Band Wagon, Miniature Mules, Ponies, Buggies. LEX WATSON, Columbia, Tenn.

FOR SALE—ONE CLEVER BLACK WRESTLING Bear; several Trained Dogs. VEO D. POWERS, Wheeling, W. Va.

WANTED—MONKEYS, ANIMALS, GUINEA Pigs, Freaks, Macaws, Parrots, Birds, Show Property, Tents, Banners. DETROIT PET SHOP, 1938 Michigan, Detroit, Mich.

**HELP WANTED**

GIRL OR BOY—TOP MOUNTER, HAND TO hand or acrobatic standard act. Give weight, height, photo. BOX 308, Billboard, 1564 Broadway, New York City.

MIDGETS (NO DWARFS) FOR BIG VAUDEVILLE act; experience not necessary. SIEGFRIED, Strand Hotel, Detroit, Mich.

PENNY ARCADE MECHANIC WANTED—Experienced, steady. BOX 305, Billboard, 1564 Broadway, New York City.

ZACCHINI FAMILY WOULD LIKE A CATCHER for a Flying Act. Preferably young. Long season work. Write right away. 2603 Fountain Bldg., Tampa, Fla.

WANTED—ONE EXPERIENCED TALKER FOR front of grind burlesque and vaudeville theatre. State experience, height and age. Good salary. Long season. GEORGE YOUNG, 404 Ninth Chester Bldg., Cleveland, Ohio.

**WANTED TO BUY**

COOK HOUSE OR EQUIPMENT—BILLY J. ROE, Stanley Hotel, Baltimore, Md.

GUESS YOUR WEIGHT CHAIR SCALE—NO junk. Details first letter. VAN, 56 River St., Paterson, N. J.

LEVITATION—FLOATING LADY. OUTFIT complete. Must be first class. State price, etc. FRED W. MILLER, 2712 Canal, New Orleans, La.

SKATING RINK AND TENT COMPLETE—Large size; no junk. Have cash or bowling alleys to trade. F. SHAFER, Washington, Ind.

WANT TO BUY—TWO PEOPLE BENCHES; Proscenium for 60 ft. top; 2 30 ft. Middles for 60 ft. top. State particulars in first letter. BOX 771, Sta. 5, Miami, Fla.

WANT TO BUY—USED MINIATURE STREAM-line Train and Track; also Children's Drive Yourself Cars; no junk. Price must be right. GEO. H. ROCKWELL, 503 Union St., Rockton, Ill.

WANTED—TENT 50x80 OR LARGER, LIGHT Plant and Folding Chairs; all in good condition. L. SALISBURY, Holcomb, N. Y.

**Show Family Album**



HERE is a picture of a Hagenbeck Circus wreck which occurred in 1905 or '06. The show was en route to Mexico when the train dropped from a trestle near Gonzales, Tex. Moxie Hanley, who had photo and novelties privileges with the show and is now a photographer in Kansas City, Mo., snapped the picture. Among those in the group are the late Charles (Chick) Bell, superintendent of concessions; the late "Irish" Dorr, ticket seller, who later was an owner of the Rice & Dorr Shows; Robert Stickney Sr., equestrian director; the late James (Jimmie) Orr, ticket seller, who later became an executive of the show; Reuben Castang, animal trainer; Mrs. Robert Stickney, rider; Beatrice Leslie, Grace Clark (Mrs. James Orr), and Willie McFarland Jr., side show; Anita Faber and George Connors, performers; Billie Max, menagerie, and Fred Williams.

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.

**At Liberty Advertisements**

5¢ a Word (First Line Large Light Capitals)  
2¢ a Word (First Line Small Light Capitals)  
1¢ a Word (Entire Ad Small Light Type)  
Figure Total of Words at One Rate Only  
MINIMUM 25¢ CASH WITH COPY

**NOTICE**

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

**AT LIBERTY ACROBATS**

At Liberty—Top Mounter for hand to hand ground tumbler. Also do Trampoline, Bed Work and Flying Act and Teeter Board Act. Can do Doubles, Triples, Backs. Have been with Escabante's return act. I would like to join some act or troupe. Join at once. Billy Stan Bedell, 23 Second St., Norwich, Conn.

**AT LIBERTY AGENTS AND MANAGERS**

ROLLER RINK MANAGER—EXPERIENCE WITH both portable and stationary rinks. Clean, sober, dependable, with lots of good ideas. I know latest dance steps and tricks. Can furnish references. Write BOX C-326, care The Billboard, Cincinnati, Ohio.

Advanced Agent At Liberty—Experienced, reliable, fast-acting. Wants to book stage unit or any good box-office attraction for theatres, night clubs, etc. Acquired all territories. Profitable bookings assured. Can join at once. Wire or write Harry Ross, care General Delivery, Wilkesburg, Pa.

**AT LIBERTY BANDS AND ORCHESTRAS**

AVAILABLE SOON—FINE 5 OR 6 PIECE Band, Girl Singer. Combo well organized. Uniforms, arrangements. Experienced, sober. Only reliable hotels, clubs contact: RAY JACKSON, General Delivery, Atlanta, Ga.

FAST FOUR PIECE COMBINATION DESIRES to make change March 1st. Instrumentation includes Hammond organ, piano, trumpet and drums. Well balanced library, with vocal trios and duets. Can cut either entertaining or dance jobs. Combo plays commercial or swing. BOX C-328, Billboard, Cincinnati.

FIVE PIECE ORCHESTRA AVAILABLE FOR location date. Sweet and swing. Satisfaction guaranteed. GOLD COAST QUINTET, 21 E. Tennyson St., Pontiac, Mich.

THREE PIECE COMBO DOUBLING SIX INSTRUMENTS. Young, sober, reliable men. Cut shows. Experienced clubs, lounge, hotel, Sweet or swing. Uniforms, library. Can augment, have transportation. Write, wire CLYDE BRADLEY, Plaza Hotel, Lansing, Mich.

**AT LIBERTY CIRCUS AND CARNIVAL**

At Liberty—For indoor circus, vaudeville, med. show or carnival, versatile acrobatic act; sound car, concessions. Glenn and Ford, General Delivery, Americus, Ga.

**AT LIBERTY COLORED PEOPLE**

At Liberty—Colored Drummer. Club floor show. Wants steady work with good pay. Mr. Theodore, 535 So. Division St., Buffalo, N. Y.

**AT LIBERTY MISCELLANEOUS**

DRAFT EXEMPT, MARRIED, SOBER. BEST OF references. Nine years of pinball, consoles, slots, phonograph, amplifier and wall box experience. Must go to dry climate. Preferably the Southwest. BOX C-324, The Billboard, Cincinnati, O.

Nellie M. U. King—High class Novelty Musical Act. George King, Punch and Judy and Ventriloquial Acts. Outstanding attractions for indoor circuses, museums, side shows, carnivals. Address Box 35, Homer City, Pa.

Two Girls Willing To Do Any Kind of Work—Both 5' 2" tall, weighing 115 and 118 each. E. Smith, care Clayton's Tourist Camp, Bronx, New York.

**AT LIBERTY M. P. OPERATORS**

EXPERIENCED LICENSED MOTION PICTURE Projectionist wishes position. HERBERT SHOFFSTALL, 1424 1/2 B Chestnut St., Franklin, Pa.

**AT LIBERTY MUSICIANS**

EXPERIENCED PIANO and Solovox. All types of dance music, floor shows; union and reliable. Write "MUSICIAN," Imperial Hotel, Bay City, Mich.

**ORGANIST—UNION**

Have Hammond Organ. Make good anywhere. Available now. Write or wire ORGANIST, 2211 Gordon St., Jackson, Miss.

**TRUMPET—EXCELLENT**

reader; sober, union. Good range, tone. Ago 19. Write particulars to MUSICIAN, 617 Oak St., Union City, Ind.

A-1 TRUMPETER WISHES TO LOCATE IN town where there is municipal or industrial band, and can obtain other employment. WILLIAM BROOKS, 831 Union St., Hudson, N. Y.

ALTO SAX—CLARINET, FLUTE, TENOR. AGE 27. Fine tone, sight read. Only location. No Mickey. BOX C-321, Billboard, Cincinnati.

ALTO SAX, CLARINET—READ, TONE, TAKE-off. Tenor sax if necessary. Married. Prefer location. RAY LEE, 106 So. Main, Fairmont, Minn.

AT LIBERTY—PIANO MAN AND DRUMMER, Emsce, available Feb. 15. Prefer location. Union. \$30 lowest. Write or wire BILLY STEARNS, Dutch Mill Club, Minot, N. D.

AT LIBERTY—ELECTRIC GUITAR AND BASS Man. Excellent solo work and sight read. Wide experience and do some small band arranging. Married, draft exempt. Prefer a good location job or territory band. The best offer will be accepted. Write or wire all details in first letter, or wire to DEL LAFFERTY, 930 N. Court St., Rockford, Ill.

BARITONE AND ALTO SAX—NOVELTY songs. Married, draft exempt. Location only. MUSICIAN, Box 182, Clinton, Iowa.

CHAMPION TRICK FIDDLER—HOT FIDDLE, breakdowns, etc. Flashy wardrobe, neat appearance; don't drink; married, 25 years old. Go anywhere with cowboy or hillbilly bands only. State all in first. Will join immediately. Reason for ad, former members drafted. 10 years' radio experience, broadcast over 67 radio stations. FREDDIE STONE, R. D. No. 1, Stillwater, Penna.

CIRCUS TROMBONIST—COMING SEASON. Sober. BING HARRIS, General Delivery, Buffalo, N. Y.

CLEVER SAXOPHONIST—GIRL, WILL JOIN act or band. Sock specialties. Union. BOX C-327, Billboard, Cincinnati.

CORNET—READ, JAM; UNION; DRAFT exempt. Write, don't wire. JOHN DODD, 415 South State, Sullivan, Ind.

DRUMMER—19; SOLID, READ AND FAKE. Fully experienced with name bands; \$400 set of white pearl drums. Prefer location job near. Write "MAC" MARTIN, 210 Ky. Ave., S. E., Washington, D. C.

DRUMMER—AGE 18, SOBER, UNION; DESIRE swing band; new outfit; go anywhere. JACK ARCHER, Seward, Neb.

EXPERIENCED TENOR SAX AND CLARINET available; transpose alto. R. MESSNER, Hotel Plaza, Pensacola, Fla.

GOOD FRONT MAN FOR SWING OUTFIT—No instrument; sing, tap, drums and assist managing. Good personality, appearance and can sell it. Prefer band with a backing. Can join now at union wages. Exempt until 3-A call. BOX CH-66, Billboard, Ashland Bldg., Chicago, Ill.

**NEW IDEAS—NEW MERCHANDISE**  
NEW WAYS TO MAKE MONEY WILL BE FOUND IN THE MERCHANDISE SECTION OF THE BILLBOARD EVERY WEEK.  
**BE SURE TO READ IT!**

GIRL — ALTO SAX AND CLARY. SING. good reader and tone. Experienced. BILLIE MOORE, 148 W. 69th, Chicago, Ill. ja31

FEBRUARY 1ST — DRUMMER DOUBLING Vibes; piano doubling accordion; fine rhythm team, solid, sweet or swing. Read, jam. Reliable, sober. Experienced clubs, hotels, radio, shows, lounge, etc. Have car. Write-wire JOE PERRI, Plaza Hotel, Lansing, Mich.

GLENN GARY — ARRANGEMENTS THAT ARE unique. Address c/o PARAMOUNT OR CHESTRAS, Southbridge, Mass. fe17

HAMMOND ORGANIST — UNION, SOBER. Sweet and swing; experienced in small swing units. Hotels, cocktail lounge, restaurants preferred. ROY SHERMAN, 209 N. Walnut, Kewanee, Ill. ja31

HAMMOND ORGANIST — AVAILABLE ON wire, due to disappointment. Thoroughly educated and experienced musician. Modern dance music, dinner music; large library. Play requests. Appearance, ability, personality; excellent wardrobe. Sober, reliable, union. Do not own organ. Will go anywhere. Hotels, bars, cocktail lounges, rinks. State best salary offer, hours. Mail or wires, certain address below. In Cincinnati. Those answering before, wire again. "FERNANDEZ," Gen. Del., Cincinnati, Ohio.

LEAD TENOR — CLARINET; GOOD TONE sight read, sober, experienced, no takeoff. Only location. BOX C-322, Billboard, Cincinnati.

STRING BASS — DOUBLING BRASS BASS. AT liberty Feb. 1st. Either large or small band. Read or fake. Will satisfy. RAY HANNEMAN, 411 3rd St., N. W., Rochester, Minn.

STRING BASS — MARRIED; GOOD WORKER; read, fake. Prefer Southern connection. Available Feb. 1st. KEN R. BACHELDER, 326 Baldwin St., Elmira, N. Y.

VIOLIN — DOUBLING STRING BASS — EXPERIENCED. BOX C-307, Billboard, Cincinnati, O.

VIOLINIST DOUBLING CELLO AND SAX — Experienced pit, symphony, radio. Age 40, sober, reliable. Wife experienced Pianist, Organist. KESHNER, 504 Perry, Vincennes, Ind.

A-1 Girl Team — Good vocalist; A-1 pianist. Appearance, reliable, experienced. Prefer location. Good, reliable offers considered. Pianist, 400 Club, Pittsburg, Kan.

At Liberty, Feb. 2 Violinist of unusual ability, experienced all lines, radio, hotel, clubs. Prefer cocktail or strutting unit. Have unusual large "memory library." All popular tunes, old and new, in any key. Got big beautiful tone, fine feeling and phrasing. Plus wardrobe, excellent appearance. Draft deferred. Wall Sears, Second St., Chillicothe, Ohio.

Guitarist — Modern, electric, take off. Thirteen years with top bands, trios. Union, draft deferred. Write Freddie Stivers, 2145 E. William, Decatur, Ill. ja31

Hammond Organist — WITH organ. Exceptional ability, good appearance. Experienced in hotel, cocktail lounge, nightclub. Photo and references on request. All replies answered. Address Organist, Box C-225, Billboard, Cincinnati. fe14

String Bass — Modern, experienced; read, fake, pick and bow. Union, sober, reliable, married, exempt. Established jobbing band or organized cocktail unit. Old time, if steady. Box C-323, Billboard, Cincinnati. fe21

Trombone — Age 28. Have good ear and intonation. Play straight and hot. Large or small band. Earl Darrow, 27 E. Southwest, Miami, Okla. fe14

Trumpet — Read, ride, fake. Double valve trombone. Have car. Go anywhere. Wire Musician, 1539 E. Fremont, or write Musician, Gen. Del., Poentello, Idaho.

AT LIBERTY PARKS AND FAIRS

Aerial Cowboys — Standard attractions of merit. Fast Double trappeze, Comedy Revolving Ladder. Flashy appearance, outstanding acts. Draft exempt. Literature, price on request. Address Billboard, Cincinnati, O. fe21

Charles La Croix — Outstanding Trapeze. Platform Free Attraction. Available for outdoor fairs, celebrations. Also available for indoor events. Price reasonable. Address Charles La Croix, 1304 B. Anthony, Ft. Wayne, Ind.

Dixie Dandy Dog and Monkey Circus — Five Dogs, one large Baboon, one Rhesus Monkey presented by man and woman. Two distinct acts. Bud Hawkins, 3830 Drakewood Drive, Cincinnati, O. fe7

High Pole Act — Now looking 1942 date and thrill shows. Other acts for indoor dates. Ground and Aerial Acts. G. Higgins, Billboard, Cincinnati, Ohio. ja31

If Comedy Wanted contact Laff-O, America's outstanding clown with plenty to offer. For details write Laff-O, Billboard, Ashland Bldg., 155 N. Clark St., Chicago, Ill. fe14

AT LIBERTY PIANO PLAYERS

AT LIBERTY — PIANIST, ARRANGER. ALL essentials. PIANIST, Paramount Club, Centralia, Ill.

PIANIST — READ, TRANSPOSE, FAKE; CAPABLE, sober, reliable. BOX C-317, care Billboard, Cincinnati, Ohio.

PIANIST — EXPERIENCED; UNION; RELIABLE. Draft exempt. GIL DICKERSON, Hotel Carlton, Danville, Ill.

Experienced First Class Male Pianist — Doubles organ. Read, fake; sings harmony; age thirty nine. Dance, radio, concert. Transpose. Consider anything. Edna Stanbach, Meadville, Mo.

Pianist — Available February 5. Young, reliable. Takeoff, solid. Prefer Southern location. W. Moulton, General Delivery, Springfield, Ill.

AT LIBERTY VAUDEVILLE ARTISTS

FEMALE IMPERSONATORS

—Unit of three, complete show; own M.C.; beautiful wardrobe. Available for week-end bookings near Chicago. Salary \$75 plus transportation for unit. Write JOHNNY TUCKER, Victoria Hotel, Chicago.

At Liberty — Now or later, Dalmi, Magician and Sleight of Hand artist, trained dove act. Wife, Chalk artist, Crystal and Piano. Fully equipped; also have 16mm. projector, pictures and p. a. system. Open for anything. Reliable. Address full particulars to Dalmi, Magician, Eagle Bend, Minn. fe7

Dixie Dandy Dog and Monkey Circus — Five Dogs, one large baboon, one Rhesus Monkey, open for clubs, theaters, schools, etc. Bud Hawkins, 3830 Drakewood Drive, Cincinnati, Ohio. fe7

Novelty — Six don act. Lady trainer, clown cow-boys, etc. Affairs of any kind. By day or week. Reasonable; go anywhere. Bergman Variety Co., 341 Climas St., Pittsburgh, Penn.

AROUND THE GROUNDS

(Continued from page 41) over 1940 of \$515. Grants from rural municipalities totaled \$1,025, indicating a feeling in favor of continuance of the fair. President Joseph Hill said good entertainment contributed materially to success of the fair.

ABILENE, Tex. — Representatives of fairs at Abilene, Lubbock and Amarillo have tentatively agreed to re-establish West Texas Fair Circuit, according to Grover Nelson, manager of West Texas Fair Association here. Final arrangements will be made at the annual meeting of Texas Association of Fairs, Dallas.

RICHLAND CENTER, Wis. — Richland County Fair Association had 1941 surplus of \$241 after paying debts totaling \$600 and purchase of two new buildings.

FRANKFORT, Ky. — Owsley County Fair Association, Booneville, was granted a charter as a non-stock corporation with five incorporators by the secretary of state. Incorporators are Lucian Burch, Fred Gabbard, C. A. Bowman, Guy F. Boyd and Pleas Turner.

ZANESVILLE, O. — Admission to Muskingum County Fair this year will be 30 cents plus federal tax. In 1941 it was 35 cents and previous to that 25 cents.

ASHLAND, O. — Officials of Ashland County Agricultural Society reported plans completed for construction of a horse barn on the new fairgrounds here. Donated labor has been promised. It is hoped to have the project completed by fair time.

LAWRENCEBURG, Ky. — Anderson Post No. 34, American Legion, will sponsor the 1942 Lawrenceburg Fair.

EUSTIS, Fla. — Lake County Fair will not be held in 1942, county feeling that all resources and energies should be conserved for the war program, reported Secretary-Manager Karl Lehmann.

ESCANABA, Mich. — Upper Peninsula State Fair will abandon horse racing in 1942. World of Pleasure Shows have been booked for the midway.

FAIR ELECTIONS

(Continued from page 41) president and general manager; J. E. Smith, treasurer, and named B. A. Dooley, vice-president, and J. Henry Heald, secretary.

HILLIARD, O. — Franklin County Agricultural Society re-elected Frank E. Kirkpatrick, president; Ray Van Schoyck, vice-president; A. A. Alder, secretary; C. H. O'Brien, treasurer; Mrs. Ester Sifrit, assistant secretary.

NORTHAMPTON, Mass. — Franklin and Hampden Agricultural Society re-elected President Charles N. DeRose, Secretary John L. Banner and Treasurer Erwin Hill.

DECORAH, Ia. — Winneshiek County Agricultural Society re-elected Arthur Ellingson, president; Leon R. Brown, secretary; Ed Haugen, vice-president; William Roman, treasurer, and named George Rastatter a board member.

CIRCLEVILLE, O. — Pickaway County Agricultural Society elected Mayor Ben H. Gordon, president; Robert L. Brehmer, vice-president, and re-elected Mack Parrett, secretary, and Robert G. Colville, treasurer.

CHARLOTTE, Mich. — Eaton County 4-H Association re-elected John E.

Strange, president; C. D. McIntyre, treasurer; F. D. King, vice-president, and Hans Kardel, secretary.

ANDERSON, Tex. — A. Muenker was named president of Grimes County Fair Society; August Oerkampf, vice-president; T. W. Jennings, secretary.

MILLERSBURG, O. — Holmes County Agricultural Society elected Fred Schnell, president; Clarence W. Williamson, vice-president; H. C. Logsdon, secretary; Bert Giauque, treasurer; H. U. Steimerl, concession manager.

NEWTON, Ia. — Sam McFadden was re-elected president of Jasper County Agricultural Society; Earl Steppe, vice-president; Lawrence Hammerly, treasurer, and Ivan Hinshaw was named secretary.

RICHLAND CENTER, Wis. — Richland County Fair Association re-elected Emmett Gault, president; John Turgasen, vice-president; Robert Goehenaur, secretary; Homer Madsen, treasurer.

SHAWANO, Wis. — Shawano County Agricultural Society re-elected Charles Piehl, president; A. H. Gustman, treasurer; L. Cattau, secretary.

BALLSTON SPA, N. Y. — Willard T. Saunders was named president of Saratoga County Agricultural Society; A. M. Garrison, secretary; R. J. Wood, vice-president; Elmer Smith, treasurer.

GOLCONDA, Ill. — President John B. Clark and Secretary Philip Schoettle were re-elected by Pope County Agricultural Society.

ASHTABULA, O. — P. H. Boerugen was elected president of Jefferson County Agricultural Society; E. W. Tyler, vice-president; F. W. Lampson, secretary; John E. Creamer, treasurer.

WALTON, N. Y. — Peter Chambers was re-elected president of Delaware Valley Agricultural Society; Harry Mains, vice-president; Paul Williams, secretary; E. Burnham Guild, treasurer.

EDMONTON, Alta. — Edmonton Exhibition Association re-elected Charles E. Wilson, president; Lee S. Williams, vice-president.

PUYALLUP, Wash. — Western Washington Fair Association re-elected Dr. J. H. Carliss, president; A. E. Bartell, secretary-manager; J. M. Jones, treasurer; A. G. Gross, vice-president.

MERRILL, Wis. — Lincoln County Free 4-H Fair re-elected Harvey Schultz, president; Harold Edmund, secretary; Gustav A. Sell, manager, and named George Schneider, vice-president; William Steckling, treasurer; Mrs. W. Galbraith, director, and Theo Lokemoen, program director.

MSWC INSTALLS

(Continued from page 30) all partook of a bountiful dinner. Banquet tables featured a red, white and blue color scheme and floral tributes were received from Ladies' Auxiliaries of Heart of America Showmen's Club, Showmen's League of America and Pacific Coast Showmen's Association and International Showmen's Association.

Congratulatory wires, including one from Marietta Vaughn, Dallas, club's first president, were received and read. After the banquet all adjourned to the clubrooms, where dancing prevailed until a late hour. Table flowers were sent to Missouri Baptist Hospital here, where Mrs. Grace Goss is ill. Members registering at the banquet included Viola Fairly, Helen Smith, Margaret Haney, Hattie Howk, Freda Hyder, Mary Foster, Marie Jones, Viola Blake, Goldie Fisher, Judith Solomon, Mabel Baysinger, Jane Pearson, Jerry Thompson, Florence Parker, Lotis Francis, Lorraine Moran, Iris Camen, Dorothy Hayes, Gertrude and Norma Lang, Elma Obermark, Ethel and Evelyn Hesse, Daisy Davis, Irene Burke, Bea Dawson, Frenche Deane, Nell Allen and Peggy Smith.

SLA AUXILIARY FEED

(Continued from page 30) Filigrasso, Mrs. Curtin, Mrs. Edward A. Hock, Leah H. Brumleve, Mrs. Tom Rankine Sr., Mrs. Tom Rankine Jr., Lillian Woods, Cleora Helmer, Mrs. Al Miller, Elise Miller, Ida M. Chase, Edna Burrows, Frieda Rosen, Carmen Bishop, Lena Schlossberg, Isabel Cohn, Leo Kaufman, Adele Schlossberg, Mabel Wright and Bessie Simon. Marge Kelley, Ann Sleyster, Jeanette Wall, Rose H. Page, Edna O'Shea, Phoebe

Carsky, Mrs. Lew Keller, Edith Strelbloh, Lucille Hirsch, Marie Brown, Mildred Greenberg, Louise Rollo, Mrs. Delgarlan Hoffman, Mrs. J. J. Harker, Mrs. Al Latto, Mrs. Julius Latto, Mrs. Martha Witter, Mrs. Nellie Byrnes, Mrs. E. Hill, Mrs. W. Keyes, Pearl McGlynn, Anne Young, Cora Yeldham, Maude M. Geiler, Mae Oakes, Antoinette Potema, Marianna Pope and Mildred Bonomo.

A rising vote of thanks was given Mrs. Lew Keller, dinner chairman, and Mrs. William Carsky, her assistant.

BALLYHOO BROS.

(Continued from page 30) hidden the tobacco, so they didn't tarry long. A workingman off of our girl show entertained those in quarters with a tuffy party that night. After enjoying a barrel of prize-package kisses that he had picked up from under the seats nightly during the entire season we agree that food saving can never be overdone.

Friday morning a package addressed "To the Boys in Quarters" arrived. Thinking that it might be tobacco or a cake, the gang gathered around the cook when he opened it. To their dismay, it contained only a series of photos of Mrs. Pete Ballyhoo standing in different positions beside a monster swordfish that she caught in the gulf. Believing that Friday calls for more than fish pictures, the cook hurled them into the stove. General Agent Lem Trucklow came to quarters to get the boss's address and, before leaving, donated a handful of toothpicks that he had hoisted from a restaurant table.

Saturday morning our cook decided to contact the bosses and sent a collect wire, requesting grocery money. The wire bounced back because they refused to pay for it. Now it is keeping two men busy doing nothing but telling messenger boys that the cook left without notice. At noon two ball-game queens and their managers visited. Seeing our plight, they asked us to follow them to a thicket. There the gals had us shaking bushes and, as fast as rabbits were scared out, they knocked them off with rocks, proving the adage, "It takes a hungry hound to run a hare."

MAJOR PRIVILEGE.

WITH THE LADIES

(Continued from page 33) in Houston and are interested in Playland Park, visited and invited us to dinner the first night we were there. A surprise additional guest was H. S. Smith, who is building at Playland Park. The Thorntons have their daughter, Claudette, and son, Clifford, with them. Mrs. Thornton's mother, Mrs. George Delaport, helped with dinner and gave me some good pointers on homemade bread baking. I'm a novice at baking, but from the kind served at dinner both Mrs. Thornton and her mother are experts. Mrs. Thornton is an accomplished performer on the piano accordion and entertained us after dinner.

Simm Speer, of Speer Park, also visited us in the trailer and we heard what makes a perfect granddaughter. I gathered that Speer was proud of his park, too, but the granddaughter seemed a little in the lead. Hattie Mae and Tobe McFarland own their home and winter quarters in Houston and they took us to town to see Houston's first blackout. It was very successful and lasted 30 minutes. We then went to Kelly's Famous Ranch Cafe and had dinner. We then took in the Reno night club, where they have a full line of chorus girls, the least of whom weighs 250 pounds. It was an unusual but good show and proved to us "just how fat we could get," as Johnny Bejano used to say on his Side Show. The McFarlands have the Ladeane Attractions and play Houston lots in the spring and then hit the road later for special events and fairs.

We drove from Houston to Smithville, Tex., especially to see Edith Walpert and Hazel and Bob Work, but found that they had gone on another extended trip, this time to Florida. We visited with their parents, Mr. and Mrs. Anderson, and were glad to learn that Edith's health was much improved. At El Paso, Tex., we had hoped to see the Frank Burke Shows, but cold weather forced them to close and they had gone for a visit to Mrs. Burke's home. We found Beta and Slim Brazier well located in an apartment downtown and enjoyed a visit with them. Beta was displaying a beautiful new jade bracelet from Old Mexico. We took the trip across the border and finished up some shopping for Mrs. Eyerly that she had to leave when she was here. We also partook of a Mexican dinner with all the trimmings while there.

# merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALS

Conducted by EMIL ZUBRYN — Communications to 1564 Broadway, New York

## Ban on Jap Goods Is Boon To Mexican Novelty Items

**Mexican designers and artisans are expected to increase production to offset loss of Jap goods; feather, leather and pottery items featured**

MEXICALI, Mex., Jan. 24.—A growing demand for Mexican novelties has resulted from the ban on Jap goods and the recognition of Mexican designers and artisans as the best in the business. While border novelty and curio stores have always been favored rendezvous for tourists from Los Angeles and other Southern California towns, the items are now attracting nationwide attention. Increased production is being eyed as a solution to the problem of securing novelties and souvenirs to fill the gap vacated by shipments from over the Pacific.

Feather work is practiced here by a large number of natives and the product is of the finest quality. With a variety of feathers, Mexicans are able to turn out designs of parrots in full plumage, and even simple landscape designs. These are mounted on cardboard and sold this way for framing, or framed and sold as pictures, or in hand-carved serving trays. Because the natives also lead as wood carvers, they are able to turn out products that can be sold reasonably and with the bally that they are hand carved. Framed feather designs have long been used by prize-users in this section and increased demand because of publicity given the work in addition to buying of more products because of the good-will policy have brought this item to the fore.

For those prize-users who want items in a lower bracket, the Mexican workers are offering smaller hand-carved lapel novelties and ash trays and sets. Always recognized as craftsmen in the making

of pottery, the ash trays have become big sellers among souvenir dealers.

In feather work and pottery the Mexicans excel and their leather designing is fast becoming recognized as the best. While their best craftsmanship is displayed in saddles and large items, such items as wallets, coin purses, ladies' pocketbooks, small brief cases, etc., many other items have swung into prominence during the past eight months. Where the designing allows it, the Mexican has colorfully added beads that make the item ideal for every purpose among feminine accessories. For those who want utility items, the leather worker south of the border also offers a number of designs, some of them extravagant, of pistol holders, belts and other similar items.

There is no end to the number of items that will be supplied by the Mexicans. Adept in metal work, they offer hand-designed waiters and serving trays. Trays are available alone or with full sets of pottery dishes and ovenware for baking beans and similar foods. Mexican baking dishes have long been the favorite of New England visitors who visit the shops here.

No matter what the item, Mexico can supply it. There are, in addition to the items mentioned, hand-made chairs with rattan seats, cigarette cases in leather and metal, rings, earrings, spurs and items too numerous to mention. Items are designed for public consumption and would fit well in the stock of any American prize-user.

## Gift and Art Show Opens on Coast; Varied Displays

LOS ANGELES, Jan. 24. — Despite blackout blues in some quarters, the 15th semi-annual California Gift and Art Show has been scheduled at the Biltmore Hotel here January 25 to 29, inclusive. Show will combine a complete gift and art show, a china and pottery show, and a lamp and picture show. More than 4,000 buyers are expected to attend with registration soaring above all previous records.

According to W. W. Tara, chairman, the show is adding an extra day this time and will run from Sunday thru Thursday. The extra day was added after advance correspondence from buyers indicated that the extra time was necessary for them to cover the event, which will cover three floors and be more than 20 per cent larger than the last show. Nearly 250 gift exhibitors will premiere the newest and smartest among their wares. A number of firms have never shown before. Over 1,250 manufacturers will take this opportunity to display nearly 25,000 individual items. Displays will include new spring lines of artware, houseware, china, glass, pottery, jewelry, stationery, greeting cards, leather goods, games, toys, woodenware, smokers' goods, bar supplies, florist ware, artificial flowers, party favors, paper goods, souvenirs, lamps and other items, many of which will be of interest to bingo and salesboard operators in addition to general prize users.

## Slogan Items Popularity Grows

BROOKLYN, Jan. 24.—The parade of slogan items continues and each day sees new numbers being introduced to the merchandise field. At a recent gathering of manufacturers it was pointed out that slogans can aid indirectly in winning wars thru stimulating courage.

The manufacturers take the attitude that anything stimulating to courage is definitely worth while in the present emergency. And if proof is needed of the morale-building value of slogan items, it is pointed out that all slogan numbers are being snapped up by the public. Thus workers handling the items contribute their bit in these troubled times and, at the same time, earn a livelihood.

## Newcomers Invade Salesboard, Bingo Fields; Biz Booms

CHICAGO, Jan. 24.—An analysis of the types of individuals entering the salesboard, bingo and direct-selling fields in recent months revealed that men from all walks of life are being attracted by the opportunities offered in the various branches of the merchandise field. The old whoose about doctor, lawyer, butcher, baker, candlestick maker, etc., is literally true if the cross-section of newcomers investigated is any criterion.

Greatest lure for the many newcomers is the fact that it is possible to start operating on a purely nominal investment. This is true for salesboard or bingo operation as well as for direct-selling. Naturally, the influx of beginners in the field in ever-increasing numbers has brought new business to bingo and salesboard jobbers and supply houses. All of the firms in the field are eager to offer co-operation to the newcomers so that they can get started on the road to profitable operation.

The opportunities in the field at this time are countless, chiefly as a result of the vast national defense program which has boosted the national income to new record peaks. With money in free circulation in astronomical figures, and the public willing to spend for amusement, entertainment and practical merchandise items, the selling job is not as difficult as in times of depression when money is scarce.

Indications are that the boom now in defense industries will continue and gain added momentum as time goes on. The workers and their families all seek relaxation and that is why bingos and salesboards are going over so well. Added incentive is the fact that players have an opportunity to receive a worth-while merchandise award in return for the expenditure of a few cents.

## Big Hit Made by Comic War Items

CHICAGO, Jan. 24.—Timely comic war novelties are starting to make their appearance in the merchandise field and are being well received, according to workers. The novelties presenting dictators and dictatorships in a ridiculous light and comic-patriotic items are most in demand, it is said.

Fold-ups have had strong demand, including the old Hitler pig puzzle as well as more timely items with a tie-in with the Japanese war. A line of comic-patriotic posters is said to be earning plenty of laughs by all who stop to read. Miscellaneous comic novelties with a war twist are also said to be meeting with public favor.

supplying a welcome changeover from the old reliable pen and pencil. It is something to think about anyway.

We understand that some of the boys are going for the Wisconsin De Luxe Corporation suggestion to pass out stuffed Der-"PHEW"-Rer's on a card deal. The item has consumer appeal and should move.

HAPPY LANDING.



A Column for OPERATORS & DISTRIBUTORS of SALESBOARDS, SALESCARDS and TRADE STIMULATORS.

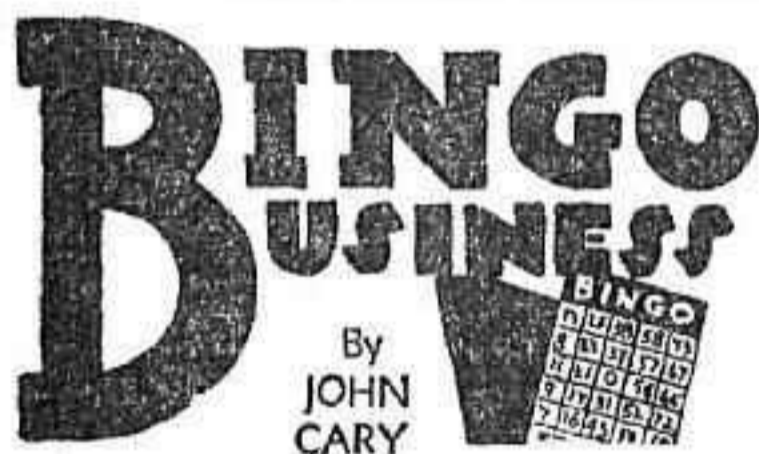
By BEN SMITH

We still receive occasional reports on the type of operator who has such big feet he can't leave well enough alone and is not satisfied unless he steps all over some else's toes. You know the yokel we mean. He'll walk into a location and find a card already placed by a competitor, but instead of making a graceful exit will start knocking the other deal in the hope of substituting his own. We he persists working this way we'll never be able to figure out—there is certainly no percentage in such operation. All he accomplishes is to leave himself wide open to a headache and practically invites the possibility of the spot drying up altogether. With defense industry going full blast there are enough locations available today to satisfy everyone, and the operator who is not above a little pavement pounding should have no trouble placing cards without kicking his competitors' shins in the process.

And talking of placements, more often than not the best locations are obtained as a result of cold canvassing rather than from promiscuously distributing cards among friends. Friends may take on a deal out of courtesy even when they know there is small likelihood of their selling out. Newcomers especially are apt to overlook this fact, and will go into this business with the idea they can depend upon acquaintances to keep them going. The sooner they realize the weakness inherent in trying to build up an operation on such a foundation, the better.

And while still on the subject, it is apropos to mention that unless an operator can develop a fair number of locations which are steady repeaters, he will have a tough time of it trying to keep an operation running in one locality. Repeat locations, locations which are good for more than one deal and which an operator can depend on to turn over new deals as he gets them are the backbone of a profitable salesboard business. Without repeaters he is really nothing more than a canvasser and is bound to run out of prospects eventually.

Have you given any thought to offering one of the many inexpensive patriotic items as consolation awards. You would be serving a double purpose if you did—you would be doing your bit, even tho a minor one, in stimulating citizen support in the defense efforts of the nation, and you would also be



INTEREST IN bingo is stronger than ever before with the public patronizing games in sizable numbers throuout the country. Our mail reveals that in nearly all sections of the country new blood is coming into the field and veteran operators are extending their operations.

A BINGO operator in the South, formerly connected with carnival bingos and now working on his own, reports the interest is high in the South. He started with a weekly bingo party and is now operating 14 bingo parties in as many towns—all near by. For small prizes he uses chinaware, crockery, cake platters, vegetable dishes, teapots, vases, lawn ornaments, etc.

BINGO GAMES as a means of raising funds for churches, clubs and fraternal organizations for charity and defense expenditures are proving very effective, according to reports. Operators state that they are raising worth-while funds for various organizations and also insuring profitable operations for themselves as well.

IN RECENT weeks there have been reports from Pennsylvania and other Eastern States with regard to the possibility of taxing bingo games. Nothing definite has been decided as yet, but the reaction of operators is that the move would not be unfavorable. The tax, if any, would not be heavy, and the funds realized would be turned over for defense needs in various localities. Taxation would tend to stabilize the game where it is permitted, and would also be a powerful promotional lever which could be used against any anti-bingo threats that might come up from time to time.



# Sensational, New PATRIOTIC WALL PLAQUE Selling Like "Wildfire"

**BIG PROFITS! EASY SALES FOR AGENTS, HUSTLERS, PITCHMEN**

Man . . . here's America's "hottest" seller in years! Pitchmen, agents, hustlers—they're all ringing up terrific sales and amazing profits introducing the new "REMEMBER PEARL HARBOR" wall plaque. We KNOW this beautiful, inspiring item is going over with a real "bang" . . . because we're shipping thousands of "REMEMBER PEARL HARBOR" plaques daily to jobbers and hustlers all over the country. Action counts right now . . . be the first one in your territory to cash in on this history-making money-maker.

**\$3.50** FOR EVERY LOYAL AMERICAN  
 PER 100 Sells on sight. Made entirely of wood, with bright, glossy picture printed in four colors. An easy sale item to every home, office and factory.  
 (Size 5"x3 3/4")

### PRICED RIGHT FOR FAST SALES

- Small Size (5"x3 3/4") . . . . . Per 100 . . . . . \$3.50
- Medium Size (7"x5") . . . . . Per 100 . . . . . 7.00
- Large Size (13 1/4"x9 3/4") . . . Per Gross . . . . . 21.60

(ALL PRICES F. O. B. CLEVELAND, OHIO)

SAMPLE SET (1 of each size) . . . . . 50c

**RUSH YOUR ORDER TODAY!**

**JOBBER** WRITE FOR SPECIAL PRICES AND ALSO FOR OTHER BRAND NEW ITEMS.

**EVANS NOVELTY CO.** DIVISION OF PREMIUM SALES CO.  
 World's Largest Direct Factory Representative in the Premium World  
 800 WEST WASHINGTON ST., DEPT. BBI CHICAGO

**MORRIS MANDELL**  
 now located at  
**131 W. 14th ST., N. Y. C.**  
 Two complete floors devoted to  
**BINGO SUPPLIES**  
 Come up and inspect our new home!

**JANUARY SALE FUR COATS**  
**JACKETS, BOLEROS**  
 1942 STYLES with every smart detail revealing the full richness of radiant Furs. Quality Workmanship at Popular Prices.  
 We offer Coonys, Sealines, Beaverettes, Caraculs, Maracots, Kiskins, Krimmers, Squirrels, Persian Paws, Raccoons, Skunks and Foxes. Buy Direct From Manufacturer and Profit.  
**\$6.50** Up  
 Ask for FREE LIST and ILLUSTRATED CATALOG.  
**S. ANGELL & CO.** Manufacturing Furriers  
 236 W. 27th St., Dept. B-7, New York, N. Y.

**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

End Your Correspondence to Advertisers by Mentioning The Billboard.

## 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.

**Comic-Patriotic Posters**  
 The Thrift Novelty Company is offering a line of comic-patriotic posters which are selling well, according to reports, because of the laughs presented by each poster. Items are said to be particularly good sellers to taverns, bars, poolrooms and novelty shops. Posters come in two colors and are 11 by 4 1/2 inches in size. The line includes anti-Hitler, anti-Jap and anti-Mussolini original comic posters. The posters have drawn considerable comment wherever shown, it is said.

**Patriotic Wall Plaque**  
 A new patriotic wall plaque, introduced by the Evans Novelty Company, is said to be a natural for pitchmen, agents and store demonstrators. The plaque comes in three sizes: 5 by 3 3/4 inches, 7 by 5 inches, and 13 1/4 by 9 3/4 inches. The central part of the plaque reproduces a shield-like design in which Uncle Sam appears in the foreground, rolling up his sleeves preparing to work at an anvil. In the background picture reproduces industrial plants with smoke billowing

from the smoke stacks signifying the vast extent of the defense effort. Across the top of the plaque appears the "Remember Pearl Harbor" slogan while the legend below reads: United States—United! Item is made entirely of wood and the bright, glossy picture is printed in four colors. It is said it is an easy sale item to home, office, store or factory and offers workers a real chance to cash in.

**Pencil Flashlight**  
 An item particularly adaptable for blackout use is the Pencil Flashlight offered by Bengor Products Company. Firm claims the item is meeting good demand since it combines two practical items in daily use in one. The pencil flashlight is 5 inches long and has a translucent plastic front. It comes equipped with battery, lamp, clip, lead and eraser. Fits into the pocket easily.

**Pen Desk Sets**  
 Plastcraft Specialties, Chicago, claims that a quarter million of the company's fountain pen desk sets have been sold.

**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.  
**WRITE TODAY**  
**P. D. Q. CAMERA CO., 109 E. 35th St., Dept. BB-1, Chicago, Ill.**

**Look!** Joe Hoy, Ark., writes: "Rigged up booth with lights. GROSSED \$39.20 SATURDAY." Zeller, Mass., says: "DID \$20 SUNDAY WITH P. D. Q." Seymour, Pa., writes: "I operate Saturday and Sunday only and run about 400 PHOTOS IN 2 DAYS."  
**FACTS ABOUT THIS AMAZING ONE-MINUTE PHOTO MACHINE**  
 Requires no films or dark room. Makes Direct Positive Photos day or night, indoors or outdoors, size 2 1/2 x 3 1/2 inches. NOT TIN TYPES. Easy to operate. Simple instructions teach you how quickly. Fascinating to SEE PHOTOS DEVELOP. A complete portable unit for making dime photos.  
 Army Camps, Stores, Street Corners, Fairs, Carnivals, Bazaars, Picnics, EVERYWHERE—you will make BIG MONEY WITH P. D. Q.

**BINGO SUPPLIES**  
**JOBBER** WRITE FOR FREE CATALOG  
 ● Finer Model Bingo Blowers  
 ● Electric Magnifying Viewers  
 ● Table Model Bingo Blowers  
 ● Rubberized Bingo Chute Cages  
 ● Electric Flash Boards  
 ● Rubberized Throw Ball Cages  
 And every other item jobbers want and need the most complete Bingo line! "If it is Bingo Equipment or supplies—Metro MUST have it!"  
**METRO MFG CO.** 28 W. 15 St. NEW YORK CITY

**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.

**VICTORY BUTTONS**  
**FLAGS LARGE STOCKS**  
 WRITE FOR MONEY-SAVER LISTING ON OVER 60 PATRIOTIC NUMBERS TODAY! PROFIT-MAKER VALENTINE CIRCULAR NOW READY!

**LEVIN BROTHERS**  
 Established 1886. Terre Haute, Indiana  
 America is in a state of emergency. Every citizen is urged to do his part by buying Defense Savings Bonds and Stamps.

# PATRIOTIC PINS

SHOW YOUR COLORS



Remember Pearl Harbor Pin. Gold finish, white pearl center. Red and blue enamel. No. B31J20—1 dozen on card. Per Gross \$9.00. No. B31J21—Each on card. Per Gross \$9.00.



Remember Pearl Harbor Pin. Gold finish Eagle and Figures. Red, white and blue enamel. One dozen on card. No. B31J25—Per Gross \$9.00.



Victory Pin. Gold finish Eagle. Red, white and blue enamel. One dozen on card. No. B31J24—Per Gross \$9.00.



Service Pin. Signifies that someone near or dear is in the Service. Red, white and blue enamel. One dozen on card. No. B31J23—Per Gross \$9.00.



Heart Service Pin. For Sweetheart, Mother or Wife. Red, white and blue enamel. One dozen on card. No. B31J22—Per Gross \$9.00.

Prices are low and firm is said to be able to supply any demand. Model DG-60, single fountain pen set, has a black, high luster Tenite composition base, with a mottled Tenite plastic disk in the center. Pen is gold trimmed, lever action, with a specially processed 14-karat, gold-plated point. Available in jade green, red, yellow and pearl. Overall dimensions, 2 1/8-inch base diameter; seven inches high.

## Shell Brooches

The "Name-on-a-Sea-Shell" brooch continues to roll up sales everywhere, according to reports from demonstrators, concessionaires and novelty workers. Item consists of Sunset Tropical Sea Shell in attractive designs and colors, coral-colored raised letters and jeweler's brooch pin. Brooches, personalized with the buyer's name, are easily assembled with Duco Cement. J. A. Whyte & Son report over a million have been sold.

## Bullet Novelties

The M. & G. Specialty Company manufacturers a line of timely bullet novelties, according to its announcement. One of their items is a lapel pin made of two actual cartridges welded together. The initials "U. S." appear on this number. Another item is the Lucky Bullet Charm, made of a U. S. Army 30-caliber bullet. Item is highly polished, available in silver or gold effect with ring shank. Firm also makes six other bullet items which they claim are proving popular at this time.

## Cocktail Set

A popular premium item, according to reports, is the eight-piece chrome-plated cocktail set featured by Joseph Hagn Company. The set consists of a two-quart shaker, a 7 by 12 inch tray with cutout handles and six chrome-plated cocktail glasses. It is claimed this item is a business stimulator for all merchandise users. The firm offers a complete catalog on request.



A POPULAR PREMIUM SPECIALLY PRICED

8 Pc. Chrome Plated Cocktail Set, similar to illustration, consists of 2 Qt. Shaker, 7"x12" Tray with cutout handles and 6 Chrome Plated Cocktail Glasses. A business stimulator. Limited stock available at this price.

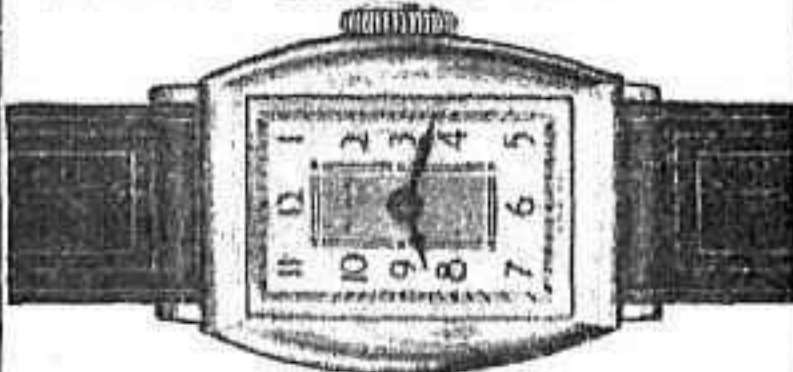
B41A6—F. O. B. Chicago. Each \$3.95. 26 Pc. Set Silverware Set. Guaranteed 15 yrs. Silverplated quality. Available in 3 patterns. Service for 6. No. B22889—F. O. B. Chicago. Per Set Bulk—\$2.75.

25% deposit required on C.O.D. orders. MENTION YOUR BUSINESS. We do not sell retail. CATALOG SENT ON REQUEST.

JOSEPH HAGN CO.

Wholesale Distributors Since 1911  
217-223 W. Madison Street CHICAGO

## MAN'S WRIST WATCH



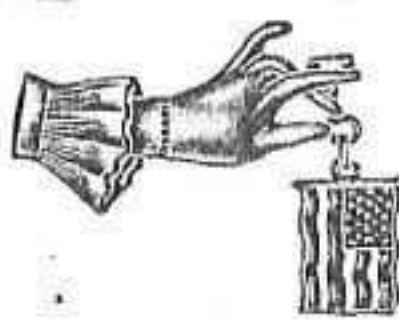
American made in 6/0 line size. Chromium plated case. Curved back. Silvered dial. Unbreakable crystal. Leather strap or link bracelet. B8705—Each \$2.05. In Lots of 50—Each \$1.05.

ROHDE-SPENCER CO.

223 W. MADISON CHICAGO, ILL.



Flag Pin. Gilt finish. Red, white and blue enamel. Size 1x1 inch. No. B35J30—Per Gr. \$7.00.



Brooch or Lapel Pin. Gilt finish hand with enameled flag in red, white and blue. No. B34J63—Per Gr. \$9.00.



U. S. and British Flag Pin. Enameled in proper colors. English gilt finish. Ea. on card. No. B35J40—Per Gr. \$9.00.



Flag Pin. Gilt finish. Hard enameled in red, white and blue. Size 1/2 x 3/8 inch. No. B35J2—Per Gross \$8.50.



Eagle and Shield Pin. Gilt finish with shield enameled in red, white and blue. Each on card. No. B31J18—Per Gross \$9.00.



Victory Pin. Winged V with red enameled dot. 6 gilt and 6 silver flush on display card. No. B35J43—Per Gross \$9.00.



Bar Lapel Button. Red, white and blue stones in transparent plastic base. Length 1/2 inch. One dozen on display card. No. B35J33—Per Gross \$9.00.

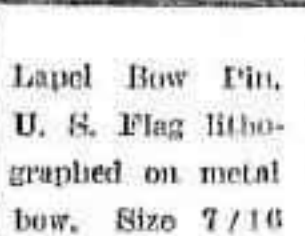
Sample Dozen of Any of the Above ..... 85c



Ring. With flag enameled in red, white and blue. White metal adjustable shank. No. B35J23—Per Gross \$9.60. Per Dozen \$90.



Victory Pin. Red, white and blue stones in transparent plastic base. No. B35J42/1—Per Dozen \$1.20.



Lapel Bow Pin. U. S. Flag lithographed on metal bow. Size 7/16 by 3/4 inch. Each on card. No. B51N5—Per Gross 85c.



N. SHURE CO., 200 W. Adams St., Chicago, Ill.

## 1942's NEWEST KNOCKOUT!

AN INSTANT ATTENTION GETTER—A LONG LIFE, LASTING NOVELTY. FITS ANY BUSINESS, ANY PROMOTION, ANYWHERE.

SMART, MODERNE

## Fountain Pen Desk Set

Styled in tenite plastics, black with contrasting colors. Solid felted base fountain pen fitted with specially processed gold-plated point. Unconditionally guaranteed!

A SURE PROFIT CLEANUP FOR THOSE FIRST IN THE FIELD — Lots of Color and a Real Flash

\$3.60 Doz. 1/3 Dep. Bal. C.O.D. \$41.50 Gross

F. O. B. CHICAGO

Plasticraft SPECIALTIES MODERN PLASTIC NOVELTIES

3222 W. CERMAK RD., CHICAGO, ILL.



4 Two Tone Comb. High Flash Exclusive Individually Boxed Sample 50c Postpaid

BUY NOW—AVOID WORRY—SAVE MONEY

INVENTORY CLEAN-UPS—REASONABLE QUANTITIES

Well Under Present Market Prices

—BALANCED SELECTIONS—

FOR PREMIUM — NOVELTY — SPECIALTY — SALESBOARD MEN

State Your Business for Proper Listings



ALCME

PREMIUM SUPPLY CORP.

3333 LINDELL BLVD. ST. LOUIS, MO.

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# NOTES from SUPPLY HOUSES

Mike Abrams, of H. M. J. Fur Company, reports that business has held up nicely for his firm right thru January. He attributes this to the fact that they have maintained prices, even tho these were originally set when the fur market was at a much lower level than it is at present. Mike also states that the heavy demand for fur coats and chubbies this month points to an even greater volume of business for February and March. All in all, he expects to wind up the season with sales far above last year.

Leo Reiley, of Newark, N. J., well-known in outdoor show circles, is associated with the Edward Lowe Art Company. The firm is featuring a colorful "Remember Pearl Harbor" poster designed by Edward Lowe. Reiley reports that the interests in patriotic posters and banners is growing daily and, from time to time, his firm will introduce new patriotic art ideas.

## Coming Events

These dates are for a five-week period.

**Arizona**  
Phoenix—Rodeo, Feb. 12-14. E. H. Ferrall.  
Safford—Gila River Round-Up, Jan. 31-Feb. 1. Donald Walker.  
Tucson—Tucson Rodeo, Feb. 20-22. G. E. Goyette & M. H. Starkweather.

**California**  
Cloverdale—Citrus Fair, Feb. 20-23. J. P. Menihan.  
Los Angeles—Winter Snow Sports Fiesta, Jan. 26-Feb. 1. Clifford L. Rawson, 1151 South Broadway.  
Los Angeles—Flower Show, Feb. 26-March 1. O. Scarborough, C. of G. Bldg.  
San Pedro—Mid-Winter Regatta, Feb. 21-23. W. L. Horton Jr., 533 Title Ins. Bldg.  
San Francisco—Gift & Lamp Show, Feb. 8-11. K. Leber, Everett, Wash.

**Connecticut**  
New Haven—Poultry Show, Feb. 20-23. Eric R. Dahlberg, 450 State St.  
**District of Columbia**  
Washington—Shrine Circus, Uline Stadium, Feb. 9-14.

**Florida**  
Tampa—Latin Carnival, Jan. 24-31. Nick Coimenes, Box 732.

**Illinois**  
Chicago—Gift Show, Feb. 2-13. George F. Little, 220 5th Ave., New York, N. Y.  
Chicago—Chicago Merchandise Fair, Feb. 2-6. W. J. Kenney, 890 Broadway, New York, N. Y.

**Massachusetts**  
Boston—N. E. Sportsmen's & Boat Show, Feb. 7-15. A. C. Rao, 925 Park Sq. Bldg.

**Michigan**  
Ann Arbor—Grotto Circus, Feb. 18-21.  
Crystal Falls—Winter Sports Frolic, Jan. 30-Feb. 1.  
Detroit—Shrine Circus, Feb. 16-March 1.  
Tunis (Eddie) Subson, Masonic Temple.  
Detroit—Detroit Builders' Show, Feb. 13-23. Kenneth D. McGregor, 1626 Buhl Bldg.  
Escanaba—Winter Sports Frolic, Feb. 5-8.  
Gladstone—Winter Sports Frolic, Jan. 29-Feb. 1.  
Grand Rapids—Shrine Circus, Jan. 26-Feb. 1. C. H. Hoffman.  
Houghton—Winter Sports Frolic, Feb. 4-7.  
Iron Mountain—Ski Tournament, Feb. 14-15.  
Ironwood—Queen of North Carnival, Feb. 27-March 1.  
Marquette—Winter Sports Carnival, Feb. 5-8. Clarence F. Bullock.  
Munising—Winter Carnival & Ski Jumping, Feb. 13-15. Earl A. Wine.  
Negaunee—Winter Sports Frolic, Jan. 26-Feb. 1.

**BULOVA—ELGIN WALTHAM—HAMILTON**  
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BIG PROFITS Cost you 1/2 cent sells for 5¢. WHAT THE JAPS CAN DO TO EVERY AMERICAN is New and Funny fold letter with Punch. Per 100—60¢, Per 1000—\$4.00.  
HITLER'S Pig Puzzles 40¢ a 100.  
COMIC FUNNY VALENTINE CARDS AND FOLDERS, over 200 different. Ass't #1 30¢ gross. Ass't #2 50¢ Gross. #3 at 75¢ Gross. Send \$2.00 for 50 Ass't. Samples and Catalog.  
JOEKERR NOVELTIES, 136 Park Row, New York

Felosky—Winter Carnival, Feb. 6-8. Wilson J. McDonald.  
**Minnesota**  
Crookston—Red River Valley Winter Show, Feb. 2-6. E. W. Spring.  
St. Paul—Winter Carnival, Jan. 23-Feb. 1. Henry J. Lund, E-726 First Natl. Bank Bldg.  
**Nebraska**  
Omaha—Sports & Travel Show, Municipal Aud., Feb. 21-March 1. Martin P. Kelly, E-1024 First Natl. Bk. Bldg., St. Paul.  
**New Jersey**  
Trenton—Farm Show of N. J., Jan. 27-30. Wm. C. Lynn, 1 West State St.  
**New York**  
New York—National Business Show, Grand Central Palace, Feb. 2-7. E. O. Tupper, 50 Church St.  
New York—National Sportsmen's Show, Grand Central Palace, Feb. 21-March 1.  
New York—Gift Show, Feb. 23-27. George P. Little, 220 5th Ave.  
New York—National Notion Show, Hotel Pennsylvania, Feb. 2-7. George English.

**Ohio**  
Cleveland—Al Siral Grotto Circus, Feb. 2-14. Wm. C. Schmidt, 268 Hotel Stailer.  
Toledo—Sports & Home Show, Jan. 31-Feb. 8. Sam E. Stone, 1192 Edison Bldg.  
**Pennsylvania**  
Pittsburgh—Sportsman's Show, Feb. 12-23.  
**South Dakota**  
Watertown—Grain & Potato Show, Feb. 3-4.  
**Texas**  
Brownsville—Charro Days, Feb. 12-15. R. M. Pate.  
Dallas—Gift Show, Feb. 22-27. Fred Sands, 541 Dierks Bldg., Kansas City, Mo.  
Laredo—Washington's Birthday Celebration, Feb. 22. Chas. Deutz.  
San Antonio—Fat Stock Show, Feb. 25-28. R. Beal Pumphrey, P. O. Drawer 809.  
**Washington**  
Seattle—Gift & Lamp Show, Feb. 22-24. K. Leber, Everett, Wash.  
**West Virginia**  
Morgantown—Farm & Home Week, Feb. 3-6. Gerald Jenny, Oglebay Hall, Morgantown.  
**Wisconsin**  
Madison—Farm & Home Week, Feb. 2-6. Wis. College of Agrl. of Univ. of Wis.  
Milwaukee—Tripp's Shrine Charity Circus, Feb. 23-March 1. Henry P. Zarso.

## 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.  
**Florida**  
Belle Glade—Everglades Fair Assn. April 1-10. J. Friedheim.  
Fort Lauderdale—Broward Agrl. Fair Assn. Feb. 23-26. Bert Gentsch.  
Fort Myers—Southwest Fla. Fair, Feb. 16-21. C. P. Heuck.  
Fort Pierce—St. Lucie Co. Fair, March 9-14. Dick Branham.  
Homestead—Redland District Fruit Festival, Feb. 6-14. E. H. Gallaher.  
Melbourne—Brevard Co. Fair Assn. Jan. 26-31. C. B. Hoskins.  
Orlando—Central Fla. Expo, Feb. 23-28. Crawford T. Bickford.  
Plant City—Florida Strawberry Festival, March 3-7. H. H. Huff.  
Ruskin—Florida Tomato Festival, April 28-May 2. George Buchanan.  
Sarasota—Sarasota Co. Fair, Jr. Chamber of Commerce, March 3-7. Ben Hopkins.  
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.

**North Dakota**  
Fessenden—Wells Co. Fair, Feb. 24-25. E. W. Vancura.  
**Texas**  
Fort Worth—Southwestern Expo. & Fat Stock Show, March 13-22. John B. Davis.  
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.

## Dog Shows

These Dates Are for a Five-Week Period  
**Connecticut**  
New Haven—Feb. 14. Foley, Inc., 2009 Ransstead St., Philadelphia, Pa.  
**Indiana**  
Muncie—Feb. 15. A. Earl Sites.  
Richmond—Feb. 14. Mrs. Alyce Renner, Williamsburg, Ind.  
**Maryland**  
Baltimore—Jan. 31-Feb. 1. Foley, Inc., 2009 Ransstead St., Philadelphia, Pa.  
**Massachusetts**  
Boston—Feb. 22-23. Foley, Inc., 2009 Ransstead St., Philadelphia, Pa.

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PLUG SCREWS INTO ANY SOCKET

RING FITS CEILING RING

Screw INTO SOCKET JUST LIKE CHANGING ORDINARY-LIGHT BULB!

NO MORE Costly Installation—NO MORE Special Wiring—NO MORE Extra Equipment—NO MORE High Prices—MODELS, SIZES, for every use!

**Sensational Opportunity FOR AGENTS AND DISTRIBUTORS**

Hundreds of the smartest Distributors and Salesmen in the country are asking—"How Can I Get Into Fluorescent Lighting?" They see it coming—and coming fast. They saw one million tubes sold in 1939. They saw the sale jump in 1940 to EIGHT Million Tubes. They see 1942 offering markets for FIFTY MILLION or more—and they want to get in while the big money is to be made.

Huge markets now opened by this latest development—and unbelievable volume to be gotten this year because of vastly reduced prices—fixtures with tubes, complete, ready to light to sell at retail for less than \$5.00. This is the biggest Distributor opportunity since the invention of radio. It offers salesmen the biggest earnings of the decade. It's the ONE chance of your life to clean up and at the same time establish a business with a future big enough to satisfy anyone.

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SAVES one third on light bills.  
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NO glare—no deep shadows—no yellow cast.  
ALL parts Underwriters tested and approved.  
FIXTURES complete with tubes as low as \$4.95.  
COMPLETE Line for Stores, Factories, Homes. At Prices Never Before Quoted.

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Now you can get complete facts—we'll send them free. We'll show you why Fluorescent Lights give three times the light for the same current cost—or how people can have the same light at one third the cost. We'll explain why Fluorescent gives actual DAYLIGHT—soft, white, glareless light. We'll explain the amazing new invention that enables EVERYONE to install Fluorescent as easily as changing a bulb—just screw it in and throw the switch.

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**DER—"PHEW"—RER**

You're right—that's what he is. There's no need for thought—it has already proven its sales appeal. It's hot right now—don't wait. Get started on the hottest item that has ever hit the market. You can create your outlet to your own choosing—it was tried in stores and stopped mobs—sells on sight. Board Operators, here it is. Write for prices. State business. Size 5 1/4 x 5 1/2 inches. Packed 48 to carton.

**SAMPLE POSTPAID 50 Cents Each**

We Carry a Complete Line of Premium Merchandise Always First With the Latest

**WISCONSIN DE LUXE CORP.** 1902 NO. THIRD STREET MILWAUKEE, WIS.

**Michigan**  
Detroit—Feb. 23-March 1. Glenn S. Blaines, 4181 Woodward Ave.  
Flint—Feb. 26. A. W. Bow, 2806 12th St., Detroit.  
**New York**  
New York—Feb. 8. Foley, Inc., 2009 Ransstead St., Philadelphia, Pa.  
New York—Feb. 11-12. Foley, Inc., 2009 Ransstead St., Philadelphia, Pa.  
**Ohio**  
Cincinnati—Feb. 22. W. L. Hardenburg, 5618 Lathrop Place, College Hill.  
Dayton—Feb. 21-22. A. W. Bow, 2806 12th St., Detroit, Mich.

**LOS ANGELES**  
(Continued from page 34)  
patch here. Bill Johannsen, ride operator at Ocean Park Pier, is overhauling his Loop-o-Plane and Rolloplane and looking forward to a big season. Joe and Peggy Steinberg have signed with Clark's Greater Shows. Mary Taylor is recovering from an operation at a Santa Monica hospital. Jimmy Lynch is at Crafts 20 Big Shows' quarters getting things ready for the trek to Calexico. Eddie Tait says that when he was in Shanghai, the Japs came in and broke up six major rides that he had sold an operator there. He has 21 rides stored in Manila and believes they have gone the way of the six he had sold in Shanghai.

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We guarantee to deliver the goods—whether buttons, razor blades, or any one of the thousands of articles we have in stock—at our advertised prices. No strings attached when you order at BENGOR PRODUCTS COMPANY!

**REMEMBER PEARL HARBOR BUTTONS**

Printed in Red, White & Blue. 100, \$1.10; 1000, \$10.00.

**LATEST WAR SLOGAN BUTTONS**

Printed in full colors with sayings like "Molder Dem Japs," "Kick 'Em in the Axis," "Let's Blast the Japs Off the Map," etc.

100 ..... \$1.10 1000 ..... \$10.00

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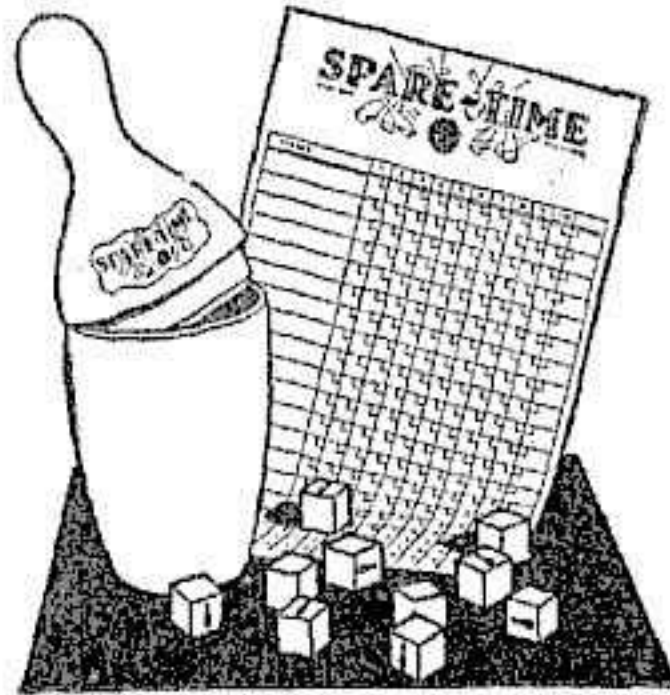
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Exciting!

New Table Top Bowling Game



Strikes Spares Blows Just Like Real Bowling

Any number can play it! Throw dice, play and score just like bowling! Scores average 165. This latest home entertainment "craze" is outselling all other games today! Beautiful red and white plastic has real eye appeal. A fast-selling item direct to

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DOZEN . . . \$8.00  
GROSS . . . \$86.40

the home, thru stores, demonstrations, etc. A good trade stimulator. Fine entertainment around Army Camps, Naval Bases and Training areas. Boys, this is an A-1 item—get it while it's hot! Send for your sample today—or try a dozen.

SPARE-TIME CORPORATION

654 BUILDERS' EXCHANGE MINNEAPOLIS, MINN. "COME ON — LET'S BOWL"

PIPES FOR PITCHMEN & BILL BAKER

Communications to 25 Opera Place, Cincinnati, Ohio.

DO YOUR OWN job well first before criticizing your contemporaries.

ERSTWHILE PITCHMAN Jack Gilbert is co-owner of a tavern in Baltimore, which he and Fred King are operating to good results.

RICTON "Barnum of the sticks," is trouping again, having sold his inn at Covington, Ga. He's playing schools and theaters with his dog circus and says he is en route to New York.

MAKE YOUR TALK long enough, yet short enough, to be interesting.

TOBY JOHNSON cards from Rockwood, Tenn., that he and Dr. Tom Dean are snowed under in the hills of Tennessee waiting for the weather to warm up. Toby says they would like to read pipes from some of the Southern gentlemen.

"WHILE TRAVELING . . . thru the South I met two of the finest workers I have seen in a long time," licks Jack Murphy from Raleigh, N. C. "They were Doc and Stella Jarett, who are presenting their top-flight mental act to highly successful turns. I also saw that old-timer, Joe Mann, getting plenty of long green on herbs. All were working a department store in North Carolina. Tobacco crop here looks good, and there's plenty of dough in the State."

PITCHDOM is a great business. Keep its moral tone up and all will be well.

"HAVE BEEN HERE . . . since Christmas and will probably remain until May 1," wigwags Stanley Naldrett from U. S. Veterans' Hospital, Columbia, Ga. "I fell backwards off a street curb here, turning an ankle and breaking a small bone in my leg. When I'm ready to leave I'm going to North-western Canada to visit my parents. Will open my fair season in Minott, N. D., and will team up with Al (Pop) Adams, my old stand-by. Would like to read pipes from Paul and Ethel Miller, Freddie and Maggie Smith and Buster and Marvin Robertson.

STANLEY DEMARS former pitcher, is in the jobbing business in Beauford, S. C.

JUST BECAUSE one man does not succeed, it is no criterion that others cannot.

BEN GARBER who with Seymour Freedman is working Sattler's Store, Buffalo, with oil to good takes, scribes that he was grieved to learn of the demise of "Speedy" Bletsch and Bill Gordon. He says both were swell boys, who will be missed by all who knew them.

STILL WORKING . . . Detroit to reported good results is Max P. Schifelbein, auction jam pitch exponent.

JERRY THE JAMMER SEZ: "Shortest route to success is to buy what you need and sell what you buy."

"CAME IN HERE . . . from Arkansas, where I had a successful holiday business," letters Harry Demsey from St. Louis. "Saw Harry Rutherford, vet pitcher, purveying Sudzene Cleaner at the Famous Barn here, and was amazed at the terrific job he is doing, as you can't talk above a whisper in that store. My hat is off to Harry, who makes big touches in Missouri where you really have to show 'em. My partner, Phil Kraft and I are working Neisner's, and doing okay."

NAT HERMAN jam pitcher of note, is working in the shipyards in San Francisco.

SUCCESSFUL PITCHMEN get that way because they realize that they are never too big to make friends.

AND WHATEVER BECAME . . . of Earle B. Wilson, Martin Carroll, Guy Warner, C. A. Hanson, P. M. Warren, Tim O'Day, Dr. Griffin, Eddie Reed, Al Decker, H. L. (Count) Harrington, Mr. and Mrs. Dallas Duncan, Count Kenner, Ervyn Cronen, George Lester, Harold Newman, Johnnie Shomen, Freddie Mavis, Clarence Smith, Doc and Babe Sherwin.

OAK-HYTEX BALLOONS

Patriotically decorated balloons help on the home front by teaching patriotism to children. And they strengthen morale by helping to keep youngsters happy and fit. Let's make present stocks of balloons do the best job possible. Purchase wisely, and as much as possible, with future needs in mind.

The OAK RUBBER CO., RAVENNA, OHIO.

LUCKY YOU!

Here is a REAL PROFIT BOOSTER. It's Brand New! It's Different! It sells on sight!!! A GENUINE FOUR-LEAF CLOVER encased in a handsome, transparent, Lucite-like Plastic Key Holder . . . completely fitted with an attractive hand chain. The true-test clovers are certified GENUINE by the U. S. Dept. of Agriculture.

WIN Your share of the phenomenal profits to be made with these patent Good Luck Charms . . . they make ideal gifts for Servicemen—for EVERYONE! A perfect promotional item.

OVER 100% PROFIT Yes, you can make a profit of over 100% on this fast-selling novelty . . . sensationally low-priced to enable you to sell in volume. . . A SURE-FIRE HIT because all who see them—want them! MEN-WOMEN: send 25¢ NOW for prepaid sample of particulars and agent's proposition . . . but DON'T WAIT. E. L. FOX, 50 Park Ave., New York City

ELGIN & WALTHAM REBUILT WATCHES \$1.75 Wholesale Only

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RETAILS FOR \$1.00 Each box holds 20 Cellophaned 5¢ Packs. Factory Fresh Gum! Snappy Display Boxes help you to get quick 100% to 200% profits. Be our distributor—get started! Send 50¢ per sample box (prepaid).

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It Works—Full Details with Pre-trial Sample at 25¢. Time—Not Tricky—Simple To Operate. Used by Men, Women and Children.

\$1.75 per dozen. \$14.00 per gross. 25¢ Dp. with Order.

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SHEET WRITERS WANTED

To use our large, new maps of the Pacific War Zone. Shows all Islands, Mainland, Distances, Time Zones, Complete. Cheaper than maps you are now using. Rush 50 cents today for THREE samples and low wholesale prices.

W. B. FOX BOX 651, MOBILE, ALA.

WHOLESALE CATALOG FREE

For Salesmen, Dealers & Agents 260 thrilling pages, showing over 4000 opportunities to make money. Household goods, display card items, wearing apparel, cosmetics, toys, novelty and they are a few of the thousands of articles shown in this exciting book for salesmen, agents and dealers. Address a postal card to address below and request a copy of this Book of Opportunities. NOW. No charge.

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GOD BLESS AMERICA BIG MILITARY SAMPLE LINE NOW READY

Send \$5.00 Now! All Popular Sellers!

A complete assortment of Army Souvenir and Gift Numbers, consisting of Wallets, Compacts, Rings, Brooch Pins, Key Chains, Lighters, Bracelets, Pendants, Fountain Pens, Cigarette Cases, etc. Big money being made handling our new and up-to-date line. You can't beat it. Send full Money Order for immediate delivery.

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SELL 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.

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MEDICINE MEN Write today for new wholesale catalog of Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service. (Products Liability Insurance Carried.)

GENERAL PRODUCTS LABORATORIES Manufacturing Pharmacists 137 E. Spring St., Columbus, Ohio

Engravers!! Jewelry Demonstrators!! Complete Line Engraving Jewelry Write for Catalog

ENGRAVING MACHINES Standard Model . . . \$12.50 Diamond Point Model . . . 18.50

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.

HOTTEST ITEM OUT! IDENTIFICATION BRACELETS

Sweeping the country! Emergency protection as well as a handsome novelty for every man, woman, and child. Various styles in white and gold finish. Immediate deliveries. Send \$3.00 for complete samples.

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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 208 Melrose St., Dept. BB1-31, Brooklyn, N. Y.

REAL PROPOSITION Selling High-Grade Medicines. Write for catalog, discount quantity lots. We pay freight.

The Quaker Medicine Co. 220 George St., Cincinnati, Ohio



Louie and Polly Dean, H. Harris, Jack Williams and E. L. Klobt.

**IN THE PITCH** business, as in any other profession, you make the grade by knowing what it's all about.

**ROY (HAPPY) STOREY** . . . is in Austin, Tex., training a med unit, titled Supreme Vaudeville Show, which will open its tour there soon. Unit carries a variety of acts and a band and will play two and three-night stands in theaters until the regular season opens, and then will play two and three-week stands. Show will handle Cel-Ton-Sa products exclusively.

**THE PITCHMAN**, like everyone else, is bound to make mistakes. He makes new ones, however, not the same old ones.

**FRED W. PIKER** . . . ace sheetie, is with the Nomand Wildlife Exhibit.

**STILL PURVEYING** . . . their items to successful turns on Market Street, San Francisco, are Tom Barrett and Dick Allen.

**AN INTERCHANGE** of opinion thru this column oftentimes results in the solution of your pitch problem.

**DANNY LEWIS** . . . is working sheet to okay business in San Francisco.

**BOBBY MARSH** . . . continues to hold down his spot in one of Cincinnati's better department stores to successful results.

**PITTSBURGH NOTES** . . . by V. P. Boggs: There's not much doing in the pitch line here as the town is still closed to street pitching. Shops are okay to work if you can think of something they haven't already had 100 times or more. Pitchmen are as scarce as hen's teeth at the moment. There are a few, but the old gang of regulars seems to have left for greener pastures, while some have gone into shops on defense work, including "Paddles" Henry and Red Trexler. Kentucky Lee, Lee Cuddy and Bill Westfall are still working shops and stores, and Red Madden was here for a few days, but he returned to New Jersey to make the chain stores. Would like to read pipes from H. Krinan, P. Miller, Tom Kennedy, Pat O'Malley, Harris J. O'Neal and Jesse Burke. I had a successful holiday here with corsages, but plan to return to the landscaping business as soon as weather permits. I worked Pennsylvania, West Virginia, Ohio and New York last summer and plan to play Michigan, Illinois and Ohio next summer. Will go to Texas for February and March.

**IT'S AMAZING** how a thirst for knowledge can be satisfied by listening in on conversations of some pitchmen in hotel lobbies.

**Pitchdom Five Years Ago**

Tornie Phillips, of med note, spent the holidays in Knoxville. . . . Joe Clark was hitting the bull's-eye with the corn cure, powder and perfume at Brownsville and Henderson, Tenn. . . . Art Nelson, ace rad worker, blew into Cincinnati after successful stands in St. Louis and New York. . . . Morris Kahntroff was putting over some streamlined jam pitches to a stream of gelt. . . . "Red" Pierce was headed for Miami with a straight thru ticket in his kick. . . . Jack Branholtz was working Hopkinsville, Ky., with astrology to good business. . . . "Skippy" Davis was collecting the long green working tools in Midwestern spots. . . . George Holt was making a doorway and factory gates in Springfield, O., to lucrative takes. . . . Art Novotney, coil worker, was banging away in Texas collecting his share of the loose gelt. . . . Bobby Dale was taking the folks in, working tonic on the lots in the Carolinas. . . . Billy Lockhart, with laces, perfume and novelties, was holding down a corner doorway in Dayton, O. . . . Jimmy Wells, of knife sharpener note, was working the Southern States and putting out his share of the tools. . . . St Hart, who was working his key-check outfit as a side line to paddles and watches, was headed for Knoxville and Florida. . . . Ralph Ruhl was finding conditions in Indianapolis n. g. . . . George Anderson worked the courthouse corner in Greenville, O., with rad to a swell passout. . . . Jimmy Carigan, Columbus, O., health book ace, was going along at a healthy clip, getting the gelt working seeds and books. . . . Bert Glauner was in Detroit and wasn't eating snowballs either. . . . Earl V. Jacques was working Sun-Foot remedy in one of Washington's better department stores. . . . Chattanooga was proving a winning spot for Ray Haley. . . . Sam Berman was getting the geedus working the furniture show in Grand Rapids, Mich. . . . That's all.

members are the Misses Potenza and Bonomo and Marie Marth, Martha Kenyon and Veronica Campbell.

Sisters Mrs. Schlossberg, Mrs. Chase, Mrs. Oakes and Mrs. Simon thanked members for flowers received during their recent illness. Past President Marie Brown held a successful social and card party January 8.

**NSA**

(Continued from page 31)

Charles Harrow, Raymond R. Cuesta, Joe Dudiak and Sam Shapiro, 7.

**Ladies' Auxiliary**

Club's Red Cross program is progressing rapidly under direction of Sister Midge Cohen, who reports the Sewing Division has completed garments sent to the club and is embarking on a new allotment. Knitters are at work on sweaters for club members, who are in the service. Yarn for these garments was donated by Sister Molly Rosenthal. New officers were entertained at dinner January 18 by Mrs. George Hamid at her home. Members were grieved to learn of the death of Melvin B. Howard, husband of Sister Edith Howard, at Norfolk, January 17. Auxiliary was represented at funeral services by Sister Dorothy Packman. Condolences were also sent to Sister Jean (Mason) Luck on the death of her father at Baltimore January 9.

Members voted to start future meetings promptly at 8:30 p.m. instead of 8 p.m. as in the past. Sisters Florence Rothstein and Edna LaSures are recuperating from recent illness, as is Sister Ann Graham, who underwent an operation in an Augusta (Ga.) hospital.

**American Carnivals Association, Inc.**

By MAX COHEN

ROCHESTER, N. Y., Jan. 24.—Association received the applications for membership from Dee Lang's Famous and Lake State shows, bringing the membership total to 58. Frank H. Kingman, secretary-treasurer International Association of Fairs and Expositions, sent us an invitation to attend a special meeting February 6 in the Tampa Terrace Hotel, Tampa. Unfortunately, prior engagements, including our attendance at New York State Fair Association meeting in Albany, February 8-10, will prevent our attendance at the Tampa meeting. We have, however, written Kingman of our co-operation.

Our plans for the New York State Fair meeting are progressing and we are again requesting members who plan to attend the meeting, to advise us so that preparations may be made for the disposition of such matters as may be of interest to them. We plan to be available at Albany during the meeting. No formal session of the association will be held, but we plan to hold numerous conferences with members. From the United States Department of Commerce we have received a detailed survey of business conditions in the area comprising Texas, Southeastern Arizona, Southern New Mexico, Northern Louisiana and a small part of Southern Oklahoma. We also have data with reference to the availability of paint and comprehensive information suggesting wood as a substitute for various metals. We have received information relative to an increasing shortage in railroad equipment. Because of military use, one Eastern railroad has had its stock of extra cars reduced from 375 to 115 and anticipates that so called spares will be reduced even lower. We suggest that the members who rent baggage cars this year plan their moves on a longer-notice basis as present indications are that equipment may not be available in certain territories for moves on short notice.

We will make available to the membership any of the items referred to upon request.

**Display Cards**

By E. F. HANNAN

I RECENTLY worked out some literature for a concern that sells its product from display cards. I looked into the many items that are being pushed in this manner and was surprised. In fact I wondered where all this goods was placed and sold. The big card item at present is aspirin and running a close second is the candy lozenger biz, which is packed and sold on cards as a breath sweetener. A bottle and can opener with a wide sale in general, and other stores are sold on a card.

When I had access to the files of a large printing concern and saw the items such as combs and sun-glasses (never mind all the blades) and pens and pencils, I began to get an idea of the size of this business. I once knew a pitchman, Otis Gray, who was an ace in the corn remedy line and he always talked about selling his product via the display method. When I saw this very thing now being done I couldn't help but think that Otis was ahead of his time as this was about 25 years ago.

There is some food for thought in the display card business. It might be used by med shows and others who stay awhile wherever they pitch. The expense of a card set-up is small and little retail dealers like the idea of selling from cards. It saves many small items from being kicked around the store for one thing, and a well-displayed item is half sold for another. At any rate the display sale business is something that should be taken over by pitchmen, wherever it has not already happened.

**Events for Two Weeks**

- January 26-31**  
 ARIZ.—Safford, Round-Up, 31-Feb. 1.  
 CALIF.—Los Angeles, Winter Snow Sports Fiesta 26-Feb. 1.  
 Los Angeles, Gift & Art Show, 25-29  
 CONN.—Williamantic, Poultry Show, 31-Feb. 1.  
 FLA.—Tampa, Latin Carnival, 24-31.  
 MD.—Baltimore, Dog Show, 31-Feb. 1.  
 MICH.—Crystal Falls, Winter Sports Frolic, 30-Feb. 1.  
 Gladstone, Winter Sports Frolic, 29-Feb. 1.  
 Grand Rapids, Shrine Circus, 26-Feb. 1.  
 Negaunee, Winter Sports Frolic, 28-Feb. 1.  
 MINN.—St. Paul, Winter Carnival, 23-Feb. 1.  
 N. J.—Trenton, Farm Show, 27-30.  
 N. Y.—New York, Auto. Accessories Expo., 28-29.  
**February 2-7**  
 ILL.—Chicago, Gift Show, 2-13.  
 MICH.—Escanaba, Winter Sports Frolic, 5-8.  
 Houghton, Winter Sports Frolic, 4-7.  
 Marquette, Winter Sports Carnival, 5-8.  
 Petoskey, Winter Carnival, 6-8.  
 MINN.—Crookston, Winter Show, 2-6.  
 N. Y.—New York, Dog Show, 3.  
 New York, Nat'l Business Show, 2-7.  
 New York, Nat'l Notion Show, 2-7.  
 O.—Cleveland, Grotto Circus, 2-14.  
 Toledo, Sports & Home Show, 2-8.  
 S. D.—Watertown, Grain & Potato Show, 3-4.  
 W. VA.—Morgantown, Farm & Home Week, 3-6.  
 WIS.—Madison, Farm & Home Week, 2-6.

**SLA**

(Continued from page 31)

successful 24th birthday dinner party in the Hotel Sherman's Malaya Room. On the rostrum were Mrs. Joseph L. Streibich, president; Mrs. William Carlsky, first vice-president; Mrs. Delgarian Hoffman, second vice-president pro tem; Mrs. Edna O'Shea, third vice-president; Mrs. Jeanette Wall, secretary, and Mrs. Rose H. Page, treasurer. Members presented President Streibich with a Defense Stamp book.

Correspondence was read from Mrs. M. J. Doolan, Mr. and Mrs. Risholder, Katherine Rogers, Mrs. M. Vandermeier, Mrs. Abner K. Kline, Mrs. Norma Dee Lang, Mrs. Noble Fairly, Bess Hamid, Evelynne Mueller, Judith Solomon, Martha Kinney, Grace Goss and Blanch Henderson. Ladies' Auxiliary National Showmen's Association thanked members for flowers sent to their installation dinner. Mrs. Henry Belden, Mrs. Nellie Mater, Mrs. Gene Bernard and Myrtle Hutt are on the sick list. New

The Most Complete Line of Engraving Jewelry



Orders Shipped Same Day Received!

We have all the "big selling styles" in Engraving Jewelry — pins, identification bracelets, rings, necklaces, etc. We have plenty of merchandise in stock and ship orders the same day received. Write for Catalog 26 today!

**Big Military Jewelry Line!**

We also carry a complete line of Military Jewelry — rings, lockets, compacts, etc. Write for Catalog M42 today.

State Your Business

**Harry Pakula & Co.**  
 5 No. Wabash Ave., Chicago

**LUCKY BULLET CHARM**



Made of a genuine U. S. Army 30 cal. bullet. Highly polished, silver or gold effect, with ring shank. 2 Samples, 25¢ . . . . . GROSS \$7.20

Regulation Army all-brass whistles and chain (for fire—or air-raid wardens) . . . . . GROSS 39.00

OVER-SEAS CAPS, enlisted men's olive wool 1918 Issue, 6.50 DOZEN

—Newly made, 18 oz. serge, 10.50 DOZEN

We manufacture a line of timely, startling bullet novelties. All genuine U. S. Cartridges. Send \$3.00 for complete line 8 items (retail value \$7.50, money-back guarantee). 25% dep., bal. C. O. D.

Jobbers, Write.  
**M. & G. Specialty Co.**  
 593 B'way, N. Y. City



**Read 'em and Laugh**

**ANTI HITLER, JAP, MUSSOLINI**

**ORIGINAL COMIC-PATRIOTIC POSTERS**

Two colors, size 11"x4 1/2". Fast sellers to Taverns, Bars, Pool Rooms, Novelty Shops, etc. Big profits. Price—50, \$1.20; 100, \$2.00; 1,000, \$17.00, F. O. B., cash with order. Samples, postpaid, 10c (coin) each.

**THRIFT NOVELTY CO.**  
 Cumberland, Maryland

**—ATTENTION—**

Salesmen—Hustlers—Canvassers

Red Hot Patriotic Item Just Out This Week. Send 10¢ for Sample and Prices.

Don't Miss This One, Boys—It's a Winner.

**ACE NOVELTY CO.**  
 192 N. Clark St., Rm. 518, Chicago, Ill.

**WAR CAUSING SERIOUS SHORTAGE**

HURRY—GET BUSY NOW—Sell Dealers our reconditioned Standard Brand SPARK PLUGS. 10,000 Mile guarantee.

Big Profits—Steady Repeats.

**WILSON INDUSTRIES, Inc.**  
 645 W. LAKE ST. (Dept. B-1), CHICAGO

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You can have The Billboard mailed to your loved one in the Army, Navy, Marines or Coast Guard. Let The Billboard EVERY WEEK help keep you and him together in thought and spirit regardless of distance. The regular subscription rate is One Year, \$5.00, but only \$2.50 for 52 copies mailed to men in the armed forces. (This is the lowest price permitted by Postal Regulations.) Mail your order to

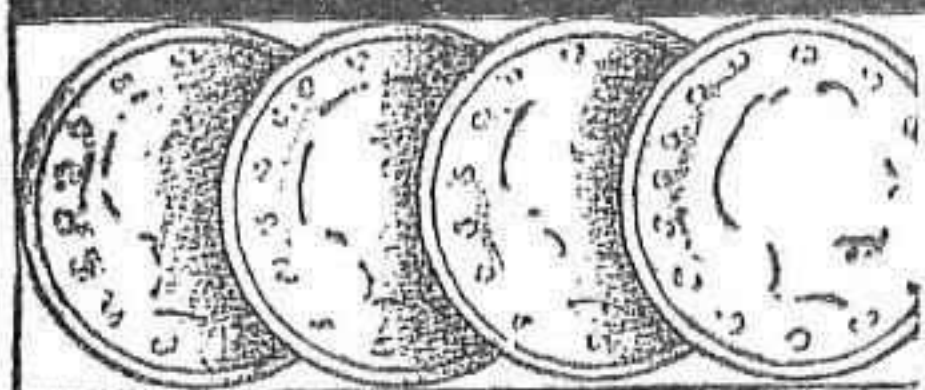
**The Billboard 25 Opera Place Cincinnati, Ohio**

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# 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 Year 1942

The supreme duty of the coin machine industry in 1942 is also its greatest opportunity. The supreme duty of the industry is to contribute all it can, thru its organizations and as individuals, to help America and its allies win the war. With complete victory, the industry can expect its greatest era of prosperity and also greater prestige with the people than ever before.

The organized forces of the industry began early to give strong support to national defense. No other industry can boast a better record of supporting the leaders of the nation in their efforts to arouse the people to the dangers facing the country. The industry now begins 1942 with a good record and the industry is united in continuing that record until America wins.

Any attempt to surmise what 1942 may bring to the coin machine industry must be based on the two facts that war problems are much greater and more important than any industry problems, and that all branches of the industry are committed to the policy of helping win the war. Everything that happens in the industry for the duration will be largely determined by these two factors.

As a group, the manufacturers have been called upon to make greater sacrifices and also to render greater services to the nation than any other part of the industry. We have sought for some fitting tribute to offer in behalf of the manufacturing industry but there is little that can be done, except to say that real patriotism has its own reward in the long run.

While manufacturers now are completely swamped by priorities and materials problems, they may find some consolation in the certainty that, when the war is over the supply of materials should be the most complete ever in the history of the nation. With all the new developments of materials and new sources of supply now taking place, it is reasonable to expect that the coin machine trade will have a richer and wider field than ever to draw from. The industry has always shown an extra degree of ingenuity in adapting ideas and materials to new and attractive uses in machines and devices. So the industry can be counted on to offer many new ideas drawn from the much greater variety of materials sure to be available in the future. This promise of the future is so real that it can be very encouraging to the industry.

Many of the ideas that are mentioned as prospects for 1942 are based on wishful thinking. But it is good to hope and to work for the best, and that is exactly what the industry is doing. Present trends indicate a stabilizing of the operating field. The popular demand for all types of coin machines is greater than ever, which means that operators do not have to worry so much about customers.

The altered supply of machines for the operating field has its advantages and its disadvantages. Operators have had enough experience in the field to know how to make the best of such a situation. One of the interesting phases of 1942 will be the ideas and developments which operators unfold to keep the operating business in first-class shape. The established distributors of the industry will also be an important link in keeping the industry at a high level of efficiency.

The main objective of the industry, after giving first place to patriotic duty, will be to gain national prestige. It has been well understood thru the years that the coin machine industry had to get a favorable reputation like many another new industry. Several conditions now make it possible for

the industry to establish itself more in the popular favor than ever before. Every operator should recognize these possibilities and work toward the end of gaining prestige for the industry.

Some of the new favorable factors are worth noting. Vending machines have really proved their worth anew in industrial plants. Music machines have established a high reputation for maintaining morale and also for a practical job in using patriotic songs. Amusement machines have proved useful for a popular pastime, and greatest of all, the federal government has found them useful as a source of revenue. The industry in all its branches obtained more favorable publicity during 1941 than in all its history. All these things combine to help the industry gain national prestige, which will be useful when the war is over.

No one minimizes the discouragement and confusion of war. But the industry has much to hope for and many things to keep it a stable industry in most of its branches.



*An optimistic expression for 1942. (Cartoon from The New York Times, Everybody works toward Victory, December 28, 1941).*

# INDUSTRY'S BIGGEST YEAR

## All Phases of Trade Boomed In '41, Market Reports From Leading Trade Centers Show

Phonos, remote-control equipment, arcades, consoles and venders chalk up biggest gains—operators report play on all equipment everywhere—federal taxes, priorities, equipment shortages bring headaches in last quarter

By MAYNARD L. REUTER

CHICAGO, Jan. 24.—The year 1941 was a year of sweat, headaches and confusion but withal of good business for the coin machine industry. There's no doubt that if war clouds had not darkened the last quarter, 1941 would have been the biggest year in both sales and play of this fast-moving business. Operators saw collections double and even triple 1940 levels as billions in defense pay rolls began to bulge in the pockets of pleasure-seeking millions; enjoyed the longest and biggest summer-resort season in history; capitalized on opening of hundreds of new locations as defense plants and army camps mushroomed; watched Washington include a levy on coin machines in the Special Defense Tax Bill that taxed some machines out of existence while letting others off free; saw this bill degenerate into a mess of confusing rulings and counter-rulings as operators tried to ascertain what tax had to be paid on various types of borderline equipment; faced the prospect of more taxes but more equitably distributed as year ended.

### Distributor Biz

Bright side of the distributor picture during the year was the large volume of sales rung up on both new and used equipment. Headaches came in the form of inability to get enough new equipment to fill orders and loss of skilled mechanics to the armed forces and defense jobs.

Automatic phonographs and remote-control equipment were the brightest stars in the sales heaven. Beginning immediately after the coin show in January sales on music equipment spurted. Unusually large sales were chalked up in May and June when operators did their summer buying, and in August and September as they strived to anticipate future equipment needs by stocking up on machines before the 10 per cent excise tax went into effect October 1. Other highlights of the distributor year were unprecedented demand for arcade equipment, consoles and free-play games; definite establishment of the movie machine as part of the industry; expansion in operation of beverage, candy bar and ice cream venders.

### Manufacturers' Headaches

For manufacturers it was a year of headaches. Six months of banner business was quickly forgotten in the following six that were a round robin of tax difficulties, material shortages, production curtailment in the face of overwhelming orders and the hundred and one other pains that plagued all industry as the United States girded for war. Tax difficulties were not without some compensating factors, however, for the Internal Revenue Department's classification of free-play games in the "non-gaming" bracket proved to be the biggest single boost this type of equipment has ever received.

definitely established the 400,000 unit automatic phonograph network as one of the nation's most powerful propaganda forces.

Other industry publicity breaks on the air, on the screen and in nationally circulated magazines and newspapers were frequent. Early in the year staff writers of leading dailies assigned to do eyewitness accounts of life in the training camps among the draftees gave the industry many boosts in stories recounting the fact that in many camps the only form of amusement available to draftees was that offered by coin machines. The New York Times magazine section published two glowing tributes to the industry during the year. One dealt with pin games, the other with phonos. The Billboard's annual edition of "Talent and Tunes on Music Machines" was the occasion for much comment in the daily press. Copies of this supplement were filed with the Priorities Board of OPM as evidence of the economic importance of the phono industry.

### Associations Active

That people always get together in time of trouble was proved by the spurt in association activity during the year, especially during a latter half when tax and priority troubles established the stronger need for associations than ever. Three manufacturers' associations, the Coin Machine Industries, Inc.; National Automatic Merchandisers' Association and the Automatic Phonograph Manufacturers' Association were increasingly active during the latter half of 1941 both in keeping their members apprised of Washington developments as well as in correlating and presenting information about their businesses to Washington tax and priority executives. Several local associations did outstanding jobs during the year. Activities of these groups are reviewed elsewhere in this issue.

### What's Ahead

Ordinarily year-end business summaries are of prime importance because they point the way to what may be expected during the year ahead. So unusual, however, have been the events of the past few months that what has happened dur-

ing most of 1941 is only of historical value.

Events of the last few months are the weather vane that predicts good business for the operator and wide-awake distributor, and tough sledding for the manufacturer. Early in December OPM established quotas which as of February 1 cuts down all manufacturer of phonographs, pin games and scales to 25 per cent of the June, 1940-'41 production average. Eliminates gaming device production altogether. Forbids use of aluminum in any form. Prescribes a list of essential metals that cannot be used in vending machines. Sets vending machine quotas at 25 per cent. So supply of new equipment is bound to be meager.

However, the resourcefulness of this industry has always been of the highest caliber. Already ideas for adapting old equipment to new playfields, use of substitute materials and other similar plans to enable this industry to carry on are beginning to come to light. Industry is well aware that coinmen in Canada and England, where production is nil, have continued to stay in business despite all Hitler and company has been able to do in two and one-half years. Industry is also aware of the vast morale building force it can be when conditions get tougher. Therefore the trade as a whole is optimistic that cures will be found for existing ills.

More taxes are expected, but trade hopes Washington will distribute the levies more equitably—will take into consideration the ability of a machine to pay a tax when considering the rate at which it will have to pay. Trade also expects service problems to become more acute as automobile and tire shortage begin to pinch, and ace mechanics are called to Uncle Sam's armed forces or defense plants. But old-timers point out that it was not so long ago many coinmen made their collections by horse and buggy, and feel that they'll be able to manage somehow no matter what comes.

It's a spirit of grim determination and complete confidence that come what may, the industry will carry on that permeates the trade as 1942 begins. It's a fighting spirit instilled by trade loyalty—a loyalty that will make sure Uncle Sam will win and the coin machine industry will continue.

Detailed summaries of the coin machine year in leading market centers as reported by leading coinmen and The Billboard correspondents follow.

## First Report on Tax Returns

WASHINGTON, Jan. 24.—The U. S. Treasury made its first announcement of the tax revenue collected in three months on pinball games and gaming devices this week. The federal tax went into effect October 1. The Treasury figures do not show a breakdown on how much was paid on pinball games and how much was paid on gaming devices.

The exact total collected in three months was reported as \$4,708,696.

As for collections by States, officials said Wisconsin led with \$477,000. No other figures were available, but New York and Minnesota were said to be a close second and third.

The Treasury said it had no knowledge of any machines going out of business because of imposition of the federal tax, but that many requests for lists of the special taxpayers had been received from reform groups.

Officials said they were informing such inquirers that an old law requires that collectors of internal revenue in each State make such lists available for public inspection "at the convenience of the collectors."

What is "convenient," officials said, is entirely a matter for each collector to decide for himself.

Automatic phonographs continued their increase in numbers and popularity in Mexico during 1941. There's been an increase of 500 per cent in last three years in number of machines on loca-

### Phonos Big in Mexico

tion. Every cafe, ice cream parlor and small store now boasts a machine. Demand for used machines was high throughout the year. Machines, however, are heavily taxed. Location owners must register machines with the authorities and pay a tax of 34.50 pesos a month. Tax in a few states, however, is prohibitive. One interesting note contributed by J. M. Barrera, pioneer operator in Mexico, is the demands of authors and composers for royalties on their songs. "By law," he stated, "authors are authorized to collect, but in practice they do not, for the law stipulates that the operator must show a profit of 10 pesos a day—which he doesn't do. As a result, the authors and composers are in a status quo." Games operation has not proved too successful. Purchase and import costs, combined with the small subsequent take in Mexican money (a Mexican 10-cent piece is worth about 3

cents in U. S. currency), combine to make operation untenable in many cases.

Despite the fact that Detroit was labeled "the No. 1 Boom Town of National Defense," coin trade here reports business as spotty during the year. Vendors and music machines were two

### Detroit Trade Has Ups and Downs

brightest spots with the music association gaining nationwide recognition for its part in the *Any Bonds Today?* campaign. Group's drive to use patriotic disks in machines garnered plenty of good local newspaper publicity. No progressive action could be taken to returning pin games to the city because graft charges on the policy and numbers racket levied against the ex-mayor and several incumbent council members hung fire during most of the year. Trade hoped for better conditions with advent of new administration.

Play on coin machines, especially music machines and guns, was good throughout Canada during the year, and boomed in large metropolitan centers and along the East Coast. Despite the

### Canadian Biz Up Despite War

fact that importation of coin-operated equipment is banned, large supplies of parts were taken and reassembled by Canadian distributors as permitted by the Dominion Government. Phono play was reported up as much as 100 per cent in some localities. Arcades did banner business. In general, operators of games are reported using older machines and, in some instances, fewer machines than 1941 business warranted. Games and phonos were especially popular with men in service.

Expansion of personnel at army camps in Brownwood and Mineral Wells, Tex., employment boom at giant plane and other defense plants in Dallas and Fort Worth, good prices for a bumper cotton

crop, plus the best years, combined to give Dallas coinmen the best year in history. Music and venders—especially cigarette, candy bar and beverage machines—chalked up installation gains as high as 50 per cent. Play on all equipment hit new levels. Throughout the State more games went into operation as opposition from a hard-boiled State government changed with advent of a new governor. Movie machines debuted late in the year and got good reception.

Coin biz boomed for first 10 months of year and turned spotty during last two months. Year closed on an upcurve, however. Big reason for increased business was enlargement of military bases

### Harrisburg, Pa., Has Okay Year

at near-by Indian-town Gap, Middletown, New Cumberland and Carlisle. Industrial plants are expanding and employment is at peak level. Music business was especially good, but games business hampered somewhat by State Liquor Control Board anti-gambling rule that prohibits giving of merchandise or anything else of value for high scores.

Industrial boom hit the Los Angeles area early in 1941 and from April on play on machines hit new peaks. Arcades made big progress during the year. Vending machines boomed due to

### L. A. Coinmen In Step With Boom

installations in defense factories. Games year was good in the country, but re-election of incumbent mayor forestalled moves to return games to city locations. Music trade took great strides forward aided by booming collections. Many remote-control installations were made during the year.

Movie machines forged ahead. Several firms began production of films for them. Distributors and jobbers had exceptional year. Associated Operators of Los Angeles County, Inc., continued to render yeoman services to its members and the community, with Curley Robinson the guiding star. There's plenty money in circulation in Los Angeles and operators are looking forward to a profitable 1942.

Establishment of several large army camps in Mississippi and Northern Louisiana did much to increase number of locations and boost the play of coin

machines during 1941. Coin machines were the principal means of recreation in many army centers. Play was especially good during the months of army maneuvers when large scale troop movements were in progress throughout this area.

In step with department store sales, bank clearings, etc., the coin machine business in the nation's No. 1 "boom town, skyrocketed to new highs during 1941. Influx of workers created hundreds

### Washington (D. C.) Biz Skyrockets

of new locations for all types equipment and play on machines gained from month to month. Number of arcades jumped from 3 to 30 in a few months time. Free plays and phonos got terrific play. Batteries of venders were installed in busy government buildings. Prospects for 1942 are brighest ever.

Ups and downs for the coin trade were seen in New Orleans sector during 1941. Expanding pay rolls and booming farm and lumber prices gave phono and vending machines best play ever during

### New Orleans Has Hectic Year

first six months. Effects of vacationing plus exit of thousands of young men to the army and Northern industrial areas were felt during summer, and it wasn't until October that the trade began to feel a pick-up. New State levy on phonos also hurt. Federal tax hurt claw machine operations. About 70 per cent of the machines being drawn when the \$50 federal levy went into effect.

Bells, counter games and consoles were out in most sections of the State during the year but came back to adjoining Jefferson Parish in November. Pin games returned to the city early in the year but play did not reach peak proportions until last quarter of the year. Increased taxes and mounting service costs due to mechanic shortage plagued operators during final half. Operators are optimistic about 1942. Money circulation continues at record-breaking pace and major prop prices and full-time operations of industrial plants are assured.

Coin machine business ended up the year 25 per cent ahead of 1940 in the Minneapolis-St. Paul area. Music led the field with sales of phonos and remote equipment reaching new highs. Consoles

### Busy Year for Twin City Trade

also did banner business as did one and five-ball pin games. New Minneapolis levy on venders curtailed expansion in the field with sales falling off 15 to 20 per cent. Legality of levy was attacked by local firm and case is still in court pending decision.

The Minnesota Amusement Games Association effectively fought proposed legislative measures at the State session.

## Tax Report Expected Feb. 1

WASHINGTON, Jan. 24.—The views of Treasury officials on future excise taxes may be revealed when the department makes its recommendations, which are now expected about February 1. The report will include recommendations for new revenue, including views on excess profits taxes, withholding taxes, excise taxes, etc. The Treasury report will probably be the signal for widespread discussion on new taxes and also the introduction of tax bills.

At a recent meeting in Chicago, coin machine manufacturers adopted a policy of not opposing taxes on coin machines, but to suggest equitable rates for the various types of machines, based on the earning power of machines.

The Treasury's views on the foregoing matters are closely guarded. But close followers of taxation trends know that Congress favors the present optional method of determining excess profits credits. Corporations thus may continue to report either on the basis of their invested capital or average earnings. Broader manufacturer excise taxes are indicated with the likelihood that foods and clothing will be exempted. The lower house is understood to be less enthusiastic about withholding taxes than the Senate.

Only a strong anti-slug act was passed. Ramsey County Operators' Association succeeded in getting St. Paul city fathers to enact a compromise license ordinance on phonos and pin games that went into effect November 1.

Highlight of the year was third annual Northwest Coin Machine Show held in Minneapolis March 25-26, sponsored by the Minnesota Games Association. More than 750 attended. Association of Minneapolis vender operators also was formed during year. Several important changes in the distributor field took place. Associations and distributors garnered much good will for trade here as result of several public relations activities during year.

The industry's largest market for equipment, New York metropolitan area, chalked up gains in all lines in 1941. Demand for equipment, both new and used, exceeded supply for most months,

### Busy Year for N.Y. Coinmen

especially during the last half. Music and remote-control sales led the parade with arcade equipment, games, venders also going strong. Movie machines bowed in numbers during the last half.

Big resort season allayed the usual summer slump and made up for loss of foreign markets. Music operators saw collection averages climb, bought heavily. Pin games were affected in metropolitan and Brooklyn areas by political difficulties to some degree. Year saw more distributors establish headquarters along coin row (Tenth Avenue). Games, music, cigarette associations functioned efficiently during the year. More arcades opened and did good business.

Business in the anthracite section of Pennsylvania was good for coinmen despite exodus of young men to armed forces and industrial plants in other areas. Increased activity of the mines

### Wilkes-Barre Good Despite Uncertainties

is the chief reason. Summer was unusually good, with Penny Arcades showing a marked increase in number and patronage. Music machine operators also forged ahead.

Arizona coinmen had a fair year. Business was better in music and vender lines but only so-so in others. Biggest slump in operations was felt by Phoenix pin game operators when city doubled

### Fair Year for Phoenix Trade

existing license October 1. City classifies anti-aircraft guns and similar type of amusement games as subject to the tax. Influx of new defense plants and establishment of air fields in this region, however, are expected to hypo business in 1942.

Coin machine men in Spokane report 1941 one of their best years in spite of the troubles they had to overcome. City

increased 477 pin games during the year, as compared with 442 in 1940. Sales of both new and used games were good until the State Tax Commission issued new licensing regulations in July that would have classified payouts as illegal slot machines in public locations. (Slots have long been licensed for use in private clubs only.) Business fell off while controversy was aired in court.

Spokane Coinmen Surmount Problems

Altho the coinmen's contention that the commission had exceeded its authority was upheld, the operators' confidence had not fully recovered when along came the federal taxes, curtailment of production and the war. Sales of games always dwindle here as the end of the year approaches because the city license fees are not prorated. Federal tax weeded out some pin games, and virtually all the penny counter games which are legal across the neighboring Idaho line. Phonos and wall box sales boomed. Candy machines debuted in local theaters and got good reception. Movie machines did not do business expected of them.

Despite opposition in the form of a State-wide newspaper campaign against gaming devices, coin machine trade had a banner year. Phonographs and vending machines did especially well, with

### All Lines Go Ahead in Wis.

pin games, bells and consoles feeling the full benefits of the biggest tourist year in a decade. Campaign of the Wisconsin State Property Owners' group to license coin machines in Milwaukee to effect lower real estate taxes met with strong opposition and was sidetracked. Proposed levy on venders was also killed. Cigarette machines got a State-wide boost, with Legislature bestowing a sub-jobber status upon them. Annual convention of the Eagles helped give Milwaukee coinmen a banner summer, and upped employment and increased industrial activity consolidated the gains.

With one-seventh of the total defense production load allotted to industrial firms in the Greater Philadelphia area, it was only natural that local coinmen should have their best year in history. Locations, clamoring for machines of all types, mushroomed. Operators bought more equipment during the first three months of 1941 than in all of 1940, when sales were by no means meager. All

### Best Year For Philly Coinmen

type equipment was at peak demand, but venders and arcades especially came into their own. Biggest emphasis in the vending field was on drink and candy bar installations, with most of them going into factories. Arcades mushroomed to meet ever-increasing need for amusement by busy factory workers. Some were spotted close by the huge defense plants. Both pin game and music associations functioned normally during the year. Frank Hammond, manager of the phono group for many years, left to go into the operations field. Altho there will be consolidation of routes during 1942, operators as a whole feel it will be another top-notch year for them.

Mushrooming of huge defense plants and army camps throughout Alabama resulted in widespread demands for equipment as more locations opened here during the year. Coinmen were

### Birmingham Biz up 30%

amazed at the pick-up in music machine play. Many distributors here added retail set-ups during the year. Plenty vending machines were installed in defense plants. Music men sold more than \$50,000 worth of bonds during initial stages of Industry's Bond Drive. Shortage of equipment was boosting prices at year's end. On the whole, coinmen reported business up 30 per cent over 1940.

Booming pay rolls were responsible for big business done by coinmen here in 1941. Sale and play of all types equipment soared. Outstanding was the trend to consoles, opening of many new Penny

### Big Year in Baltimore

Arcades, widespread installation of remote-control music equipment. It was a busy legislative year, too. More than 50 bills affecting the industry were introduced at the State session. Less than half were enacted, and the majority of these were vetoed by the governor. Result of session was reduction of license fee on phonos from \$15 to \$10 a year. (See BIGGEST YEAR on page 103)

# 1941 Index-Review

Herein are recorded the principal events of 1941 as regards the coin machine industry. Each issue is reviewed with a listing of the main articles, opinions, etc., which will be of value as an index to 1941 issues of The Billboard's coin machine section.

**JANUARY 4.**—In this, the first issue of the year, the editorial "Prospects" foresees a fine year for all kinds of equipment. . . . In Minneapolis reformer Rev. Soltau is held by grand jury on charges of being a non-licensed detective and on two counts of subornation of perjury. . . . reports of new plastic phonograph records. . . . *A Nightingale Sang in Berkeley Square* is top tune on Record Buying Guide. . . . "Bip" Glassgold becomes vice-prez of DuGrenier. . . . announcements of the few days left till showtime. . . . export official sees big market in South America. . . . coin machine force enlargement of coin-making mints. . . . plans under way for Northwest Show in March. . . . Slug conviction in Omaha of Max Wasserman paving way to prosecution of slug makers, sellers and users by federal official on charges of counterfeiting. . . . industry goes on radio for good will. . . . celebration of Oregon Supreme Court victory.

**JANUARY 11.**—Editorial "Unity" draws the need for combined efforts of the industry. . . . biggest Eastern representation heads for 1941 show. . . . music machines become sole mass outlet for pop tunes as ASCAP-BMI war goes on. . . . song pluggers turn to phonos. . . . operators select best record of 1940 in poll. . . . *Dream Valley* heads Going Strong division of Guide. . . . program for NATD convention presented. . . . cigarette firms ask more particulars from government in anti-trust case. . . . Ohio cig outlets to maintain fair trade cig prices. . . . announcement of celebrities for 1941 coin machine show. . . . associations report good progress during 1940. . . . special show trains ready. . . . coin machine show program. . . . Dick Hood promises "More Fun in 1941". . . . list of show exhibitors. . . . Ohio solons to get bill aimed at slug makers. . . . 143,000,000 coins made by Denver mint in 1940.

**JANUARY 18.**—THE BIG SHOW ISSUE. . . . CMI show is on. . . . Editorial "The Year 1940" traces developments in industry for all types of equipment. . . . 1940 market reports from 30 key cities. . . . article, "Legislative Year," offers bulletin and guide for 1941 legislative season. . . . 1941 association roster. . . . Colorado association secures lower phono tax. . . . Ohio cig association active for fair trade; hit slugs. . . . Crosby appoints committees for Northwest show. . . . Washington association wins cooperation from merchants. . . . Oregon association celebrates pinball victory. . . . San Francisco association, one month old, does big things. . . . article, "A Nickel Is Born," tells how U. S. makes its coins. . . . pictures of all the CMI officers. . . . "The Buyers' Guide" lists equipment currently available from manufacturers. . . . music boxes in limelight as sole medium for mass exploitation of songs. . . . article, "Music Highlights in 1940," traces record business and hits of the year. . . . *Frenesi* is top tune on Guide. . . . article, "Behind the Records," tells how record songs are picked. . . . how they are made. . . . article, "Music Men Must Be Showmen," by Sam Lerner, urging operators not to take their business for granted. . . . Northwest coin machine show dates set for March 25 and 26. . . . article, "Partners in Business," shows the co-operation now coming up between recording artists and music machine operators. . . . Cleveland Phono association represents 3,500 machines. . . . article, "Movie Machines," gives all the information to date. . . . milk venders survey traces growing activity. . . . Bill Honovitz writes on "Pennies for Profits". . . . review of last year's (1940) show. . . . reprinting of five historic decisions affecting coin machines. . . . directory of distributors and jobbers. . . . 1941 convention program. . . . Exhibit celebrates 40th anniversary. . . . coinmen attend National Association of Tobacco Distributors show. . . . J. H. Keeney & Company displays new factory.

**JANUARY 25.**—Walter Hurd's editorial reviews "The 1941 Show". . . . 12 pages of pictures of convention activities. . . . poll reveals Bing Crosby singing *I'll Never Smile Again* with Glenn Miller's orchestra would be tops. . . . *We Three*

is top tune in Record Buying Guide. . . . Walter Hurd is quoted on financial page of *The Chicago Herald-American*. . . . report on machines displayed at tobacco show. . . . cig venders' association of Cleveland sponsors anti-slug bill. . . . Mitnick re-elected as president of Philly association. . . . list of 1941 Show exhibitors, their products and representatives. . . . all of the Chicago paper clippings on the show. . . . Northwest coinmen weigh anchors for Northwest regional show.

**FEBRUARY 1.**—Editorial "Examples" tells of good-will building by associations and coin machine firms. . . . A. B. T. of New Jersey elects officers. . . . *The Billboard's* annual report to coin machine advertisers shows increases over 1940. . . . Broyles re-elected to head Phono Manufacturers' Association. . . . dearth of tin-pan alley tunes results from ASCAP-radio feud. . . . Cleveland Phonograph Association to run series of ads in public conveyances and on radio. . . . *I Hear a Rhapsody* is top record of week. . . . beverage sales exceeded billion dollars in 1939. . . . Jersey CMA drafts plans for banquet. . . . New York CMA banquet set for March 15. . . . Oklahoma business men campaign for return of games. . . . Bill Hemminger ill in hospital. . . . Los Angeles association aids March of Dimes celebrating President's birthday. . . . see priority on copper and zinc for defense need. . . . trap counterfeit ring in Philly. . . . Herb Jones commends *The Billboard* on post-convention issue. . . . addenda to Buyer's guide. . . . Ben Sterling gets high civic post. . . . John Watling finds pious ancestor in "Believe It or Not". . . . Lew (Leader) London holds grand opening of new showrooms of Leader Sales Company in Reading, Pa.

**FEBRUARY 8.**—Editorial "Neutral" recounts Department of Justice charges against Broadcast Music, Inc., and contains news of consent decree. Also tells of ASCAP travails. Tells that music machine business is following strictly neutral course rendering good music service and seeking good will of all. . . . Oklahoma legislator presents bill to Legislature for games and salesboard licensing at behest of thousands of small retail merchants. . . . bachelor party held for Al Simon, of Savoy Vending, New York. . . . A. B. T. of N. J. names officers and directors. . . . End of ASCAP-Radio music war seen one step closer as BMI signs Department of Justice consent decree. . . . *Stardust* is top tune of Record Buying Guide. . . . John Grout elected president of Jersey CMA. . . . more sluggers caught. . . . Denver coinmen optimistic. . . . Buffalo (N. Y.) business fair. . . . Mississippi Supreme Court okays coin-operated Quiz machine holding it to be a game of skill. . . . British coinmen keep going despite war; sportlands hit by bombing. . . . Colorado, Michigan, Iowa and Washington legislatures ponder bills on games, cigarettes.

**FEBRUARY 15.**—Legislative activity in the first month of the 1941 legislative year is traced in the editorial, "Sobering." States that legislation could have been much more alarming than actual records show. Sees that seriousness of times may have sobering effects on legislatures, city councils and the courts. . . . see chances to iron out ASCAP-Department of Justice rift; government is set for long battle. . . . *Along the Santa Fe Trail* is top tune of week. . . . Better Business Bureau co-operates with vending men in checking on unfair trade practices. . . . domestic consumption of tobacco products up; cigarette demand is cause. . . . long-sought Buffalo coin machine association is formed. . . . court upholds California unfair trade rulings. . . . Hirsch re-elected president of Amalgamated Vending Machine Operators' Association, New York. . . . pic of Mr. and Mrs. Al Simon snapped after marriage ceremony, February 2.

**FEBRUARY 22.**—Editorial "Northwest" is a booster for the Northwest Coin Machine Show in Minneapolis, March 25 and 26, sponsored by Minnesota Amuse-

ment Games Association, Inc., at Hotel Radisson. . . . Herbert Walker, Success Manufacturing Corporation, announces bonus plan for employees. . . . Hollywood signing and featuring top recording stars to cash in on music box popularity. . . . columnist notes phonograph popularity. . . . orchestra leader hails record-of-the-month campaign of Cleveland Phonograph Merchants' Association. . . . article and pic showing a Southern Jook. . . . James T. Mangan, Mills ad man and song author, pens tribute to Kate Smith. . . . *I Give You My Word* is top tune of week. . . . inventor offers new device—a butter pat vending machine. . . . another offers a newspaper vender. . . . Washington firm announces new refrigerated apple vender. . . . SMASH! says a house ad; *The Billboard* establishes biggest January coin machine line-up in magazine's history. . . . Pangoborn Corporation, Chicago, uses pinball game in industrial convention; story reprinted from *Industrial Marketing*. . . . unemployment figures show better standing.

**MARCH 1.**—"Foundations," Walter Hurd's editorial for the week, reports that the groundwork already exists for the most practical type of national organization for operators. . . . article on coin-operated guns traces development from earliest models to latest types. . . . ASCAP signs consent decree. . . . top artists record standard songs to insure greater sales. . . . White House acknowledges and gives thanks for defense resolution propounded by Curley Robinson, head of Associated Operators of Los Angeles County. . . . *Dream Valley* outstanding tune on Record Buying Guide. . . . unfair competition scored in decision by Minnesota court. . . . cigarette industry is sixth largest. . . . FBI discovers that prison inmates learn to make counterfeits. . . . game terminology worries reader. . . . Leo Kelly joins O. D. Jennings & Company, Chicago. . . . Bud Lieberman opens distributor quarters in Chicago. . . . Seeburg National Demonstration Week is marked by special 17-page section.

**MARCH 8.**—Editorial "Committees" reports that three committees have been suggested to supply ideas and the framework for uniting operators' associations in a national program; traces activities of plans and offers services of *The Billboard* staff; announces *Association Executives' Bulletin* is to be published as a service by *The Billboard*. . . . proposed federal law rates slugging with counterfeiting. . . . commercial radio talent

sought by record firms. . . . *Frenesi* is leading tune in phonograph record guide. . . . past decade shows vast improvement in bulk vending, states article by W. R. Greiner. . . . Harry LeVine joins Gerber & Glass, Chicago. . . . Automatic Instrument Company (formerly AMI) announces new sales policy. . . . Atlas to open Omaha office. . . . Henry T. Roberts is elected vice-president and general manager of Automatic Instrument Company. . . . Virgil Christopher named Southern district manager for Bally. . . . the Pictorial Exhibit of 1941, sponsored by the Amusement Board of Trade of New Jersey, opens March 30. . . . Jerry Haley joins Buckley Music System, Inc., Chicago. . . . Buffalo association rents office, gets manager and secretary.

**MARCH 15.**—Guest editorial "And the Pursuit of Happiness" (A New Philosophy of Life), by Herb Jones, ad manager of Bally, traces his pride in being a member of the coin machine industry. . . . Northwest Coin Machine Show special section gives news and views. . . . Hotel Radisson, Minneapolis, headquarters for conclave, March 25 and 26. . . . boom in phono locations as industry feels affects of government defense spending. . . . Carl T. McKelvey named Seeburg sales director. . . . article, "1941 Marks 64th Anniversary of the Phonograph's Invention," by Jack Nelson, vice-president and general sales manager of Rock-Ola Manufacturing Corporation. . . . *High On a Windy Hill* is top tune on Record Buying Guide. . . . Minneapolis city council over-rides mayor's veto to strike at vending machine fund-raising campaign. . . . George Moloney takes over from Dave Gottlieb as president of Coin Machine Industries, Inc. . . . Pennsylvania cigarette tax renewed. . . . Earl Lippe heads new Roy McGinnis office in Baltimore. . . . coinmen gain business from military encampments. . . . CMI elects new officers, directors. . . . new CMI board of directors composed of George Moloney, Richard Groetchen, Dave Gottlieb, Sam Wolberg, John Chrest, W. E. Bolen, A. E. Gebbert, Dave Rockola, Homer Capchart, R. W. (Dick) Hood and Walter Tratsch. . . . new directors named as officers the following: George Moloney, president; Dick Hood, first vice-president; A. E. Gebbert, second vice-president; John Chrest, secretary; Dave Gottlieb, treasurer, and Jim Gilmore, secretary-manager. . . . contest Alabama's right to collect sales tax on penny vender sales. . . . Montana Senate kills proposal calling for referendum. (See 1941 INDEX REVIEW on page 105)

## BARGAINS

Used five-ball free play tables. Clean and in good condition.

BALLY	EXHIBIT
1 Variety . . . . . \$15.00	2 Landslides . . . . . @ \$20.00 Ea.
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# MUSIC MERCHANDISING

## TOP MUSIC MACHINE HITS

### Phono Patron Tastes Change; Trend Away From Swing, to Greater Number of Artists

THE RECORD companies and band leaders contrived to furnish the nation's 400,000 automatic music machines with a generous portion of hit records during the year just ended. Such songs of "Daddy," "You and I," "I Don't Want to Set the World on Fire," "Maria Elena," "Green Eyes," "Amapola," "Frenesi," "The Hut-Sut Song," "Chattanooga Choo Choo" and "Elmer's Tune" blazed their way to the top and helped make the year one of the most profitable in history.

Of all the hundreds of songs published in 1941, a study of The Billboard's Record Buying Guide shows that only 42 were sufficiently popular on the music machines to make the "Going Strong" classification, and that these 42 songs appeared in the form of 106 hit records. This is an amazing figure—not because of its size, but because it is almost identical with the number of songs and records which struck paydirt during 1940, when 44 tunes and 118 disks became hits.

That 44 songs should become phono hits in 1940, and 42 do likewise in 1941 would seem to indicate that the American phono-playing public has a capacity for songs which allows from 40 to 45 ditties to become phono hits during any given 12-month period.

It must be remembered that the figures given are not arbitrary opinions advanced by The Billboard staff. Phono hitdom is measurable and easily definable. Each week The Billboard correspondents in all sections of the country gather reports from leading operators as to what records are getting heaviest play on their machines. These reports are based on actual phonograph meter readings. The songs getting the heaviest play from Coast-to-Coast are the "Going Strong" songs. Tunes which are popular only in certain territories are not of "Going Strong" timber. Employing this method of investigation—the only infallible method—The Billboard is able to report accurately the comparative popularity of songs in the nation's automatic phonographs.

#### Trend Away From Swing

While 1941 was like 1940 insofar as number of phono hits are concerned, here, however, the similarity ends sharply. In 1940, the top phono record of the year was Glenn Miller's "In the Mood," a straight instrumental swing number, which remained in "Going Strong" for 21 weeks. Third ranking music machine song of 1940 was "Tuxedo Junction," another swinger which was played straight, without vocal, by Glenn Miller, Erskine Hawkins and Jan Savitt. The Andrews Sisters did all right with it on the machines, too, and theirs was the only record of it which used the lyrics. In 1941 not a single swing tune without vocal made "Going Strong" in The Billboard's Record Buying Guide! Furthermore, among the top 15 machine records of 1941, only one contained much swing stuff, and that—"Beat Me Daddy, Eight to the Bar"—was a hit before the end of 1940, carrying over into

1941 before ending its 11-week career.

As can be seen from a glance at the accompanying chart, the leading coin phonograph songs of 1941 were "Daddy" and "You and I," which were, of course, the top novelty and top love song of the year, respectively. Last year the top love song and top novelty also remained on (See Top Music Machine Hits on page 90)



J. E. BROYLES, president of the Automatic Phonograph Manufacturers' Association, Inc. Broyles has rendered valuable service at a time when many problems were facing phonograph manufacturers. At a meeting of the APMA January 20 he was re-elected for a third term.

### Big Plan for the Americas . . .

WASHINGTON, Jan. 24.—The announcement of the United States' plan for the Americas to win the war may have in its wake gigantic benefits for the coin machine industry also.

It is a great step forward in uniting the Americas, and once some of its provisions are at work, they are likely to become permanent reforms.

One of the plans for a uniform currency system would eventually lead to the same coinage. This reform has been discussed for many years and it would make coin machines universal in the Western Hemisphere.

The plan for dropping tariffs, duties, barriers and regulations that interfere with trade between American nations has rich promise for the future when the war is over. It would greatly increase the sales for all coin machines in the other nations of our continent. A uniform coinage and no trade barriers is almost too much to hope for, but it may come.



THESE BOWLING BEAUTIES ARE SPONSORED by the Wurlitzer distributor in Wichita, Kan., the Central Distributing Company. They are, left to right, Clara Jean Galyon, Dorothy Beasley, Helen Walker, Aileen Bougere and Marjorie DeLair. The team flanks a Wurlitzer phonograph installed at the location, the Civic Bowl, which is said to be doing nicely as far as profits are concerned. (MR)

### Canadian Music Men Line Up for Bond Promotion

(Association Report)

OTTAWA, Jan. 24.—E. A. Dowsett, of Ottawa, was elected president of the Eastern division of the Ontario Amusement Machine Association at an organization meeting here January 15.

Other officers named were first vice-president, V. M. Rubenstein, Hawkesbury; second vice-president, Peter Lee, Kingston, and secretary, M. Levine, Ottawa. Others present included: W. F. Fielding, Windsor; Art Woods, Toronto; Louis Rubenstein, Hawkesbury; Frank Kirke, Toronto; Romeo Laniel, Montreal; Leo Pare, Alex Sherman, L. Laporter, Fraser Ayoub, Albert Clavir and Edgar Myre, all of Ottawa.

The organization was formed as a "co-operative organization to build and promote the interests of operators of the coin machine industry and for the promotion of good fellowship among members."

Members pledged themselves to purchase \$35,000 worth of Victory Loan Bonds in the Dominion-wide campaign which will be held in Canada next month. The subscription list was headed with one for \$10,000 by W. F. Fielding, of Windsor.

With the words re-arranged to make them better suit the Dominion's Second Victory Loan Campaign, the song hit *Any Bonds Today?* will be placed on every music machine in Canada for next month's drive, it was announced.

Irving Berlin, composer of the tune, was asked to re-arrange the words to stimulate the sale of the bonds in the Dominion and he readily consented to do so. The request was made thru the Canadian Legation in Washington.

It is expected that disks with the new words will be available within the next week or two. Representatives at the meeting pledged themselves to put the record on every machine under their control.

### Pittsburgh Phono Sells \$150 Stamps Daily

PITTSBURGH, Jan. 24.—Exemplary of what music operators can do to boost the sale of Defense Stamps and promote national morale, P. M. McNamara has installed a coin phonograph in the lobby of the City-County Building with the blessing and co-operation of solons.

The machine nets \$150 to \$175 daily for the U. S. Treasury. When anybody buys a Defense Stamp at a booth erected in the building lobby alongside of the machine, a young woman attendant at the booth asks the stamp buyer his (or her) tune preference. She then plays the number.

Above the booth and machine is a sign, "Keep It Playing and Keep 'Em Flying." The record repertoire is predominantly patriotic. Numbers in the stack are Frank Luther's recording of *America and America the Beautiful*, Richard Crooks's platters of *Old Black Joe*; *Oh! Susanna*; *De Campdown Races*, and *Ah, May Red Rose Live Forever*; Gene Krupa's *Keep 'Em Flying* and *Thanks for the Boogie Ride*, Kay Kyser's *Thank Your Lucky Stars and Stripes* and *How Long Did I Dream?*, Sammy Kaye's *Remember Pearl Harbor* and *Dear Mom*, the Decca Band's *Oh, Columbia, the Gem of the Ocean*; *Yankee Doodle*, and *Dixie*; Barry Woods's *Any Bonds Today?* and *Arms for the Love of America*, and the Goldman band's waxings of *Anchor Aweigh*, *Our Directors*, *King Cotton March* and *Stars and Stripes Forever*.

The machine is a Singing Towers. McNamara installed the machine and records without charge.

Operators have placed *Any Bonds Today?* on all machines in the district. They also report a growing demand for patriotic tunes.

# The one and only Kate Smith...



## KATE SMITH'S latest Hits on Columbia Records:



1. 36448 — WHITE CLIFFS OF DOVER  
ROSE O'DAY
2. 36468 — SHRINE OF ST. CECILIA  
I DON'T WANT TO WALK WITHOUT  
YOU
3. 36489 — DEAR MOM  
ON THE STREET OF REGRET
4. 36498 — THEY STARTED SOMETHING  
WE'RE ALL AMERICANS
5. 36511 — THE STAR-SPANGLED BANNER  
AMERICA, I LOVE YOU

Kate Smith on the Air — CBS  
every Friday 8-8:55 P.M., E.S.T.,  
sponsored by Grape Nuts and  
Grape Nuts Flakes.

Personal Management: **TED COLLINS**

# Music Highlights of 1941

By Harold Humphrey

*Last year was a hectic one for all factions of the music industry. It saw the record industry boom as sales skyrocketed close to 120,000,000. The ASCAP-Radio war and increased activity of the AFM also were of prime importance to the music machine industry. Herein the outstanding music events of 1941 are reviewed in relation to their effects on the coin phonograph business by the music editor of The Billboard.*

**E**CLIPSING all the 1941 highlights in the music business—and there were many—was the tremendous stride made by the record industry.

In September of last year recording company executives were confidently predicting that disk sales would go to the 100,000,000 mark. When the year came to an end the tally came closer to 120,000,000, nearly half of which went into the coin phonographs. At least 100 recording bands cut up over \$3,000,000 paid out by the three major disk outfits as a result of these astronomical sales figures. In 1935 the aggregate payoff for band talent was \$300,000, 1/10 as much as 1941. As for the sales figures, 1941 surpassed all other years. The year 1929 was the biggest previous year with 105,000,000 recordings.

These figures actually give only a once-over-lightly summary of the situation. As a result of the record industry doubling its output in 1941, the entire music business has undergone many changes. One outstanding change is the fact that the coin phonographs have attained full-fledged importance alongside of all other media as pace-setters for the public's musical tastes. A tune plugged via recordings today is as important to the publishers, band leaders and entertainment operators as the plugging given by radio.

Many top-name band leaders went on record in 1941 as preferring a hit recording to all the air-time they could get. Song publishers and band-booking offices spent more money exploiting their respective songs and bands on disks than ever before. Theaters, hotels and night clubs bought bands last year more on the basis of what these bands' recordings were doing at the time than on previous box-office appeal. This year a band's recording hits will figure even more so into what work the band can get in other fields.

In other words, 120,000,000 disks have not only put the record business back on its feet in a big way, but have also affected every field in the music industry. And the coin phonograph operators, who are the biggest single consumers of this disk production, are now fully recognized as an important and integral part of the music industry.

### ASCAP, BMI et Al.

Skimming back for a moment to the beginning of 1941, it was a year that started off with plenty of fireworks. The American Society of Composers, Authors and Publishers had its music banned from the three radio chains for the first time, and a new music source called Broadcast Music, Inc., was set up by the chains. When the news of this first hit the daily press the general public had absolutely no idea as to what all the fuss was about. And it was this reaction that ultimately came as the biggest blow to ASCAP. Many leaders of ASCAP, as well as many of the publisher and writer members, really believed that the radio-listening public would rise up in indignation because they could no longer listen to many of the old favorites or current movie hit scores.

But if the public missed the music it was accustomed to, it did not show it, and as a result 10

months later ASCAP was forced to deal with the air chains on practically the latter's own terms. A final irony was introduced into the picture shortly after ASCAP got back on the air in November. ASCAP music started leading the various "hit parades" almost immediately, leaving many of the BMI publishers and writers just a few crumbs.

However, the 10-month interval saw many changes in musical trends, modes of publishing, etc. Since BMI did not have any backlog of tunes other than certain Public Domain music, the new organization found it necessary to borrow from many sources. As a result there was a wave of Latin music and a wholesale "raiding" of the old masters such as Tchaikowsky. "Frenesi," "Amapola" and "Piano Concerto" were top tunes thruout the country. Many new songwriters and publishers sprang up to furnish BMI with music. There was a rash of name band leaders starting their own music publishing firms. All of this was a further headache to ASCAP during its hiatus from the air lanes, because BMI music was not only enjoying a monopoly on the air but was causing ASCAP to lose ground in the recording field, theaters, night clubs, etc.

Altho the song "warfare" is essentially over, the changes wrought as a result of it will no doubt remain for a long time to come. The networks are seeing to it that BMI is not dissolved, and a good many of the song publishers who came into being as a result of BMI will no doubt remain in business. As for the consumers of music, especially the coin phonograph operators, the ASCAP-BMI fracas can be considered more of a boon than anything else. More music has been produced, giving the record companies a wider scope to choose from and hence giving the

operators of the phonographs more material to merchandise. Also, it takes the operators out of the position of perhaps having to rely upon one general source for their music.

### The AFM

Despite a lot of "canned music" smoke before its convention in Seattle last June, the musicians' union did not take any definite action which might have affected the recording business or the music machine operators. Several resolutions for taxing popular recordings and licensing the coin phonographs were introduced, but all were shunted into the executive board of the AFM, where they still remain. Altho this will no doubt always be a potential problem for both the disk outfits and the operators, it is generally felt that no immediate action is in the offing on the part of the AFM. Too many other pressing problems are facing the entire industry today.

The musicians' union did, however, accomplish much on the management end of the band business. Standard management and job contracts were put into effect, stabilizing the matter of booking the orchestras and handling of their other affairs. A resolution, adopted, confining a band's one-night hopping to a maximum of 400 miles was designed to cut down on the increasing number of road accidents. And many other such rules were set up to benefit the business generally.

## Facts About Music Machines

Number of firms manufacturing phonographs .....	6
Additional firms making wall boxes, etc. ....	2
Employment in the manufacturing industry .....	2,500
Phonograph production in 1940 .....	49,000
Estimated production .....	39,000
Total number of phonographs in operation .....	400,000
Number of wall and bar boxes in use .....	320,000
Estimated value of phonograph industry .....	\$80,000,000

(This includes manufacturing, distributing and operating divisions of the industry)

Number of distributing firms .....	250
Number persons employed by distributing firms .....	1,500
Number of music operators in the U. S. ....	7,000
Number persons employed by operators .....	13,500
Employment by locations (Estimated) .....	1,000,000

### COMMERCIAL VALUE

Number of plants making phonographs .....	6
Total pay roll (1939) .....	\$4,300,000
Capital investment (1939) .....	\$9,500,000
Dollar volume of sales (1939) .....	\$15,500,000
Dollar purchases in materials, parts, supplies, etc., used in manufacture of phonographs (1939) .....	\$8,300,000

\*1939 data based on government reports, the last year for which available.

## Phonograph Records

The following estimates of the total number of records produced, and of the part of this total purchased by phonograph operators, are based on reports made by various music trade authorities and on surveys of the music machine industry made by The Billboard:

	Total Productions	Used by Phonograph Operators
1938	33,000,000	15,000,000
1939	60,000,000	31,000,000
1940	75,000,000	37,400,000
1941 (Est.)	100,000,000	45,000,000



Bands were still in a mess over the Social Security benefits, however, but the fault here can be laid to the fact that clarification of the law was not extended to cover band leaders. The AFM has established thru its job contracts the fact that the leader is not the employer and therefore not liable to pay the tax for his men. However, the year saw many court cases over this technicality, and it has not been completely ironed out to everyone's satisfaction yet.

**Disk Companies' Exploitation**

Actually this subject is a result of the greatly expanded disk business mentioned at the first of this article, but it deserves a special heading. Also, there might be some discussion over the phrase "a result

of." It revolves around the old "chicken-and-the-egg" riddle. The record companies might rightfully point to last year's increased exploitation budgets as the reason for the biggest record sales in history. On the other hand, there is no doubt that many other elements entered into 1941 being a banner year for them.

At any rate, it is a fact that the record manufacturers put on bigger promotion campaigns last year than ever before. To mention a few, there was RCA-Victor's "Dance Caravan" which toured thru the East and Midwest last fall. Shep Fields' and Tommy Dorsey's bands made several key cities, holding big dances and making special tie-ups with the record dealers and phonograph op-

erators as part of the "Caravan" stunt. It was solely a promotion to sell records.

Columbia records sold the Fitch hair tonic people on the idea of tying up with Columbia recording bands for the NBC Fitch "Bandwagon" radio program, and plugging a disk that the band had just recorded. This idea was extended by Columbia to the dealers and operators thru the mailing of great quantities of promotional material, tying them all up with the radio show.

Thru its branch offices Decca went farther than ever before in making special publicity and promotion campaigns simultaneously with appearance of their bands in those territories. As all of this promotion

hit the country, the public naturally became more than ever aware of records as a source of entertainment. It was all aided by the flock of recording programs on the various networks. Those "night-watchman" disk shows on the air in the wee hours. And Coca-Cola's new "Spotlight Bands" show on Mutual. All of these things had a big influence on record sales and play on the music machines.

**Record Buying Guide**

In connection with all of this exploitation it is interesting to note that The Billboard's Record Buying Guide during 1941 listed more bands as making good in the phonographs than ever before. Jimmy Dorsey copped the title of the "Phono King" (See Music Highlights of 1941 on page 78)

**OPERATORS!**  
For the swell job you did on  
"I GUESS I'LL HAVE  
TO DREAM THE REST"  
—Our Heartfelt THANKS!

And

for the fine send-off you've already given our newest nickel-nabber

**"THIS IS NO LAUGHING MATTER"**


—our deep APPRECIATION.

Any one of these top recordings of  
"THIS IS NO LAUGHING MATTER"  
will make money for you:

<b>JIMMY DORSEY</b> Decca 4102	<b>GLENN MILLER</b> Bluebird B11369
<b>EDDY DUCHIN</b> Columbia 36457	<b>DINAH SHORE</b> Bluebird B11357
<b>SAMMY KAYE</b> Victor 27666	<b>CHARLIE SPIVAK</b> Okeh 6458
<b>VINCENT LOPEZ</b> Elite 5004	<b>BARRY WOOD</b> Victor 27692

Get them for all your machines today!

**MARTIN BLOCK PUBLISHING CO., INC.**  
501 MADISON AVE. NEW YORK CITY



**LONG-shots for Operators that really "pay off!"**

4139 Pretty Little Busy-Body	4126 The Night We Called It a Day
Chances Are	Russian Rose
4115 He's 1-A in the Army and He's A-1 in My Heart	3905 Chaffanooga Choo Choo
Dear Arabella	3409 In a Shanty in Old Shanty Town
3823 Blue Skies	

**ALL DECCA DISK-CLICKS**  
by **JOHNNY LONG**  
AND HIS ORCHESTRA  
featuring vocals by  
**HELEN YOUNG and BOB HOUSTON**  
Put them in your machines today!  
And thanks, operators, for the fine job you've done on our records to date.

**DIRECTION**  
**GENERAL AMUSEMENT CORPORATION**  
Personal Management Jack Philbin

*"A Cinch to Catch the Coins"*  
Says **Billboard** (Week of Nov. 22, 1941)



# Cuckoo Waltz

RENÉ MUSETTE ORCH.  
and "TAKE IT OR LEAVE IT"  
COLONIAL ORCHESTRA

See Your **STANDARD RECORD**  
Distributor...



...or write

**STANDARD PHONO CO.**

168 West 23rd Street  
NEW YORK, N. Y.

## Leading Music Box Records of 1941

Listed below are the 42 songs, together with the artists who recorded them, that appeared in *The Billboard's* weekly Record Buying Guide under the "Going Strong" classification during 1941. It is interesting to note that the number of songs which gained national popularity this year was only two less than made the grade last year, when 44 tunes earned hit ranking. Apparently American coin phonograph tastes are geared to make hits of only from 40 to 45 of the hundreds of songs which are recorded each year.

Of the titles listed, those marked with an asterisk (\*) had been in the Guide's "Going Strong" listings prior to the first week in 1941, and were carried over. Those marked with a double asterisk (\*\*) remained in "Going Strong" past the December 27 issue of *The Billboard*, which concluded this survey. Record Buying Guides for each week of 1941, starting with the January 4 issue of *The Billboard* and concluding with the December 27 issue are the basis of the following table.

The number of weeks each title appeared in "Going Strong" and the artists involved in each instance are given.

SONG TITLE	WEEKS IN GOING STRONG	RECORDING ARTISTS
Daddy You and I	16	Sammy Kaye, Andrews Sisters
I Don't Want To Set the World On Fire	16	Bing Crosby, Glenn Miller, Kay Kyser
Maria Elena	14	Horace Heidt, Tommy Tucker, Ink Spots
Green Eyes	14	Jimmy Dorsey, Wayne King, Tony Pastor
'Til Reveille	13	Jimmy Dorsey
We Three	13*	Kay Kyser, Bing Crosby
Amapola	13*	Ink Spots, Tommy Dorsey
Beat Me Daddy, Eight to the Bar	11	Jimmy Dorsey, Connie Boswell, Sammy Kaye
Ferryboat Serenade	11*	Andrews Sisters, Glenn Miller, Will Bradley
Frenesi	11*	Andrews Sisters, Kay Kyser, Gray Gordon
Hut-Sut Song	11	Artie Shaw, Woody Herman
I Hear a Rhapsody	11	Horace Heidt, Freddy Martin, King Sisters, The Jesters
Jim There I Go	11	Charlie Barnet, Jimmy Dorsey, Al Donahue
Chattanooga Choo Choo	11*	Dinah Shore, Jimmy Dorsey
The Band Played On	11*	Vaughn Monroe, Will Bradley, Tommy Tucker, Woody Herman
Intermezzo	10**	Glenn Miller
My Sister and I	10	Jimmy Dorsey, King Sisters, Bea Wain, Benny Goodman, Dick Jurgens
Stardust	9	Jimmy Dorsey
There'll Be Some Changes Made	9	Tommy Dorsey, Bing Crosby
Blue Champagne	9	Bob Crosby, Shep Fields, Leo Reisman, Gene Krupa
Dolores	8	Sammy Kaye, Woody Herman, Frankie Masters
Down Argentine Way	8*	Glenn Miller, Dick Jurgens, Andrews Sisters
Dream Valley	8	Mitchell Ayres, Eddy Duchin
Elmer's Tune	8**	Glenn Miller, Tommy Dorsey
I Give You My Word	8	Jimmy Dorsey
I Guess I'll Have To Dream the Rest	8	Horace Heidt, Vaughn Monroe, Woody Herman
Yours	8	Horace Heidt
Goodbye Now	7	Jimmy Dorsey, Sammy Kaye, Vaughn Monroe
Goodbye Dear, I'll Be Back in a Year	7	Gene Krupa, Hal Kemp, Ted Weems
High On a Windy Hill	7	Tommy Dorsey
It All Comes Back To Me Now	7	Freddy Martin
Oh, Look at Me Now	7	Guy Lombardo, Glenn Miller, Ray Noble, Sammy Kaye
Piano Concerto	7**	Gene Krupa, Mitchell Ayres, Dick Todd
A Nightingale Sang in Berkeley Square	6	Glenn Miller, Ella Fitzgerald, Erskine Hawkins
Just a Little Bit South of North Carolina	6	Al Donahue, Joe Reichman, Dick Robertson, Teddy Powell
Five o'Clock Whistle	5*	Dick Jurgens, Sammy Kaye, Bing Crosby
The Wise Old Owl	5	Tommy Dorsey
Along the Santa Fe Trail	4	Bing Crosby, Horace Heidt
This Love of Mine	4**	
Shepherd Serenade	2**	

America's **Greatest** Novelty!

CARL HOFF OKEH 6556  
ORRIN TUCKER COLUMBIA 36502

# YOU'RE A SAP, MISTER JAP

The year's most-publicized song is a cinch to be the most-played song in every coin machine!

**DICK ROBERTSON**  
DECCA 4144

BUY DEFENSE STAMPS AND BONDS

AND LICK THE OTHER SIDE

AND  
**LAUGH—LAUGH—LAUGH**  
With Hey, ABBOTT!-Hey, COSTELLO!

VICTOR 27737  
The Natural Comedy and Laughing Favorite of the Nation  
Bringing America's Foremost Comedians to your machines

**MILLS MUSIC, Inc.**  
1619 Broadway • New York, N. Y.

Tailor Made for the Music Machine Trade!

**RUSS MORGAN'S**  
"SOMEBODY ELSE IS TAKING MY PLACE"  
DECCA 4098

# Phonograph, Movie Machine Combination Is Developed

Phono and Panoram hooked up with wall boxes—one nickel plays phono, two the movie — ends location trouble—promotes co-operation between operators—many switchovers being made

CHICAGO, Jan. 24.—Another example of the ingenuity and resourcefulness of the coin machine operator came to light here last week with the news of the development of a combination movie machine and automatic phonograph. This hybrid is the result of hooking up a Panoram and a phono to wall and bar boxes so that insertion of one nickel operates the phono and dropping of two plays the Panoram. Neither can play while the other is working. Like so many other developments in the fast-moving coin machine industry, this was born of the necessity of eliminating the confusion that occurred in some locations where both a movie and a music box were placed side by side and at times played simultaneously.

### How It's Done

To W. E. Geistert, of the Spicuity Machines Corporation, Grand Rapids, Mich., goes the honor of being one of the main pioneers of this new combo. Starting to work on the idea last spring, Geistert solved his problem by hooking up a standard make phono, spotted in the basement of the location, so that it would play thru the Panoram amplifier. This involved making several changes in the amplifier so that it could be used with a phonograph pick-up.

A switch was developed to give the Panoram priority over the music box in cases where two patrons dropped coins for a selection on each device simultaneously. This switch automatically cuts in at the end of the first phono play when nickels have been placed in the coin box for both machines. Geistert also devel-

oped an electric sign to flash on the machine when records are playing which reads "Phonograph Selection Now Playing." This was done so that patrons would not get the impression that the light mechanism of the Panoram was out of order when they heard the music but didn't see the picture.

As proof of the value of this development, Geistert stated that first location tested found play upped quite a bit, and what was more important, found the location owner completely satisfied with this twin type of entertainment he could offer his customers. He also reports he's converting 17 more Panorams into combos as soon as possible.

### Ends Conflict

Success of this new entertainment combination is assured, according to James Hudson, sales manager of the (See PHONOGRAPH on page 77)

# A CLASSIC! A Masterpiece! CLARINET *à la* KING

recorded by

## BENNY GOODMAN

and his orchestra

OKEH No. 6544

## A NOVELTY!

He's a wow!—plenty amusing . . . and how!

# J. P. DOOLEY III

COLUMBIA RECORD No. 36487

## HARRY JAMES

and his Music Makers

Order these two money makers for your music machines today!

REGENT MUSIC CORP. 1619 BROADWAY, N. Y. C.

## LET'S DO IT WITH MUSIC!



## LET'S START 'EM SPINNING!

There's a play coming your way with these new record releases of ours. Start 'em spinning — they're sure money-makers!

# Tony PASTOR

with

Eugenie Baird

Johnny (Paradiddle Joe) Morris  
and Johnny McAfee

LET'S DO IT . . . .  
OPERATORS!

Here's your list

B11435 ABSENT MINDED MOON  
THE LAMP OF MEMORY

B11421 DOIN' THE RATAMACUE  
FLAG WAYER

To be released soon—  
NEGLECTED and  
YOU GO YOUR WAY AND I'LL  
GO CRAZY

# THIS IS NO LAUGHING MATTER—

picking the hits to go into your machines . . .

BUT

YOU MAY BE SURE THAT THIS ONE'S

OKEH!

# CHARLIE SPIVAK

AND HIS ORCHESTRA

Give You

# THIS IS NO LAUGHING MATTER

outstanding smash recording of the country's outstanding danceable, singable song-hit!

Ask for OKEH 6458

AND YOU'LL NEVER GO WRONG WITH THESE OTHER OKEH HITS BY CHARLIE SPIVAK

1. I SURRENDER, DEAR backed by STARDREAMS (THEME SONG)—6546
2. DEAR MOM backed by REMEMBER PEARL HARBOR—6555
3. AUTUMN NOCTURNE—6476
4. PAPA NICCOLINI—6518
5. LET'S GO HOME—6366

Currently Cafe Rouge  
Pennsylvania Hotel  
New York

Personal Management  
DON W. HAYNES

Direction GENERAL AMUSEMENT CORP.

Personal Management: CY SHRIBMAN Direction: CONSOLIDATED RADIO ARTISTS

**Operators**  
are using  
**THESE RECORDINGS** at  
**TREMENDOUS PROFITS!**

Here's  
Your List of  
**Bluebird Hits**

by  
**BOB CHESTER**



"SENSATION OF THE NATION"  
and his orchestra

**WAIT TILL THE SUN  
SHINES, NELLIE**

B11332

**MADELAINE  
(AND)**

**I WISH I HAD A  
SWEETHEART**

B11355

**MAGIC OF  
MAGNOLIAS  
(AND)**

**FROM MAINE to CALIFORNIA**

B11313

**WINTER  
WEATHER**

B11405

**A NICKEL TO MY NAME  
(AND)**

**NOT A CARE IN THE WORLD**

B11388

Order these Bob Chester  
hits today!

And watch for Bob Chester's Bluebird Recording of his theme song, "Sunburst," and "Tanning Dr. Jekyll's Hyde."

EXCLUSIVE MANAGEMENT  
**MUSIC CORPORATION OF AMERICA**  
LONDON NEW YORK CHICAGO  
BEVERLY HILLS SAN FRANCISCO CLEVELAND DALLAS  
Seven offices to serve you, each a complete unit in itself.

## WARTIME MUSIC

By Harold Humphrey

*Music experts currently differ on the public's reaction to war songs. Radio has no way of knowing what the listeners like . . . That's why phono operators can render invaluable help to the entire music industry by reporting immediate reactions of the public to various types of war songs as reflected by play of such disks on their machines.*

UP TO now the only thing the music business feels sure about regarding patriotic and war songs is—that it's not sure. The publishers, songwriters, band leaders, radio chains and record companies realized the minute this country became directly involved in the war that music would be forced to adopt new trends thru public demand. But the public itself in this case has not yet shown too decisive a judgment on its musical tastes since the war enveloped us. Principally, no doubt, because we are still recovering from the shock plus the fact that the full realization of our being in the war has not yet come home to us.

One sure thing, however, is this: the coin phonograph operators are in the best spot to ascertain first what form the various patriotic and war music trends will take during the duration. Radio networks, record makers, songwriters and the rest have to rely on a lot of guesswork. An example is seen in the case of "You're a Sap, Mr. Jap." The heads of the music clearance departments of both NBC and CBS were skeptical about clearing this song, chiefly because they did not feel it had musical merit. While they are not barring it from the air, they are not encouraging its play. An executive of one of the major recording outfits was against waxing "Goodbye, Mamma (I'm off to Yokohama)," feeling that its life span would be too short. He was overruled, the disk was made and seems to be doing all right.

But it was the music machine operators who were able to tell first that "Goodbye Mama" was okay with a good portion of the music-buying public. Operators can very soon test the public's fancy by the number of plays registered on the meters for each record tray in the phonographs. The radio networks have no alternative but to put the music on the air lanes and hope the public likes it, and at the start of any music trend they have no check on the reaction of the public.

### Deluge of Tunes

Leonard Joy, RCA-Victor's popular music director, says that he is receiving an average of five patriotic tunes a day. "Most of them urge us to slap the Japs or axe the Axis," Joy states. "As a rule, they're pretty bad, musically, and the rhymes are even worse." Joy feels that the grim, angry feeling back of these ditties will soon give way to the either more sentimental or jolly type. This has been the case

in England in this war. A note of nostalgia and hope for peace has predominated in many of the recent English tunes.

It is this changing of trends in the war and patriotic end of current music which has the various music dispensers worried. They are trying to time their output so that it jibes with whatever changes take place with the public's demands. The music publishers and disk companies in particular do not want to get caught with a bunch of unsalable tunes on their hands when the public suddenly decides there is nothing humorous about the war. Here again it will be the phonograph operators who will detect these taste changes first, thru the play on the machines.

### Before the Jap Attack

Previous to America's involvement in the war, most of the patriotic

tunes written had only the defense program to inspire the lyrics. Not many of them turned out to be hits. It is interesting to note, however, that those to ride hit-parade heights were on the sentimental side. For example, "Til Reveille" and "Goodbye, Dear, I'll Be Back in a Year" are cases in point. Both of these hit the "Going Strong" section of The Billboard's Record Buying Guide and remained for several weeks.

Besides the sentimental angle connected with these two numbers, there is the equally important fact that they had musical merit, proving that the people still want good music, and that the sentiment or any other emotion behind a song is not enough in itself. "Any Bonds Today?" exemplifies this fact. It never reached the top of any of the various record, air plugs or song charts, despite the fact that it was heavily plugged by radio, records and the stage and was even adopted by the U. S. Treasury Department. This does not mean to say that the desired effect intended for this song was not attained, but merely to point out that when it comes to music the public generally looks upon it as a form of relaxation and entertainment.

### Few Exceptions

"God Bless America" might be called the outstanding exception to this rule, but here again there were extenuating circumstances. There is little question that this song was sold by Kate Smith, who piped it plenty over the air and also recorded it. For Miss Smith this song almost became her theme song for many months. But certainly this example cannot be considered typical, especially in view of the fact that since the war first started in 1939 there have been plenty of patriotic songs published and recorded.

Generally, it can be said, then, that up until the time the United States was officially involved in the war, a patriotic theme to a tune was not enough. It had to have musical merit and a strong touch of sentiment. Our entering into the war, of course, may change that trend, but so far nothing of that kind has shown itself. This war has not had the same morale effect on the people that the 1914 version had. There is a grim, determined and serious note to this one that far surpasses the deepness of the feeling in the first World War.

### The 1942 Outlook

Altho it is a little too early to tell just what effect our entering the

## SONGS

### Inspired by the Axis Attack

(This list was compiled week of January 11, 1942)

#### Decca Label

You're a Sap, Mr. Jap—Dick Robertson.  
Remember Pearl Harbor—Dick Robertson.  
One For All, All For One—Dick Robertson.  
Cowards Over Pearl Harbor—Denver Darling.  
Goodbye Mama—Dick Robertson.

#### Columbia and Okeh Labels

Goodbye Mama—Frankie Masters-Orrin Tucker.  
The Sun Will Soon Be Setting—Frankie Masters.  
Dear Mom—Kate Smith-Charlie Spivak.  
They Started Somethin'—Kate Smith.  
Viva Roosevelt!—Xavier Cugat.  
Marching Along Together—Xavier Cugat.  
You're a Sap, Mr. Jap—Carl Hoff-Orrin Tucker.  
We Did It Before—Carl Hoff-Eddy Howard.  
The Son-of-a-Gun Who Picks on Uncle Sam—Carl Hoff.  
Remember Pearl Harbor—Eddy Howard-Charlie Spivak.  
The President's Birthday Ball—Charlie Spivak.  
Angels of Mercy—Charlie Spivak.

#### Victor and Bluebird Labels

Remember Pearl Harbor—Sammy Kaye.  
Goodbye Mama—Teddy Powell.  
Let's Put the Axe to the Axis—Abe Lyman.  
We've Got a Job To Do on the Japs, Baby—Art Jarrett.  
We're Gonna Have To Slap the Dirty Little Jap—Carson Robison.  
Get Your Gun and Come Along—Carson Robison.  
Angels of Mercy—Barry Wood-Glenn Miller.

war will have on our musical tastes, there are some definite indications. Many operators report that outside of a couple of recordings bearing on the Pacific part of the war there has been much of a change in the popular trends of boy-meets-girl ballads, swing and rumbas. Occasionally there is a war theme song along the ballad line such as the current hit "The White Cliffs of Dover," which rides the crest for a long run. "My Sister and I" and "The Last Time I Saw Paris" were two other examples of this. The song fraternity admits, however, that in all probability it was the music rather than the lyrical themes which sold these songs so solidly.

There is a strong feeling among song circles, however, that our country's participation in the war will alter the situation. As pointed out before, not many of the song-makers involved agree just what the changes will be. Some of the old-timers who were in the business during World War I express the opinion that the "slap-the-Jap" type of ditty will not survive long and that it will be replaced by the more sentimental things. Then there is a group of modern writers who feel that the great music of this war will spring up later and be different than any produced yet. This group predicts that the public will respond to a more robust music than displayed by the current Jap and Axis songs. In other words, music and lyrics which express a more serious approach to the war. They feel, too,

however that this taste will not exclude the public's desire for songs to entertain and relax the nerves.

**Phonos the Barometer**

Whatever the turn, tho, the music machine operators should be looked to as the acting barometer for recording each swerve. By testing the various patriotic disks on their machines the operators will be the first to know if the public is going to take to those items. As many of them have already said, they do not have to be afraid now of being accused of "cashing in on patriotism." This is an all-out war now for all mankind, and any doubts along those lines by sincere people have been dispelled.

If the music trade will pulse its public thru the experience of the coin phonograph operators it will learn the turn of the trends much faster. So by the same token, the operators should help the song and record makers by reporting to the latter any suggestions the operators feel would aid the public's morale and wartime entertainment. Too, operators are oftentimes in a position to discover first hand the type of music the public desires, and the disk manufacturers and songwriters and publishers would be more than glad to get that reaction.

With the war more and more affecting all of us, it is a cinch that it also will play a great part in our music. So above all it should be good music and appropriate for the times.



*Be Wise*

FEATURE



A Personal Note from Bea Wain to the Operators of America:

I want to say thanks, boys, for the swell reception you've given every one of my Victor records.

I'll certainly keep trying to turn out the kind of records that will make money for you.

Sincerely,  
**Bea Wain**

**BEA WAIN**

ON VICTOR RECORDS

That's the slogan that's catching on with Music Machine Operators from Coast to Coast.

May I suggest that you keep on the watch for my latest Victor releases:

**THAT'S HOW I LOVE THE BLUES**

backed by

**EV'RYTIME**

and

from Walt Disney's "Dumbo"—that tender, plaintive lullaby

**BABY MINE**

Victor 27736

STARRING ON

**MANHATTAN MERRY-GO-ROUND**

for Dr. Lyons Tooth Powder every Monday, 10 to 10:30 P.M., EST., over WJZ-Blue network.

Direction GENERAL AMUSEMENT CORPORATION



**YOU'LL FIND terrific money makers IN THIS LIST OF OKEH HITS**

★  
By

**COUNT BASIE**

**AND HIS ORCHESTRA**

★featuring James Rushing • Earle Warren • and Joe Jones

**Order these OKEH-BASIE hits today!**

**MY OLD FLAME**

Vocals by Lynne Sherman

Backed by

**TOM THUMB**

6527

**MOON NOCTURNE**

6449



**PLATTERBRAINS I STRUCK A MATCH IN THE DARK**

6508

**KING JOE**

6475

**COMING OUT PARTY HARVARD BLUES**

6564

**BASIE BOOGIE**

6330

PERSONAL MGT.: Milton Ebbins

DIRECTION: William Morris Agency



# PICTURE TIE-UPS FOR MUSIC MACHINE OPERATORS

## Filmusic's White Paper

### Four Months Back

"This department aims to fatten the profits of music machine operators by setting before them all important facts and developments relative to a new field of tie-up exploitation with the automatic phonograph—the motion picture industry." From *Picture Tie-Ups*, October 11.

That these aims have been carried out is proved by reviewing a few of the accomplishments of *Picture Tie-Ups* in its four months of existence.

### Sun Valley Serenade

Rich in tunes that had been recorded, 20th Century-Fox's *Sun Valley Serenade* was the first film to be recommended to operators as a tie-up natural. After listing the various waxings this column suggested that operators contact the

nearest Fox film exchange for tie-up material. *Sun Valley Serenade* looked like a hit, and its melodies looked equally good for the machines. Operators in Jacksonville, Fla., responded en masse to the suggestion; they spotted Glenn Miller recordings of *Sun Valley* tunes in their machines coincident with the showing of the film in town, prominently displayed strips and placards boosting both the records and the film, and reported two weeks later that their intake had been phenomenal. Similarly, the Roth Novelty Company traded displays with the Hippodrome Theater in Cleveland and reaped a rich nickel harvest. Operators in other sections of the country merely spotted Miller's recordings on their machines without any additional fanfare, and reported increased nickel takes when the film played their territories.

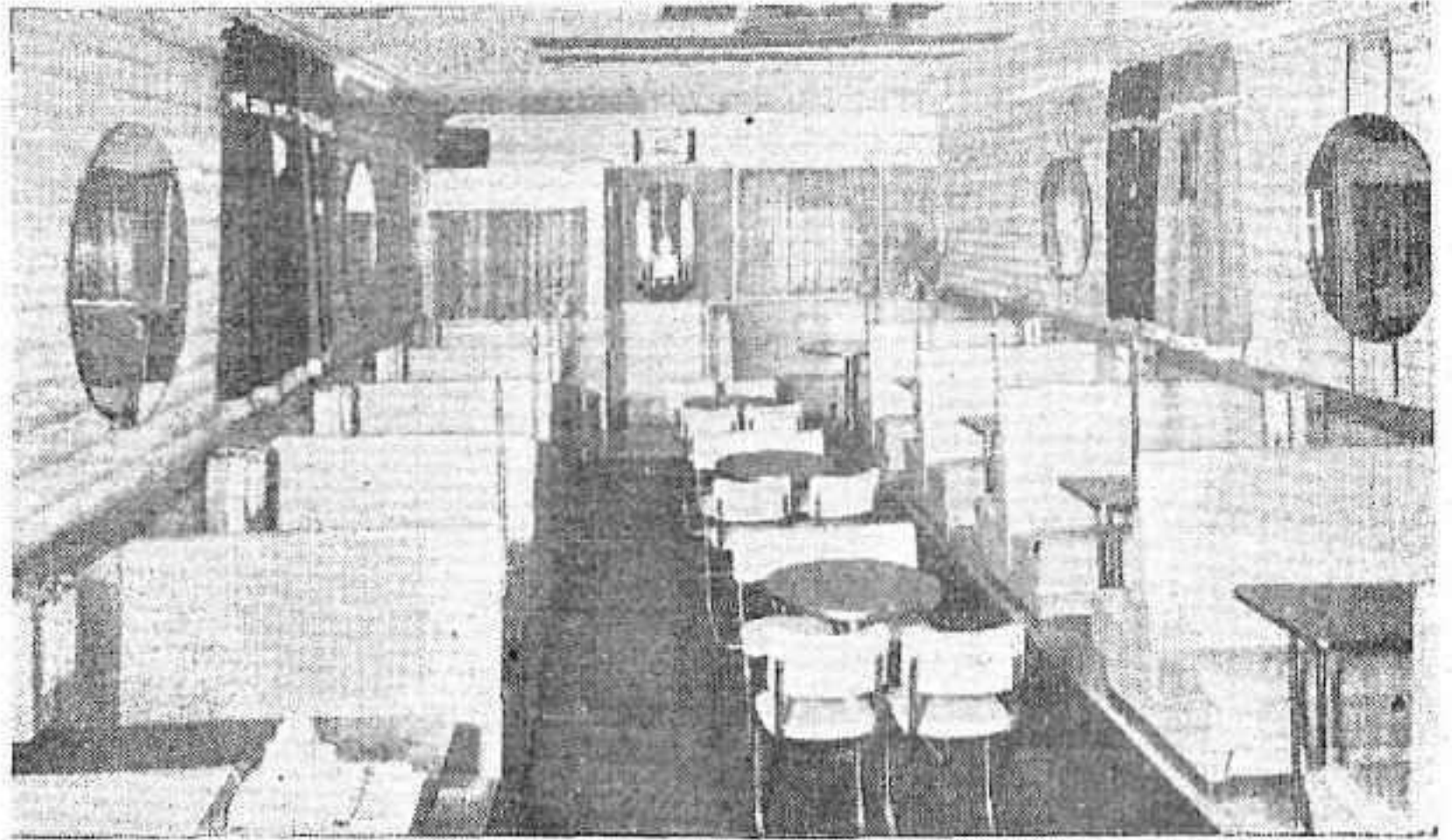
### Birth of the Blues

Next in the list of musical films

### For the Future

Operators can see for themselves that the more people who see and like a musical film the more people will want to hear records of that film's music on the machines. To cater to this indisputable logic, however, the alert operator must first be completely informed on dates of picture releases, recordings of the film tunes and all angles relevant to tie-ups. To give that information completely, accurately and early was, is and will remain the function of *Picture Tie-Ups*.

If you, the operator, have any questions or criticisms (good or bad) don't hesitate to send them to this department, as well as your own suggestions for motion picture-coin machine exploitation. Address all communications to *Picture Tie-Ups* Department, The Billboard, 1564 Broadway, New York.



WURLITZER'S NEW SELECTIVE ORGAN SPEAKER is featured at Dave Fidler's bar in Des Moines. Along with the speaker a battery of 10 wall boxes and a bar box were installed. Aubrey Gibson, music merchant, reports the location is greatly pleased with the set-up, inasmuch as patrons are expressing their approval both verbally and with their nickels. (MR)

recommended by the column was Paramount's *Birth of the Blues*. Special mention here was made of the fact that Alec Moss, exploitation chief at Paramount, was eager to have operators in for publicity material tying up *Birth of the Blues* with the machines.

The results can best be gauged by studying the example of the Hirsh Coin Machine Company in Washington. Receiving stickers boosting *Birth of the Blues* from the local Paramount film exchange after a written request, the company displayed them on every one of its machines. The sticker told the customers to play selections from the film, including the title tune, *The Waiter*, *The Porter and the Upstairs Maid*, and *Melancholy Baby*. Sald operator Hirsh de la Vies later, "the stickers contributed much to the play my machines received."

### Blues in the Night

Another "blues" film rated as a tie-up candidate for machine honors was Warner's *Blues in the Night*. We point to the place of *Blues in the Night* in recent issues of the Record Buying Guide for proof of the value ensuing from execu-

tion of this November suggestion. Also mentioned as an outstanding picture tune here was *This Time the Dream's on Me*, which also enticed many nickels, according to the Guide.

### Other Films

A quick look at the list of recordings of tunes from other films mentioned in *Picture Tie-Ups* reveals a less successful but still profitable bearing out of previous predictions. *Baby Mine* and *When I See an Elephant Fly* from Walt Disney's *Dumbo*; *Magic of Magnolias* from *Glamour Boy*, and *Tropical Magic* from *Week-End in Havana*, are representative of this category.

In the class of young hopefuls likely to become nickel earners are tunes like *I Said No* and *I Don't Want To Walk Without You* from Paramount's *Sweater Girl*; *Humpty Dumpty Heart* and *How Long Did I Dream?* from RKO's *Playmates*; *How About You?* from MGM's *Babes on Broadway*, and *We're the Couple in the Castle* from Paramount's *Mr. Bug Goes to Town*.



FISHING IS THE FAVORITE SPORT of (left to right) that perpetual fisherman, Irv Sommer, of Modern Vending Company, Florida; Mike Spector and Frank Engel, of Automatic Amusement Company, Philadelphia, and Sam Kressburg, New York. (DR)

Operators are starting to "set the world on fire" all over again with this great new hit—

# CANCEL the FLOWERS

top recordings for top takes with this top tune:

- |                  |                 |               |            |
|------------------|-----------------|---------------|------------|
| TOMMY TUCKER—    | Okeh 6466       | GUY LOMBARDO— | Decca 4105 |
| MITCHELL AYRES—  | Bluebird B11392 | TONY MARTIN—  | Decca 4101 |
| THE CHARIOTEERS— | Okeh 6509       |               |            |

Once again we wish to express our deep thanks for the tremendous job you did on "I Don't Want To Set the World on Fire." We hope "Cancel the Flowers" will make even more money for you.

**CHERIO Music Publishers INC.**  
 1585 BROADWAY, NEW YORK, N.Y.  
 WOODS THEATER BLDG., CHICAGO  
 5834 LA MIRADA AV., HOLLYWOOD

## Ben Sterling Brilliantly Refutes Newspaper Attack on Industry

WILKES-BARRE, Pa., Jan. 24.—Pointing out that the coin machine industry is doing everything in its power and making many sacrifices to help the national defense effort, Benjamin Sterling Jr., Wurlitzer distributor in Northeastern Pennsylvania, took issue with a scathing article published in *The Wilkes-Barre Sunday Independent* entitled "Will War End Pin Games?" *The Independent* article urged the junking of all coin machines for national defense and also charged that the machines in the area were yielding \$100 per week, with some of the money coming from children permitted to play the machines. It also hinted that graft was being paid by the operators to some politicians in the area.

Sterling's letter to *The Independent* in refutation of the charges made in the article follows:

"In your issue of *The Sunday Independent* on January 4, 1942, is an article entitled 'Will War End Pin Games?' Needless to say, the war will not.

"As late as June, 1941, several, if not all of the manufacturers of pin games started to do defense work for the government. After Japan's cowardly attack on Pearl Harbor on December 7 the manufacturers of pin games drastically reduced their output of machines in order that more space and man power could be devoted to greater efforts toward helping win the war. The question then arises, if we hadn't had the pin games, these highly skilled mechanics plus their drill presses and lathes, and their ability to use them, would not be ready to help out during the emergency.

"There is no question that the manufacturers, and for that matter, operators of pin games, are good, loyal citizens and that they come from the average walks of life and that they formerly were the tailor, the candy store keeper, the barber and bartender. Also, in and around Wilkes-Barre there is no clique, there is no syndicate nor any racket.

### Earning Estimates Ridiculous

"If the machines were yielding the vast sum of \$100 per week, why then are the owners of *The Sunday Independent* fooling around with a paper that comes out once a week, when all they need to do is to buy themselves a few pin games, throw their paper away, then buy themselves a pair of spats and go to town.

"Just imagine a huge sum of money like \$750,000 being collected from poor school kids. To get this much money from school kids it would possibly require all the kids from here to New Orleans and then some.

### Cites Legal Precedents

"Can it be possible that your paper is willing to constitute itself a higher authority than the State Supreme Court? Ignorance of the law is no excuse even to a worldly-wise newspaper. You appear to have ignored, intentionally or otherwise, the fact that the highest tribunal in the State of Pennsylvania, in the case of Commonwealth vs. Klucher, reported in 326 Pennsylvania Supreme Court Reports, page 587, and reaffirmed in Commonwealth vs. Saltz, 335 Pennsylvania Supreme Court reports, construed the legal status of pinball games. It is most interesting to note, contrary to the opinion expressed in your article, that the highest court of the State, speaking thru Justice Maxey, and quoting also the language of Judge Hargost of the Dauphin County Common Pleas Court, classified these games as 'games of skill.' The court then went on to find these games subject to the Mercantile License Tax of 1907, P. L. 244. Also, many boroughs and cities have an additional tax on the machines in addition to the latest federal tax.

### No Graft

"In reference to your rather cowardly insinuation that some councilman in (See BEN STERLING on page 77)

**—THE WORLD'S NO. 1 TRUMPETER—**  
Brings You the Music World's 2 Greatest Ballad Records of the Day . . .

# HARRY JAMES

AND HIS MUSIC MAKERS

Featuring HELEN FORREST, JIMMY SAUNDERS, CORKY CORCORAN

Bringing you for

**Smash Success in all your machines—  
I DON'T WANT TO WALK WITHOUT YOU**

COLUMBIA 36478

song rage from Paramount's film release "Sweater Girl"—getting a terrific tie-up that makes this smart recording a MUST!

**YOU MADE ME LOVE YOU**

COLUMBIA 36296

revival of a classic ballad that's hit the top again and again—a favorite throughout an entire generation!

ALL THESE COLUMBIA HITS BY HARRY JAMES AND HIS ORCHESTRA ARE TOP-OF-THE-LIST HITS FOR ALL YOU OPERATORS—Order Today!

**BIRTH OF THE BLUES**  
LISTEN, LISTEN  
ALL FOR LOVE  
J. P. DOOLEY III

Currently on Smash Theatre Tour

Personal Mgr.: Frank Monte



Exclusive Management

**MUSIC CORPORATION OF AMERICA**

LONDON • NEW YORK • CHICAGO • SAN FRANCISCO • BEVERLY HILLS • CLEVELAND • DALLAS • ATLANTA

EIGHT OFFICES TO SERVE YOU. EACH OFFICE A COMPLETE UNIT IN ITSELF.

## RECORDS that Thrill a UNITED NATION!

Cliff Friend-Charlie Tobias

### WE DID IT BEFORE (AND WE CAN DO IT AGAIN)

EDDY HOWARD and his Orchestra..... Columbia 36497  
CARL HOFF and his Orchestra..... Okeh 6556  
DICK ROBERTSON and his Orchestra..... Decca 4117

### MY BUDDY

BING CROSBY ..... Decca 3736  
KATE SMITH ..... Columbia 35822  
HORACE HEIDT ..... Okeh 5617

### SONG OF THE MARINES

DICK POWELL ..... Decca 3266

### THERE'S A LONG LONG TRAIL

JOHN BROWNLEE and the SONGSMITHS Decca 3769  
SONS OF PIONEERS..... Decca 5693

### TILL WE MEET AGAIN

BOB CROSBY ..... Decca 2825  
DICK ROBERTSON and his Orchestra Decca 4031  
FREDDY RICH ..... Vocalion 5507  
AL GOODMAN ..... Columbia 35620

### YOUR LAND AND MY LAND

DECCA BAND ..... Decca 3374

## MUSIC PUBLISHERS HOLDING CORP.

WITMARK • HARMS • REMICK  
RCA BUILDING • NEW YORK CITY



Here goes the new money-maker for music machine operators.

## THERE GOES MY DREAM by DOLLY DAWN

and her Dawn Patrol Boys  
on BLUEBIRD 11402  
backed by PIG-FOOT PETE

Watch your release sheets for all of

DOLLY DAWN'S

New

BLUEBIRD RECORDS

They'll all make money for you

Personal Management  
GEORGE HALL

Direction  
GENERAL AMUSEMENT CORP.

# The Relationship Between Phonographs and Radio Record Programs

By Alan Courtney, Conductor of the "1130 Club," WOV, New York

No type of radio program has met with such universal success as that featuring the popular records of the day. Alan Courtney conducts one of the more successful on Station WOV, New York. Herein he tells how music boxes help him maintain peak listener interest in his program and how he reciprocates.

I HAVE often been asked whether there is any connection between the popularity of recordings on automatic phonographs and the records I feature on my "1130 Club" program broadcast daily over WOV in New York. My answer is always an emphatic "Yes." The widespread listening audience of my "1130 Club" and similar programs on radio

from Coast to Coast is definite proof of how much the American public wants to hear good recorded music—wants to hear it both on the nationwide automatic phonograph network as well as on the radio, and the relationship between the two is closer than most people think.

The audience of a popular record program can roughly be divided into

two classifications. One group can best be referred to as the "home" group, or those who seldom make the rounds of the clubs, hotels, etc. These people prefer to hear the old-time favorites, Viennese waltzes and music of the quieter type. In setting up daily programs, this group of listeners must be taken into consideration. That's why at least half an hour of the "1130 Club" is devoted to them by means of such special features as "vaudeville shows," "semi-classical concerts," etc.

The other portion of this audience are listeners who are popular music fans in every sense of the word. These people are familiar with the latest recordings and arrangements of Glenn Miller, Tommy Dorsey, Kay Kyser, Artie Shaw and all other favorites. In this group of listeners is the bulk of the music machine patrons. They want to hear the music on the air that they pay to hear in their favorite tavern. The way to please them is to broadcast the records they prefer in the boxes.

### Music Box Index

As a veteran of 13 years in the music and entertainment fields, I have learned that the best way to keep my finger on the changing pulse of the public is to get around to the same hotels, night clubs and spots along 52d Street that are visited by the people who listen to my program. Naturally, while at these spots, my first interest is the music machine.

It's a habit of long standing for me to make notes of the records on the machines and the ones getting the biggest play. By the end of the week I have a fairly good picture of the records that are most popular in locations in various parts of the city. While Bing Crosby's latest may

be ace on 52d Street, an Andrews Sisters' number will be all the rage in Greenwich Village, while Jimmy Dorsey's latest is getting the big play uptown. This information is of great value in preparing a radio program which is aimed at pleasing all of these various classes of listeners.

This information, of course, I check carefully with The Billboard's Record Buying Guide; since in the territory covered by my broadcasts, the local picture is often much like the national picture presented by The Billboard.

### Sales Records and Meter Readings

Thru the co-operation of various local record distributors, I receive weekly reports of their sales to music machine operators. In addition, I've been fortunate in getting the co-operation of a number of operators in the 13 States covered by my broadcasts in supplying me with reports of records most popular in their machines as reflected by their meter readings.

All these reports help give me a complete picture of what recordings and artists are currently most popular in the listening area covered by my broadcasts. This information is closely followed in preparing my broadcasts.

### In Reciprocation

In attempting to perform a service for the local music machine operators—a service rendered so admirably on a national scale by the Record Buying Guide of The Billboard—I present on Thursday nights what is known as the "audition hall." For these programs, four members of the listening audience and four professional critics are invited to review and judge the



## Frankie CARLE

composer of A LOVER'S LULLABY • FALLING LEAVES • SUNRISE SERENADE and my latest composition, "JUST LAZY."

- Featured with  
HORACE HEIDT and his Musical Knights.
- Featured on  
THE COLUMBIA RECORD HIT . . .  
"CARLE MEETS MOZART" (36453) with  
Horace Heidt.
- Featured on  
COLUMBIA RECORD ALBUMS . . .  
FRANKIE CARLE "AT THE PIANO".  
FRANKIE CARLE "ENCORES".
- FRANKIE CARLE PIANO SERENADES,  
Published by JEWEL MUSIC.

COMPOSER, PIANIST with HORACE HEIDT and his MUSICAL KNIGHTS

## IN EVERY COIN MACHINE! SHRINE OF ST. CECILIA

BLUEBIRD	—	VAUGHN MONROE
VICTOR	—	SAMMY KAYE
OKEH	—	AL DONAHUE
COLUMBIA	—	KATE SMITH
COLUMBIA	—	EDDY DUCHIN
DECCA	—	ANDREWS SISTERS
DECCA	—	BOB HANNON
ELITE	—	CLYDE LUCAS

**BRAUN MUSIC COMPANY**  
1619 B'WAY, NEW YORK



Here's  
The Tie Between  
Music "in person"  
and  
Music in the Machines!

LATEST  
**BLUEBIRD**  
RECORDS

By

Mitchell

**AYRES**

and his "FASHIONS in MUSIC"

Here's a sure-fire batch of records, the hits that are being most often requested on our engagements "on the stand." And these same numbers that are the "in person" requests are the numbers that are being looked for in your machines.

**THE BOY WITH THE  
WISTFUL EYES**

**I OPENED THE  
TRUNK**

B11407

**CANCEL THE  
FLOWERS**

**OH AUNTIE**

B11392

**EV'RY TIME  
NADOCKY**

B11323

*The Champ!*

Favorite recording star of 1941 on the nationwide automatic phonograph network was Jimmy Dorsey, who made The Billboard Record Buying Guide "Going Strong" category with nine hit disks during the year.

A full account of the J. Dorsey success appeared in The Billboard Music Department, January 17. Among other things, the story showed that last year's winner, Glenn Miller, finished second this year, with seven phono hits to his credit. Tommy Dorsey and Sammy Kaye tied for third, with six "Going Strong" items each. Fourth position was a three-way tie among Bing Crosby, Horace Heidt and Woody Herman.

week's new releases. On these Thursday programs, the new releases are played for the first time, and by a system of 1-2-3-4-star ratings, the critics and audience voice their approval or disapproval of the new records.

The "audition hall" makes it easy for all operators in this area to hear the latest releases in the comfort of their own living rooms. Frequently, too, it points the way to the new records that will soon be tops in popularity on their machines. "I Don't Want To Set the World on Fire," "Blue Champagne" and "Piano Concerto" are just a few of the records which rated four stars on the "audition hall" which later became standouts on the automatic phono network.

**Close Bond**

There's no doubting the fact that a close bond exists between the music operator and the radio director of recorded programs. If more of them would work hand in hand, both parties would gain much.

**Operator Wants  
Bond Campaign To  
Have Added "Push"**

To the Editor:

Enclosed herewith find copy of a letter sent me by a member of the Associated Operators of Los Angeles County, Inc.

I thought that possibly you would like to reprint this. It shows how acutely aware the men in the amusement field are of the war program.—Curley Robinson.

Dear Curley:

Just got another idea. Maybe good, maybe not so good. So I'm passing it on to you.

The sale of Defense Bonds and Stamps is not going ahead as fast as it should, in my opinion. So I look around and wherever I see an ad, there is a picture of the "Minute Man," a battleship, or our coat of arms. All very sentimental and beautiful. They go on and tell us what a good investment they are, but to me they are not doing the job they could.

My idea is this: A poster advertising Defense Stamps should tell the purchaser what he is buying with his money—a \$5.00 stamp buys a tin hat for a soldier, marine or sailor—50 cents will feed him for a day—25 cents buys a couple of shells for his rifle—an \$18.75 bond buys a rifle, etc.

Just like any other customer he wants to know what he is buying with his dough, so you have got to advertise right.

Very few people realize that the small size stamps really mean as much as they do.

Think it over. If the idea is any good see that it goes to work. If not, file it in the wastepaper basket.—William A. Wulf, Anaheim, Calif.



**GUY LOMBARDO**  
and his **ROYAL CANADIANS**

presenting  
The Sweetest Music This Side of Heaven  
**DECCA**  
recording artists

The wide recognition you are winning through the fine work you have done in aiding the government in its Defense Bonds and Stamps drive is certainly indicative of the growing power of your industry.

Here are some of our  
latest **DECCA** releases  
**We hope you'll like them**

- 4143 ROSE O'DAY  
WHEN JOHNNY COMES MARCHING HOME
- 4133 HOW ABOUT YOU!  
WAITING FOR THE ROBERT E. LEE
- 4134 SOMETIMES  
HAPPY IN LOVE
- 4155 YOU MADE ME LOVE YOU  
(I Didn't Want To Do It)
- 4104 MADELAINE  
I DON'T WANT TO WALK WITH-  
OUT YOU
- 4105 CANCEL THE FLOWERS  
WAIT 'TIL THE SUN SHINES, NELLIE
- 4087 POPOCATAPETL  
DREAMSVILLE, OHIO
- 4077 MEMPHIS BLUES  
S-H-I-N-E
- 3999 I DON'T WANT TO SET THE WORLD  
ON FIRE  
CONCERTO
- (Adapted From Tchaikovsky's Concerto, No. 1,  
B Flat Minor)
- 4066 (Hi-Diddle-Dee-Dee) SAILBOAT IN  
THE SKY  
EASY STREET

I want to take this opportunity to express my own appreciation and thanks for the wonderful job you have done, not only in bringing our records to the public's attention through your machines, but in the bigger task of supplying music for morale to the average American.

Sincerely,

*Guy Lombardo*  
and his Royal Canadians

EXCLUSIVE MANAGEMENT  
**MUSIC CORPORATION OF AMERICA**  
LONDON • NEW YORK • CHICAGO  
BEVERLY HILLS • SAN FRANCISCO • CLEVELAND • DALLAS  
Seven offices to serve you, each a complete unit in itself.

Exclusive Management  
**MUSIC CORPORATION OF AMERICA**  
LONDON • NEW YORK • CHICAGO • SAN FRANCISCO • BEVERLY HILLS • CLEVELAND • DALLAS  
EACH OFFICE A COMPLETE UNIT IN ITSELF

**GREETINGS TO THE COIN MACHINE OPERATORS!**



**DINAH SHORE**

BLUEBIRD RECORDING ARTIST

I DON'T WANT TO WALK WITHOUT YOU

FOOLED  
B11423

MISS YOU  
IS IT TABOO?

B11322

BLUES IN THE NIGHT

SOMETIMES  
B11436

EV'RYTHING I LOVE

HAPPY IN LOVE  
B11413

THIS IS NO LAUGHING MATTER  
I GOT IT BAD AND THAT AIN'T GOOD  
B11357

On the Air  
EDDIE CANTOR  
Wednesdays  
9 P.M., EST  
NBC Red Network

DINAH SHORE-SONGS  
Sundays 9:45 P.M., EST  
Blue Network

SPONSORED BY  
BRISTOL-MYERS

**Cleveland's Hit Record Campaign**

On February 1, 1941, the Cleveland Phonograph Merchants' Association launched its "Hit-Record-of-the-Month" campaign with paid advertisements in the Cleveland press. The success with which it has met, not only in boosting play on the machines, but also in gaining good will and confidence of the public, are an indication of what other groups can expect by following the trail Cleveland has blazed. How this drive began; how it works and is financed all are recounted in this article.

FEBRUARY 1 will mark the first anniversary of the "Hit-Record-of-the-Month" advertising campaign sponsored by the Cleveland Phonograph Merchants' Association. During this time it has attracted national attention and increased operators' receipts considerably. The idea originated with Jack Cohen, vice-president of the association. Among the first in this area to install remote-control equipment, he noticed the pick-up in business and felt that a well planned advertising campaign would create a still larger number of customers. His next step was to sell the idea to the association. Being a progressive organization, members agreed to give

it a three months' trial. In order to finance the program, members voted to assess themselves 15 cents per phonograph per month. The next step was to select advertising counsel to create copy and place it where it would pull the best results. Sam Abrams, of the Ohio Advertising Agency, was selected. A committee headed by Cohen passed on all plans and they were then presented to the membership for criticism and approval. The slogan "Hit-Tune-of-the-Month" was adopted and is used to head all copy.

**Newspaper Ads**

Cleveland has one morning and two evening newspapers. They not

WE PROUDLY PRESENT

THE BEAUTIFUL BALLAD

**ON THE STREET OF REGRET**

BY JOHN KLENNER & PETE WENDLING

RECORDS RELEASED—

SAMMY KAYE Victor	VAUGHN MONROE Bluebird
EDDY DUCHIN Columbia	KATE SMITH Columbia
DICK ROBERTSON Decca	

Published by

**L LOEB-LISSAUER, INC.**  
1419 BROADWAY • NEW YORK CITY  
JOE SANTLY, Prof. Mgr.

ENCHANTING \*\*\* HAUNTING

**MISIRLOU**

OUTSTANDING RECORDS BY OUTSTANDING ARTISTS  
COLONIAL MUSIC PUBLISHING COMPANY, INC.  
Paul Case, Professional Manager—All professional material available  
CHICAGO 198 WEST 23RD ST., NEW YORK LOS ANGELES

Remember  
**PEARL HARBOR**  
With

Great Sensational  
Exciting  
Stirring

**ARMS**  
for the love of  
**AMERICA**

The No. 1 TUNE  
ON AUTOMATIC ELECTRIC  
PHONOGRAPHS IN RES-  
TAURANTS, TAVERNS AND  
ICE CREAM PARLORS.  
Hear it TODAY!

DEDICATED TO  
CLEVELAND'S DEFENSE INDUSTRIES

Featured on  
Records by  
**BARRY WOOD**  
and  
**KAY KYSER**

**PHONOGRAPH MERCHANTS**  
ASSOCIATION OF CLEVELAND  
"Campaign for Defense"

**BUY U. S. DEFENSE BONDS**

This is a reproduction of the poster being distributed by the Cleveland Phonograph Merchants' Association to all defense plants in the city as part of the group's "Campaign for Defense." Large-size paid advertisements of a similar nature appear regularly in Cleveland papers and on streetcars and buses. Radio time is also used.

only blanket the city and suburbs, but their circulation also covers an adjoining area of hundreds of miles. Some members' routes extend thru-out the county and in some instances beyond. As a result, out-of-the-city locations in these areas also get the benefit of the advertising. The size of space used depends on the month's budget. Each newspaper gets a proportionate amount of space. Usually the opening advertisement which appears on the first of the month runs from 12 to 36 column inches. This space is reduced to three inches in the interim. Different papers are used for insertions on different days. Generally, when an ad appears in the morning paper, several days elapse before it appears in the evening paper.

All advertisements carry illustrations of band leaders, singers, phonographs, or people dancing cleverly tied in with the text. This copy suggests to the reader that they hear the hit tune on the phonograph at their favorite tavern, ice-cream parlor or restaurant.

**Department Store Tie-Ups**

With the launching of the campaign an arrangement to give it still further scope was made with Burt's Department Store, which has one of the largest record departments in the State. This company uses 17 hours of radio time each week. Each hour the following announcement is made: "You can hear the hit record of the month as selected by the Phonograph Merchants' Association at your favorite tavern, restaurant or ice-cream parlor. It is No. 1 on every coin-operated phonograph in Cleveland and vicinity." The record is then played. The association then reciprocated by placing stickers on all phonographs together with streamers and other display matter advertising the

"Hit-of-the-Month" tune on which is printed the information that any record on the phonograph can be purchased at Burt's.

**How Record Is Selected**

The following procedure is followed in selecting the hit tunes: The entire membership votes by post card ballots. A mimeographed double post card is sent them, on the return half of which they state their first and second choice for the next month's hit. The operators consult their servicemen on the matter as they have firsthand knowledge thru personal contact with locations. The ballots must be received at association headquarters not later than the 20th of the month. Ballots are then tabulated, and Burt's record department consulted as to their sales. The committee appointed by the association then selects the tune and record distributors are notified.

Cohen points out it is not the intention of the association to pick sure-fire hits, but it has selected some of the biggest hits of the year before they became nationally prominent. As an example: "Yours," which was selected in April did not break nationally until July; "Maria Elena," which was chosen in May became a national hit during July and August. A good example of what a concentrated effort behind a tune can do was that of "Bless 'Em All," the July selection. It did not get much play before it was selected. In fact the operators were pulling them out of the phonographs. Yet during July and August it was one of the top tunes on member phonographs altho its popularity was largely confined to Cleveland.

**Vote To Continue**

At the expiration of the three-month trial period, the matter of continuing the campaign was dis-

cussed at a general meeting of the association. Members were unanimous in declaring that the results fully justified the expenditure and voted to continue the campaign. At the December meeting of the organization it was voted to double it for 1942.

In addition to the newspaper advertising, the campaign has been augmented by the use of car card ads in streetcars and busses. Excellent publicity has been secured by mention of the hit tune in the radio column of The Cleveland Press conducted by Norman Seigel.

**Campaign for Defense**

With the coming of the new year, the association augmented their campaign and styled it for the month along patriotic lines. This was not the first patriotic gesture the group has made, for in November it promoted "Any Bonds Today?" as part of its campaign to boost the sale of Defense Bonds. Drive inaugurated this month has been named the "Campaign for Defense." In recognition of the vital work being done by the defense industries in Cleveland, the association has selected "Arms for the Love of America" as its "hit of the month." Newspapers, streetcar and radio advertising is being used to advertise this tune. In addition, full size posters, like the one reproduced with this article, are being sent to all plants doing defense work in the city. These posters are to be hung in prominent spots in each shop where all workers may see them. Association supplies as many posters as firms request. This idea has already clicked solidly with executives of prominent firms, and many letters of praise have been received by the association. It's another stone in the arch of public confidence and respect which the "Hit-of-the-Month"

campaign is building for local phono operators.

**Benefits**

Nationally known band leaders and artists visiting Cleveland have invariably met with association members and praised the campaign. Record distributing companies freely acknowledge that it has greatly increased their sale of records and they co-operate in every way possible. It has resulted in the opening of many new locations and has given the industry a higher standing in the community. Even the mayor of the city publicly stated he approved of the clean, wholesome entertainment furnished by the phonos.

**THE BIGGEST REQUEST SONG**

**MISS YOU**

**A BEAUTIFUL, TIMELY BALLAD**

**recorded by—**

- CARL HOFF—Okeh
- EDDY HOWARD—Columbia
- SAMMY KAYE—Victor
- FREDDY MARTIN—Bluebird
- DINAH SHORE—Bluebird
- HARRY SOSNIK—Decca
- CLAUDE THORNHILL—Columbia

**SANTLY-JOY-SELECT, 1619 B'way, N. Y. C.**



—and LET'S GO! OPERATORS! KEEP 'EM FLYING!—the official song of the U. S. Army Air Corps is ready on records to do a terrific job in every machine in the country!

**KEEP 'EM FLYING!**

It's a smash Okeh recording by that "ace drummer man"—

**GENE KRUPA**

AND HIS ORCHESTRA —Okeh 6506

GENE KRUPA'S FANS ARE  
LOOKING FOR THESE OKEH HITS  
IN YOUR MACHINES — ORDER TODAY!

BALL OF FIRE—

backed by

ALL THROUGH THE NIGHT — 6563

THANKS FOR THE "BOOGIE" RIDE — 6506

THE ANNIVERSARY WALTZ — 6465

DAY DREAMING —

backed by

TROPICAL MAGIC — 6517

Currently in person  
**PARAMOUNT THEATER, N. Y.**  
and smashing all records!  
Currently in the film  
**BALL OF FIRE—**  
Samuel Goldwyn's new production

For the privilege of recording this great Army Air Corps number, Gene Krupa gives his most sincere thanks.



Personal Management  
**Frank Verniere**

**MUSIC CORPORATION OF AMERICA**

LONDON • NEW YORK • CHICAGO • SAN FRANCISCO • BEVERLY HILLS • CLEVELAND • DALLAS  
EACH OFFICE A COMPLETE UNIT IN ITSELF

You'll "Be Happy," Mr. Operator—



WITH  
**LOUIS PRIMA'S**  
Terrific  
**Okeh RECORDS**  
IN YOUR MACHINES!

Louis Prima has a band that packs a punch, and puts that punch on a bunch of Okeh records that your patrons are waiting to pay to hear.

Here's your list—Louis Prima's latest releases; pick up 'em all, and you'll "BE HAPPY."

**Tica-ti-tica-ta**  
**Forgive Me**  
Okeh 6520

To Be Released Soon—  
**Jersey Bounce**  
**I'm Sorry, Dear**

Exclusive Management  
**MUSIC CORPORATION OF AMERICA**  
LONDON • NEW YORK • CHICAGO • SAN FRANCISCO • BEVERLY HILLS • CLEVELAND • DALLAS  
EACH OFFICE A COMPLETE UNIT IN ITSELF

**THE MAN WHO GAVE YOU**  
The Bartender Song  
and  
There Ain't Any Chorus  
Bluebird 11346

**NOW GIVES YOU—Five Guys Named Moe**  
and  
Go Home, Little Girl, Go Home  
Bluebird 11390

**Iro CARROLL**  
HIS PIANO, SOLOVOX AND ORCHESTRA  
Second Year at  
Jack Dempsey's, N. Y.  
On the Air Mon. thru Fri.  
WOR Coast to Coast  
and WNEW, New York

Watch for Bluebird release of  
America's New War Song—  
"WE'RE IN IT"

"Possibilities"  
Bats 88%

Picked 64 of 73 songs  
which achieved phono suc-  
cess in '41.

Automatic music machine oper-  
ators who relied upon the "Possi-  
bilities" section of The Billboard's  
weekly Record Buying Guide to help  
them pick new disks for their ma-  
chines during 1941 were well re-  
warded for their devotion. Of 73  
songs which attained phono success  
in the "Coming Up" and "Going  
Strong" categories during the year,  
64 were originally tabbed as "Possi-  
bilities." In other words, The Bill-  
board pointed out 88 per cent of the  
year's hit records long before they  
became hits—in plenty of time for  
the operators to buy them and get  
the fullest benefit from their play-  
getting powers.

This high average is all the more  
remarkable in light of the 10-month  
ASCAP-BMI music battle, during  
which time it was next to impos-  
sible to know in advance whether  
a song would have the benefit of  
radio plugging and proper adver-  
tising exploitation, that usually point  
the way to success on the machines.

**Pick Future Hits Upon Release**

More than ever in previous years,  
The Billboard music department en-  
deavored to list disks as "Possibi-  
lities" within the week of their gen-  
eral release, rather than wait until  
they began to show their power on  
the machines. Only in the case of  
unheralded "sleepers" did "Possi-  
bilities" contain records which al-  
ready had put in weeks on the  
phonos.

A percentage figure, no matter  
how high, is usually meaningless in  
itself unless backed by hard facts.  
An illuminating insight into the na-  
ture of the "Possibilities" section's  
88 per cent performance during 1941  
can be gained, tho, from an exami-  
nation of the "Top Music Machine  
Records of 1941" chart, which ap-  
pears in this section. The 15 leading  
disks of 1941—those which remained  
in "Going Strong" for 11 weeks or  
more—all started their phono care-  
ers as "Possibilities" in The Bill-  
board Record Buying Guide.

**Task Easier Now**

Now that ASCAP music is back  
on the air and the big publishers  
are hitting on all cylinders again,  
the job of The Billboard music de-  
partment for 1942 will be simplified  
considerably. There is every reason  
to suppose that the "Possibilities"  
section will do the finest job of its  
career during the year ahead. As  
"Possibilities" helped many oper-  
ators during the puzzling ASCAP-  
BMI crisis, it will be doubly invalu-  
able now that the music business  
has righted itself and the "whys  
and wherefors" of a song can better  
be known in advance of its appear-  
ance on wax.



**FREDDY MARTIN**

Currently  
**WALDORF ASTORIA**  
New York City

Management:  
Music Corporation of America

**OFFERS OPERATORS**  
**THESE LATEST**  
**MONEY MAKERS**

ON  
**BLUEBIRD RECORDS**

**GRIEG CONCERTO**  
in A Minor  
B-11430

**PIANO CONCERTO**  
in B Flat Minor  
B-11211

**CARMEN CARMELLA**  
B-11320

**WHERE IN THE WORLD**  
B-11193

Published by  
**MAESTRO MUSIC CO.**  
6425 Hollywood Blvd.,  
Hollywood, Calif.



**Be Wise . . . .**  
**Put These Tunes in Every**  
**Location**  
**UNTIL THE STARS**  
**FALL DOWN**  
B-11393

**EARLY IN THE MORNING**  
B-10447

**FUN TO BE FREE**  
B-11426

*The Hit Tunes of Today  
and Tomorrow*

**Saunders Publications**  
Warner's Theater Bldg.,  
Hollywood, Calif.



**SERBIAN AND CROATIAN**  
Latest Hit Songs Exclusively on ZORA Records  
**ZORA RECORD COMPANY**  
2711 EAST DAVISON AVE.  
DETROIT, MICH.  
Phone Townsend 7-6750



**Carl Hoff**

and his orchestra featuring vocals by the Murphy sisters and a noble

presents on

**OKEH records**

**★CURRENT RELEASES**

- No. KENTUCKY BABE
- 6478 I KNOW WHY
- WHEN JOHNNY COMES MARCHING HOME AGAIN
- No. 6450 SWING LOW, SWEET CHARIOT
- PALE MOON
- No. 6538 THE MARRIAGE BROKER'S DAUGHTER
- No. HOYA
- 6404 B-I-BI

**★SPECIAL RELEASE**

**—JUST OUT!**

- No. YOU'RE A SAP, MISTER JAP
- 6556 WE DID IT BEFORE (and we can do it again)

**★COMING SOON**

- THE SON-OF-A-GUN WHO PICKS ON UNCLE SAM
- MISS YOU
- WHEN YOU WORE A TULIP
- THE SQUASH SONG

Hear these hits by Hoff today—you'll have them in your machines tomorrow!

**BEN STERLING**

(Continued from page 71)

one of the valley's smaller boroughs was offered \$400 weekly for the privilege of placing these games, isn't it a duty of your newspaper to present these facts to the district attorney of the county wherever this offense was committed? Any councilman or anyone connected with this business cannot help laughing at such a ridiculous statement. The writer of this article is personally acquainted with everyone in this industry and not one of them pays one penny to any councilman, to any sheriff, or to any police officer of the Commonwealth of Pennsylvania, nor to any political subdivision of this great Commonwealth of ours.

"Also, your suggestion that perhaps the police of this community are receiving money for these machines should cause them to rise up in a storm of indignation. True, at one time or other some operators may have operated some illegal machine, but the vast majority of men in this industry are honest, upright business men.

"In every industry can be found some that will fall by the wayside; witness some years ago the conviction of a minister on a morals charge in a neighboring town of Wilkes-Barre. For this offense would you blacken the integrity and character of the cloth? Some doctors violate laws. Would you therefore charge that every doctor is dishonest and disregards the laws? Isn't it a fact that some lawyers have to be barred? But that is no reflection on the rest of the lawyers.

**Good Business Men**

"So, too, the average operator is no different from the average business man. He must employ labor. He must pay compensation. He must pay Social Security. He must pay for maintenance of trucks. He must from time to time buy new equipment. He must set up a reserve against depreciation and emergencies. His one ambition is to make a living for himself and his family. Most of them belong to civic organizations, chambers of commerce and churches.

**Helps Small Business Men**

"The Sunday Independent might also take cognizance of the fact that these machines are not operated in back and dark rooms by shady characters of the underworld, but are operated in the open by reputable and honest business men or owners of various types of stores. These storekeepers are interested in the games, as they bring them in revenue that permits them to compete with the large chain stores who otherwise undersell them. These games have earned thousands and thousands of dollars paid in taxes. They provide jobs for countless others. They provide honest, simple and open amusement for persons desiring to be entertained by them. The State of Pennsylvania places these machines in the same category as bowling alleys, shooting galleries, billiard rooms and the like—all places recognized as permissible and entertaining places of amusement.

"We hope that this letter will be received in the spirit in which it is sent, because, after all, every American is proud of fair play. If we seek to junk one industry, then it might also be a good policy to junk the newspapers. I'm sure we can get along without *The Sunday Independent* if it means winning the war."

**PHONOGRAPH**

(Continued from page 87)

Panoram division of Mills Novelty Company, because it will and once and for all competition that's ensued in some instances where movie machine and phonos, owned by separate operators, were placed on the same location.

As the result of this new development several Panoram operators who have their own music equipment are making switchovers.

Exclusive movie machine operators are teaming up with phono operators and working out three-way deals between themselves and the location owner.

Mills Sales Company on the West Coast is reported to have the largest number of combinations in operation now. Some, in fact, have been effected with telephone music installations. Gano Senter in Denver, as well as Panoram operators in Cleveland, Detroit, St. Louis, Youngstown, O., as well as several in Eastern cities, have already or are in the process of making such conversions.

Hudson estimated that 25 operators now have from one to 30 combos in operation.



**How**

to Get More Nickels in Your Cash Boxes!

Use **DECCA**

Records

by

**DICK ROBERTSON**

Try these new winners today . . .

they're **SURE CLICKS!**

- 4151 I PAID MY INCOME TAX TODAY ONE FOR ALL — ALL FOR ONE
- 4144 YOU'RE A SAP, MISTER JAP REMEMBER PEARL HARBOR
- 4129 I HAD SOMEONE ELSE BEFORE I HAD YOU (And I'll Have Someone After You're Gone)
- WHEN YOUR OLD WEDDING RING WAS NEW
- 4117 WE DID IT BEFORE And We Can Do It Again
- EV'RYONE'S A FIGHTING SON OF THAT OLD GANG OF MINE
- 4116 GOODBYE, MAMA (I'm Off to Yokohama)
- I MAY STAY AWAY A LITTLE LONGER

You know how much money you made with these **DICK ROBERTSON DECCA DISKS**

- 3908 ANSWER TO YOU ARE MY SUNSHINE \$21 A DAY—ONCE A MONTH
- 3410 HELLO! LITTLE GIRL OF MY DREAMS IT'S A MIGHTY PRETTY NIGHT FOR LOVE
- 3323 I AM AN AMERICAN YOU'RE A GRAND OLD FLAG
- 3707 A WALTZ WAS BORN IN VIENNA IT'S A SIN TO TELL A LIE
- 3304 I'LL NEVER SMILE AGAIN GOODBYE, LITTLE DARLIN', GOODBYE

*2 hits ON EVERY*  
**ELITE RECORD**

- 5010 { **BLUES IN THE NIGHT** } Clyde Lucas & His Orchestra
- { **I SAID NO** }
- 5011 { **REMEMBER PEARL HARBOR** } Duke Daly & His Orchestra
- { **GOODBYE, MAMA (I'm Off to Yokohama)** }
- 5006 { **WHITE CLIFFS OF DOVER** } Bunny Berigan & His Orchestra
- { **I GOT IT BAD (and That Ain't Good)** }

List Price 35c plus tax. See your local distributor or write to **CLASSIC RECORD CO., 2 W. 45TH ST., NEW YORK**



You'll find  
a whole  
**TOP-HAT-FULL**

of

**New Profits**

in this list of

**VICTOR RECORDS**

by

**JAN SAVITT**

AND HIS TOP HATTERS



**YOU DON'T KNOW WHAT LOVE IS  
NOW AND FOREVER**

27724

**A NICKEL TO MY NAME  
NOT A CARE IN THE WORLD**

27720

**I REMEMBER YOU  
TICA TI-TICA TA**

27775

**SING ME A SONG OF THE ISLANDS  
BLUE SHADOWS AND WHITE GARDENIAS**

to be released soon!

Personal Representative: JACK KEARNEY

Exclusive Management

**MUSIC CORPORATION OF AMERICA**

LONDON • NEW YORK • CHICAGO • SAN FRANCISCO • BEVERLY HILLS • CLEVELAND • DALLAS

EACH OFFICE A COMPLETE UNIT IN ITSELF

## TALENT and TUNES ON MUSIC MACHINES

By HAROLD HUMPHREY

A column of music information for phonograph operators. The Billboard's Annual Talent and Times Supplement is issued the last week in September each year.

### News Notes

Mel Adams, publicity man for RCA-Victor, joined the army Monday (19). . . . Speaking of the army, dance bands are plenty worried these days about what the draft is likely to do to their ranks within the next six months. Both Dorsey brothers figure on losing several of their sidemen in the next big draft call-up. The Beverly Twins' orchestra, composed of seven sets of twins, has already been wrecked, with seven of the 14 now in the armed forces. Of the leaders, Orrin Tucker and Eddy Duchin are reportedly close to being called up.

Artie Shaw's medico has ordered the band leader to fold up for six or eight weeks. Meanwhile, his booking office had to cancel several theater dates and recording sessions the maestro had lined up. . . . Executive board of the American Federation of Musicians started its annual huddle in Miami Monday (26), but is not expected to do anything further at this time about a tax on recordings or license for the phonographs. . . . All three disk companies are getting out recordings of "The Marines' Hymn," which was written during the last World War, and many operators are already reporting success with it in the machines. . . . Tommy Dorsey's band is being considered for a new Paramount musical film with a defense background. Title has been tentatively set as "Priorities of 1942". . . . Columbia Pictures has signed Xavier Cugat to a film contract. . . . Cab Calloway gets the call on the Fitch Bandwagon next Sunday (February 1).

### Release Previews

Vaughn Monroe's latest Bluebird recording date had the maestro swinging



MAURICE MUMMERT, Panoram sales promotion manager, Mills Novelty Company, points out the first-place man in the Panoram Parade Contest. Ed Ravreby, Boston, was the No. 1 man.

**NO  
GOOD?**  
- It's Terrific

"NO GOOD" comes to you from a sensational new songwriting team,

**ALVIN and  
MELISANDE**

who have smashed into the field with a great new swing ballad called

**NO  
GOOD**

AND

**IT'S JUST OUT AS A  
BLUEBIRD RELEASE BY**

The  
Nation's  
Newest  
Sensation



**BOB  
CHESTER**

AND HIS ORCHESTRA

featuring sweet vocals by

**BETTY BRADLEY**

It's a danceable, singable hit — NO GOOD? You're Wrong there, mister — IT'S TERRIFIC! Order it from your distributor today!

**BLUEBIRD 11428**

**MUSIC PUBLISHERS**

Exec. Offices — Carnegie Hall, Cleveland, O.



Once Again  
the one and only  
**ARTIE SHAW**

AND HIS ORCHESTRA

bring you

**VICTOR RECORD HITS**

that will help set new records for profitable automatic phonograph operation.

**27746—SOMEONE'S ROCKING MY DREAM BOAT  
I DON'T WANT TO WALK WITHOUT YOU**

(JUST RELEASED!)

**27641—IS IT TABOO!  
BEYOND THE BLUE HORIZON**

**27719—I ASKED THE STARS  
TAKE YOUR SHOES OFF, BABY**

**27703—NOCTURNE  
THROUGH THE AIRS**

**27705—SOLID SAM  
MAKE LOVE TO ME**

Hear these latest **ARTIE SHAW VICTOR RECORDS** today!

**★ GENERAL AMUSEMENT CORPORATION ★**

out on *Don't Tell a Lie About Me*, *Arthur Murray Taught Me Dancing in a Hurry*, *Loretta*, *Honey*, *Dear Doodle La Doo Da* and *I'm Somebody Nobody Loves*. . . . Claude Thornhill cut a Columbia session of *Ya Lu Blu*, *Somebody Else Is Taking My Place*, *A Pair of Pairs*, *Memory Lane* and *The Lamp of Memory*. . . . Tommy Tucker's latest Okeh studio session had on the list, *Seeing You Again Did Me No Good*, *Sometimes*, *How Do I Know It's Real?* and *Pretty Little Busybody*.

**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:**

**How About You? Dick Jurgens.**

This tune was listed in "Possibilities" just recently, and now pops up as a comer here. It's from the Rooney-Garland film, *Babes on Broadway*, a fact which will no doubt help its climb to fame. Jurgens, of course, is a prime favorite here, so it is only natural that his recording of the number is getting the play.

**HARRISBURG, PA:**

**Papa Niccolini. Glenn Miller.**

A semi-novelty tune which has been out awhile but without much success. Operators here report the ditty a strong

phonograph item now. It may be due to the fact that Miller has made such a comeback generally in the machines. At any rate, operators elsewhere might give it the once-over again.

**MIAMI BEACH:**

**Cancel The Flowers. Tony Martin.**

The penners of *I Don't Want To Set the World on Fire* wrote this song, but so far without success attending its predecessor. Operators here, tho, are ranking it among the top eight phonograph hits, and report that it is drawing in the nickels. Ditty is a sweet ballad with a torch sentiment, and the Martin version milks it for everything.

**PHILADELPHIA:**

**Big Fat Mama. Lucky Millinder.**

A hot swing number, it has been exploited plenty in cities where the Millinder band has made theater appearances. Such a tie-up was made here. A contest was held to pick the heaviest woman in town. Disk is doing a job for the operators, and should prove an okay item in other cities, especially where there are a lot of Negro locations.

**Note**

FOR a comparative listing of songs broadcast most often over the networks during the week ended January 24 and the week before, ended January 17, see the Music Popularity Chart in the Music Department in this issue.

**MUSIC HIGHLIGHTS OF '41**

(Continued from page 65)

for 1941 with nine hit records. The year before Glenn Miller won that distinction, but with 17 hits. This was no reflection on the glory that rightfully belonged to Dorsey, but it showed that the "hits" were showered over more bands. It means that the people who pop the nickels into the machines are interested in more bands and recording artists.

Definitely this is a result of the campaigns of promotion put on by the recording companies. A good example was seen in *The Billboard's* third annual edition of the Talent and Tunes on Music Machines Supplement published last September. The issue carried more band advertising than in the first two supplements combined. It can be said without fear of contradiction that 1941 saw a new high in the exploitation of records and the artists making them.

**World War II**

It will take more than a seer to prophesy what will happen to all of these new trends in 1942. The involvement of the United States in the war just before the end of

1941 had already presaged many changes to come. Another article in this section discusses one of those—patriotic music. There will no doubt be many others. If the war is a long one, as many believe it will be, the record companies may face a serious shortage of materials. Substitutes are under experiment which may alleviate such a shortage, however. Prices of disks are another item that may undergo a change. Disks are already on the excise tax lists and the public is paying a few extra pennies for its records.

Many other things along this line could be discussed, but it would be futile to do so under such changeable conditions. Certainly there is no reason to take a pessimistic view, because if anything the music business will thrive under war conditions despite the problems that may arise. The people's taste for music will not be killed and there will always be an industry to furnish that music.

Thanks to Music Machine Operators everywhere—



★ A survey by The Billboard of its Record Buying Guide for 1941 shows that **THE RECORD-MAKING, RECORD-BREAKING KING OF THEM ALL—**

# JIMMY

Here are the smash **DECCA RECORDS** by "King" Jimmy Dorsey that will bring the business to your coin boxes—get 'em today!

Personal Management **BILL BURTON**



for making Jimmy Dorsey and his Orchestra the  
"NEW KING OF THE PHONOS" ★

5,000,000

JIMMY DORSEY-DECCA RECORDS IN '41!

—thanks to Jack and Dave Kapp, E. F. Stevens Jr., Bob Stephens, Leonard Schneider, our arrangers, and to the entire Decca organization for helping set this great record!

# DORSEY

AND HIS ORCHESTRA

FEATURING VOCALS BY



BOB EBERLY and HELEN O'CONNELL

had more records in the "GOING STRONG" classification than any other recording artist or band!

4103 { WHITE CLIFFS OF DOVER  
I GOT IT BAD (And That Ain't Good)

4102 { THIS IS NO LAUGHING MATTER—  
Bob Eberly  
I SAID NO—Bob Eberly & Helen O'Connell

4142 { YOU MADE ME LOVE YOU (I Didn't Want  
To Do It)  
A SINNER KISSED AN ANGEL

And you'll cash in with big takes with these hits from the Paramount Picture "The Fleet's In," featuring JIMMY DORSEY:

4122 { ARTHUR MURRAY TAUGHT ME DANCING IN  
A HURRY—Helen O'Connell  
NOT MINE—Bob Eberly & Helen O'Connell

4132 { I REMEMBER YOU—Bob Eberly  
IF YOU BUILD A BETTER MOUSETRAP—Helen  
O'Connell & Bob Eberly

4123 { TANGERINE—Bob Eberly & Helen O'Connell  
EV'RYTHING I LOVE (from "Let's Face It")—  
Bob Eberly

Direction

GENERAL AMUSEMENT CORP.

The publishers of  
INTERMEZZO  
now offer—

**DARLING, I LOVE YOU**

(from Tschaichowsky's Concerto, Pt. 2)

**SONG OF THE NIGHT**

a side-splitting new novelty tongue-twister—

**DID YOU DID IT**

(OR DID YOU DIDN'T IT?)

**LOVE, YOU HAVE WON MY HEART**

**LOVE'S RHAPSODY**

**MY LOVE**

Watch your release sheets for recordings of these tunes

**EDW. SCHUBERTH & CO., INC.**

11 East 22nd St.

New York City



**MR. MUSIC MACHINE OPERATOR!**

You're looking at a  
couple of sure things . . .

. . . . two more **SMASH**

new **DECCA** recordings

by

**Dick Kuhn**

and his Orchestra

No. 3826

**1. WINDOW WASHER MAN**

—fast-paced, full of fun, and a hit the youngsters will all be singing.

No. 4090

**2. BILL BAILEY, WON'T YOU PLEASE COME HOME?**

—Here's an oldie that's beginning to pull real money again.

They're BOTH sure-fire Dick Kuhn profit-makers—let 'em go to work for you today!

Currently 4th year—  
HOTEL ASTOR, New York  
On the Air over WOR  
MUTUAL network

Exclusive Management

**MUSIC CORPORATION OF AMERICA**

LONDON • NEW YORK • CHICAGO • SAN FRANCISCO • BEVERLY HILLS • CLEVELAND • DALLAS

Each office a complete unit in itself

**IS IT A HIT?**

. . . Ask the Automatic Phonograph

—By M. G. HAMMERGREN, Rudolph Wurlitzer Company—

**T**AKE a song from sweet to swing. Is it a hit? Is it a comer? Has it passed its peak of popularity? Ask the automatic phonograph and you'll get an accurate answer right on the nose.

Day in and day out, week in and week out—in every possible type of place where people gather for food, refreshment and fun, the vote is being cast every hour—yes, every minute on thousands of automatic phonographs that register the hits and the misses scored by the composers who write our popular music.

For hidden away in the mechanical maze of the inner workings of these ingenious instruments is the most infallible device known to the music world for registering the public's tune preference.

Wurlitzer calls it the play meter and that's exactly what it does. You put in your nickel, dime or quarter. You select one, two or five numbers. You get the music of your choice, and the play meter records that choice.

It's a better barometer than number of times played on the radio. On the automatic phonograph the vote is cast by John Q. Public and not by the musical director of the radio station or the leader of the band.

It's a better indication of public preference than sheet music sales because it polls a vote unrestricted to those who have a piano in their homes—it encompasses everybody, all creeds, all races, all ages in all walks of life and they all play automatic phonographs.

As a matter of fact, the enormous popularity of this Coast to Coast network of coin-operated phono-



graphs not only makes them the most potent poll of the public's music preference, it enables a song to become a nationwide hit on phonograph play alone.

"Oh, Johnny" by Orrin Tucker and Bonnie Baker skyrocketed to its heights as it spun around on the turntables of tens of thousands of automatic phonographs.

Tommy Dorsey's "I'll Never Smile Again" was spawned on automatic phonographs and as it spun to the demand of the public's nickels it spiraled into one of the greatest hits in the history of dance music.

"Do I Worry?" was another, as were "Beer Barrel Polka," "Everything Happens to Me," "The Things I Love" and more recently the "Hut-Sut Song."

Orchestra leaders and recording

# OUTSTANDING LATIN-AMERICAN RECORD HITS

THESE RECORD-BREAKING SUCCESSES HAVE ALREADY PLEASSED MILLIONS OF MUSIC-LOVERS AND MILLIONS MORE WILL WANT THEM

- MAMA INEZ (Rumba)
- PEANUT VENDOR (Rumba)
- MY SHAWL (Rumba)
- JUNGLE DRUMS (Rumba)
- BREEZE AND I (Andalucia)
- MALAGUENA (Concert)
- LA CONGA (Havana's Calling Me)
- INSPIRATION (Tango)
- MARIO LA O (Rumba)
- NEGRA CONSENTIDA (Rumba)

## THE LAMP OF MEMORY (Incertidumbre)

- Decca Nat Brandwynne
- Decca Carol Bruce
- Columbia Xavier Cugat
- Okeh Benny Goodman
- Okeh Jack Leonard
- Bluebird Tony Pastor
- Decca Caney Quartette
- Decca Elvira Rios
- Bluebird Lanny Ross
- Columbia Claude Thornhill

## A GAY RANCHERO (Las Allenitas)

- Decca Connie Boswell
- Decca Bob Crosby
- Columbia Xavier Cugat
- Bluebird Dolly Dawn
- Victor Tito Guizar
- Okeh Louise Massey
- Decca Jose Morand
- Decca Roy Rogers

## FROM ONE LOVE TO ANOTHER (Danza Lucumi)

- Decca Bob Crosby
- Columbia Benny Goodman
- Decca Harry Horlick
- Victor Enric Madriguera
- Okeh Frankie Masters
- Bluebird Glenn Miller
- Victor Artie Shaw

- VIVA ROOSEVELT (Conga)
- SALUD DINERO Y AMOR (Bolero)
- TUMBANDO CANA (Afro-Cuban)
- DILES QUE NO ES VERDAD (Ages Ago)
- BATUCADA (Samba)
- CHIAPANECAS (Waltz)
- MALA JUNTA (Tango)
- NEGRA SOY (Something New)
- CUI-CUI (Conga)
- VIENE LA CONGA (Conga)

## FOR WANT OF A STAR (La Cumparsa)

- Decca Dick Humber
- Decca Harry Horlick
- Victor Sammy Kaye
- Columbia Enric Madriguera
- Okeh Frankie Masters
- Victor Leo Reisman

## YOURS (Quiereme Mucho)

- Decca Ramon Armengod
- Decca Nat Brandwynne
- Victor Xavier Cugat
- Decca Jimmy Dorsey
- Columbia Benny Goodman
- Victor Tito Guizar
- Columbia Eddie Howard
- Decca Eddie Le Baron
- Bluebird Abe Lyman
- Okeh Frankie Masters
- Bluebird Vaughn Monroe
- Decca Roy Smeck

## AMAPOLA

- Decca Ramon Armengod
- Okeh Gene Autry
- Decca Connie Boswell
- Decca Nat Brandwynne
- Okeh Les Brown
- Okeh Chick Bullock
- Victor Jesse Crawford
- Columbia Xavier Cugat
- Decca Jimmy Dorsey
- Decca Deanna Durbin
- Columbia Benny Goodman
- Decca Harry Horlick
- Victor Allan Jones
- Victor Sammy Kaye
- Bluebird Alvino Rey
- Decca Nano Rodrigo
- Victor Tito Schipa
- Columbia Louise Wilcher

## EL RANCHO GRANDE (My Ranch)

- Decca Ramon Armengod
- Okeh Gene Autry
- Decca Milton Brown
- Okeh Chick Bullock
- Bluebird Bob Chester
- Decca Bing Crosby
- Victor Tommy Dorsey
- Columbia Eddy Duchin
- Decca Pancho
- Decca Dick Robertson
- Decca Jan Savitt
- Decca Victor Young

## SAY SI SI

- (Para Vigo Me Voy)
- Decca Andrews Sisters
- Decca Diosa Costello
- Victor Xavier Cugat (Rumba)
- Victor Xavier Cugat (Conga)
- Decca Woody Herman
- Decca Henry King
- Columbia Gene Krupa
- Bluebird Glenn Miller
- Bluebird Ozzie Nelson
- Decca Obregon Orch.
- Victor Leo Reisman
- Bluebird The Smoothies
- Columbia Eddie South

On Sale At Your Favorite Music Dealer Or Record Shop!

# EDWARD B. MARKS MUSIC CORPORATION

RCA BUILDING

RADIO CITY

NEW YORK

"THE HOUSE OF LATIN-AMERICAN HITS"

FRANK HENNIGS—Gen. Pro. Mgr.

artists were the first to appreciate the tremendous part that the automatic phonograph plays in carrying their names and their arrangements before the public.

By no other means can a recording be presented to the music-loving public overnight in every metropolitan center from the Atlantic to the Pacific—in every whistle stop from the Great Lakes to the Gulf—and presto—the play meters count the votes—the verdict is known in as streamlined an election as was ever held on earth.

It's a known fact that the public's enthusiastic acceptance of the automatic phonograph has fostered music consciousness to a degree that would not be possible without their stimulus.

And thus, the automatic phonograph, tuneful prodigy of the times, has established its own brilliant place in the sun. Its accuracy in gauging musical hits is unrivaled. Its contribution to the pleasure, relaxation and recreation of Mr. and Mrs. America stands as a tribute to the industry that originated and developed it to its present position—shoulder to shoulder with radio and motion pictures in the field of public entertainment.

## UMO Association In New Quarters

DETROIT, Jan. 24.—Opening plans for a new patriotic campaign to concentrate the energy of the phonograph field behind a national objective and a drive against suggestive and commercial recordings took the attention of the United Music Operators this week. The organization has just moved to new enlarged quarters in Convention Hall, with office suite and assembly hall included in the new layout. Roy Small is dividing his time between this office and union headquarters.

The UMO is tying in with the growing "Buy a Bomber" campaign and is working out plans to have every machine and every location actively promoting the drive. Possible tie-up with a major publicity medium is being worked out. The idea is expected to become even more significant than the *Any Bonds Today?* campaign in which Detroit took a leading part. Details have not been completed, but will be determined at a UMO meeting to be held Tuesday night (27).

The local operators are displaying marked social consciousness that the professional integrity of their operations must be maintained in starting a drive to eliminate any records which are either commercial or salacious in message.

First victim of the drive is a recent song recorded by four different companies. In an official letter to its operators, the association asks that the record should be taken off machines of all members, who operate nearly all the

## They Sing - They Swing - They Clown

America's Biggest Little Entertaining Band

# LOUIE JORDAN

and his TYMPANY FIVE

WATCH FOR THESE COIN-MACHINE NOVELTIES

- "Green Grass Grows Round and Round"
- "Small Town Boy"

DECCA

CURRENT NICKEL GRABBERS

- 8593 "I'm Gonna Move to the Outskirts of Town"
- "Knock Me a Kiss"
- 8560 "Brotherly Love"
- "Pinetop Boogie Woogie"

Still Packin' 'Em In—Seventh Week Return Engagement

CAPITOL LOUNGE, CHICAGO

Management: GENERAL AMUSEMENT CORP.



HOMER E. GAPEHART, chairman of the Committee on Defense Support for the Coin Machine Industry. This committee represents the industry in relation to civilian defense activities.

There's Romance Ala Carte in the **GRIFF WILLIAMS** RECORDING OF THE SENSATIONAL NEW SONG NOVELTY

**What's Cookin', Cookie?** a Foster's Publication

VOCAL BY WALTER KING

Okeh RECORD No. 6510

phonographs in the local area. According to Small, "The record has a suggestive angle and ends with an advertising plug."

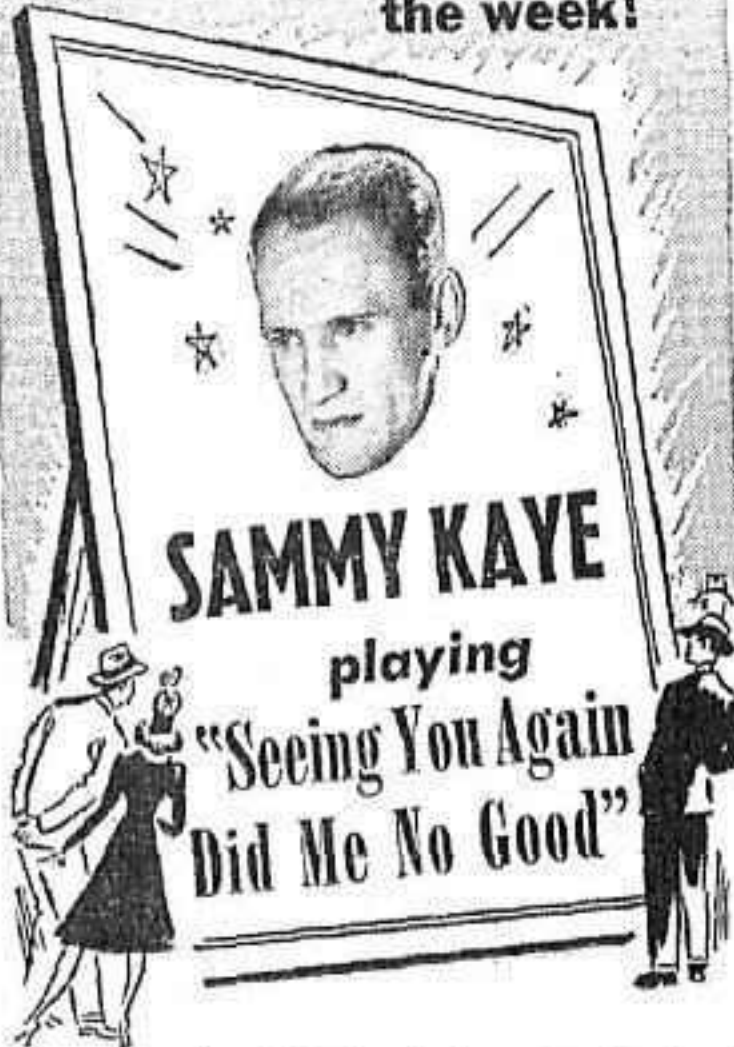
Angle, as explained by Small, is that the record carries on a dialog that is distinctly suggestive if any sense is ascribed to it until the end, when it appears that the salesman's objective,

innocently enough, is to sell a magazine. Objection is taken as much to the commercial angle with its final selling message as to the alleged suggestiveness of the record.

"Any advertising in connection with the music machine business must be confined to patriotic activities," Small said.

# HITS OF THE WEEK NOW PLAYING ON VICTOR RECORDS

Main attraction of  
the week!



Five stars for this lovely lament. Rendered the incomparable Kaye way, with a husky vocal by Tommy Ryan, it really PENETRATES . . . primes your machine for quick repeats and plenty of 'em! **backed by**  
**"SOMEBODY ELSE IS TAKING MY PLACE"**  
In the same sweet and torchy groove. A pair that really pays its way.  
27757

## ALSO STARRING THIS WEEK

- BARRY WOOD**  
27760 I Paid My Income Tax Today  
The President's Birthday Ball
- ART JARRETT**  
27758 Would It Make Any Difference to You?  
Goodbye, Mama (I'm Off to Yokohama)
- ENRIC MADRIGUERA**  
27759 Voodoo Moon  
A Million Times a Day
- TOMMY DORSEY**  
27701 I Think of You  
Who Can I Turn To?
- ARTIE SHAW**  
27335 Dancing in the Dark  
Smoke Gets in Your Eyes

**KEEP 'EM PLAYING**  
Any Bonds Today?  
Barry Wood—27478  
**Remember Pearl Harbor**  
Sammy Kaye—27738

Order them today  
from your  
**VICTOR-BLUEBIRD**  
**RECORD DISTRIBUTOR**

# RECORD BUYING GUIDE--PART 1

**TRADE SERVICE FEATURE**  
Billboard  
**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

<b>ROSE O'DAY</b> . . . . . (15th week)	<b>FREDDY MARTIN</b> (Eddie Stone-Chorus) <b>KING SISTERS</b> <b>KATE SMITH</b>
Despite stiff competition from this week's sensational flock of up-and-coming disks, the fast-moving <i>Rose O'Day</i> had more than enough on the ball to hit this classification. The way the tune has been adopted by radio's biggest bands and singers, it ought to be on the machines a long, long time.	
<b>CHATTANOOGA CHOO CHOO</b> . . . . . (15th week)	<b>GLENN MILLER</b> (Tex Beneke-Modernaires)
<b>ELMER'S TUNE</b> . . . . . (13th week)	<b>GLENN MILLER</b> (Ray Eberle-Modernaires) <b>ANDREWS SISTERS</b> <b>DICK JURGENS</b> (No Vocal)
<b>THIS LOVE OF MINE</b> . . . . . (9th week)	<b>TOMMY DORSEY</b> (Frank Sinatra)
<b>SHEPHERD SERENADE</b> . . . . . (7th week)	<b>BING CROSBY</b> <b>HORACE HEIDT</b> (Larry Cotton-Fred Lowery-Glee Club) <b>DICK TODD</b>
<b>THE WHITE CLIFFS OF DOVER</b> . . . . . (5th week)	<b>KAY KYSER</b> (Harry Babbitt-Glee Club) <b>SAMMY KAYE</b> (Arthur Wright-Choir) <b>KATE SMITH</b> <b>TOMMY TUCKER</b> (Amy Arnell-Don Brown-Voices Five) <b>GLENN MILLER</b> (Ray Eberle)
<b>THE SHRINE OF ST. CECILIA</b> . . . . . (2d week)	<b>ANDREWS SISTERS</b> (Male Chorus) <b>SAMMY KAYE</b> (Allan Foster-Choir) <b>VAUGHN MONROE</b> (Vaughn Monroe)

## COMING UP

<b>REMEMBER PEARL HARBOR</b> . . . . .	<b>SAMMY KAYE</b> (Glee Club)
This disk is primed to move into Going Strong next week. Its rise has been phenomenal, aided in no small measure by a newspaper promotion and heavy plugging over the air. Other artists have made the tune, but Kaye stands above at present and is far and away the best bet right now.	
<b>'TIS AUTUMN</b> . . . . .	<b>WOODY HERMAN</b> (Woody Herman-Carolyn Gray-Ensemble) <b>LES BROWN</b> (Ralph Young) <b>FREDDY MARTIN</b> (Clyde Rogers)
Altho it didn't move up this week, the lilting love song is in better shape than it was last time, and figures to hit the top at its current pace. Other bands have been picking up locations, but not in sufficient quantity to threaten the three listed. This number looks very good.	
<b>MADELAINE</b> . . . . .	<b>SAMMY KAYE</b> (Allan Foster) <b>BOB CHESTER</b> (Bob Haymes) <b>DICK JURGENS</b> (Harry Cool)
Sammy Kaye continues to grab off new locations with his version of this war-inspired ballad, with Chester and Jurgens just about holding their own. From its present condition, looks as if it has gone as far as it ever will, unless its seemingly strong competition wears out faster than anticipated.	
<b>BLUES IN THE NIGHT</b> . . . . .	<b>WOODY HERMAN</b> (Woody Herman)
It has taken a little while for this former Possibility to get here, but here it is, and don't be surprised if it keeps going upward. Herman is far and away the best of a large crop of artists on the thing. Song shapes up as a future standard and looks ripe for a spell in Going Strong, all being well.	
<b>I SAID NO!</b> . . . . .	<b>ALVINO REY</b> (Yvonne King) <b>JIMMY DORSEY</b> (Bob Eberly-Helen O'Connell)
As mentioned in Possibilities a few weeks ago, this number couldn't miss making money. Whether it ever hits top is up to the public, but prospects are exceedingly good. Rey is a good bit out in front of Dorsey right now, but J. D. is getting plenty of new locations and may be the means of making the tune a Grade A Going Strong attraction.	
<b>THE BELLS OF SAN RAQUEL</b> . . . . .	<b>DICK JURGENS</b> (Harry Cool) <b>GLEN GRAY</b> (Kenny Sargent) <b>TONY PASTOR</b> (Eugenie Baird) <b>XAVIER CUGAT</b> (Carmen Castillo-Chorus)
We said last week that the meters would soon have a story to tell on this one. The story they tell this week is that the song is doing only fair, and is getting no better. Retains its place on most of its previous machine spots, but is grabbing fewer jitney-pieces than before. Jurgens doing the best job.	
<b>TWO IN LOVE</b> . . . . .	<b>TOMMY DORSEY</b> (Frank Sinatra) <b>VAUGHN MONROE</b> (Vaughn Monroe)
Looks as if Meredith Willson's successor to <i>You and I</i> was not fated to do the nickel-pulling job that the first one did. Unless it does something this week, it will slip right out of this section.	
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."	
<b>THE WHISTLER'S MOTHER-IN-LAW</b> . . . . . (14th week)	<b>BING CROSBY</b> (Muriel Lane-Woody Herman's Woodchoppers)
Had a long and honorable career.	

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.

# HITS OF THE WEEK NOW PLAYING ON BLUEBIRD RECORDS

Biggest hit of  
the week!



Freddy does it again! His sensational version of the famous Tschalkowsky concerto is still pulling heavily right across the country. And now Greig's popular concerto gets the same masterful Martin maestroing. Buy in early and make the most of this one.

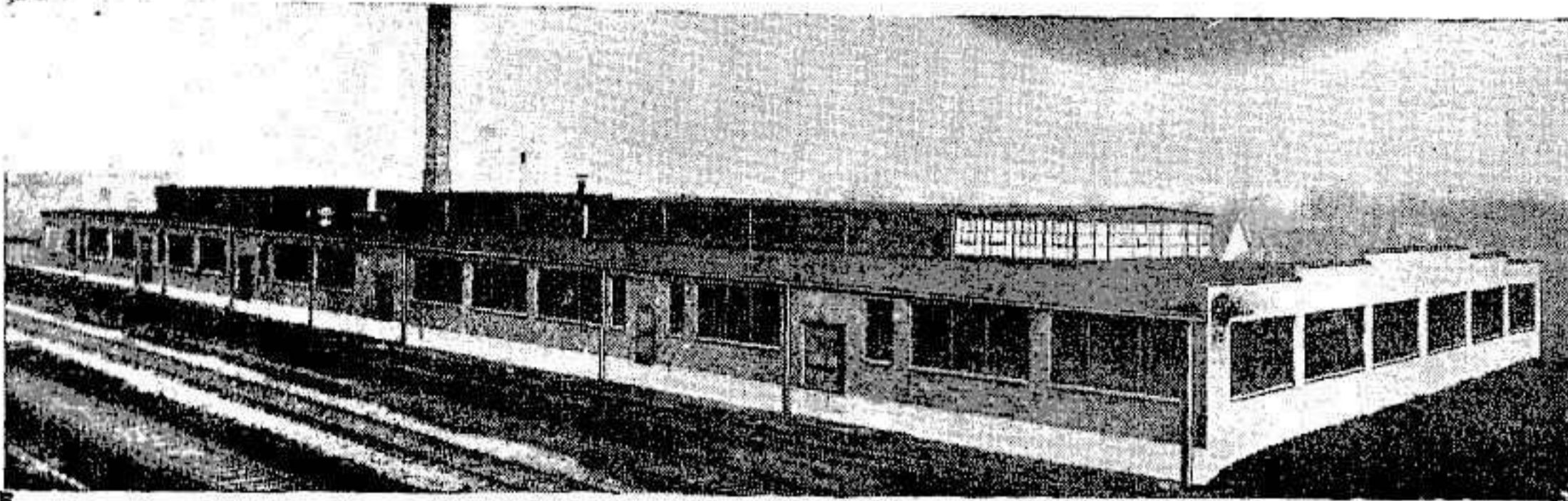
coupled with

**"SERENADE FOR STRINGS"**  
(Tschalkowsky)—another "profit classic" in three-quarter time.  
B-11430

## ADDED ATTRACTIONS OF THE WEEK

- GLENN MILLER**  
B-11429 The President's Birthday Ball  
Angels of Mercy  
B-11382 A String of Pearls  
Day Dreaming
- DINAH SHORE**  
B-11436 Blues in the Night  
Sometimes
- TONY PASTOR**  
B-11435 Absent-Minded Moon  
The Lamp of Memory
- CARSON ROBISON**  
B-11414 Remember Pearl Harbor  
We're Gonna Have To Slap  
the Dirty Little Jap  
(And Uncle Sam's the  
Guy Who Can Do It)
- ABE LYMAN**  
B-11434 I'll Always Remember  
Mandy Is Two

Keep your coin machine  
cashing in with the latest  
**VICTOR-BLUEBIRD**  
**RECORDS**



New plant recently purchased by Packard Manufacturing Corp., Indianapolis

**PACKARD**  
**(PLA-MOR)**  
SELECTIVE REMOTE CONTROL  
MUSIC SYSTEM

## WE THANK YOU

● To us, the tremendous demand for Packard Pla-Mor music equipment is your expression of confidence and your satisfaction in its quality, beauty and performance.

We are deeply grateful for this acceptance—and want to thank you for the business you have given us.

For the duration of the emergency, only a limited quantity of music equipment can be manufactured. This is as it should be.

We will supply as much music equipment to you as is possible under existing conditions.

Of course, defense materials come first and we know you are in accord with us on this.

PACKARD MANUFACTURING CORP.  
2900 COLUMBIA AVENUE • INDIANAPOLIS

KEEP 'EM SINGING

★ ★ ★ WITH ★ ★ ★ ★ ★

DECCA Records

Order these Decca Records from your nearest branch today—32 completely stocked branches to serve you

THE PRESIDENT'S BIRTHDAY BALL Both on JIMMY DORSEY  
ANGELS OF MERCY 4170 One Record GLEN GRAY

REMEMBER PEARL HARBOR  
YOU'RE A SAP, MISTER JAP 4144 DICK ROBERTSON

GOODBYE, MAMA (I'm Off to  
Yokohama)  
I MAY STAY AWAY A LITTLE  
LONGER 4116 DICK ROBERTSON

WE DID IT BEFORE and We Can  
Do It Again  
EV'RYONE'S A FIGHTING SON OF  
THAT OLD GANG OF MINE 4117 DICK ROBERTSON

HE'S I-A IN THE ARMY AND HE'S  
A-1 IN MY HEART  
DEAR ARABELLA 4115 JOHNNY LONG

★ ★ ★ ★ ★ The Record for the No. 1 Spot in All Your Machines!

ANY BONDS TODAY? On One Record 4044 JIMMY DORSEY ANDREWS SISTERS

★ ★ ★ ★ ★

WHISTLER'S MOTHER-IN-LAW  
I AIN'T GOT NOBODY 3971 BING CROSBY

THE BIGGEST ASPIDASTRA IN THE  
WORLD  
THE PENNY POLKA 4148 JOHNNY MESSNER

YOU MADE ME LOVE YOU (I Didn't  
Want To Do It)  
A SINNER KISSED AN ANGEL 4142 JIMMY DORSEY

ROSE O'DAY  
BY-U, BY-O 4023 THE MERRY MACS

THIS TIME THE DREAM'S ON ME  
BLUES IN THE NIGHT 4030 WOODY HERMAN

BLUES IN THE NIGHT—Part 1  
BLUES IN THE NIGHT—Part 2 4125 JIMMIE LUNCEFORD

I SAID NO  
THIS IS NO LAUGHING MATTER 4102 JIMMY DORSEY

IT'S A SIN TO TELL A LIE  
IS IT A SIN? (My Loving You) 4112 INK SPOTS

DO YOU CARE?  
HUMPTY DUMPTY HEART 4064 BING CROSBY

THE SHRINE OF SAINT CECILIA  
JACK OF ALL TRADES 4097 ANDREWS SISTERS

ARTHUR MURRAY TAUGHT ME  
DANCING IN A HURRY  
NOT MINE 4122 JIMMY DORSEY

THE WHITE CLIFFS OF DOVER  
I GOT IT BAD 4103 JIMMY DORSEY

AND REMEMBER—  
IT SOUNDS BETTER ON

DECCA Records

DECCA RECORDS, INC., N. Y.

Canadian Distributors  
THE COMPO CO., LTD.  
Lachine, Montreal, Quebec

BUY U. S. DEFENSE BONDS AND STAMPS!

RECORD BUYING GUIDE--PART 2

A Forecast of What New Songs and Record Releases Are Most Likely To Be Needed by Phonograph Operators

● POSSIBILITIES ●  
These Records and Songs show indications of becoming Future Nationwide Hits in Automatic Phonographs. Selections are based upon Radio Performances, Sheet Music Sales, Information from Music Publishers on the relative Importance of Songs in their Catalogs and upon the judgment of The Billboard's Music Department.

I REMEMBER YOU ..... JIMMY DORSEY (Bob Eberly)  
FREDDY MARTIN (Clyde Rogers)  
This is another of the tunes from Jimmy Dorsey's Paramount film, *The Fleet's In*. It's a lovely ballad, making for a swell show tune as well as having a good dance hit. The male vocalizers with both bands do a good job on the lyrics, which are simple and easy to remember. Definitely one of the prettier tunes of the day.

DEEP IN THE HEART OF TEXAS.... TED WEEMS (Perry Como-Ensemble)  
ALVINO REY (Bill Schallen-Skeets Herfurt-Ensemble)  
A honey of a Western ditty is displayed here, and it should go places fast in the music machines. Number offers a welcome relief, too, from the usual ballad fare. Ted Weems' version is snappy and full of life, and also turns out to be a good disk for dancing. The Rey recording is a little more subdued, and happens to be backed by *I Said No* which is already going places. Operators can't go wrong on this eulogy of Texas.

PRETTY LITTLE BUSYBODY ..... SAMMY KAYE (The Three Kadets)  
JOHNNY LONG (Bob Houston-Helen Young)  
VAUGHN MONROE (Jack Fay-Marilyn Duke)  
Shades of *Josephine* are brought back to the listener when a recording of this tune is spun. It's corny, but highly commercial, and stands a good chance of becoming a No. 1 item on the coin phonographs. All three of the above artists do a good job of milking out all the da-dee-da-dee-da's, so take your choice.

WHO CALLS? ..... ALVINO REY (Bill Schallen)  
JACK LEONARD  
BARRY WOOD  
Another Western number, but this time on the ballad side. It's reminiscent of the music in that old movie, *Trail of the Lonesome Pine*, and has a beautiful melody. It's a natural as a vocal number and Schallen Leonard and Wood make the most of it. Tempo is a little faster on the Rey disk, but Leonard and Wood make their vocal jobs top stuff for those who would rather just listen.

SOMETIMES ..... SAMMY KAYE (Tommy Ryan)  
GUY LOMBARDO (Kenny Gardner)  
VAUGHN MONROE (Vaughn Monroe)  
This ballad will have plenty of tough competition, but it has plenty of merit and if it isn't snowed under by sheer numbers, it should be on the music machines for a long while. It has a pretty melody and good lyrics. The above three bands do a capable job all around, and may all get a chance at clipping a few of the coupons.

● 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.

TANGERINE ..... JIMMY DORSEY (Helen O'Connell-Bob Eberly)  
This is a lovely serenade to that familiar lipstick doll which lends itself beautifully to the treatment Dorsey used in setting the music machines on fire with *Amapola* and *Green Eyes*. Bob Eberly romances softly and sweetly in song, and after a rhythmic band interlude, Miss O'Connell cuts in with her swingy vocal figures.

HOW ABOUT YOU? ..... TOMMY DORSEY (Frank Sinatra)  
From the *Babes on Broadway* picture success, Dorsey has selected the one song from the score that is destined to soar the heights. Giving it a sentimental ballad treatment, the side is marked by Dorsey's trombone and Sinatra's vocal. *Winter Weather* is on the other side. It's livelier, with a tasty swing-beat and is also designed for the phonographs.

IT HAPPENED IN HAWAII ..... KAY KYSER (Harry Babbitt-Dorothy-Trudy-Jack-Max)  
Not a patriotic tune, but a second start for a better-than-average ballad about a romance on that Pacific isle. Instead of making a lazy and dreamy lullaby out of it, Kyser provides it with a top-tapping rhythmic beat and turns most of the side over to Harry Babbitt and the assisting voices. The locale may help put this disk over now.

YA LU-BLU ..... LES BROWN (Ralph Young)  
Considering the success that attended Tschalkowsky and Chopin as consistent hit song producers, there can be no underrating the potentialities of Mozart for similar talents. This Russo-sounding title is merely a more colorful way of saying I love you, and that's the type of ballad that Tin Pan Alley has cooked up from the opening strains of *Mozart's G Minor Symphony*.

RUSSIAN ROSE ..... JOHNNY LONG (Bob Houston)  
Another war-inspired song, but not a flag-waver; rather, it's a sentimental ballad of longing and hope similar to the message in *White Cliffs of Dover* and *Madelaine*. With a sympathetic attitude toward the Russian Allies, this Russian lullaby has a promising chance. Johnny Long's interpretation is plenty smooth, and Bob Houston sells it big in song.

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.

# A STATEMENT OF POLICY FOR 1942

from

# WOODY HERMAN

AND HIS ORCHESTRA



As in 1941, we will continue all through 1942 to make the kind of records which will make money for operators.

To operators everywhere, we recommend these new

## DECCA DISKS

**BLUES IN THE NIGHT**  
THIS TIME THE DREAM'S ON ME  
4030

**'TIS AUTUMN**  
4095

**BY-U, BY-O**  
4024

**SOMEONE'S ROCKING MY DREAM BOAT**  
ROSE O'DAY  
4113

★

Order them today . . . they'll draw the nickels for you!

DIRECTION  
GENERAL AMUSEMENT CORPORATION

# 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 12)

Ralph Young so capably explains in his song selling. A richly scored opening refrain gives the love song an excellent start. The pairing here is all in the soft and romantic ballad vein. A run-of-the-mine torch tune, *Foiled* again finds Ralph Young in a romantic baritone mood to dominate the side.

A combination of factors makes "Ya Lu-Blu" an excellent ballad to carry the favor of the phono fans. It's the theme of a famous classical symphony, it comes forward with a Russo tittle at a time when there is a more sympathetic attitude toward that country, and it gives the increasingly popular Les Brown band. Besides, it's a swell love ballad.

**JOHNNY LONG (Decca 4126)**

*The Night We Called It a Day*—FT; VC; *Russian Rose*—FT; VC.

Now that the Russian bear is fighting on our side, Tin Pan Alley is appropriately enough turning to that war front for some of its inspirational well. *Russian Rose* is the first in what will obviously be a deluge. But instead of the flag-wavers as inspired by the Pearl Harbor incident, it's the bittersweet romany songs of longing and hope. That's the tenor of his lullaby, a romantic tidbit in the minor key making the promise, in song, that the Russian rose will bloom again. Similar in melody theme to Irving Berlin's *Russian Lullaby*, Johnny Long sets it in the slow and smooth ballad tempo. The maestro's pashy fiddling paces the first chorus and Bob Houston gives most convincing vocal utterances for the remainder of the disk. The A side is also of ballad proportions, being a pensive song with its melodic qualities smothered by the eerie harmonies scored for the band background, Houston's baritone dominating the side.

Like "White Cliffs of Dover" and "Madelaine," it's the same school of song that inspired "Russian Rose." Johnny Long's smooth and sympathetic treatment makes it fit the pattern for the music boxes.

**FREDDY MARTIN (Bluebird 11426)**

*I Remember You*—FT, VC. *Fun To Be Free*—FT; VC.

Add another cream ballad with high hit possibilities in the *I Remember You* opus from Victor Schertzinger-Johnny Mercer scoring for *The Fleet's In*, Jimmy Dorsey's feature picture. Setting the tempo in a moderately slow beat, Freddy Martin gives the song a colorful orchestration for the opening chorus and then turns it over to Clyde Rogers to bring out all the prettiness of the lyric. The flipover, *Fun To Be Free*, is a bright and breezy piece with the quartet singing that undeniable truth. It's a rhythmical

pick-me-up with much more on the ball for morale-raising than many of the current flag-wavers and fighting songs.

Since the Martin name has meant for coin magic in the music machines, operators have a promising magnet in these two sides. Both tunes shape up as important items for the music machines. For immediate attention, it's the reminder of that glorious feeling that it's "Fun To Be Free." And the picture ballad bears plenty watching.

**SAMMY KAYE (Victor 27750)**

*On the Street of Regret*—W; VC. *Pretty Little Busybody*—FT; VC.

The waltz side, with a lovely melody and story that lends itself to the melodic theme, is tailor-made for the Sammy Kaye school. The soft tenoring of Tommy Ryan sells the opening chorus big. For the second half of the side, a muted trumpet carries the melody as maestro Kaye narrates the wordage for half of the chorus and then returns Ryan to carry it out. Plattermate is one of those bouncy tunes that rolls along like *Josephine*. It's a cute song with a cute lyric and Kaye plays it in a brisk tempo. Muted trumpet solos the opening chorus, the clarinets in harmony carry the second refrain, the Three Kadets harmonize for a third, and the trumpet trio opens the fourth refrain for the band to carry it out.

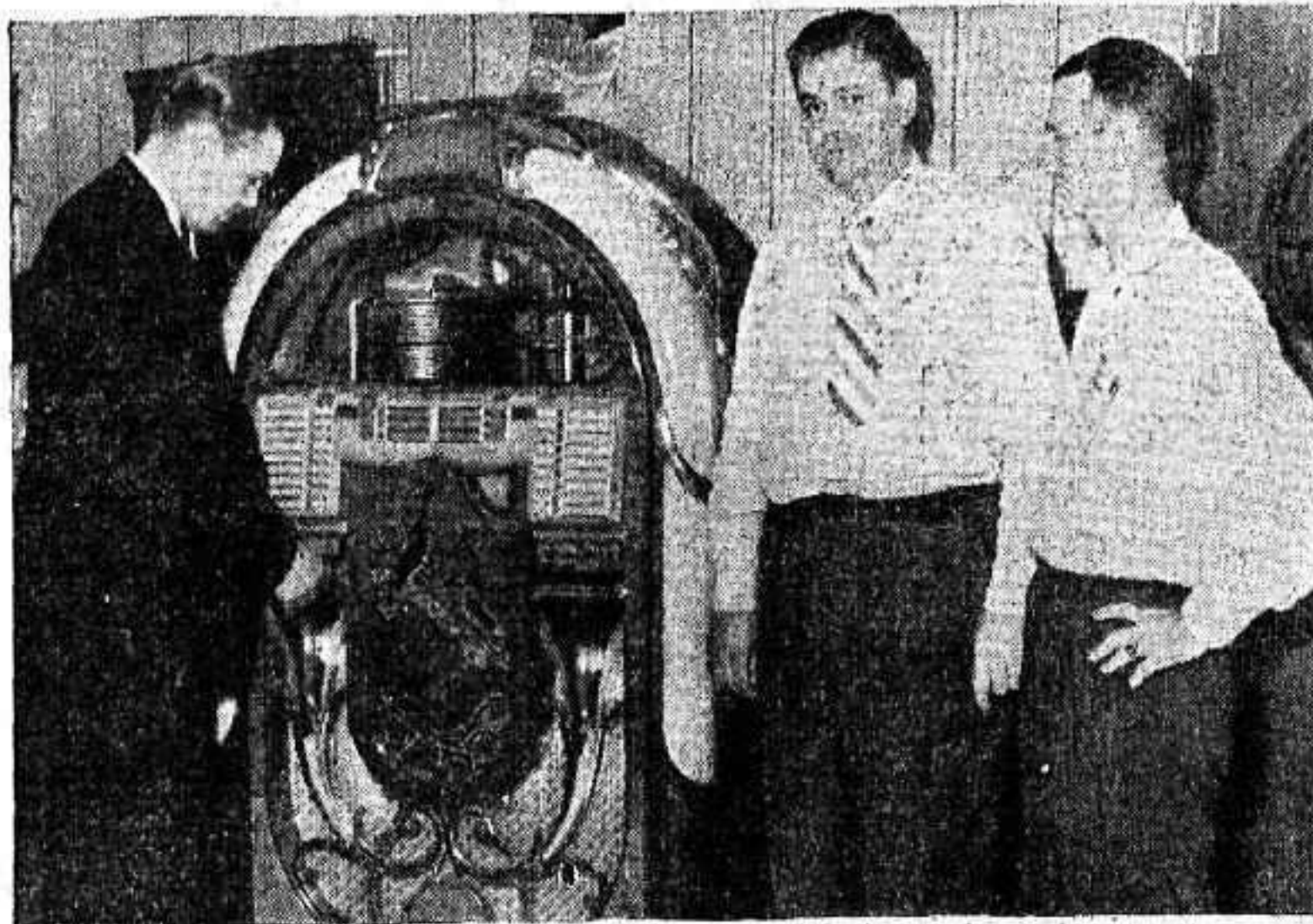
A natural to catch the fancy of the phono fans is "Pretty Little Busybody." It's a rollicking and rhythmic piece and Kaye's introduction of the tune on record gets it off to a nice start.

**LOU BREESE (Decca 4127)**

*Pleasant Dreams*—FT; VC. *Chiquita*—FT; VC.

The appeal primarily for dancing, Lou Breese provides a pleasant goodnight song in *Pleasant Dreams*. A tuneful ditty, and paced at a medium tempo, it's Jean Williams and the band ensemble for most of the side singing this musical invitation for pleasant dreams. *Chiquita*, with a touch of the Latin to the lullaby, is treated in the Jimmy Dorsey sweet-swing fashion. But falls short, by far, in achieving the same results. Barry Warren starts it off as a soft ballad, and after the opening refrain, band dips into a faster rhythmic beat to pave the way for Skip Moor's hotcha warbling. A variation on the Dorsey theme has the band ensemble singing in swing choir formation for the swing chorus.

For a musical nightcap, "Pleasant Dreams" is a fitting replacement for "Good Night, Ladies" or "Good Night, Sweetheart." And at the tap and tavern locations where the sentimental songs go big, Lou Breese's entry is



A TEXAS DRIVE-IN RESTAURANT, known as Elliott & Atlas Restaurant, is one of the best known locations in Longview, Tex. Here is an interior view of the restaurant with Ray Williams; Mr. Elliott and music merchant Travis Richardson inspecting the location's Wurlitzer Victory Model. (MR)

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Walt Leopold and his Orch.

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HAPPY COUNTRY GIRL  
Bernie Wyo, Clarinet, and his Orch.

**T-2040 TAKE ME HOME**  
DOPEY DWARFS  
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THE WISHING WELL  
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Alfredo Mendez Orch. (Spanish) T-2002
  - "Tommy's Mustache"**  
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  - "LO-LO-LITA" (The Girl Friend of the Army)** T-2007  
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worthy of a trial spin, especially in the Midwest areas where the maestro's following is centered.

**KATE SMITH (Columbia 36498)**  
*They Started Somethin' (But We're Gonna End It)*—FT; V. *We're All Americans (All True Blue)*—FT; VC.

The radio songlark gets her dander up for two more fighting and marching songs that date their appeal to that fateful day in December. And there's no mistaking that Kate Smith means it when she raises voice for both song challenges. And to add to its fervor, Miss Smith is assisted by the rousing voices of the Kate Smith Singers, her radio choir. Jack Miller holds up the orchestral end.

There's plenty of enthusiasm in Kate Smith's singing for these two sides, and since they are designed as morale boosters, both have a place in the music boxes.

**TOMMY TUCKER (Okeh 6554)**  
*I Don't Want To Walk Without You*—FT; VC. *Let's Say Goodbye With a Dance*—FT; VC.

Two ballads are coupled in the smooth Tommy Tucker fashion, both styled in a similar vein. But of the two, it's the *Sweater Girl* song on the A side. The song packs all the appeal of a *Melancholy Baby* and by every token, should soar the heights, even tho the same screen

score has already scored with *I Said No*. Side is split between the band and Amy Arnell's fetching vocal. *Goodnight With a Dance* is a minor strain with torch song quality, stemming from the *Sons o' Fun* stagershow. But lacking in the qualities and luster of a show tune. Don Brown provides the vocal utterances.

"I Don't Want To Walk Without You" is bound to score as heavily in the music machines as "I Don't Want To Set the World on Fire." And in view of the maestro's association with the latter blaze, his entry will loom big in the running.

**CARL HOFF (Okeh 6556)**  
*You're a Sap, Mr. Jap*—FT; VC. *We Did It Before (And We Can Do It Again)*—FT; VC.

These two fighting songs forecast their own future. Carl Hoff gives plenty of musical zip to both and the Murphy Sisters provide infectious harmonizing for each. The *Sap-Jap* side is taken at a fast and spirited tempo with the Murphy gals singing rhythmically for the rest of the side after the opening band chorus. Plattermate is taken in real march tempo, band horns splitting the side with the singers, this time assisted by the entire band ensemble to heighten the vocal pitch of the challenge.

There's no compromising with either of these two patriotic ditties. Both pack plenty of

fighting words, and it all depends on how mad the phono fans happen to be when they step up to the machine. Either side worthy of a trial spin.

**XAVIER CUGAT (Columbia 36496)**  
*Viva Roosevelt*—FT; VC. *Marching Along Together*—FT; VC.

The Latin maestro makes his musical bid in the spirit of patriotism with these two sides. The salute to FDR is the more fitting side for Cugat's South American rhythms. His own composition, he gives it the one-two-three-kick conga beats, and makes it a singing side. Leonard Stokes and the Cugat Chorus shout *Viva Roosevelt* in spirited fashion. And Miguelito Valdes does as much with the lyrics set in the Spanish tongue. The marching song on the B side gives the band more of a chance to toot their horns with the Cugat Choir singing the rouser. However, the setting of the rhythm as a zamba makes it all sound out of step.

The "Viva Roosevelt" title alone is enough to attract attention to a machine sticker. However, it is most doubtful whether the phono fans will harbor a conga beat with their patriotic fervor, and as such, appeal for continued play is strictly at the spots attracting a south-of-the-border patronage.

**JAN SAVITT (Decca 4124)**  
*Beloved Friend*—FT; VC. *Meditation From "Thais"*—FT.

Again Decca turns to its unused masters for Jan Savitt's classical transcriptions. Apart from the fact that it makes for forthright dance music in an acceptable manner, there's little reason to believe there is any manifestation of interest for such adaptations, providing little more than filling out the wax factory's weekly allotment of releases. *Beloved Friend* is a borrowed theme from a classical composition, with maestro Savitt taking melody credits and Ted Fetter setting the lyrics. Containing better qualities as a hymn rather than as a popular ballad, the band splits the side with Allan DeWitt's vocal. And it's an orthodox transcription of Massenet's *Meditation* by Ted Duane, played in straightforward fashion.

There is little here of interest to the operator. However, where the location calls for the machine to supply background music of classical leanings, the "Meditation" side is suitable for such use.

**TONY PASTOR (Bluebird 11421)**  
*Doin' the Ratamacue*—FT; VC. *Flag Waver*—FT.

It's a field day for the drummer boy on both sides of this disk, both opuses fashioned by guitarist Al Avola. Starting off in medium tempo, Tony explains in song that *The Ratamacue* is a new tricky drumbeat. Band then slips into a fast tempo as the skin-beater gives a practical demonstration. *Flag Waver* is a fast march tune taken with heavy rhythm beat. An instrumental with the roll of the drums pronounced thru-out.

Operators who found Tony Pastor's "Paradiddle Joe" a music machine favorite will undoubtedly find equal favor with his "Doin' the Ratamacue." Side is also the Fitch Bandwagon Special of the week.

**JACK LEONARD (Okeh 6548)**  
*I'll Never Forget*—FT; V. *It Isn't a Dream Anymore*—FT; VC.

The soft and romancy vocal pictures painted by Jack Leonard are particularly pleasing for these two ballad sides. Leonard carries both, and the tunes are high in quality. Both are potential hits. Alec Wilder's orchestral arrangements give added luster.

For Jack Leonard fans these sides will be cherished even more since they are among his last cuttings before he donned his khaki uniform again. As such, their music machine longevity is assured. For immediate spotting "It isn't a Dream Anymore" is the side.

## Re-Elect All APMA Officers

CHICAGO, Jan. 24.—Officers and directors of Automatic Phonograph Manufacturers' Association were re-elected for the ensuing year at the annual meeting held in Chicago January 19.

These include J. E. Broyles, of the Rudolph Wurlitzer Company, president; D. W. Donohue, of Mills Novelty Company, and David C. Rockola, of Rock-Ola Manufacturing Corporation, vice-presidents; C. T. McKelvy, of J. P. Seeburg Corporation, treasurer, and Robert Gabel, of the John Gabel Manufacturing Company, director.

The association offices are at 120 South La Salle Street, Chicago. The secretary is C. S. Darling and the assistant secretary is F. J. Newman.

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with smooth, sweet vocals by  
**JAYNE WALTON**  
 ON  
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'Miss You'  
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# This New Showmanship

By JACK BARRY, President, Minoco Productions, Inc.

Development of the automatic movie machine has caused a new school of showmanship to come into being—new problems that never existed in other mediums have cropped up—what they were and how they are being solved are recounted below

**T**O KEEP the new form of coin-operated entertainment—the movie machine—well supplied with entertaining film-fare, and to make the public conscious to the maximum degree of the entertainment potentialities of this new entertainment medium have called into being an entirely new school of showmanship. It has required the development of new techniques and methods by the producer of the film, the actors, the distributors and the operators. Few, even within the trade, realize what these problems are and the ingenuity and resourcefulness that their solution has necessitated.

### Producer's Problems

Take, for instance, the problem of the producer. Here's a new medium for which he must supply pictures to meet mechanical demands that never existed before. He has to present on a small size screen a series of three-minute "shows" of maximum entertainment value to please all type tastes. In so doing, it has been necessary to develop new techniques which contradict certain long-established motion picture practices.

We have had to tailor our productions with the fact in mind that customers don't give the screen the prolonged concentration they give the theater screen; therefore certain types of intricate treatment are out. Certain lighting effects and camera techniques which might be acceptable for the theater screen couldn't be used. We had to place emphasis, also, on music which is peppy and bright and eliminate slow, draggy numbers. The technique of actors on the theater screen is to "make believe I am somebody else," and to this end Hollywood trains its players to be oblivious of an audience. For the movie machine, close-up camera treatment is essential.

Elaborate settings for long shots and intricate routines are just as much out of place as they would be in the intimate night club, where the accent must be on intimate delivery. That's why we've leaned heavily to featuring personalities who have the friendly, intimate, "be yourself" style of delivery. Split-second continuity is also essential. In addition, we've had to keep constantly in mind the fact that the movie machine audience is within 25 feet of the screen at all times—closer than they ever are to the movie screen, and as result the long-range technique is out.

### Production Staff

To find the answer to all the above riddles, we at Minoco have assembled a crew of writers, directors, scenic artists, make-up men, cameramen, dance directors, talent buyers and bookers, editors, cutters and sound technicians who are tops in their respective fields. In fact, the average experience of these men in the motion picture field is 16 years. This storehouse of experience has provided the answer to our problems.

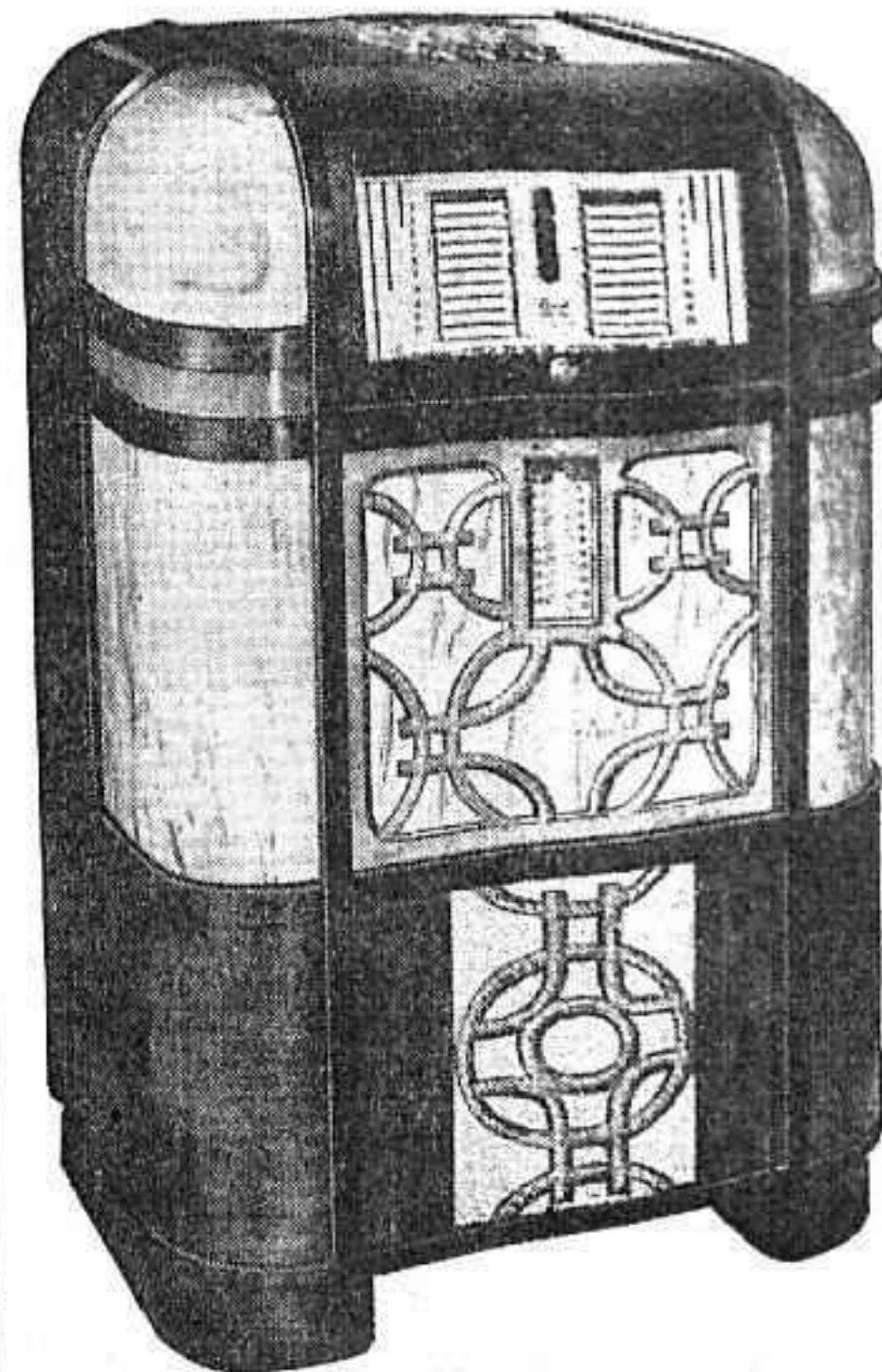
The fact that we have been successful is proved by the manner in which the public and operators alike have acclaimed the excellence of our productions. We've assembled the best array of top-flight talent money can buy. Artists and their representatives generally have welcomed this new entertainment medium. All the leading agencies of show business are making their artists available. Name bands, particularly, have welcomed the movie machine. As far as Minoco is concerned, there has not been a single instance of refusal by a leading band to contract for a picture.

In order to give the public what it wants, we are constantly going into huddles with leading operators. In addition, at the present time we are conducting a nationwide poll of bands preferred by operators and customers of the movie machine. Two hundred bands are represented in this poll, and of them 50 are being selected by Minoco as the most popular and will be used during the coming year. Top name bands which either have or are under contract to appear in Minoco productions include Shep Fields, Claude Thornhill, Gene Krupa, Cab Calloway, Tommy Reynolds, Dixieland Jazz Band, Will Bradley, Les Hite, Van Alexander, Johnny Messner, Teddy Powell, Charlie Spivak, Bob Chester, Count Basie, Fats Waller, Lucky Millinder, Alvino Rey, Del Casino, Mitchell Ayres, Dave Schooler, Johnny Long, Herbie Kay and Tony Pastor.

### Give Only the Best

So that the subjects we present are always of maximum interest, we try our best to make them timely. To do this we anticipate the coming song hits and feature them so that they will appear on movie machines at the time they are at peak popularity on the air and in the music boxes. We also watch closely the popularity of the bands and artists we use. In presenting bands on the screen, we emphasize three things: current song hits, novelty arrangements peculiar to each band, and the personalities within each band. We know interest in the band is not limited to the leader. Fan mail for other members of the band proves that; so we try to single out individual members of the band whom the public wants to see in action and feature them.

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### Planning the Program

Balancing a program of eight units for showing on the movie machine is a tough job. While it follows the essential principles of framing a vaudeville bill, it differs in that a movie machine program can be started at any act, whereas a vaude bill worked to a grand climax. For that reason contrast is essential, climax is essential, plus speed and more speed. Split-second treatments and up-to-the-minute music are musts. One slow number collapses a program more quickly than one weak act collapses a vaude show.

To make sure each program is the best possible to produce, we mix in a liberal portion of name bands with top-flight recording and movie artists, plus a collection of the top songs of the day. Patriotic songs have also been used extensively. This keeps America singing in public morale, but also for its entertainment value in army camps, government training centers and other spots where no other entertainment is regularly available.

### New Operator Showmen

Just as essential as good pictures is showmanship ability on the part of the operator. Fortunately, operators of movie machines as a whole are experienced in show business and coin-manned in show operation. They know what the public wants and how to exploit what they have to offer them in such a manner that maximum play is assured. We at Minoco owe much to the operator. We listen attentively to any and all recommendations he makes. We follow their requests for certain bands and songs. The show sense of experienced operators is evident in their reports to Minoco. Showmen from the motion picture distribution and exhibition fields, as well as from carnivals, night clubs and coin machine operation fields, are now operating this new type of entertainment device.

In a way, history is repeating itself, for the pioneers of the motion picture industry—Marcus Loew, Adolph Zukor, the Schencks and William Fox—all came from the coin machine industry. They were arcade operators back in the days of the mutoscope which was the pioneer coin-operated movie.

This type of entertainment is blazing

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BIG SURPRISE AT PACKARD PARTY, held at Christmas time, was the double wedding of Buddy Drollinger, service manager, to Dorothy Phillips, and Dorman (Mac) McShan, engineer, to Juanita Sheffer, December 22. Mr. and Mrs. Drollinger are first and second from left, and Mr. and Mrs. McShan, third and fourth from left. Mac was inducted into the army December 31. (MR)

## TOP MUSIC MACHINE HITS

(Continued from page 62)

the machines for 16 weeks apiece, but they were sandwiched between the aforementioned swing tunes.

Were it not for the emergence of the highly swiny "Chattanooga Choo Choo" at the tail end of 1941, the statement that swing stuff is no longer an important music machine force might be made. With the last Billboard of 1941, "Chattanooga" had already finished 11 weeks on the phonos and was still going strong, seemingly on its way to a 15 or 16-week or even longer term of hit ranking. However, it should be remembered that "Choo Choo," tho swing, is also in the novelty category, being handled vocally by the Glenn Miller crew. Consequently, strictly speaking, 1941 was completely devoid of a hit successor to "In the Mood" or "Tuxedo Junction," altho many similar tunes were recorded without making much of a dent.

### More Bands More Popular

There is, however, another difference between 1940 and 1941 that is far more important to the bands and record companies. To put it briefly: in 1940 the top artist was Glenn Miller, who had 17 "Going Strong" records during the year. His runners-up were Tommy Dorsey and the Andrews Sisters, with six hit disks apiece. In 1941 the top artist was Jimmy Dorsey, who had only nine hit records. In second place was Glenn Miller, with seven, and in third was Tommy Dorsey and Sammy Kaye (six apiece).

The significance of this change is that altho in 1941 there were approximately as many hit songs and records as in 1940, the hit records were made by many more bands and vocalists. This can only mean that more bands, vocal groups and solo performers angled their offerings at the coin phono fans, and that operators were putting more records made by a greater variety of artists on their machines.

Further proof of the coin phonograph's increased importance during 1941 and the consequent attention to phono tastes by recording artists could be noted in The Billboard's Third Annual Talent and Tunes Supplement, which appeared September 27. More artists than ever before appeared in the supplement, calling machine operator attention to their latest records or thanking operators for past and future favors.

### Greater Play on Machines

More artists on the machines and

the increased importance of the machines reflected the fact reported by all operators; namely, that more people were playing the machines. This, above all, was the reason for the breaks given previously obscure recording bands and vocalists. Where there are more people, there are more varieties of tastes and preferences. That, in short, is why more artists had hit records during 1941 than in 1940.

Should things continue along the path followed during 1941, the year to come will see the emergence of still more coin phono disk stars. This will mean what it meant in 1941—keener competition on the machines, more quality, and—in the play department—more quantity.

Nobody will kick about that.

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KEEPS YOUR LOCATIONS PERMANENTLY  
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## We Gain Priceless Prestige

By Robert Conner, Advertising Manager,  
The Rudolph Wurlitzer Company

Emergencies have long been the acid test of many things. True values are seldom recognized until a man, a method, a machine—or an industry—is confronted by the stark reality that a difficult job must be done. And done quickly without confusion or hysteria.

On the proving ground of such an emergency, the automatic phonograph industry has won the recognition it so richly merits. Music merchants, distributors and manufacturers have joined in the common front to defend America and to repel all threats against her way of life. In a sense, our industry has lifted



itself by its own boot-straps. For a by-product of our past year's patriotic effort has been to gain priceless prestige and honor in the eyes of all America.

From all corners of the nation come reports of the favorable publicity given some automatic music operating, distributing or manufacturing firm for a job well done in Uncle Sam's behalf. Few are the newspapers and other periodicals that have neglected mention of our industry's concerted drive to sell bonds, maintain morale and to contribute even more tangibly thru myriad other channels.

In short, we have met our country's direct emergency face to face; we have made a brilliant start shoulder to shoulder; let's see it through hand in hand. Your business and mine are secondary till the big job's been done. Let's go!

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MODERN PLASTIC ILLUMINATED CABINET

WILL ACCOMMODATE 12" OR 15" SPEAKER

HERE'S a money-maker! Berman's Kleer-Tone Model 50 speaker will be found in the most popular spots this year! It reproduces the way that makes music-lovers pour their nickels in and cry for more! Beautiful wood veneer cabinet! Choice of marble finish or walnut cabinet with gold trim. Twelve-inch Heavy Duty Speaker can be connected to any phonograph with an ordinary two-wire lead. Can be furnished less the speaker for use with the 12" or 15" unit from your old phonograph. Cabinet 21" high x 20 1/2" wide x 12" deep.

PRICE LESS SPEAKER **\$17.50**

Complete with volume control, light switch, plastic light-up and plug-in extension cord.

Complete With 12" Dynamic or P. M. Speaker

**\$23.50**

WIRE US YOUR ORDERS. IMMEDIATE DELIVERY ON ALL MODELS.

IF YOUR DISTRIBUTOR CANNOT SUPPLY YOU, WRITE DIRECT TO

**L. BERMAN CO. 114 N.W. FIRST ST. EVANSVILLE, IND.**

**OFFICIAL SHOWING**  
FOR  
**JOBBER, OPERATORS, DISTRIBUTORS**  
Jan. 27, 28, 29, 30, 31, Feb. 1

**FILMTONE  
PICTURE PHONOGRAPH**

*Mighty Monarch of the Movies*  
*Sensational Movie Machine Hit*  
24 Different Pictures.

Restricted deliveries—ORDER NOW! For more information and particulars—WRITE—WIRE—PHONE!! Exclusive Territory.

**JERSEY SPECIALTY CO., INC.**

FACTORY DISTRIBUTORS  
ROUTE 23, POMPTON TURNPIKE, SINGAC, N. J.  
Phone: Little Falls 4-0784



### 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; Don't Bite the Hand That Feeds You, Jimmy Wakely; My Little Girl, Jimmy Revand; Barstool Cowboy, Spike Jones; Frisky Fiddlers' Polka, Curley Hicks and His Taproom Boys; Tears on My Pillow, Gene Autry; I Wouldn't Trade the Silver in My Mother's Hair, Ambrose Haley and His Ozark Ramblers.

**INTERNATIONAL RECORDINGS:** When Manuel Shakes His Maracas, Cuckoo Waltz, Pound Your Table Polka, Misirlou, Lo-Lo-Lita (The Girl Friend of the Army).

**FOREIGN RECORDINGS:** German, Lustige Leut!, Froehliche Volkslieder; Bohemian, Pohadky, Dzuleida; Hungarian, Magas Jegenyefan; Croatian, San Ljubavi, Marijana; Polish, Rum, Cium, Cium, Ktoz Tu Tancuje, Poczkai, Powiem Mamie, Juz Trabka Zagrala; Scandinavian, En Sang Vid Brasan, Vardshussang; Swedish, Jugnman Jansson, Glittrande Vag; Italian, Vela Sorrentina; Jewish, Mein Yiddische Mame, Misirlou; Greek, Koroido Mousolini.

### MUSIC OPERATORS

Go Ahead in '42!  
Switch any phono mechanism into the new "TONE-O-MATIC" Cabinet. Write for details!

ACME SALES CO.  
625 10th Ave. N. Y. C.

**NOW READY  
FOR DELIVERY**

# BUCKLEY TONE TOWER

Repeat orders in days like these SHOW DEFINITELY that BUCKLEY TONE TOWER is boosting profits, getting new locations, and holding present locations more firmly than ever! Many hundreds of operators are showing their tremendous enthusiasm by ordering BUCKLEY TONE TOWERS again and again!

The BUCKLEY TONE TOWER stands on the floor . . . 72" high . . . mounted on casters for easy handling. Richly designed cabinet in three different woods and marble finish with large full panels of yellow and red glass—illuminated! The top for diffusion of glorious tone is decorated with a chrome strip. SUPERB TONE! Adaptable for any size location . . . from smallest to largest.

We are in full production and can deliver the same day your order is received.

TAKE ADVANTAGE OF THIS PROVEN COLLECTION BOOSTER! For particulars and prices, see your Buckley Distributor NOW!



**BUCKLEY**  
MUSIC SYSTEM, INC.  
4223 W. LAKE ST.  
CHICAGO - ILL.

Your original investment in Defense Savings Bonds, Series E, will increase 33 1/3% in 10 years.



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**ORDER THIS DEAL TODAY**

- 1 STANDARD FINISH MODEL V. . . \$8.50  
Vends everything. No additional parts necessary.
  - 1 25-LB. CARTON OF GUM (includes winners) . . . 4.50
  - 1 INSERT which conceals winners and stops cheating, can be removed instantly if desired . . . .50
  - COMPLETE DEAL ONLY . . . . \$13.50
  - DEAL TAKES IN . . . . \$48.75
  - PAY LOCATION 25% OR . . . . 12.19
  - YOUR NET RETURN IS . . . . \$36.56
- Terms: 1/3 cash with order, balance C. O. D. or send full amount and save C. O. D. costs.

**VICTOR VENDING CORP.**  
5711 W. GRAND AVENUE, CHICAGO

**LESS THAN 5c A COPY**

Postal Regulations permit The Billboard to cut regular subscription rate in half for armed forces. Send \$2.50 for 1 year subscription to be mailed to any SOLDIER, SAILOR or MARINE.

The Billboard, 25 Opera Place, Cincinnati, O.

**MERCHANDISE MACHINES**

Conducted by E. M. HAMMAN  
Communications to 155 North Clark Street, Chicago

**Venders Serve the Nation**

Factory workers need quick energy and convenient sources of supply. Nation comes to recognize vending machines as modern way to provide food and refreshments for workers in industrial plants. Many testimonials given as to value of machines. Supplies for venders draws great interest.

The vending machine business made good progress during the most of 1941. The upward trend started a year or two ago and reached a high point last year. Reports from all sections of the country proved this to be true.

The boost to vending machines was largely due to the industrial boom that started with defense preparations and brought work to hundreds of plants and factories. It also caused many new plants to be built. It meant more jobs for people and more money for workers to spend. Vending machines shared in this boom just as many other lines of industry did.

There was a general business boom for at least the first nine months of 1941, or until priorities and shortages of materials began to seriously affect many factories in all parts of the country. Venders did a good business during those nine months and the slowing up due to priorities was only temporary, for war orders spread rapidly to the factories.

**Penny Venders Go Ahead**

Penny venders kept pushing ahead during the past year. Loca-

tions were increased steadily and the machines were patronized regularly. Operators of these machines have been making a study of the psychology of proper placement, have been watching traffic flow and location angles. They have learned things that the old-time operator never took into consideration in his hit-and-miss placement of vending machines. Modern operators are getting down to a science the art of properly placing a vending machine. Nuts, gum, candy, small confections, etc., are items which will sell readily from penny venders when properly placed and serviced.

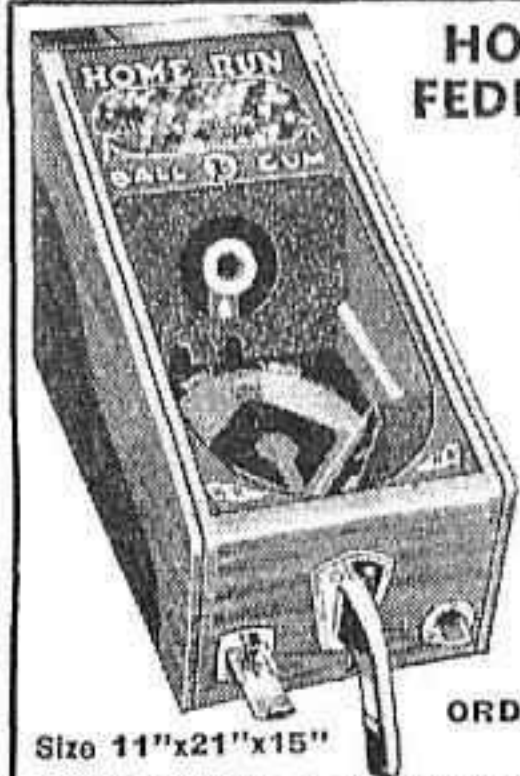
Matches have increased in cost to the point where it will soon be impossible to give them free with purchases of cigarettes. Not only has the cost on matches gone up, and is expected to go even higher, but indications are that there will soon be a shortage in materials to manufacture them, especially the chemicals used. Match vending machines are the ideal solution to this problem. The machines are being placed next to cigarette venders by operators and in front of or beside tobacco counters in drug and cigar stores. Both book and box matches are vended from these penny machines. Inquiries about match venders have more than tripled in the Trade Service Department of The Billboard in the past two months.

**Candy Bars Give Energy**

Candy bar venders received their best boost from the increased publicity given to the value of the bars as a quick source of energy and on the food value contained in them. Factory managers give consideration to this theory and have seen to it that their workers have easy access to candy bars when they want them. It ups production and keeps workers in a better frame of mind. Always keeping up with new trends, candy manufacturers have discussed and experimented with vitamins added to candy bars. In view of the government advocating the addition of vitamins to bread flour and the universal interest in vitamins today, vitaminized candy would seem to be a sure winner in candy vending machines.

**Cigarette Venders Conquer Trends**

Cigarette vender operators began to sound a discouraging note early in 1940 due to tax trends and other movements which they felt would handicap cigarette machines. Price changes due to State taxes made it necessary for operators to work out plans for inserting the proper pennies in change under the wrappers on the packs. Retailer competition



**HOME RUN FEDERAL TAX FREE!**

The New Outstanding Ball-Gum Vender With a Fascinating Amusement Feature. HOME RUN has a brand-new and clever balling arrangement that is operated by a trigger which bats the ball through the air.

ORDER THIS DEAL TODAY!

Size 11"x21"x15"

- 1 HOME RUN VENDOR with 25 Lb. Carton of Gum, includes winners, only \$24.50
  - DEAL TAKES IN . . . . 48.75
  - PAY LOCATION 25% OR . . . . 12.19
  - YOUR NET RETURN IS . . . . \$36.56
- Terms: 1/3 cash with order, bal. C. O. D., or send full amount and save C. O. D. costs.

**VICTOR VENDING CORP.**  
5711 W. GRAND AVENUE, CHICAGO

TAX FREE TIME PAYMENTS

**SILVER KING BALL GUM MACHINE**  
(Over 50,000 Sold)



1 Prize King 1700 Rq. Gum 200 Winner } \$9.95

Returns In Pennies \$19.00

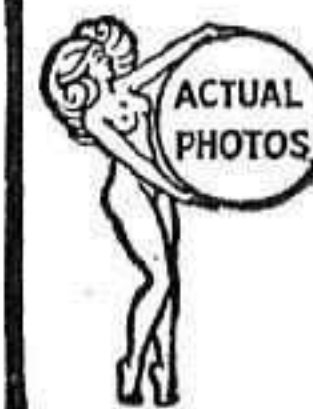
Pay Location 25%

Your Profit \$14.25

1100 Size 1/2-Inch Ball Gum Vendor

Especially built for prize ball gum operation. Two ball reserve loading. No missing. Also handles 3/4 inch ball gum.

**NEW 10 PLAY "PEEK SHOW"**



10 pennies from most players. 1c per Photograph, 10 Pictures. New View-A-Scope or "Peep Show" only \$24.50 each. New Gypsy Rose Lee Films, Sally Rand, Earl Carroll's, etc.

**TORR** 2047A-SO. 68 PHILA.

**LINCOLN WAS RIGHT**

"You can fool some of the people some of the time," said the Great Emancipator . . . "but you can't fool all the people all the time!"

G. V. Corp. was never in business to fool any of the people any of the time. Smart operators KNOW, from years of dealing with G. V. Corp., that whatever we say, we mean.

We say: don't be fooled by inferior gum, offered at so-called "cheap" prices. IT'S FALSE ECONOMY . . . because the public won't be fooled for long!

We pledge: continued and tireless effort to keep YOU, the operator, in the best possible position to make a living.

G. V. Corp. has never promised that selling Adams Gum through Adams Gum Venders is the royal road to riches. But this business is remarkable in its steady, consistent earnings . . . year after year.

Remember: it's what you have to SHOW at the end of the year that counts!

NOW AS ALWAYS, G. V. Corp. offers every co-operation to operators who are progressive enough to have faith in a sound business . . . which is selling the famous ADAMS GUM, in all seven delicious flavors, through beautiful, sales-powered Adams Gum Machines made by DuGrenier.

WRITE FOR SAMPLES, PRICES AND PARTICULARS. GET STARTED TODAY . . . THE ADAMS WAY!

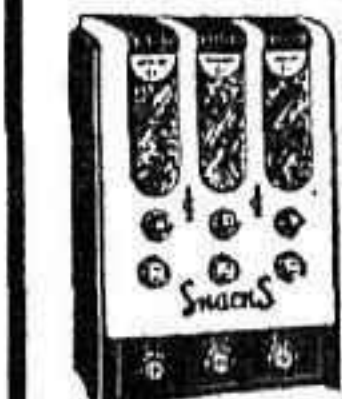
**G.V.CORP 33 WEST 46TH ST., N.Y.**

**CIGARETTE VENDING MACHINES**

U-Need-a-Pak 6 Col. Cigarette Machines with Floor Std. \$29.50 As illustrated. Capacity, 170 packs. Slur proof. 15c or 20c Models. Reconditioned like new. Terms: 1/2 with order, balance C. O. D. Write for complete catalog of cigarette and 5c candy bar machines.

**D. ROBBINS & CO.**  
503 W. 41st ST. NEW YORK CITY

**REBUILT LIKE NEW!**



3-COL. SNACKS  
Sample, \$7.95  
Lots of 5, \$7.50 ea.



4-COL. EVER-READY  
Sample \$4.50  
Lots of 5, \$4.00 ea.

Write for Complete List of Bargains.  
1/3 Down, Balance C. O. D.



**I.L. MITCHELL & CO.**  
MACHINES AND SUPPLIES  
1141 DE KALB AVE., B'KLYN, N.Y.

# Vending Machine Statistics

(As of January 1, 1941)

## PENNY VENDERS

Number of machines in operation.....	3,000,000
Nut venders.....	1,800,000
Gum venders.....	750,000
Candy venders.....	450,000
Total annual volume of sales.....	\$78,000,000
Total investment in equipment.....	\$21,000,000

## CIGARETTE VENDERS

Number of machines in operation.....	126,500
Total annual volume of sales (packs).....	657,800,000
Total investment in equipment.....	\$ 1,138,500

## 5c CANDY BAR VENDERS

Number of machines in operation.....	250,000
Total annual volume of sales (bars).....	625,000,000
Total investment in equipment.....	\$ 8,750,000

## BEVERAGE VENDERS

Number of machines in operation.....	28,000
Total annual volume of sales.....	\$12,096,000
Total investment in equipment.....	\$ 2,800,000

also presented a problem. Often the retailer could sell at a special price on two packs, which the operator could not do. Price changes and taxes were important subjects. Cigarette operator associations

worked hard on the various problems and did a lot of good.

The increase in State cigarette taxes also raised the question of the classification of cigarette vender operators, whether they would be classed as wholesalers, sub-jobbers or retailers. In some States this became a vital issue and required the serious efforts of operators' associations to get a fair ruling. Indications now are that cigarette machine operators will be classed as sub-jobbers. The advantage in such a classification is that they can get the usual commission allowance for tax stamps.

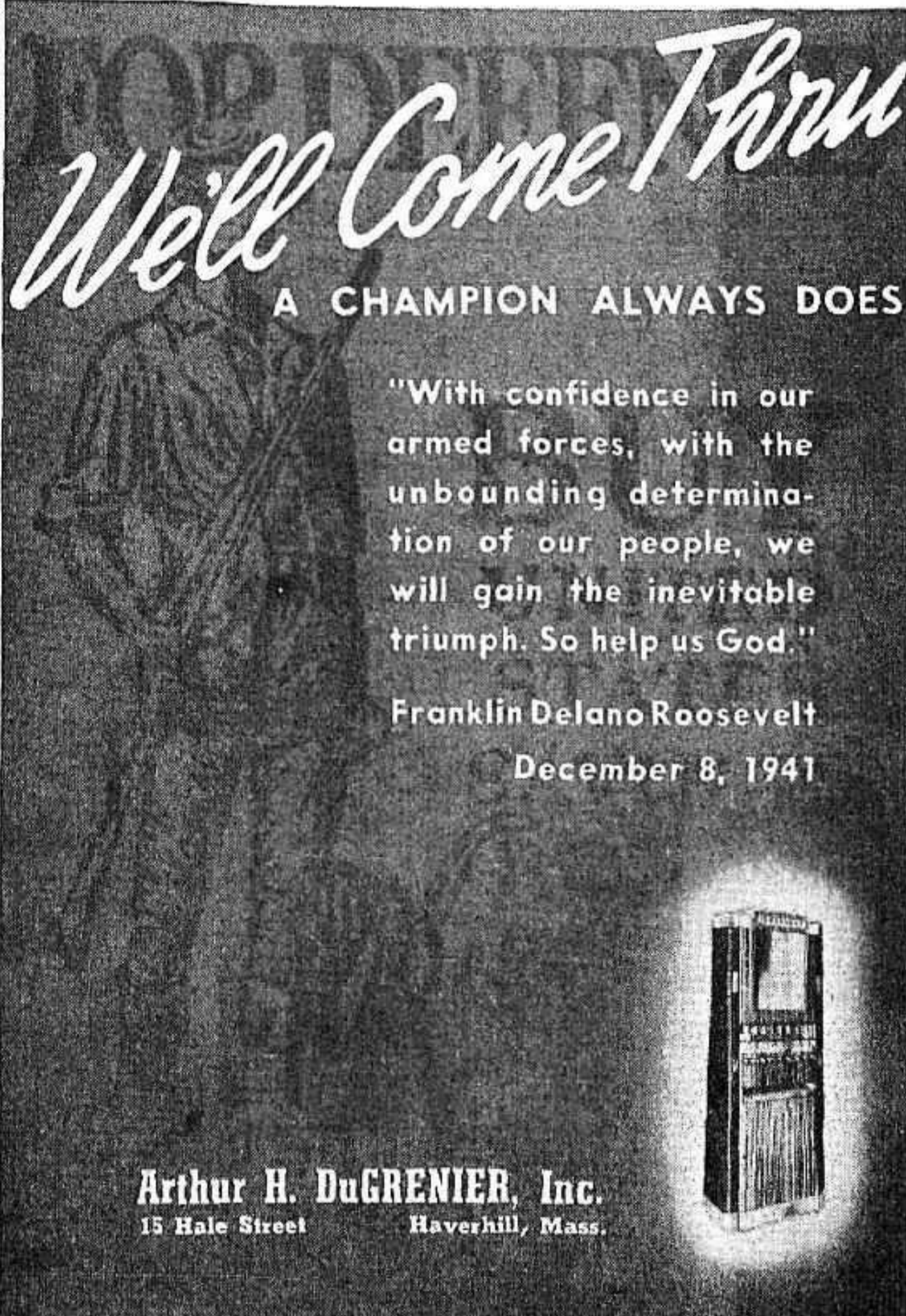
Operators in Illinois and Wisconsin did a fine job in getting adjustments made in the proper classification of cigarette operators. The full story of their work is available to other cigarette associations facing similar problems. Affixing tax stamps was another thing the operators had to work out. Help was trained to do this work and some mechanical devices were offered to do the job.

While cigarette vender operators have profited by the industrial boom, they have also faced and overcome some big problems during 1941. Federal and State taxes have increased greatly and they will face a further proposed increase in the federal tax on cigarettes, which will mean increase in prices and again the odd change problem. Experience already gained will stand them in good stead in the coming year. The price ceiling on cigarettes established by the federal government will prevail for a while, but in war times prices advance on all luxuries and cigarettes may be expected to advance as far as the law will permit. There may be a trend toward dime packs of cigarettes.

The job now for operators of all types of vending machines is to keep their machines in good repair, to service them regularly and make them last as long as possible.

### New Venders Make Gains

The vending machine trade has been carefully watching the newer types of venders, such as machines to vend soft drinks, milk, fruit juices and food items. The boom in industry gave life to these machines. Machines could be placed in plants where the entry of salesmen had to be prohibited due to defense work. Machines prevented scattering of bottles. Workers could obtain their wants without waiting for the regular man to make his deliveries. Machines were sanitary. Ice cream venders gained in 1941. Large operating organizations were reported formed in Buffalo and Baltimore, (See Venders Serve Nation on page 95)

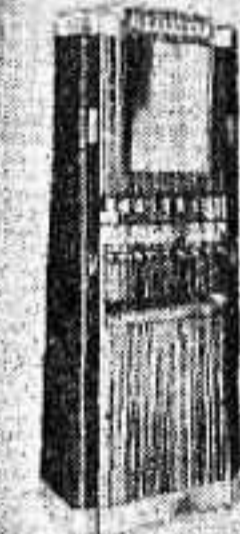


*Well Come Them*

**A CHAMPION ALWAYS DOES**

"With confidence in our armed forces, with the unbounding determination of our people, we will gain the inevitable triumph. So help us God."

Franklin Delano Roosevelt  
December 8, 1941



**Arthur H. DuGRENIER, Inc.**  
15 Hale Street Haverhill, Mass.

**TAX FREE SILVER KINGS**  
For Profits  
**\$7.50** Each  
In Lots of 10 or More  
**SAMPLE \$7.95**



Send for list of complete line. Liberal trade in. Immediate delivery on all models.

1/3 Deposit Required With Order. Send for List of New and Used Vending Machines. Wanted—Vending Machines of All Kinds.

**RAKE** 2014 Market Street PHILADELPHIA, PA.

**It's the 1942 Wonder!**  
And it's tax-free  
**VICTOR MODEL V VENDOR**



Complete deal ready for business **\$13.50**

1/3 Dep., Bal. O. O. D.  
**EASTERN** 350 Mulberry St. NEWARK, N. J.

**ASCO WEEKLY SPECIALS**

**1c-5c Deluxe Northwestern**



Vends Salted Nuts, Pistachios and Candies. Reconditioned to look and work like new. A terrific buy at this price. Terms: 1/2 Deposit, Balance O. O. D.

**\$11.95** Each  
LOTS OF 5—\$11.50

SEND 25¢ FOR OUR B.I.G. COMPLETELY ILLUSTRATED CATALOG OF OVER 100 MACHINES.

**ASCO, 140 ASTOR ST., NEWARK, N. J.**

**A PERSONAL MESSAGE FOR VENDING MACHINE OPERATORS...**

We will continue thruout 1942 to manufacture our superior quality candies and will service our customers to the best of our ability and within our sugar ration. We will also supply new numbers when possible.

**YOURS FOR VICTORY,**  
**PAN CONFECTIONS**

**FOR SALE!** 138 PEPSI-COLA VENDORS • THE BEST MONEY-MAKERS TODAY!

**They're on Location Now!**

We own the exclusive franchise for operating these profit-making drink vendors in Philadelphia and Camden counties. We will sell our franchise and the machines on location as one; or, we will sell the vendors in lots of 5 or more. Here is the opportunity you've been waiting for! Don't miss it!



Each machine guaranteed in perfect mechanical condition. Size, 68" tall, 32" diameter. Capacity, 144 12-oz. bottles in vending compartment, 52 12-oz. bottles in pre-cooling compartment. Refrigeration, 1/4 h.p. Chieftain unit.

Write or Wire for Price and Further Information!

**FRANK KUHN CO., 437-39 W. Girard Ave., Phila., Pa.**

The Best Investment in the World Today Is  
U. S. Defense Savings Bonds and Stamps

# ... for VICTORY and more successful VENDING MACHINE OPERATIONS



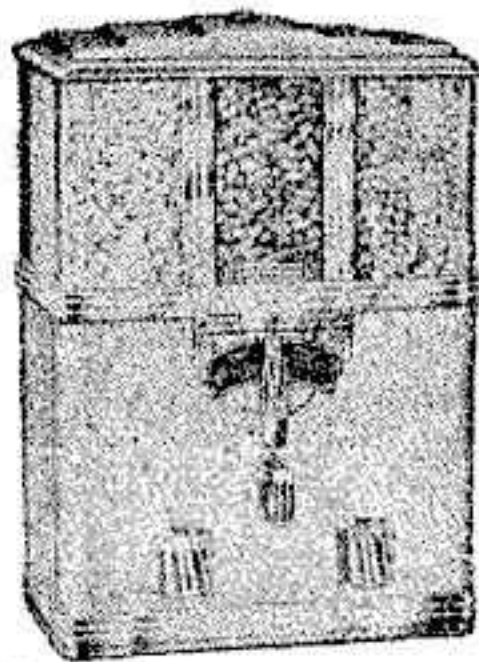
**MODEL 39**  
\$8.65  
In lots of 100 or more  
\$9.15  
Each sample



**MODEL 33**  
BALL GUM VENDER  
\$6.65  
In lots of 100 or more  
\$7.10  
Each sample



**DE LUXE**  
\$15.45  
In lots of 100 or more  
\$15.90  
Each sample



**TRI-SELECTOR**  
\$29.80  
In lots of 100 or more  
\$32.00  
Each sample

## And here are triumphs in USED MACHINES

**NORTHWESTERN VENDORS**  
De Luxe 1 & 5¢ Porc. ... \$9.95  
Standard 1 & 5¢ Porc. ... 6.50  
Standard 1¢ Drop Slot Porc. ... 3.95  
Model 33 Peanut 1¢ Factory record. ... 4.50  
#30 Ball 1¢ Porc. ... 7.95  
#30 1¢ Porc. ... 6.95  
#33 Ball Gum 1¢ Porc. ... 4.95  
Tri Selector 1 & 5¢ Porc. ... 15.95

**OTHER SPECIAL BARGAINS**  
1¢ Adams Gum Vendor, 6 Col., Mech. Perfect, Slugproof, Needs Paint \$3.95  
1¢ 4 Col. Model N Adams Gum, Slugproof ... 8.45  
5¢ Columbus Peanut ... 1.95  
1¢ Advance Stick Gum ... 2.95  
1¢ Hershey Choc. ... 5.95  
1¢ Advance #11 Peanut. 4.45

1¢ Robbins 2-in-1 Vendor \$3.95  
1¢ BUREL 3 Col. ... 7.95  
1¢ Snacks 3 Col. Slug Ejector ... 8.95  
Stewart-McGuire 1 & 5¢ Peanut Reconditioned, New Lacquer ... 3.45  
Masters 1 & 5¢ Porc. ... 5.95  
SILVER-KING 1¢ ... 3.95

## And here's the answer to all your BALL GUM PROBLEMS

The Sensational New

CANDY SKEE BALLS 1/2" and 3/8"

WRITE FOR YOUR FREE SAMPLES TODAY!

BALL GUM 1/2"—170 COUNT. 3/8"—BOX OR BULK.

Also a complete line of GLOBES, BRACKETS, STANDS, CHARMS . . . FULL line of PAN CONFECTION CANDY.

RUSH YOUR ORDERS TODAY! ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE. 1/3 Deposit, Balance C. O. D.

Send for Complete Price List . . . It's Free!

# NORTHWESTERN SALES & SERVICE COMPANY

New York and Brooklyn Headquarters: 589 Coney Island Ave., Brooklyn, N. Y. Telephone: Buckminster 4-2268

New Jersey Headquarters: 58 Frelinghuysen Ave., Newark, N. J. Telephone: Bigelow 3-2560

# VENDER SUPPLY NOTES

There will be no need for members of the confectionery and ice cream trades to worry about any loss in product efficiency because of the shortage of Japanese agar-agar, said Herbert and Wilbur Angermeyer, of T. H. Angermeyer & Company, supply firm of New York, in announcing the development of a new vegetable colloid, especially adapted to replace agar-agar. The new product is the result of considerable laboratory experimentation as well as practical application. It is said to be comparable to agar in weight, texture, ease in handling and workings. It costs approximately the same as agar.

The wise vending machine operator will pick himself a reliable source of supply, says George F. Eby, vending division of Pan Confections, Chicago, a source able to supply him with his requirements during these times of sugar and other types of rationing. Eby says his firm is building its stock for just such an emergency, so that if the time comes when it will be allowed no sugar, it will still be able to supply its vender customers for a considerable length of time.

According to Harry M. Wooten, financial writer, in a recent report published in The New York Sun, production of domestic cigarette paper, which began 27 months ago, will reach sufficient capacity this month to meet the full requirements of the American tobacco industry. Cigarette production is establishing successive monthly records and running at the yearly rate of 230 billion units.

OPM extended its prohibition on the use of cellophane to include overwraps on candy boxes, according to a ruling issued last week. The new order does not prohibit the use of cellophane on candy packages when it is used for the purpose of protecting the contents.

A supply of 16 bars of chocolate, of 1 1/2 or 2 1/2 ounces, was included in the list of essential foods the family of four should keep on hand during wartime, according to Federal Security Administrator Paul V. McNutt, Director of Defense, Health and Welfare Services.

Illinois Nut Products Company, Chicago, recently brought out three new 5-cent numbers suitable for vending machines. America's Three Stars is wrapped in a red-white-and-blue covering and contains three pieces of candy, each different. Almondettes is a product of almond paste, sugar coated, packed in flat, oblong box with an oval window. The third is Kigo Medicated Cough Drops, marketed under a special arrangement with McKesson & Robbins, Inc., wholesale drug house, whose name they bear. All of these items are packed 60-count.

Four candy bars for vending machines are made by Dante Candy Co., Inc., Chicago. They are Challenger, a candy apricot bar; Plum Good, candy prune bar; Doctor's Orders, a fig bar, and Vita-Date, a candy bar which contains dates. For vending machine operators, Dante puts these bars up in cartons which contain 100 bars.

Reports say that large quantities of Kraft Caramels and Kraft Caramettes are being sold thru vending machines. These candies are made by Kraft Cheese Company, Chicago.

Peanuts are publicized in recent reports on shortages of fats and oils. The United States is forced to look for substitute sources for some of the oils which were formerly imported, and peanuts are being mentioned as a source for substitute oils. The Department of Agriculture has recognized this possibility by proposing an expansion of 155 per cent in the peanut acreage for 1942. That means a great increase in production. The demand for peanuts to supply oil may tend to increase the price of the nuts for vending machines. It will be several months before the result of the increased acreage will be known.

Speaking of supplies, news reports from Washington this week said some had advocated calling in the supply of pennies and nickels now in circulation. The Treasury Department promptly said that small coins would not be called in. A bill is in Congress, however, to change the metal content of nickels.

George F. Eby, of Pan Confections, thinks the following version of an old

saying is fitting for the vending machine industry: "The man who buys cheap candy to save money is like the man who stops the clock to save time." Eby is proud of the quality of Pan candies, says quality candies call for quality prices.

Pan Confections announces a new addition to its line this month, namely Hard Shell Assorted Creams . . . a small cube of cream candy with a hard shell coating which comes in all the popular fruit flavors.

Sugar restrictions are responsible for withdrawal of the Spur radio program, Michael and Kitty, aired over 96 stations of the Blue network, sponsored by Canada Dry Ginger Ale, Inc. Will be dropped after the February 6 broadcast. Agency handling the account said, "The sugar situation is a handicap which makes it not only impracticable, but almost impossible for our client to function except in a limited fashion."

Operators in a Southern State report that their collections in drugstore locations have dropped lately. The reason seems to be that the fountains do not have syrup to serve fountain drinks to all customers. This is an early report of a section that may be already feeling the rationing of soft drinks.

Ambrosia Chocolate Company, Milwaukee, has among its products three items especially designed for vending machines. They are Peanut Slabs, Milk Chocolate Cuts and Bit-o-Sweet semi-sweet chocolate.

## NUTS

### CHICAGO SPOT MARKET

#### PEANUTS

	Cents per lb. in bags
Jumbos	8.25 @ 8.50
Fancies	7.75 @ 7.85
Extra large	11.25 @ 11.50
Mediums	11.00 @ 11.25
No. 1 Virginia	10.50 @ 10.65
No. 2 Virginia	9.35 @ 9.50

#### Southeast

No. 1 Spanish	9.25 @ 9.50
No. 2 Spanish	8.00
No. 1 runner	8.50 @ 8.75
No. 2 runner	7.95

#### Texas

No. 1 Spanish	9.10 @ 9.15
No. 2 Spanish	8.75 @ 8.87

## NOW YOU CAN DISTRIBUTE BOOK MATCHES At A Profit!



Vends 2 books for 1c. Two carton (100 books) capacity. Loads direct from carton. Two-tone brown hammerloid finish. Sturdy, dependable and extremely low priced. Box Match Vender also available. Write for details!

NORTHWESTERN, MORRIS, ILL.

## AN OVERNIGHT HIT! U. S. DEFENSE STAMP BALL GUM VENDOR

Complete with special U. S. Defense Stamp filling, which includes FREE colorful red, white and blue large size sticker for machine PLUS a Brand New Model "V" Vender. ALL READY FOR LOCATION! QUICK! RUSH YOUR ORDER! Enclose 1/3 Deposit, We Ship Balance C.O.D.

Only \$9.75

## PIONEER

461 SACKMAN ST. BROOKLYN, N. Y.



## Stewart & McGuire 8 COLUMN "DUALWAY"

# CIGARETTE MACHINES

Completely Rebuilt—Better Than New!

FORMER PRICE \$91.50

NOW ONLY \$35.

1/3 With Order, Bal. C. O. D.

These rebuilt machines are with the new, improved mechanisms which insure long lasting service. Do not confuse with others not having the new, improved mechanism.

## HERALD VENDING CORP.

355 Grand Street

Brooklyn, N. Y.



America is in a state of emergency. Every citizen is urged to do his part by buying Defense Savings Bonds and Stamps.

# West Coast News Notes

By SAM ABBOTT

Of The Billboard Los Angeles Office. Address: 416 W. Eighth Street

LOS ANGELES, Jan. 24.—Coin machine business along West Pico, West Washington and Venice boulevards steady, as jobbers and distributors surveyed the future to see what it holds for them. Most of the coin machine men are confident that 1942 will be a great year for them here on the Coast.

### Johnnie Winn in Town

Johnnie Winn, of Long Beach, was in town last week visiting around. While here he met and had a long talk with his old crony, Spike Jones, of the City Slickers. . . . C. Walters, of C. Walters & Associates, is making appointments for February and skipping the 16th, for that's the day he has to register. . . . Donald Meredith, formerly associated with Associate Producers' Distributing, Inc., and now in the army, recently borrowed two reels of films from APD to show the boys in his soldiering outfit. Projector was set up outdoors and more than 500 fellow soldiers enjoyed the show. Boys were high in their praise of *Oh, Johnny: At Your Service*, *Never Water a Lily With Wine* and *Always on the Bench*. The showing brought so much favorable comment that Meredith is planning other shows, with APD gladly supplying the films free of charge. . . . Mario Castagnaro, president of Techniprocess, is back at the office after being on the sick list for a few days. . . . Lou Wolcher, of Advance Automatic Sales, San Francisco, is touring California, and when last heard from was in Palm Springs. . . . Craits Shows will have Penny Arcades on each of the three outfits this season. Season gets under way in Calexico the middle of February.

### Parr Plans Trip

Bud Parr, of General Music Company, is drumming up another trip. His sports are hunting and fishing. . . . Roy Jones is still talking about that trip that he and Mrs. Jones made thru the East last September. . . . J. D. Turner, of General Music Company, is back following a visit to friends and relatives in Texas. . . . Jean Minthorne, Los Angeles Rock-Ola distributor, was seen pouring over a batch of books and papers in lieu of getting things straight for clear sailing for 1942. . . . Coin machine men continue to buy Defense Bonds and support the United Service Organization. Curley Robinson, AOLAC managing director, continues to keep the boys' pleasure at heart and is gathering magazines to send to camps. Defense Stamps can be obtained from the AOLAC office, with Mollie Simon serving as the cashier. . . . Music machine business in Exeter is going along fine, according to Claude Tomlinson, who was in Los Angeles recently.

### Alle Buys HiTones

Jim Alle, popular Los Angeles music operator, recently purchased and put on location a number of Seeburg HiTones. . . . Percy Shields has entered the phonograph business and has taken a store on West Pico in the heart of everything. . . . Fred Gaunt, of Trojan Novelty Company, can tell his customers how Broadway shows are going. Gaunt reads reviews of the new shows and keeps up with what is happening in indoor show business. . . . J. A. Ewing, of Bakersfield, Calif., is planning to expand his operations and was in town for a look-see. . . . Mac Sanders reports that the Keeney Submarine is doing a marvelous job on location. . . . Smoky Leinart, serviceman for Jack Gutshall, is being kept on the hop these days with more installations being made. . . . Jack Gutshall has changed the name of his firm from Esquire Music Company to Jack Gutshall Distributing Company. Had used the Esquire title for a number of years, but the Gutshall title was used more generally. Jack is also planning for the fishing season but may have to switch his scene of activity because of war regulations in the harbor districts. . . . Jack Beaver, of Oxnard, dropped in to see some of the jobbers and distributors recently. . . . Paul and Lucille Laymon are soon to move into their new home in Pacific Palisades. . . . Bert Beutler, Laymon's manager, is watching papers to see what the circuses are going to do this season.

### Hillig Optimistic

Walter Hillig, Penny Arcade operator at Virginia Park in Long Beach, is working over his equipment to have it ready

for the big season that is expected at this beach resort. Despite blackouts, takes for the park are ahead of this time last year. Does that sound like war hysteria on the West Coast? . . . Harry Gordon, of San Diego, is mulling vacation plans already. Last year he spent it at Big Bear. . . . James Jones, manager Southwestern Vending Machine Company, has curtailed his Sunday motor trips because of the tire situation. . . . Irving Rich, of Consolidated Novelty Company, is eagerly awaiting for the preview and trade showing of the Kozlinsky Brothers' latest movie, *Klondike*. Their second production, *I Killed That Man*, recently played the local Orpheum to good crowds. . . . Music machine operators are patronizing Casa Mamana, Triamion and Palladium ballrooms to see and hear Horace Heidt, Bob Crosby and Tommy Dorsey. . . . Freddy Martin's recording of *Grieg's Concerto in A Minor* has made its debut over local radio stations, and coin machine operators are eyeing it as a nice successor to *Piano Concerto*. . . . Recording of the classics and putting them into coin machines boosted the sale of *Concerto* books from 15 to 300 a year in some music stores. . . . J. P. Blackwell, of Western Music Company, Denver, reports that he is doing a good job with Packard Pla-Mors in Colorado, Wyoming and Southern Idaho, territories recently assigned to him.

### Washburn Plans Trip

Charles Washburn is planning a trip thru the State in the interest of the machines he is handling. While away his wife Gladys will be in charge of the office. . . . A. M. Keene, Taft operator and editor, was in the city on one of his regular trips. He is mulling a trip to Mexico. . . . Gus Fox, of A. J. Fox Amusement Company, San Diego, was in the city recently. . . . Fred Riley, Western Exhibit Supply Company, predicts a big season for arcades. . . . Phil Jack Garety is planning to expand his Penny Arcade operations in the San Joaquin Valley. . . . Al Anderson, Balboa arcade operator, spends much of his time at the arcade in Camp Elliott. Al Schneider is in charge at Balboa when Al Anderson is away on these business trips. . . . Joe Noto, of Operators' Exchange, in San Francisco, is expected to visit Los Angeles soon. . . . Bob Gray, well-known coin machine man, has opened a restaurant in Downey, and columnen visiting the area drop in to pay him a visit and wish him well. . . . W. E. Simmons, Packard Pla-Mor representative, is back at his desk in Hollywood following a trip to San Francisco.

## VENDERS SERVE NATION

(Continued from page 93)

using mostly the newer types of machines.

### New Interest in Supplies

The big gains in the vender business made the question of supplies more important. Operators studied buying. Merchandise for vending machines became important enough to interest manufacturers of supplies. So great was the interest that The Billboard started its Vender Supply Notes column to bring valuable and educational information before the operators and suppliers.

Shortages of materials and priorities orders will make the question of supplies still more important during this war. Vender operators need better buying facilities and advertising would be educational to them.

### Legal Problems for Venders

In Maryland last year a tax on vending machines was passed. It was pushed by four retail organizations. Operators organized and went into court. The new law was declared invalid by the Maryland Supreme Court on a technicality.

Minneapolis also passed a tax on venders, and operators went to court. The case is still pending.

Florida set a valuable example by lowering the State tax on venders to a small fee. Taxes on venders



TIME-OUT PERIODS STEP UP PRODUCTION. Several beverage venders are grouped in batteries at the Douglas Aircraft Corporation plant at Santa Monica, Calif. Office and plant workers enjoy the refreshments, as shown here. Candy bar venders are also welcomed in the plant. (Photo courtesy Department of Public Relations, Douglas Aircraft Company, Inc.)

were proposed in several cities, but in most cases they did not cause serious worry. Venders were mentioned for taxing when the 1941 Federal Revenue Act came up, but they were dropped before the final bill was drafted.

A priorities order curtailing the manufacture of vending machines was issued late in December.

### Postage Venders

Postage venders have always been seen around, here and there, but since the camps for draftees were established thruout the country, local storekeepers have been hunting for postage venders in self defense. So much of their time was spent in handing out stamps that they had to hire help to get other things done in the establishment. Inquiries for postage stamp venders have come into the Trade Service Department of The Billboard during the past four months in greater number than for any other type of machine, vending or amusement. One Chicago druggist even phoned us to say that he was going crazy running to the front of his store so many times a day to give a stamp to a customer, only to be called to the front again as soon as he had returned to the back to fill a prescription. He said it worked on both ends—the boys at the camps and the ones they left behind, all writing letters, all buy-

ing stamps. He wanted to know where he could buy a stamp vending machine.

## Birmingham, Ala.

BIRMINGHAM, Jan. 24.—Nathan Allen, "the Green Mountain boy" of Ten Ball Novelty Company, has done it again. His 1942 calendar is just about hot enough to burn the paper off the wall.

If anybody coming to Birmingham wants to see 18th Street, famed thoroughfare of Octavus Roy Cohen's Negro stories, he should see Gus Alley, of Magic City Music Company, Seeburg distributor. Alley will show the visitors not only the street but point out several Florian Slappies. His place of business is just off the street.

**ROBERT KLINE VENDING MACHINE MART**  
630 RACE ST., PHILADELPHIA, PA.

**Sensational Sale! Close-Out!!**

43 6-30 Nationals with Stands, 15¢ Vend., as is, right off locations... \$13.50  
18 Rowe Aristocrats ..... 15.00

**First Come—First Served**  
1/3 Cash With Order; Bal. C. O. D.

## RECONDITIONED & REPAINTED CIGARETTE MACHINES. GET THEM NOW AT THESE LOW PRICES!

NATIONAL, 6-30, 20¢ Vend., \$27.50; 15¢ Vend. ....	\$25.00
Du Grenier Model S .....	\$39.50
Du Grenier Model V .....	\$2.50
Du Grenier Model WD .....	\$9.50
Du Grenier Model VD .....	\$2.50
U-Need-a-Pak Model A1, 8 Columns .....	\$2.50
U-Need-a-Pak Model A1, 6 Columns .....	\$7.50
U-Need-a-Pak Model E1, 8 Columns .....	\$7.50

ALL ABOVE WITH ENCLOSED STANDS

NATIONAL 6-26, 20¢ Vend., \$21.50; 15¢ Vend. ....	\$18.50
Enclosed Stands .....	\$3.50
Anglo Iron Stands .....	1.00

ALL MACHINES SUBJECT TO PRIOR SALE  
TERMS: 1/3 Cash With Order, Balance C. O. D.

**LOUIS H. CANTOR CO. | STRAUSS VENDING MACH. COMPANY**

250 West 54th St., New York City  
Phone: CIreta 6-3285

1672 Washington St., Boston, Mass.  
Phone: Kennore 1308



Note our new address—**SERVICE MECHANICS, INC.**  
2259 WASHINGTON AVE. near 182nd St.  
BRONX, NEW YORK CITY  
Drop in and See Our New Greatly Enlarged Plant.  
Reconditioning and Overhauling All Types of Vending Machines.  
NEW PHONE NUMBER SEDGWICK 3-5416

# Good-Natured Kidding

By Herb Jones, Advertising Manager,  
Bally Manufacturing Company

The "Industry Mentions" feature which The Billboard introduced during 1941 serves the extremely useful purpose of holding up to our industry the candid mirror of public opinion. As the coin machine industry has never cultivated the habit of self-criticism, members of the industry should benefit by tak-



ing and nimble, in the harlequin colors expressive of our true economic function, which, after all, is to delight and entertain.

Looking into the mirror of "Industry Mentions" we see that, in spite of our economic big-talk, we are, as an industry, a rather beloved jester—a cheerfully accepted factor in the brightness and gaiety of American life—a hail-fellow-well-met, heartily welcome in the company of Americans who have not forgotten that "the pursuit of happiness" is a right stipulated in America's basic charter.

While adverse, as well as favorable, publicity has been reported in "Industry Mentions," the general tone has been that of good-natured kidding, such as the motion-picture industry also receives—and dearly loves! Certainly the gags at the expense of our industry have not suggested mortal turpitude. On the contrary, the implication, between the lines of published witticisms, has been to blithely dismiss the croaking of those who look at our industry down a blue and sniffing nose.

Judging by the bulk of "Industry Mentions," the American people have not taken our industry seriously—but they have taken us into their hearts. And we need only recall the numerous references to flashing lights, dazzling colors, bells and clattering commotion to know that we have, indeed, won our way into the hearts of healthy, happy Americans. Certainly they have ribbed us plenty. But a smart business man is not afraid to be the butt of a good joke. Ask Henry Ford.

ing the trouble to examine the image reflected in the "Industry Mentions" column.

The writer has heretofore suggested that in our public relations efforts we have attempted to stride about the stage of American life in the over-size shoes of economic importance—rather than come on, laugh-

# Coin Machine Data

(December 31, 1941)

Number of Games in Use

Amusement (pinball) games	250,000
Counter amusement devices	600,000
Jackpot slot machines	No estimate
Console amusement games	200,000
Miscellaneous amusement machines	100,000
Automatic phonographs	300,000
Cigarette vending machines	126,500
Beverage vending machines	28,000
Candy bar venders	250,000
Penny vending machines	3,000,000
Miscellaneous vending machines	25,000
<b>Total</b>	<b>4,879,500</b>

## Personnel

Principal manufacturing firms	85
Listed manufacturing firms	325
Normal factory employment	15,000
Distributing firms	900
Employed by distributors	4,500
Professional operators	25,000
Part-time operators	30,000
Employed by operators	45,000

## Coins in Circulation

Pennies minted, 1940-'41 fiscal year	1,001,445,300
Pennies in circulation	8,514,289,200
Nickels minted, 1940-'41 fiscal year	315,228,280
Nickels in circulation	2,246,028,280
Dimes minted in 1941	263,830,557

# Wholesome Respect for Industry

By Harvey Carr, Managing Editor,  
The Coin Machine Journal

No better estimate of the general character and integrity of people or industry can be had than thru the expressions that appear in the public press.

There has been considerable material appearing in newspapers and magazines, as well as various industrial and lay publications, which reflects almost entirely a wholesome respect for coin machines and the people engaged in their production or operation.

The Billboard has rendered a worthy service to the coin machine industry by collecting and publishing for permanent record these many items in their column known as "Industry Mentions." Great credit

is due The Billboard's staff for the thoro manner in which they have performed this service.

It is a job that we, ourselves, would have taken great pride in doing. We know from our contracts around the country in this and in other fields that this one department alone is thoro read and referred to.

If you want to know a man, find out what his neighbors think of him—if you would know the strength and hold this industry has on the public, reference to the "Industry Mentions" department would convince the most skeptical that we are a substantial part of the social and economic structure of this country.

## BIGGEST SALE IN OUR HISTORY

EVERY GAME IN A-1 CONDITION! CABINETS CLEANED AND SANDED!  
EACH ONE READY TO GO ON LOCATION!

INSTANT DELIVERY! WRITE FOR PRICES!

<b>NEW or USED</b> Mills OWL Genco VICTORY Gottlieb 5 AND 10 Chicoin HOCKEY  A.B.C. BOWLER ARGENTINE ARMADA ALL AMERICAN ATTENTION ANABEL BOLA WAY BANDWAGON	BALLY BEAUTY BORDERTOWN BIG TOWN BOX SCORE BELLE HOP BARRAGE CHAMP CAPT. KIDD DOUBLE PLAY DO-RE-MI DEFENSE DUPLEX ENTRY FORMATION FOUR ROSES GOLD CUP GOLD STAR GUN CLUB HI-HAT	HOROSCOPE HI-DIVE KNOCK OUT MAJORS '41 MYSTIC MIAMI BEACH METRO ONE-TWO-THREE PARADISE PAN AMERICAN PLAY BALL SPORT SPECIAL SILVER SKATES SEA HAWK SUPER CHUBBIE SUN BEAM STARS SOUTH PAW STAR ATTRAC.	SILVER SPRAY SLUGGER SCHOOL DAYS SPORT PARADE SPOT POOL SEVEN UP SKY BLAZER SNAPPY '41 SPEED BALL TEXAS MUSTANG TARGET SKILL TEN SPOT WOW WILD FIRE WHITE SAILS WEST WIND ZOMBIE ZIG ZAG
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WRITE—WIRE OR PHONE TO . . . LOU BYRNES at . . .

## GENERAL COIN MACHINE COMPANY

942 MICHIGAN AVE., BUFFALO, N. Y. (Phone: CLEVELAND 1722)

## DON'T PASS UP THESE BARGAINS

1 Jennings 1¢ Little Duke, #6581 . . . \$12.50	1 Mills Blue Front Slot Mach., #375857 \$69.50
1 Mills 5¢ Pearl Harbor Pin Table (Automatic Payout) . . . 10.00	1 Mills Blue Front Slot Machine, #376117 69.50
1 Mills 5¢ War Eagle Slot, #281628 . . . 25.00	1 Jennings Good Luck, Cracked Glass, #19802 . . . 30.00
1 1937 Keeney Track Time, Cracked Glass, #218 . . . 20.00	1 Jennings Good Luck, #20174 . . . 45.00
1 Watling 5¢ Slot Machine, #L70724 . . . 35.00	1 Jennings Liberty Bell Console, Slant Top, #18792 . . . 25.00
1 Mills Blue Front Slot Machine, #376169 69.50	5 Safe Stands, Watling. Each . . . 2.50
1 Mills Blue Front Slot Machine, #376340 69.50	1 Prackness 5¢ Pin Ball Table, Automatic. 15.00
1 Mills Blue Front Slot Machine, #376347 69.50	

All above equipment in very good working order. Terms are 1/3 deposit, balance C. O. D.

**B. F. STRAUB** EDGAR, WISCONSIN

## WANTED TO BUY USED PIN GAMES

## COMMERCIAL GAMES CO.

28 HARTFORD AVE. NEW BRITAIN, CONN.

## BRIEFS OF THE WEEK

### Deaths

A. D. Childress, West Columbia, Tex., operator, January 16 after a short illness.

### Births

A girl, Sydney Roberta, to Mr. and Mrs. Charles E. Rose January 16. Father is head of the Rose Advertising Company, which handles many coin machine advertising accounts.

### Personnel

John Lay has been named to head the paint department of Hawkeye Novelty Company, Des Moines.

Benjamin Rosen is the new manager of Confection Cabinet Company, Detroit.

Bob Brink Jr. has joined the Roycraft Company, Minneapolis.

George Long has joined the F. & N. Amusement Company, Natchez, Miss.

### In Military Service

J. W. McConnell, former manager of Decca's Houston branch, has enlisted in the navy.

Charles Pomerance, of J. & J. Novelty Company, Detroit, to the army.

Joseph J. Weiner, Protex Corporation, Detroit, to the army.

Buster Ayo, R. & A. Distributing Company, Houston, to the navy.

Irving Zelmer, Star Novelty Sales Company, St. Paul, to the army.

Emmett Helin, Roycraft Company, Minneapolis, to the Army Air Corps.

### New Addresses

Modern Distributing Company, Clarence J. Godhardt, 17400 Kentucky Ave., Detroit.

Lincoln Park Amusement Company branch, 1522 South Fort Street, Detroit.

Miller Peanut Company, 1480 East Fort Street, Detroit.

Crumpacker Distributing Corporation, Hamilton and Canal Streets, Houston.

### New Firms

Metropolitan Amusement Company, S. J. Wolf, A. Wolf, S. K. Fish, 2339 North Halsted Street, Chicago.

### In Chicago

Manfred Linick, Detroit Automatic Exhibit Company, Detroit.

Moe Fine, Roxy Specialty Company, Montreal.

Peter Van Zanten, Grand Rapids, Mich.

Henry Se'den, Albany, N. Y.

F. C. Hayer, Minneapolis.

Wally Johnson, Minneapolis.

Willie Blatt, Supreme Vending Company, Brooklyn.

Dave Simon, Simon Sales Company, New York.



# MEN & MACHINES

Conducted by C. H. STARK

Communications to 155 North Clark Street, Chicago

### Coincidence

Looking back over past issues, we note that when the Japs struck their "blow in the back" the tune leading the Record Buying Guide was *I Don't Want To Set the World on Fire*, which, curiously enough, the Jap mission in Washington was literally singing when the war began.

### War Creates Another Solo Woman Operator

The Newmans are carrying on. Following death of Southwest coinman Pat Newnam, Mrs. Grace Newnam and son Bob carried on with the large music operating business. Now, however, Bob has enlisted in the Air Corps and Mrs. Newnam continues with the operating business as manager.



BOB NEWMAM

She becomes another one of the fast-growing corps of woman operators, proving that music operating is a business and can be successfully managed by alert and businesslike women.

Bob Newnam is now assistant engineering officer of the 81st Squadron at Stockton Field, Calif.

More credit to Mrs. Newnam for her supplying of camps and hospitals with entertainment and music. She turns over all used records to them. Recently she presented a phonograph to a hospital.

The Newnam firm is known as the San Antonio Novelty Amusement Company.

### Redhead Gal Doubles Up

There is a certain beautiful redhead who is two-timing a couple of coin machine men in New Orleans, we learn by reading *The Billboard*. The story is that two competitive phonograph distributors in New Orleans have engaged her for the year of 1942, each unbeknownst to the other. She is the shapely gal who appears on both of their calendars. Whoops.

### Gramophone King

"Gramophone King Moe Fine visited us the other day when he was in Chicago, arriving from Montreal," report Gerber & Glass, Chicago. Said Max Glass: "His frame of mind, typical of all Canadian coinmen, is one which all operators in this country can adopt. If morale counts for anything, Moe and his colleagues will be right up in front on V Day."

### Psychology—or Propaganda

"Call it psychology, or propaganda, or what you will," says Mac Churvis, of Grand National Sales Company, Chicago, "the fact remains that V for victory in its various manifestations is doing a great deal more toward winning the war than most people realize.

"As Shakespeare once put it: 'There is nothing either good or bad, but thinking makes it so.'

"That's why keeping the idea of victory constantly in our thoughts will help."

### There's a Chuckle In This Item

From Detroit city column: "Joseph J. Welner, head of the Protex Corporation, manufacturing a coin machine which vends toilet seat covers, has joined the Camouflage Division of the army."

### Let's Give Defense Stamps as Tips

So says Gardner & Company, Chicago salesboard firm. Morton A. Snow, ad manager, reveals that all Gardner salesmen have been ordered to give tips and other gratuities in Defense Stamps. Says Snow: "Everyone will appreciate receiving a Defense Stamp, and it is only natural that if a plan of this type would be adopted by all companies the sale of Defense Stamps would receive just that much added stimulus."

### Elihu Ray In Wyoming

Elihu Ray, formerly purchasing manager for D. Gottlieb & Company, Chicago, is now in the army and is located at Fort Francis Warren Camp at Cheyenne, Wyo.

### Adds New Department

Observed the other day that Al Koplo, head of Koplo Sales & Supply Company, Chicago, has been kept busier than he bargained for. The reason is that he has added a decalomania department to his distributing set-up. Koplo said that de-

mand has been large from operators who wish to replace the usual business card stuck in the game with a permanently clean and neat decal. Koplo is giving fast service in any quantity on decals.

### Add Mangan Achievements

Based on an advertisement written by James T. Mangan, ad man of Mills Novelty Company, which appeared in *Advertising Age* and *The Billboard*, Gene Whitmore, editor of *American Business*, has written a book and dedicated it to Mangan. Book is called *I Will Win the War*.

A group of Tin Pan Alley songwriters have composed music and lyrics for a patriotic song which they call *I Will Win the War*, also inspired by the ad.

## Houston

HOUSTON, Jan. 24.—Houston branch of Commercial Music Company presented the 1942 Wurlitzer Victory Model phonograph to over 200 local and South Texas music operators January 16 and 17. Showings were held under the direction of Branch Manager Harold E. Long, assisted by Mrs. Long as hostess.

Buster Ayo, former service manager at R. & A. Distributing Company and now in the navy, talked to his brother Sam over the telephone January 16 and said he was going to sea that day. Buster enlisted early in December.

J. W. McConnell, Houston Decca branch manager for several years, enlisted in the navy and left here January 16.

Crumpacker Distributing Corporation held open house the evening of January 15, observing the opening of its big new building on Hamilton at Canal Street. The record department is on the second floor and under the management of A. B. Garza. Raymond Wilson is in charge of receiving and shipping.

Claude Haynes, Wurlitzer service manager, was taken ill in Houston January 14. It is generally understood that Haynes will be married in the near future.

# EASTERN FLASHES

By JOE ORLECK and BEN SMITH

The showing of the new Wurlitzer at Manhattan Distributing January 17 and 18 was a tremendous success, according to Dave Margolin. Not only did the operators flock in to see the new equipment but they also signed contracts for large amounts of machines and accessories. Assisting Dave Margolin and Jerry Thorne were several executives from the factory. Spence Reese and Bill Wilcox were on hand for the two days, and Joe Darwin, who spent Saturday in Boston, came on to New York for Sunday.

### Fast Flashes

Abe Green, of Royal Music Company, Newark, N. J., is receiving congratulations on the arrival of a son January 12.

Claire Grant, for many years one of the leading personalities in the coin machine business, is now with George Ponsler.

Louis Sunshine, of the CIO, informs that a large portion of the jobbers, distributors and operators have joined his organization.

### Buy Defense Bonds

Lew London, of Leader Sales Company, Reading, Pa., has a big stock of equipment on hand and is offering it to the trade at bargain prices.

Barney Sugerman will be opening the attractive showrooms of Royal Music Company he has been talking about at every opportunity in a few weeks.

Nat Cohn and Harry Rosen, of Modern Vending Company, played host to many operators of all types of equipment all week.

### Minoco Release

Minoco's Release No. 1052 was distributed this week and, according to Jack Barry, president, the film was even better than No. 1050. The stars appearing in this strip are Cab Calloway, doing the current *Blues of the Night*; Anita

Boyer, Dick Todd, Charlie Spivak, Marcella Hendricks, the Jesters, Gwen Williams and Michael Bartlett.

### In Retrospect

For many years this issue (Coin Machine Special) appeared a few weeks earlier—and at the time we were all at the show in Chicago. Conversation the past week has hinged on shows of previous years and the first show that will follow the end of the war. It was agreed that that show will be tops for all time.

While conventions are on our mind let's flash back to some of the happy moments of other shows... the special trains carrying operators, jobbers, distributors and manufacturers... the tremendous crowds pouring into the lobby of the Sherman... the CMI band greeting the various contingents.

The Texas bunch with their high-heel boots and 10-gallon hats led by Tom Murray... five days and nights of continuously being on the go—business and entertainment... the wonderful displays of new equipment of all kinds on the exhibit floors... trips to the various factories... the Celtic bar.

The *Billboard* room with representatives from all over the country... the music machine operators' room (Club 1100)... the games operators' room... the marvelous bunch of fellows in the St. Louis room... private suites all over the hotel... seeing our many friends from every State in the Union.

Visitors from Europe... Hymie Seener, Dave Buckman, Dick Scott and Al Adickes, Percy Goddard, Alfie Cohn, Ericson, Williams from England; Rene Godin and his French operator friends; Canadian distributors and operators... one operator from South Africa.

Then the train ride home with a group of coinmen—and usually up all night... the arrival home tired but happy.

Newest Nickel Grabber!  
COIN-OPERATED  
Tax Exempt  
**5c GIRL SHOWS**  
Revealing Pulchritude and Beauty of World-Famous—  
**GLAMOUR GIRLS**  
and Authentic Art Studies of—  
**Artists and Models**  
Scantly-Draped Gorgeousness!  
**3 Complete Shows** in each  
**SELECT A VUE**  
Film Picture Machine  
3 different shows means from one to three, or more, nickels from each customer. How the nickels pour in! This tax-exempt amusement machine is a natural for many types of locations. Counter model, as shown, \$32.50. Cabinet wood stands, \$6 extra.  
**TRUE-TO-LIFE ACTUAL PHOTOS ON 35mm. FILM—STILL SHOTS IN THIRD DIMENSION—**  
Customer sees 14 views on each loop film. Tantalizing, spectacular beauty! Library of films available for changes. Pictures are magnified 5 times film size. Electric plug-in. Install anywhere. Write for circular. No quantity prices!  
**SHIPMAN MANUFACTURING CO.**  
1326 S. Lorena St., Los Angeles, Cal.  
Also Manufacturers of the Shipman Sanitary Postage Stamp Dispenser, selling 1¢ and 3¢ Stamps.

**NO SHORTAGE HERE**  
Games Shipped Same Day Orders Received

Gold Cup ... \$49.50	Scoop (Nov. Windmill Similar to Mutoscope Old Mill) ... \$21.50
Gretchen Metal Typex ... 89.50	Sparky ... 32.50
Texas Leaguers 27.50	Jolly ... 21.50
Mutoscope Drop Pic. Machines 29.50	Broadcast ... 24.50
Chester Pollard Football Mach. 45.00	Punch ... 19.50
Baker Kicker & Catcher ... 15.75	Glamour ... 18.50
	LimeLight ... 18.50
	Fleet ... 22.50

Terms: 1/3 Deposit With Order, Bal. C. O. D.

**OHIO SPECIALTY CO.**  
29 W. COURT ST. CINCINNATI, OHIO

**CASH PAID FOR**  
Late free play consoles,  
Keeney Super Track Time  
Mills Bonus Bells  
Late Bally One-Ball Free Play  
Quote best prices  
**AUTOMATIC COIN MACHINE CORP.**  
340 CHESTNUT ST.  
SPRINGFIELD, MASS.

**WANTED**   
16, 20 and 24 RECORD  
**PHONOGRAPHS**  
(Seeburg's 20 Rec. Preferred)  
ALSO JAILBIRD, CHICKEN SAM, SHOOT THE CHUTES, RAPID FIRE AND SKY FIGHTER SHOOTING MACHINES.  
**W. B. NOVELTY CO., INC.**  
1903 Washington Ave. ST. LOUIS, MO.

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

NEWS OF

PRIORITIES and MATERIALS

Developments of the Week in All Industries

Production of all passenger cars and light trucks, whether for military, export or civilian purposes, was prohibited after January 31 by Donald M. Nelson, war production chief, in an order issued January 20.

The order applies to production of cars and light trucks with or without tires, regardless of terms of any contract entered by a producer prior to issuance of the order. The action was taken upon recommendation of the War Production Board at its first meeting.

An official of Abbott Kimball, Inc., New York, was recently quoted as follows on how firms and business men can speak thru advertising: "We see that new conditions today merely change what a business man wants to say. . . . But whatever you want to say, now's the time when you need to say it a great deal harder and louder and more persistently than ever. When your products are out of the public's eye it's much more important to remind people than ever. . . ."

Perhaps the biggest news in the priorities field during the past week was the abolishing of OPM by Donald M. Nelson and his strict order stopping all auto production. Nelson announced that he would set up six major divisions under

a new War Production Board. Reports say that Nelson will issue other strict orders for other industries than the auto plants in the near future. Word is that things will really happen from now on.

Westinghouse Research Laboratories are experimenting with a new "pre-formed" plastic, which is expected to combine the strength of laminated plastics with the ductility of the molded type, officials announce. The molded type by itself is said to lack the strength needed for some applications, while laminated plastics, made by piling up layers of paper, cloth or other sheet material, impregnating them with resin and then hardening the resin under pressure and heat, have not lent themselves to forma-

tion of complex shapes. The new plastic is produced by forming a mixture of wet pulp and resin in the shape of the finished product, which is then baked under pressure in an oven to harden the resin.

Many concerns have missed the defense-contract boat and will show it this year in lower profits. In a few cases there will be actual losses, for priorities are taking needed materials. These observations, of course, apply to companies which could have gone into defense work and thought immediate profits more important; not to those which had no chance at war contracts.

Nickel will disappear entirely from America's 5-cent coins under a measure that started thru Congress January 20. Proposal is to make a new 5-cent piece half of copper and half of silver, instead of the present combination of three-quarters copper and one-fourth nickel. If passed the bill would make it possible to save 435 tons of nickel a year.

Loopholes in priority control of nickel by which some secondary metal and nickel already in fabricators' inventories have been escaping into less essential uses were plugged by the director of

priorities January 20 with the issuance of a conservation order. Primary nickel has been under complete allocation since May 15, 1941, but control over scrap has been less rigid. The new order lists many items in which nickel cannot be used after April 1, 1942, and contains other restrictive provisions designed to conserve nickel for war production.

Attorney General Biddle informed a Senate committee January 19 that investigations indicated "violations of priorities and allocations orders are widespread and serious" and asked legislation putting teeth into the existing laws. Proposed amendment would provide a \$10,000 fine and imprisonment for one year as maximum penalties for violations.

Henry Ford has received a patent for a welded combined auto body and chassis frame made from steel tubes or pipes. The body is designed for use with automobiles made from plastics.

The government is beginning to use its most powerful weapon—the power to requisition materials and machinery. In only one case, according to officials of OPM, has the government actually commandeered a machine and transferred it to a new owner. In another case the owner of a three-year supply of an important food product refused to sell his surplus until it was made clear that the government was prepared to seize it. In all, about 20 cases have arisen in which owners of materials or equipment were advised to sell—and did so knowing that unless they did the government would use its power to requisition.

The majority of manufacturers who have been forced to adopt plastics for their products to replace vital metals will not go back to their original materials when the emergency is over, said Donald S. McKenzie, of General Electric Company. Such makers, he said, have found that plastics not merely have solved their material problem but generally provide a more salable, lighter weight or better looking product.

and hand on coin slot is every bit as self-conscious of doing something as is a locomotive engineer with his hand on the throttle. The machine for a few minutes is his personal property, his stamping ground, his factory. He has rented its use and owns its service.

When you remember there are over 4,000,000 coin-operated machines now going in America, you get an idea of how the coin machine touches the whole nation, reflects the American character, disposition, social and commercial habits, sets up and consolidates special styles of human behavior. If a mere 250 people a week play each of those machines, the week sees 1,000,000,000 coin slot operations—voluntary and happy—endorsing the kind of service and self-controlled amusement which is, by all odds, the most typically American of all.

Is it any wonder that press, radio and word-of-mouth last year realized the immensity of the public endorsement of the coin machine and gave the machine its greatest publicity and public notice? Is it any wonder that some of this publicity, heedless and old-fashioned, and therefore to be considered antagonistic, finally winds up on the tongues and in the heads of the American people as light, friendly, tolerable and lovable?

When the term "juke box" was first introduced, manufacturers, distributors and operators frowned and feared the consequences. Time went by and the public, the common denominator of all sentiment, took the term to its heart and endeared it forever to history as a perfect reflection of a time in our history that was happy, bright, and worth knowing. Other terms applied by old-fashioned critics who have a great deal of trouble forgetting that they are no longer young, may sound just as fearsome when the first publicity breaks, but after a while the love and fidelity to the machines by a hundred million Americans erases all slurs and gives the old-fashioned word a newer and heartier meaning.

MOVIE MACHINE REVIEW

PROGRAM 106

Produced by Techniprocess and Featurettes. Released by Associate Producers' Distributing, Inc. Release date, January 10.

THE FOUR MERRY MEN, Virginia Meyers and Frank E. Farr combine to make Mrs. Yankee Doodle a clever novelty that bids fair to be a bell ringer in most any spot. Discussion is hinged on what "Mrs. Doogle does while Mr. is away." She picks up the phone and calls the town crier, a soldier and others—for an old-fashioned taffy pull. Picture is different and has a strong novelty angle. (Techniprocess.)

DON KENNELLY, singer, sells his rich voice well in *Peg Leg Pete, the Pirate*. Four girls, all good-lookers, are made to walk the plank and leave Pete to sail his boat alone. Nothing exceptional but sure to hold attention. (Featurette.)

GUY RENNIE, singing star of night clubs and movies, scores well on the title tune, *Love Never Happens to Me*. Ann Jeffreys throatily sings the response. Catchy tune is by Lud Gluskin. While not outstanding, patrons will enjoy it. (Techniprocess.)

LUANA, Hawaiian princess, does a good job in *Sweet Hawaiian Dreams*. Picture has plenty of action and features Hawaiian dances, which are tops. For those who like the smooth music of the

Islands, this is a good bet. (Featurettes.)

GILBERT FRYE and ELEANOR COUNTS combine for a bang-up job in *At a Little Country Tavern*. Miss Counts makes an ideal Poster Girl for the production, with Frye marrying her to become co-owner of the Dutch tavern. Miss Counts is easy to look at and Frye handles his vocal assignments well. Featurettes' top movie.

GERTRUDE NIESEN'S ability to sell a song accounts for the appeal *A Wee Bit of Scotch* is certain to have. While this is seemingly a new role for this talented singer, she fills the bill completely. She sings a refrain from *Annie Laurie* and goes into a combo of *Highland Fling* and swing with an interlude of *The Campbells Are Coming*. Good music, top singing and clever comedy. (Techniprocess.)

ARTHUR Q. BRYANT, well-known liping, rotund comedian of radio and the voice of "the Little Hunter" in *Merry Melodies* cartoons, puts over in fine fashion the woes of the player in *The Golfer's Lament*. Song tells the story of "keeping the eye on the ball." Bryant is tops in the role and his golf garb is sure to provoke laughs. (Techniprocess.)

RALPH PETERS takes the part of the Bengal lancer strolling along an Oriental street when he suddenly finds himself in a harem. *Dancing in a Harem* offers good entertainment, but it is not a reel that one will remember. (Featurettes.)

The Pulse of the People

By James T. Mangan, Director of Merchandising and Advertising, Mills Novelty Company

The coin machine is probably the best machine in America for measuring the pulse of the people. It has always been admitted that any commercial enterprise based on pleasing people is at their mercy. The newspaper, the movie theater, the baseball or football game, the radio, might therefore be the pulse. These great American activities, however, are for the most part receptive—that is, they dispense information or amusement which the people receive, and their receptiveness is measured by the gate receipts. At no time in any of these activities are the people on the sending end. They don't originate the amusement, they don't create the psychology, they don't record their own history. Something else, or somebody else, does it for them.

Coin Machines Are Different

But it is different in the case of the coin machine. The coin machine is a passive instrument in the hands of an active manipulator. When a man selects a tune on a phonograph, he "makes" that tune, in the sense

that he causes it to come into existence then and there; the playmeter on the record chalks up one more play for the operator to weigh and be guided by. Most coin machines have playmeters; all coin machines have cash boxes or receptacles for coins taken in. Experiments with the physical contents of the machine or the psychological content of the game always bring about a difference in these receipts. Always the history of the machine's success is written by the people who play it.

There is a saying among coin machine developers that if it is necessary to read the instructions for operating a machine, the machine will be too complicated to attract general play. This axiom might be paraphrased thus: people like what they understand and what understands them. And there you have the essential nature of the coin machine—it understands the people and thus registers their common pulse.

The Public's Playthings

The machine is public property. A player with nickel poised in air

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3 Jennings Chief, 10¢	@ 45.00
3 Jennings Chief, 5¢	@ 37.50
3 Cherry Bells, 10¢	@ 75.00
3 Cherry Bells, 25¢	@ 77.50
2 Pace Comets, 10¢	@ 45.00
1 Pace Comets, 25¢, Slug Proof, Like New	@ 75.00
1 Chromium Bell, 25¢, Like New	@ 129.50
1 Chromium Bell, 5¢	@ 119.50
1 Bally Slot, 5¢ & 25¢, Complete With Stand	@ 190.00
1 Watling Rol-a-Top, 10¢	@ 35.00
1 Futurity Bell, 25¢	@ 60.00
1 Futurity Bell, 10¢	@ 57.00
1 War Eagle, 10¢	@ 37.50
1 Bones Dice Mach., 25¢, Like New	@ 50.00
7 Clinkers (2 & 4), 1¢	@ 22.00
5 Clinkers (2 & 4), 5¢	@ 23.50
3 Little Duke, 1¢	@ 12.50
7 Mills Blue Fronts, 5¢, Dark Cab.	@ 47.50
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 WE BUY, SELL AND EXCHANGE

**J. S. MORRIS & SONS**

4933 DELMAR BLVD.,  
 (Phone: Rosedale 3316)  
 ST. LOUIS, MISSOURI  
*Jobbers and Distributors*  
 Always write us for our Latest List of Bargains in Reconditioned Machines before buying.  
 We Pay Top Cash Prices for Good Used Equipment

**Buy Your New and Used Machines from these Companies**

# DIRECTORY OF DISTRIBUTORS and JOBBERS

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Louis Morris, Pres.  
4505 MANCHESTER AVENUE,  
ST. LOUIS, MO.  
Distributors for  
GENCO AND OTHER LEADING COIN  
MACHINE MANUFACTURERS  
When in the market for Good Reconditioned  
Machines, see or write us before buying.

### OLIVE NOVELTY CO.

2625 LUCAS AVENUE,  
ST. LOUIS, MO.  
Distributors for  
MILLS PANORAM, SLOTS AND GAMES,  
AND OTHER LEADING COIN MACHINE  
MANUFACTURERS.  
We specialize in Selling Reconditioned Used  
Games, with a 10-Day Guarantee.  
WRITE FOR OUR COMPLETE PRICE LIST

### ST. LOUIS NOVELTY CO.

2718 GRAVOIS AVE.,  
ST. LOUIS, MISSOURI  
Write us for our Bargain Prices on  
Perfectly Reconditioned Machines before  
buying elsewhere.  
WANT TO BUY AT ALL TIMES  
USED ARCADE EQUIPMENT, especially  
International Microscope Photomicro Picture  
Machines and Western Baseballs.

## NEBRASKA

### H. Z. VENDING & SALES, Inc.

1205 DOUGLAS ST.,  
OMAHA, NEB.  
Phone: Atlantic 1121  
Nebraska's Largest Distributors  
See us for products of the following manu-  
facturers: MILLS, JENNINGS, DAVAL,  
GROETCHEN, GOTTLIEB, EXHIBIT,  
GENCO, CHICAGO COIN, STONER, BAKER.  
We carry the Largest Stock in the Middle West.  
For Immediate Delivery Phone, Wire or Write.

### HOWARD SALES CO.

1206 FARNAM STREET  
OMAHA, NEB.  
Nebraska's Oldest Distributors for All  
Leading Manufacturers.  
We are here to give SERVICE to all of the  
Middle West.

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Phone: 1145  
Distributors for  
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PACE MFG. CO., CAILLE BROS.

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W. P. HAMEL, Prop.  
80 SO. MAIN ST.  
CONCORD, N. H.  
Distributors for  
MAINE, VERMONT AND NEW HAMPSHIRE  
FOR HOMER CAPEHART'S PLAMOR  
WALL BOXES, ADAPTORS AND SPEAK-  
ERS, AND DISTRIBUTORS FOR ALL  
TYPES OF COIN OPERATED MACHINES.  
WE BUY, SELL AND EXCHANGE.

## NEW JERSEY

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58 FRELINGHUYSEN AVE.  
NEWARK, N. J.  
Authorized NORTHWESTERN Dis-  
tributor  
The world's finest Bulk Vendors, New—Used.  
Complete line of operators' requirements. Nuts,  
Candles, Charms, Stands, Ball Gum, etc.  
Most for Your Money Always.

### "BUILT ON YOUR CONFIDENCE" GEORGE PONSER CO.

11-15 EAST RUNYON ST.  
NEWARK, N. J.  
DISTRIBUTORS FOR MILLS PANORAM  
AND ALL THE FINEST COIN OPERATED  
EQUIPMENT—NEW OR USED.

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### Buy From BROOKLYN AMUSEMENT MACHINE CO.

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(All Phones: EVERgreen 8-4732)  
THE FINEST IN NEW AND USED  
MACHINES OF EVERY KIND!

### NORTHWESTERN SALES & SERVICE CO.

589 Coney Island Ave.  
BROOKLYN, N. Y.  
Authorized Northwestern Distributor  
The world's finest Bulk Vendors, New—Used.  
Complete line of operators' requirements. Nuts,  
Ball Gum, Candles, Charms, Stands, etc.  
Most for Your Money Always.

### SUPREME VENDING COMPANY, INC.

557 ROGERS AVE.  
BROOKLYN, N. Y.

### U-NEED-A-PAK PRODUCTS CORP.

135 PLYMOUTH STREET,  
BROOKLYN, N. Y.  
Manufacturers of the  
Norman Bel Geddes Designed  
MODEL "500"  
CIGARETTE MERCHANDISER

### GENERAL MUSIC COMPANY

942 MICHIGAN AVENUE,  
BUFFALO, N. Y.

Phone: CLeveland 1722  
Distributors and Jobbers

## New York—Cont'd

### MAYFLOWER DISTRIBUTING CO.

350 DELAWARE BLVD.  
BUFFALO, N. Y.  
EXCLUSIVE DISTRIBUTORS FOR  
WURLITZER

### J. H. WINFIELD CO.

BUFFALO, N. Y.  
1018 MAIN STREET,  
Phone: GRant 2134  
Distributor for  
Packard — Genco — Chicago Coin — Gottlieb  
— Mills — Jennings — Groetchen — Bally —  
Evans — Keeney — Baker

### ACME SALES COMPANY

625 TENTH AVE.,  
NEW YORK CITY  
Operators' Headquarters  
For REMODELED PHONOGRAPHS  
and Remodeling Parts  
Remodeling work done on most every type  
of phonograph  
ASK ABOUT THE NEW ACME  
TONE-O-MATIC MUSIC CABINET

### G. V. CORPORATION

33 WEST 46TH STREET  
NEW YORK CITY  
Distributors  
World-Famous ADAMS Vending Gum and  
Finest Selective Gum Vendors.  
Write Today for Full Information.

### NEW YORK SUPPLY CO.

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PARTS AND SUPPLIES FOR GAMES  
AND PHONOGRAPHS.  
Fuses, Bulbs, Tape, Solder, Rubber Rings and  
Rebounds, Silver Points, Contact Blades,  
Springs, Tips, Chutes, etc.  
MAZDA LAMPS—SYLVANIA TUBES  
Write for Free Price List

### "BUILT ON YOUR CONFIDENCE" GEORGE PONSER CO.

519 WEST 47TH ST.  
NEW YORK CITY  
DISTRIBUTORS FOR MILLS PANORAM  
AND ALL THE FINEST COIN OPERATED  
EQUIPMENT—NEW OR USED.

## NORTH CAROLINA

### MCCORMICK MUSIC CO.

GREENVILLE, N. C.  
Distributors for  
BUCKLEY MUSIC SYSTEMS AND ALL  
OTHER LEADING MANUFACTURERS OF  
COIN CONTROL EQUIPMENT. COMPLETE  
UP-TO-DATE SERVICE TO THE OPERATOR.

## OHIO

### KENYON CO.

JOHN RIFFLE, Mgr.  
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CANTON, OHIO  
Dime Movie Machines, Stewart Filmtone &  
Sound View Films—SELL OR RENT. Seeburg  
& Wurlitzer Phonographs, Mills Bells—Consoles,  
Novelty & Amusement Games.  
Ohio's Oldest Dealer

### Stark Novelty & Mfg. Co.

Walter Angell, Mgr.  
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CANTON, OHIO  
USED PHONOGRAPHS FOR SALE.  
Manufacturer of  
STARK HEAVY DUTY COIN MACHINE  
SAFE

### WESTERHAUS AMUSEMENT COMPANY

3728 KESSEN AVE.  
CHEVIOT, OHIO  
In Coin Machine Business Since 1908.  
Distributors and Jobbers of  
All Types Coin Operated Machines,  
New and Used.

### ALLIED AMUSEMENT CO.

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CINCINNATI, OHIO  
We Represent All Manufacturers  
Want To Buy Slots and Coin Operated Machines  
of All Kinds

### RAY BIGNER

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CINCINNATI, O.  
MILLS PHONOGRAPHS,  
ADAPTORS AND WALL BOXES FOR ALL  
TYPES OF PHONOS.  
ALL KINDS OF COIN MACHINES.

### Graham Distributing Co.

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CINCINNATI, O. CLEVELAND, O.  
Distributors of  
WURLITZER AUTOMATIC PHONOGRAPHS

### MIAMI EQUIPMENT CO.

200 W. COURT ST.  
CINCINNATI, OHIO  
We Buy and Sell  
PHONOGRAPHS  
In Any Quantity, 1 or a Carload.

Buy Your New and Used Machines from these Companies

# DIRECTORY OF DISTRIBUTORS and JOBBERS

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Merchandise for Salesboards, Prizes, Gifts.  
Large Stock—Lowest Prices.

Write for Wholesale Price List.

### OHIO SPECIALTY CO.

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LOUISVILLE, KY.

Distributing the Games and Machines  
of Leading Manufacturers Since 1929.  
Large Stock of GIFT ITEMS, PREMIUM  
MERCHANDISE, NOVELTIES.

### SOUTHERN AUTOMATIC MUSIC COMPANY

The House That Confidence Built

Distributors of Seeburg Products and All Other  
Types of Coin-Operated Machines.

312 WEST 7TH ST.

CINCINNATI, OHIO

See our Ad in another section of this issue.

### B. M. Y. Novelty Sales Co.

1871 Prospect Ave.

CLEVELAND, OHIO

Phone: Main 1082

Distributors & Jobbers  
Pin Games—Now and Used.

Complete line of New and Used Columbus,  
Northwestern, Automat Games, Victor  
Vending Machines.  
Cleveland's Oldest Jobber.

### National Vending Machine

SALES COMPANY

2904 EUCLID AVE.

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Cigarette and Candy Vending Machines.  
Midwest Representatives.

NATIONAL VENDORS, INC.  
ST. LOUIS, MO.

Write for our latest list and prices on used  
and reconditioned machines.

### SHAFFER MUSIC CO.

514 S. HIGH ST.

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Exclusive Distributors for

J. P. SEEBURG CORPORATION

Gottlieb — Genco — Keency — Watling  
and Jennings.

A Large Stock of Used Equipment.

### THE WAYNE SERVICE CO.

1530-32 W. THIRD ST.

DAYTON, OHIO

Phone: Adams 7342

Distributors for

Leading Manufacturers. All Kinds of Used  
Coin Machine Equipment.

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### BENJ. STERLING, JR.

ROOKY GLEN PARK

MOOSIC, PA.

Located midway between Scranton and Wilkes-  
Barre on Route 11.

Distributor for  
WURLITZER PHONOGRAPHS

Benj. Sterling gives you "Sterling" Service

### "SEE AL FIRST"

FOR THE TOPS IN BRAND NEW AND  
PERFECTLY RECONDITIONED GAMES

### ARCO SALES CO.

802 N. BROAD ST.

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Pop. 5330 Park 4194

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THE ORIGINAL COIN MACHINE PARTS  
AND SUPPLY HOUSE.

Forging Ahead Since 1929.

Write for Free Parts Catalog.

### GENERAL COIN MACHINE COMPANY

227 N. 10TH ST.

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Distributors of

Pin Ball, Counter Games and Free Play Con-  
soles, New and Used. Philadelphia Representa-  
tive for Pioneer Sales Boards at Right Prices.  
Send a 1¢ post card.

"We Guarantee To Save You Money."

### R A K E

2014 MARKET STREET.,

PHILADELPHIA, PA.

COMPLETE VENDING  
MACHINE SERVICE

NEW MACHINES — USED MACHINES  
COUNTER GAMES — SUPPLIES

Send Postal Card for Full Information

### ATLAS NOVELTY COMPANY

2219 FIFTH AVE.,

PITTSBURGH, PA.

Authorized

SEEBURG

Distributors

### B. D. LAZAR COMPANY

1635-37 FIFTH AVE.

PITTSBURGH, PA.

1425 N. BROAD ST.

PHILADELPHIA, PA.

Distributors

Rock-Ola Luxury Light-Up Phonographs and  
All Leading Games and Vending Machines.

## Pennsylvania—Cont'd

### MAYFLOWER

DISTRIBUTING CO.

5748 BAUM BLVD.

PITTSBURGH, PA.

EXCLUSIVE DISTRIBUTORS FOR  
WURLITZER

### LEADER SALES COMPANY

Low London

141 No. FIFTH STREET,

READING, PENNSYLVANIA

Distributors for All Leading Manufac-  
turers and Home of "True Values" in  
Used Equipment

## SOUTH CAROLINA

### SPECIALTY SALES CO.

IZZY CULLER, Owner

BOX 54

NORTH, S. C.

Exclusive Distributors of

The Famous PRESIDENTS—LUCKY GOLD  
BALL, PUSH-A-BALL, FOOT-BALL, GUM  
BOARDS.

150 Holes, 1 cent or 5 cent. Legal because  
you push out a ball of gum every punch. NO  
BLANKS. Can make any combination you  
want, any number of winners.

## TENNESSEE

### AUTOMATIC SALES COMPANY

203 SECOND AVE., NORTH

NASHVILLE, TENN.

Distributors for

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H. C. Evans, Exhibit Supply, Peco Mfg. Co.,  
Stoner, etc.

Write for Complete List of Reconditioned  
Used Games.

## Texas—Cont'd

### COMMERCIAL MUSIC CO.

Distributors for

WURLITZER PHONOGRAPHS

726 North Ervay St., Dallas, Texas

508 Seventh St., San Antonio, Texas

2016 Travis Street, Houston, Texas

### ELECTRO-BALL CO., INC.

1200 Camp Street

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1700 FANNIN ST., HOUSTON, TEXAS

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SERVICE EQUIPMENT  
and GENCO PRODUCTS

### GEO. PROCK & CO.

2812 MAIN

DALLAS, TEXAS

If it is coin operated we have it or will do our  
best to get it for you.

Representing all leading manufacturers of coin  
operated equipment and featuring Rock-Ola  
Phonos.

Best Used Games in Southwest.

### WALBOX SALES CO.

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Distributor of BUCKLEY MUSIC BOXES and  
other coin operated machines.

TEXAS — OKLA. — KANSAS

We do Marble-Glo.

### GO GETTER JAR CO.

P. O. BOX 891

TYLER, TEXAS

CASEY AT THE BAT

and other sensational Money-Making JAR  
DEALS. Thousands of operators still making  
money with this wonderful jar deal, now in  
its second year of production.

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133 EAST 2ND, SOUTH

SALT LAKE CITY, UTAH

Distributors for

ALL LEADING MANUFACTURERS

Largest Stock of New and Reconditioned  
Machines in the Rocky Mountain States.

GET ON OUR MAILING LIST

### SOUTHERN AUTOMATIC MUSIC CO.

The House That Confidence Built.

Distributors of Seeburg Products and All Other  
Types of Coin-Operated Machines.

425 BROAD ST.

NASHVILLE, TENN.

See Our Ad in Another Section of This Issue.

## TEXAS

### FISHER BROWN

2206 S. HARWOOD,

DALLAS, TEXAS

Phone: Harwood 6131

I am here to serve you any way I can for the  
duration, so that I can serve you better later on.

## VERMONT

### THE BRASSAW NOV. CO.

FRANK N. BRASSAW

38 ELM STREET

Phone 70

MONTPELIER, VERMONT

Distributors of

All Kinds Coin Amusement Machines  
and Novelties

Buy Your New and Used Machines from these Companies

# DIRECTORY OF DISTRIBUTORS AND JOBBERS

# Congress May Change Nickel

WASHINGTON, Jan. 24.—The nickel coin was the subject of a bill introduced in Congress January 20. The bill would authorize a new metal content for the 5-cent piece in order to conserve nickel.

Government officials have been consulting with coin machine manufacturers on the question of changing the metal content of nickels and pennies since last summer. Manufacturers made recommendations of a metal content which they said would not seriously affect present coin chutes. The new stringency of war may make radical changes in small coins necessary.

A Senate judiciary subcommittee wrote into a pending bill language authorizing a new 5-cent piece, which would be made half of copper and half of silver, instead of the present combination of three-quarters copper and one-fourth nickel.

Chairman O'Mahoney (D.), Wyoming, said Donald M. Nelson, production chief, had asked the measure as a means of saving tons of nickel a year.

The provision was inserted in a bill expanding the government's war powers. Approved by the subcommittee, the bill would, among other things, impose penalties for violation of the government's priorities orders.

## BIGGEST YEAR

(Continued from page 60)  
the licensing of movie machines and subjection of films used in them to State censorship. One measure imposing \$1 license on 2 to 5 cent vending machines and \$2 fee on over five-cent venders, was declared unconstitutional by the Circuit Court of Baltimore.

Boston coinmen felt the effects of the defense boom full-force during '41. Listed on the credit side at year's end were: boost of 25 per cent in employment within the industry; opening of hundreds of new locations; biggest play in history of trade on machines. On debit side were: shortage of skilled mechanics as men went to work in defense plants; pinch of equipment shortage of movie machines, beverage and ice cream venders, music boxes and remote-control equipment. At least 10 more arcades opened locally. Threat of impending taxes hung over coinmen like a sword of Damocles all year long. Year's end, however, found State had either killed or postponed action on all measures affecting trade except extension of 2-cent per pack cigarette tax for two more years. Slugs were a real menace until the fall when FBI action halted the scourge.

With employment and pay rolls soaring to unprecedented heights, Buffalo coinmen chalked up their best year, despite the fact that police pressure affected the operation of pin games locally. Coinmen enjoyed the best summer biz ever, saw sales of music equipment reach phenomenal heights, worked hard to supply demands for venders in defense plants and other spots. With play on all other equipment soaring, coinmen looked to improved pin game conditions as a new city administration took over the first of the year. Local amusement games association was formed during the year and moves to establish a music association were underway at year's end.

Music Tops All in Buffalo  
Coinmen in the Canton (O.) area without exception declared 1941 their best year, despite advent of federal taxes, State Liquor Board ban on gaming devices in all establishments holding liquor licenses, and other problems. District's many plants, pumped full of war-time orders, was the reason. Arcade operators had a big year, especially during the summer. Vending operators had busy year, especially operators of beverage venders in industrial plants. Movie machines made slow progress. Trade looks to big operating year in 1942.

Big Year for Canton Area  
Coin machine operators and distributors did a total volume of business during 1941 on a par with gains chalked up

in other regions. Music machines and candy and penny venders all moved forward. Trade received usual quota of unfair publicity here from local papers. Review of manufacturer's activities is carried elsewhere in this issue.

Brightest spot in Cleveland coin machine picture was the music machine business, altho all phases of trade except the pin game operators enjoyed banner business during '41. Play and sale of music boxes, however, reflected the efforts of the local association to gain public acceptance and good will thru their "hit-of-the-month" advertising campaign (full details in music section of this issue.) Venders, too, chalked up surprising gains, especially in the beverage and candy bar fields. Pin game interests, however, were in continuous litigation with the city all year long. All efforts to establish legality of devices came to naught, however, when new city administration passed ordinance in November prohibiting their operation. Several distributor changes, especially of music machine lines, took place.

Influx of defense workers was principally responsible for the best business the trade has enjoyed in the Tall Corn State. This influx found operators working hard to supply machines to new locations opening up. Phones and venders were in biggest demand. Aided by a favorable Supreme Court decision, pin games flourished. Only two of 99 counties boasted more than a few games in 1941. At the close of this year more than half the State had games and smaller cities were rapidly licensing them. Several heavy license bills were defeated in the State Legislature last spring. Ice cream venders made outstanding inroads during the year, especially in the large number of insurance offices in the Des Moines region.

Keen competition and good business for all distributors here was seen during 1941. Operators had a prosperous year as the affects of defense worker and soldier spending began to be felt. Music machines were big and remote-control units really took hold. Movie machines chalked up big gains and wind telephone music which roared in like a lion in 1940, came to its end. Music operators formed first association in this area to combat proposed city taxes. Did a good job in having suggested levies lowered to reasonable level. Summer tourist biz was one of the largest in history. Prospects for this year are bright in the Rocky Mountain territory.

### VIRGINIA

#### SOUTHERN VENDING MACHINE CO.

528 CRACHEAD ST.  
DANVILLE, VA.  
Phono 2414

Distributors for  
All makes Coin Operated Machines.  
Used machines on hand at all times.

#### MORRIS MAYNOR, JR.

823 WEST BROAD ST.  
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WURLITZER DISTRIBUTOR  
For Virginia and Eastern North Carolina.  
Wurlitzer Wall Boxes. Complete Stock of Parts. Finest Shop in Virginia.  
Large Stock Used Phonographs. Write for Prices.

#### O'CONNOR VENDING MACHINE CO.

2318-20 W. MAIN ST.  
RICHMOND, VA.  
Phones: 5-2981-6-4778

All Types of Vending Machines  
Bought, Sold and Exchanged.

#### WERTZ SALES COMPANY

D. M. (DAN) WERTZ  
811 W. BROAD ST.  
RICHMOND, VA.

Sales Agents and Distributors  
All Types Used Music Equipment and Legal Vending Machines.  
ROCK-OLA DISTRIBUTOR  
VIRGINIA AND NORTH CAROLINA

#### ROANOKE VENDING MACHINE EXCHANGE, INC.

533 CENTER AVENUE, N. W.  
ROANOKE, VA.

"If It Works With a Coin, We Have It"  
Slots, Consoles, Paces Races, Pin Ball and Counter Games, and Phonographs.  
Write us your needs.

### WEST VIRGINIA

#### SHAFFER MUSIC COMPANY

446 VIRGINIA STREET  
CHARLESTON, W. VA.

Exclusive Distributors for  
J. P. SEEBURG CORPORATION  
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A Large Stock of Used Equipment.

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Phono 22712  
Distributors for  
BALLY, GENCO, GOTTLIEB, CHICAGO COIN, EVANS, STONER, EXHIBIT SUPPLY.  
A Wide Variety of Good Used Machines.  
"We Are Here To Give Service."  
JOBBER, WRITE FOR PRICES!

### WISCONSIN

#### C. S. PIERCE MUSIC CO.

602 W. THIRD AVE.  
BRODHEAD, WIS.

Distributors for  
PACKARD PLA-MOR MUSIC SYSTEMS

#### BADGER BAY COMPANY

GREEN BAY, WIS. APPLETON, WIS.

23 years of continuous service. Distributors for all leading coin machine manufacturers.

If You Need Machines Write

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Phono, Howard 2995

GREEN BAY, WISCONSIN

Distributors for  
MILLS NOVELTY COMPANY AND OF ALL LEADING COIN OPERATED DEVICES  
"Sense Makes Dollars"

#### BADGER NOVELTY CO.

Distributors for all leading  
Coin Machine Manufacturers

Exclusive Distributors for the  
Rock-Ola Manufacturing Corp.

2546 NORTH 30TH ST.  
MILWAUKEE, WIS.

#### GENERAL NOVELTY CO.

521 N. 16TH ST.

MILWAUKEE, WIS.

DISTRIBUTORS JOBBERS

SCALES GAMES VENDERS

#### ICE CREAM VENDING CORPORATION OF AMERICA

1920 E. KENILWORTH PLACE  
MILWAUKEE, WIS.

Exclusive Distributors  
VEND-HIT Ice Cream Vending Machines.  
Holds 202 Cups—Dispenses two flavors.  
Write for Details and Circular

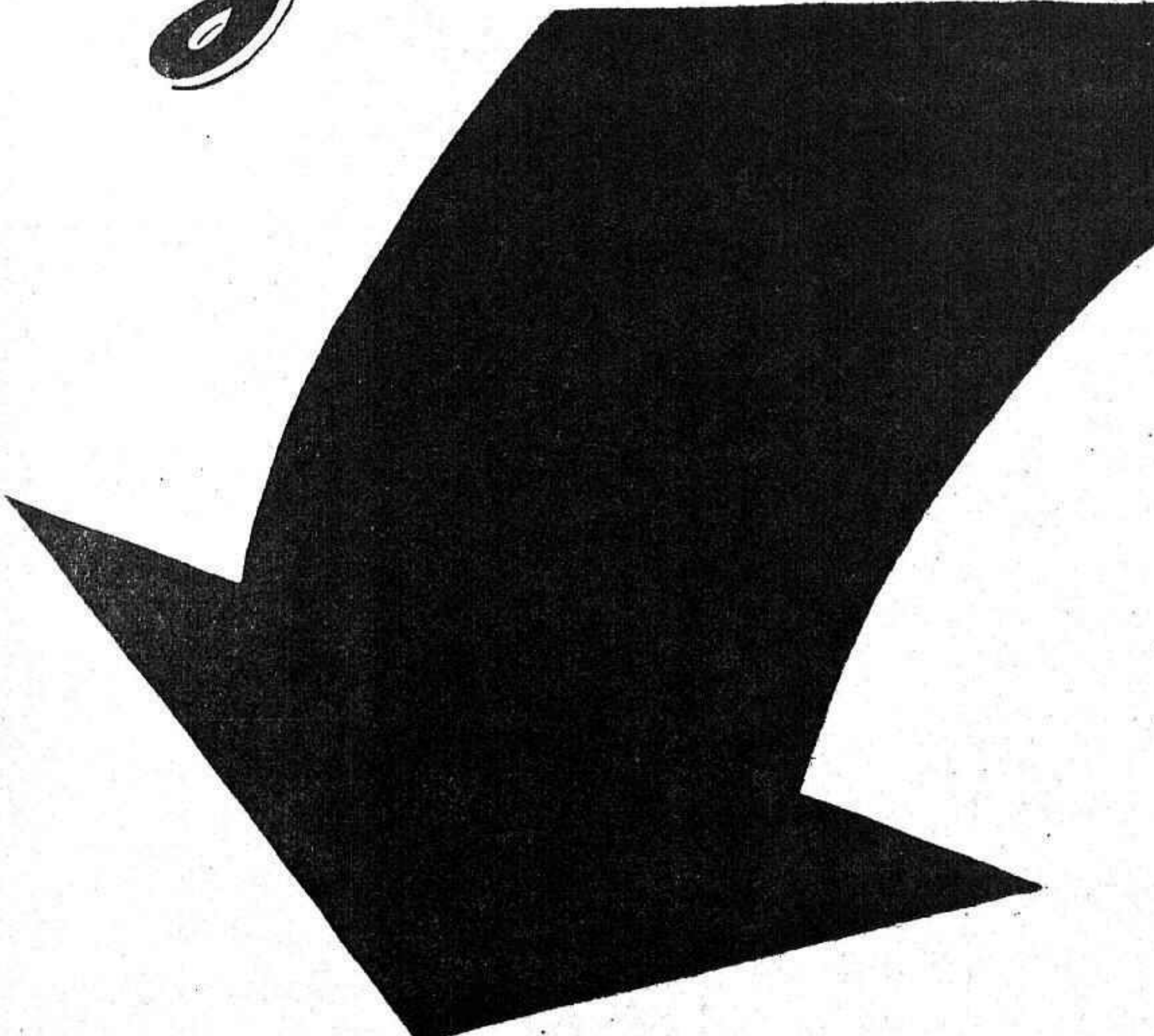
#### MILWAUKEE COIN MACHINE CO.

3130 W. LISBON AVE.,  
MILWAUKEE, WIS.

"SERVICE FIRST"  
New and Used Machines  
Distributors for  
ALL LEADING MANUFACTURERS  
PHONOGRAPHS—J. P. SEEBURG CORP.  
"Better Buys at Milwaukee Coin"

Buy New & Used Machines from these Companies

# Last Call



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ARE  
SORRY—**

Advancing costs of everything that goes into the making of The Billboard make it necessary to withdraw the famous "17 COPIES ONLY \$1" trial subscription rate after MIDNIGHT, February 12, Lincoln's Birthday.

Everyone is invited to subscribe NOW or extend his subscription while this special rate is still in effect. But do so NOW, please, before MIDNIGHT, February 12.

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Please mail The Billboard to me for 17 weeks for which I enclose ONLY \$1.

Name .....

Address .....

City ..... State .....

New ..... Renew ..... Occupation .....  
Regular rates one year, \$5; single copy 15c

*This Great Offer Gives You ....*

**17** *Copies of* **The Billboard** *for only* **\$1.00**

**You Save**  
**\$1.55**  
*From the Newsstand Cost*



1941 INDEX REVIEW

(Continued from page 61)

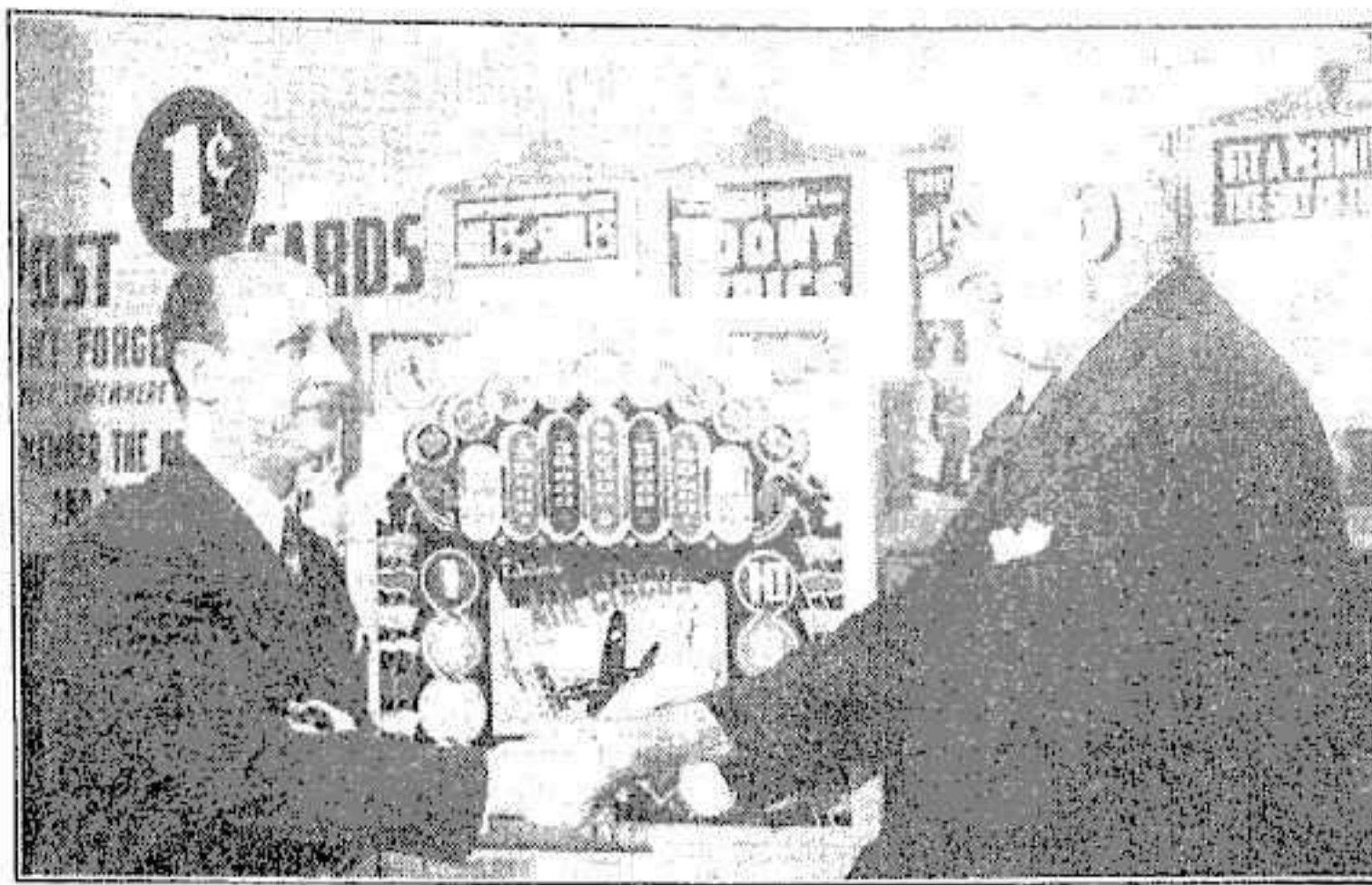
dium on gaming . . . Federal agents in new move against slugs in St. Paul; indict seller, manufacturer . . . Ideal Novelty Company in new quarters.

MARCH 22.—Editorial "Opposition" discusses questions of national importance and finds that our country needs intelligent discussion rather than partisan opposition and emotional crusades . . . music operators report trend toward Latin American numbers . . . Frenesi is top tune for second week . . . new preservative paves way for fruit juice vender development . . . 400 attend New York Cigarette Merchandisers' Association banquet . . . 1940 was greatest year in Minnesota, columnists declare . . . reproduction of large newspaper space taken by Cleveland Phonograph Association to advertise record-of-the-month . . . trends toward higher prices on games show up . . . Phil Gould, Al Koonel and Al Sherry form Ambassador Vending Company, Brooklyn . . . article shows that exports of coin machines overcome odds of war; coin machine exportations total \$1,248,692 in 1940; complete tabulation of exports by country and type of machine . . . article by Bill Gersh traces game prices . . . program for Northwest Coin Machine Show . . . industry's leaders turn out for Showmen's League spring party . . . Jersey association officials organize conference group . . . Jennings official, Wallace MacClay, serves as member of Chicago Defense Commission . . . Leo J. Kelly's article urges operator to "Plan for Summer Business Now" . . . Leo Kelly named as member of board of directors of O. D. Jennings & Company.

MARCH 29.—Editorial "Articles" lauds Los Angeles News on series of newspaper articles giving reasoned views of youth and the cause for delinquency . . . lack of new hit songs felt by operators, record artists . . . Detroit music men hold first dance . . . Philadelphia Music Machine Operators' Association celebration set for April 20 . . . There'll Be Some Changes Made is top tune of Record Buying Guide . . . Ohio Supreme Court to review cigarette price-fixing case . . . more small coins in circulation . . . increased consumption of sugar may boost quotas . . . export expert stresses importance of foreign trade . . . play boosting stunts on music machines . . . Roy Guilfoyle joins Western Products, Chicago . . . ray target gun is army rookies' pet fun . . . 14 supreme courts approve fair trade laws . . . German colonel longs for peace . . . letter to editor sees operators' need for unity . . . Washington State Legislature passes tax on pin games, bells, salesboards; kills phono levy . . . Bill Doyle joins sales staff of Badger Novelty Company, Milwaukee . . . Don V. Kennedy is appointed manager of advertising and sales promotion for Packard Manufacturing Corporation, Indianapolis.

APRIL 5.—Editorial of the week, "Questions," discusses the Ohio Supreme Court appeal by the city of Youngstown, O., in behalf of pinball games. Editorial points out vagaries of official rulings and calls for reason and justice . . . good planning and management make Northwest Show a success . . . efforts continue to return ASCAP music to radio lanes . . . story on tie-up between pictures and music machines aiding operators . . . It All Comes Back to Me Now tops record guide . . . Cleveland phono men choose Yours as hit-of-month tune . . . candy sales up eight per cent . . . new cig record for February set . . . Agency head tells how Philadelphia beverage show was publicized . . . article, "Operating a Modern Arcade," by Mike Munves, prez of Mike Munves Corporation, New York . . . article on selection of phono disks . . . tribute to coin machines published in The Eagles' Magazine . . . Cleveland amusement machine operators form association . . . Carroll Vetterick joins O. D. Jennings & Company . . . defense program ups Baltimore business . . . jottings from Northwest show.

APRIL 12.—Homer E. Capehart is author of a guest editorial entitled: "Pull Together to Win" . . . calls for co-operation and lauds the industry as one of the best . . . Gilmore address to columnists at Northwest convention . . . Paris reporter of The Billboard, in U. S., tells of French coin machine picture; reports Esy Mordo dead . . . New Jersey CMA banquet attracts over 400 . . . phonos, venders chalk up export gains in January . . . semi-classical and classical recordings get big play on phonos . . . biography sketch on Jim Broyles, Wurlitzer official and president of phono



SHOWN WITH AIR CIRCUS, Exhibit's new game, is Henry Seiden, of the Seiden Distributing Company, Albany, N. Y. Seiden is being congratulated by John Chrest, Exhibit's sales manager, for the fine job his firm is doing on Exhibit games. (MR)

manufacturers' association . . . Amapola is top record in disk listing . . . 1940 candy bar sales advance . . . article "A Big Year Ahead" on beverage venders . . . listing of makers of beverage venders . . . coins subject of many yarns in Philly newspapers . . . Pittsburgh coin machine business up . . . Virginia operators form association . . . prohibitionists gain ground in Southern States . . . Cleveland citizen in letter to The Cleveland Press hits at mayor's crusade against games; upholds games as lots of fun . . . new Canada import restrictions seen . . . biz booming in Fort Worth.

APRIL 19.—Editorial, "Ordinances," reports that as State legislatures close a trend to city ordinances for licensing games is likely to take place . . . "Juke Box Murder" picture rumors denied . . . hillbilly and cowboy songs attract more attention on phonos . . . biz spotty in Twin Cities . . . High On a Windy Hill is top tune of record guide . . . Ohio Cigarette Venders' Association discusses slugs and legislation . . . discontinue foil wrapper on candy, gum to save aluminum . . . food bureau okayes vitamins in candy . . . Florida has big racing year . . . Houston paper champions cause of novelty games . . . coin machine exports show gain over February, 1940 . . . pin games in Palestine . . . Minnesota's Governor Stassen asks liberal co-operation to attract auto tourists . . . counterfeiter loses money; fakes more costly than real coins . . . Philadelphia Record, first paper to defend games editorially, again takes opponents to task . . . Atlas Novelty Company opens Omaha branch . . . comment by LeRoy Stein on national operators' association . . . defense projects boom business in Alabama.

APRIL 26.—"Recognition," editorial, reports plan for recognition of association by special awards by The Billboard . . . ban use of American flag for commercial purposes . . . band leaders find it pays to promote own recordings . . . Youngstown-Warren (Ohio) association may promote disk-of-the-month campaign . . . High On a Windy Hill is top record of RBG . . . CMA of Massachusetts sets banquet date for April 27 . . . resort men organize to make tourists Minnesota conscious . . . government modifies restriction on low-grade aluminum . . . announcement on The Billboard Association Awards . . . druggists pay 4.8 cents of every dollar for rent, survey shows . . . benefits of eight years of legalized beer recounted . . . Chicago manufacturers ordering materials months in advance . . . Australian writer reports arcades in favor; fine publicity for games . . . Palestine importer seeks contact with coin machine manufacturers . . . U. S. exhibits at Travel Show to promote touring as defense aid; see need for vacations . . . pic of conventioners banqueting at Northwest Show . . . Cleveland city council gets pinball petition . . . another counterfeiter bites the dust . . . Chicago . . . Boston association membership growing . . . inventors to study patent law changes.

MAY 3.—Editorial, "Support," submits a plan for uniting the industry and its organizations in strong moral support of the national defense program . . . Maryland vending machine operators form State association . . . beverage vender operations expand in Washing-

ton . . . 350 gather for Massachusetts CMA banquet . . . "What's Ahead?" theme of confectioners' convention . . . proposed taxes include items used in venders . . . samples of candy to meet army specifications submitted . . . Boston Design Institute to conduct phono design contest . . . trend toward reducing phono taxes noticed . . . State revenue commissioner to address Arkansas music association meeting . . . Georgia governor cuts location tax . . . Pennsylvania and New Jersey phono operators hold big party in Philadelphia . . . another Philadelphia newspaper advocates legalized gaming . . . Cleveland music men select Just Plain Folks as May hit-of-month tune . . . new aluminum substitutes suggested to OPM by experts . . . article, "The Birth of a Nickel," tells of minting process . . . Philadelphia slug ring broken; to face counterfeiting charges . . . ABT of N. J. changes banquet date to May 18 . . . seek to license bookies in Illinois . . . census reports says independents sell 75 per cent of retail goods . . . story from Milwaukee Journal says nickel, at first despised, is now most popular coin . . . Houston Post says: "City Justly Entitled to Revenite From Operation of Marble Boards" in favorable story.

MAY 10.—In editorial, "Morale," Walter Hurd calls the turn on future trends of coin machine business saying: "Major trends in the business now hinge upon the war raging across the seas" . . . Frank Hammond reviews progress made by phono operators' association of Eastern Pennsylvania and New Jersey during year . . . "Music Supports Defense" says J. E. Broyles . . . Dolores is first tune on Record Buying Guide . . . Massa-

chusetts moves to restrict cigarette machine licenses to State . . . pictures of all officers and directors of Coin Machine Industries, Inc. . . . "Pinballitis" cartoon from Buffalo (N. Y.) Evening News . . . install President George Moloney of CMI at banquet . . . Homer Capehart statement asks hearty support of "I Am an American Day" . . . Mutual Broadcasting System signs ASCAP agreement . . . March coin machine exports show rise over February . . . Coinography of Harry Hoppe . . . Mills Novelty gives stadium lights to Fort Sheridan . . . coinography of Gibson Bradshaw . . . San Francisco politicians publicity-seeking anti-pinball attack boomerangs . . . federal slug convictions of sluggers for counterfeiting.

MAY 17.—Perc Smith, of arcade division, Exhibit Supply Company, pens a guest editorial, "Pioneers in Our Country" . . . Dick Wiggins Joins Baker Novelty Company . . . survey finds collegians place Miller as band choice with Tommy Dorsey a close second . . . "I Am an American Day" proclamation by James A. Gilmore of CMI . . . There'll Be Some Changes Made leads Record Buying Guide . . . The Billboard presents survey on venders . . . review of anti-slug drive to date . . . monthly market reports from key cities . . . L. A. association active in patriotic celebration . . . L. A. association offers assistance to other associations . . . Capaldi forecasts European boom at end of war . . . Exhibit Supply Company celebrates 40th birthday.

MAY 24.—Editorial, "Surveys," declares that coin machine industry needs reliable data . . . automatic phonos discussed at National Association of Broadcasters' meeting . . . L. A. association urges Defense Bond purchases . . . There'll Be Some Changes Made heads RBG second week . . . important CVO of Illinois meeting scheduled . . . cig vender displayed at restaurant show . . . Pennsylvania Senate passes unfair sales bill . . . article, "America Needs Inspiration," by James T. Mangan . . . New York slug trial for St. Paul manufacturer set for June 4 . . . text of Minnesota slug act . . . new column, "Industry Mentions," begins . . . plan Canton (O.) phono association.

MAY 31.—"Spreading," title of the week's editorial, refers to the job of defense which is being spread to all parts of the country and to the way money is spreading to all sections . . . Ohio State Phono Association meeting is successful . . . Latin-American music going strong in colleges, The Billboard poll shows . . . G'Bye Now tops record guide . . . statement by Rudy Greenbaum on coin machine Committee for Defense Support . . . FCC monopoly report disturbs dickering between radio, music . . . effects of defense program on coin machine business reviewed.

JUNE 7.—Editorial, "Civilian," comments on appointment of Mayor La-

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Guardia to head Civilian Defense and points out problems facing country as a whole regarding civilian attitude toward war . . . Maryland governor signs bill cutting phono tax one-third . . . Capehart active in USO drive . . . Supreme Court decision adds to ASCAP-Radio complexities . . . Lanny Ross plugs phonos in broadcast . . . Intermezzo heads RBG . . . CVOA of Illinois discusses effects of cigarette tax; elects officers; Howard new president . . . market reports from key cities for May . . . article, "The Value of Music to the Nation in Carrying Out the Defense Program," by J. E. Broyles, president of Automatic Phonograph Manufacturers' Association . . . Industry aids British war relief . . . federal officers arrest nine slug users in Texas . . . Panoram Soundies moves headquarters to Chicago.

JUNE 14.—Editorial, "Criticism," says difference between criticism by individuals and the obstruction by powerful agencies and partisan factions should be noted . . . best season is seen for music boxes as resort business starts . . . Maria Elena is top tune of week . . . candy production problems aired at candy convention . . . editor foresees possible boom in vending machines . . . commerce department ceases breakdown by country of export figures . . . coin machine industry trains workers for defense . . . candy manufacturers fight proposed excise tax . . . reproduction of Ohio Anti-Slug bill . . . liquor industry pays record taxes . . . 35 States finance advertising campaign to attract tourists.

JUNE 21.—Guest editorial by Max D. Levine, Scientific Machine Corporation, Brooklyn, entitled "Good Equipment" . . . recorded music comes in for much discussion at AFM meeting; Pet-



THIS MODERN NEW FACTORY was built by A. V. Shipman, owner of the Shipman Manufacturing Company, Los Angeles. Shipman manufactures postage stamp machines, candy bar venders and novelty amusement devices, which are distributed by a nationwide organization. Shipman attributed the growth of his concern to "the designing and building of coin-operated machines that are consistently good money-makers." (MR)

rillo elected for second term . . . Ashley re-elected head of Detroit music association . . . Guide topped by the *Hut-Sut Song* . . . producing more ice cream venders . . . new highs hit by 1940 candy consumption . . . non-defense uses of steel defined by OPACS head . . . article on Philadelphia arcade boom . . . efforts to enlist civic organizations in drives on games fails thruout country.

JUNE 28. — Summer Special Issue. Guest editorial "Keep 'Em Flying" by George D. Moloney, head of CMI . . . *The Billboard* inaugurates a new and larger Record Buying Guide . . . summary of the AFM convention . . . Dolores is top tune on Record Buying Guide which includes two new sections, "Possibilities" and "The Week's Best Releases" . . . Wisconsin tobacco jobbers charge wholesalers violate fair trade . . . candy sales up 25 per cent . . . program set for Ohio cig association's three-day conclave . . . bombs hit coin machines in London . . . article by Bert Lane, Seaboard Sales, Inc., New York, on genius of coin machine industry . . . Portland (Ore.) cigarette tax postponed . . . Harry Hoppe resigns Baker Company.

JULY 5.—Editorial page taken over for message from National Defense Committee of Minneapolis Amusement Games Association. Written by W. W. Smith, Philip Moses and Don Leary, subject is "Let's Co-Operate for National Defense" . . . operators helping defense by using patriotic records . . . possible disk price rise deemed remote for present . . . propose music in plants to ease workers' tension . . . top tune of week is *Just a Little Bit South of North Carolina* . . . Ohio's loss leader law not affected by Supreme Court's banning price-fixing contracts . . . article, "Automatic Commercial Phono Gives Best in Music at Low Price," by J. E. Broyles, manufacturers' association executive . . . hail San Francisco association at dinner . . . *Chicago Daily News* reports defense angles of coin machine business . . . Babe Kaufman's son dies in auto accident . . . petitions launched in Ohio for vote on legalized gaming . . . review of war on slugs.

JULY 12.—"Enlisting," editorial, reports industry is finding concrete ways in which to enlist for the support of national defense . . . many coinmen praise new Record Buying Guide . . . *The Band Played On* leads RBG . . . Max H. Postel tells "How To Increase Cig Sales in Each Location" . . . article "The Industry and National Defense" by Walter W. Hurd . . . market reports from key cities for June . . . coinography of W. R. Happel Jr.

JULY 19.—Editorial "Buy Bonds" says the coin machine industry is marshaling its forces in support of the nation thru Defense Bonds . . . Defense Bond electrotypes being used by advertisers in *The Billboard* . . . cold shoulder given fancy title strips by operators . . . Detroit music association elects directors . . . *My Sister and I* leads Guide . . . Federal tax on venders definitely dropped . . . Curley Robinson gives equipment for night softball to Los Angeles youngsters . . . detailed story on how government agents trapped manufacturers of slugs by Arthur E. Nack, of Rowe Manufacturing Company . . . new aluminum substitute being tested . . . coinography of Irving Sandler . . . arcades good in Singapore, coinman reports.

JULY 26.—Editorial "September 15" recounts great opportunity for trade to aid national defense in supporting "Retailers for Defense We-k" beginning on that date . . . article "Get an Objective"

by James T. Mangan . . . CMI gives to war relief campaigns . . . orchestras study operator needs on records while on resort swing . . . *Green Eyes* is top tune of week . . . propose vender to sell U. S. Defense Savings Stamps . . . supply situation hampers manufacturers . . . attack Illinois cigarette tax law . . . tourists will get 10 per cent premium on silver in Canada . . . coinography on R. H. (Bob) Causey . . . coinman gets zoo for city; come-on for Penny Arcade . . . Canadian coin business well above par . . . coinography on Samuel (Curley) Robinson . . . retail locations plan for National Defense Week . . . Borkin is new president of Globe Printing Company . . . "Go outside bounds of association in public relations work," urges association official . . . location complains about dance disks . . . Joe Williams killed in auto crash . . . anti-slug fight nets man in Reading, Pa.

AUGUST 2.—Editorial "Peace" offers two worthy ideas that may aid the return of sound business and world trade . . . phonographs promote more orchestras than ever before . . . *Intermezzo* is top record of week . . . phono men's opinions aid diskers, publishers . . . article "Buy a Bond and Drop a Bomb!" by James T. Mangan . . . Philadelphia coinmen score legal victory . . . new column is begun containing vital notes on industry happenings . . . two-front drive for legal games in Milwaukee . . . Little Rock, Ark., cuts license on pinball machines . . . May coin machine export figures.

AUGUST 9.—"Be Ready," editorial, declares civilian defense is getting slow start but that industry should be ready when local plans are announced . . . out-of-towners go to Chicago to see phono favorites as movie houses follow policy of summer headlining of bands . . . *Goodbye Dear, I'll Be Back in a Year* becomes first draft-inspired tune to hit top in RBG . . . venders, tobacco, candy dropped from Defense Tax bill submitted to Congress . . . International Mutoscope Reel Company games aid national defense cause . . . market reports for July . . . advise locations in San Francisco on posting of licenses . . . games association in Minneapolis assists newspaper on football poll . . . review of developments relating to the Federal Excise Tax Bill.

AUGUST 16.—"Music for Defense," a guest editorial by Pat Buckley, president of Buckley Music System, Inc., . . . press radio mentions show popularity of phonographs . . . NBC affiliates hold up inking of NBC-ASCAP pact . . . Wurgle gets high Wurltzer post . . . *Til Ravelle* tops record guide . . . Maryland's vending tax held void . . . candy sales up 13 per cent for first five months of 1941 . . . article, "Tomorrow's Vending Business Should Be Built Today," by W. R. Greiner . . . coinography on Mrs. Elsie Madson . . . article "The Coin Machine Industry Needs National Educational Program," by William Gersh . . . Stoner Manufacturing Company works on defense; vender, game biz unaffected . . . coinography on Ray Meeuwenberg . . . George Glassgold publicity head for New York coinmen.

AUGUST 23.—Editorial calls for "Action" declaring that timely action may be the cheapest way out of a bad world situation that perils the future of business . . . more radio stations using *The Billboard's* music ratings . . . facts about the plastics priority order . . . *You and I* is top tune of RBG . . . article "The Operator's Place in His Community" . . . article "Chain Store Procedure for Bulk

Vending Machine Routes" by W. R. Greiner . . . I. D. Rothstein listed in Philadelphia Who's Who . . . coinography of Max Weiss . . . Michigan phonograph association members are guests at Cleveland association's meeting.

AUGUST 30.—Fall Special Issue . . . editorial "Economy" believes that economy is a false stand and that the United States may save money and lives by preparing, spending and acting while there is still time to act . . . George Glassgold, representing association, appears before Senate Finance Committee to testify regarding coin machine taxation section of Defense Tax Acts . . . column called Vital Statistics is renamed Briefs of the Week . . . galaxy of phonograph favorites to appear in leading movies and radio shows . . . *Maria Elena* top tune of week . . . vending supply outlook for fall termed favorable . . . Jersey coinmen form group to boost industry.

SEPTEMBER 6.—Guest editorial by Herb Jones, of Bally Manufacturing Company, entitled "Let's Tell Our Story Straight," calls for recognition of fact that the American people's enthusiasm for coin-operated machines should be the basis of the industry's public relations program . . . Senate Finance Committee alters coin machine provisions of Defense Tax Bill increasing rate on gaming machines . . . OPACS asks manufacturers for data on iron and steel . . . Detroit music operators launch Defense Bond drive . . . hates name "Juke Box"; proposes a term, "Musophone" . . . *Yours* is tune of the week . . . article "Merchandising Cigarettes thru Vending Machine," by Burnhart (Bip) Glassgold . . . market reports for August . . . pics and story on coinmen who handle routes via airplane . . . Harry Hoppe heads Penny Enterprises.

SEPTEMBER 13.—Editorial "Any Bonds Today?" is a booster article for their sale . . . Senate passes Bunker Amendment reducing fee on gaming devices to \$50 . . . phonograph exports up in report on foreign sale of games, venders and phonos . . . Michigan music men score with Defense Bond promotion in big Labor Day parade . . . *Maria Elena*, up and down for weeks, again heads RBG . . . article, "Arcades are Good Investments," by Sam Lerner . . . State of Washington reclassifies pinball machines for tax purposes.

SEPTEMBER 20.—Editorial "Impact" declares that world news piles upon the trade so fast that many topics formerly discussed have been relegated to the background . . . hillbilly music is step to political success in Texas . . . Cleveland phono association election held; review achievements . . . BMI payoff, NAB board okay highlight radio-music situation . . . *Blue Champagne* heads record guide . . . article, "Change Portions to Meet Rising Merchandise Costs," W. R. Greiner warns bulk vender operators . . . coinmen fete Nate Gottlieb at gala bachelor party.

SEPTEMBER 27.—Annual Talent & Tunes Issue with supplement . . . editorial "Sunshine" says all branches of the music world join in spreading good cheer to the American people at this time . . . federal agents arrest slugger in Alabama . . . automatic vending industry aids United Jewish appeal . . . mustn't cheat on pinball machines, Seattle judge says . . . Houston marble game defendant acquitted . . . organize movie machine film association in Hollywood . . . record manufacturers talent bill to top \$3,000,000 in 1941; 100-million disk sale seen . . . article, "We Want Top Music Machine Bands," by Maurice M. Cohen . . . Hammond resigns Philadelphia association post . . . *I Don't Want To Set the World on Fire* heads Record Buying Guide . . . peanuts grow more popular but customers still like them fresh . . . twenty-three on trial in vender fraud case . . . Men and Machines column inaugurated . . . coinography on Ted Bush . . . Jennings heads small business group seeking defense work . . . Jersey ABT active in Defense Bond campaign.

Supplement Contents: article, "A Busy Year," by Walter W. Hurd, gives statistics on music machine field and tells of year's happenings . . . article, "Music for Millions," by Maynard I. Reuter, reports on automatic phonograph network furnishing music for everyone . . . article, "Music Machines in Wartime at Home and Abroad," by Hilmer Stark, recounts exports and traces reactions of phonograph field to wartime conditions . . . article, "Music Machines and the Music Industry," shows gains made by orchestras thru medium of phonographs . . . symposium of statements on "Why Oper-

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ators Are Getting Better Records" . . . article, "Possibilities," reports on high percentage of possibilities picked by *The Billboard* which reached going strong classification in the Record Buying Guide . . . article, "Music Machines' Influence on Home Record Sales," by Ben Katz, owner of New York retail record store . . . article, "Analyzing Hit Records," by Harold Humphrey, reports that hits made on the phonographs must have some outstanding feature . . . article, "Pan-American Relations," traces cultural development . . . article, "I Need *The Billboard*," by Charles Engelman . . . complete list of recording artists and labels for which they record . . . symposium, "Picking the Right Records for the Right Spots," by coin machine operators and distributors . . . article, "The Importance of International Music to Music Machines," by Tetos Demetriades . . . article, "The Law and the Music Machine Operator," by Andrew D. Weinberger . . . late record releases and pertinent facts about recording artists.

OCTOBER 4.—Editorial, "Phono Campaign Begins," brings the message that the phonograph industry is boosting sales of U. S. Defense Bonds by placing *Any Bonds Today?* on all machines . . . full data on federal tax on coin machines . . . message, "Be Optimistic," by Jim Gilmore, CMI official . . . enrollment blank for operators using *Any Bond Today?* on their phonos . . . Secretary of Treasury Morgenthau praises automatic phono bond drive as phonos boost bond sales . . . New York and Detroit associations boost bonds . . . Tommy Dorsey halls phono network; says it most important to bonds . . . Columbia Records cuts operators in on *Fitch Bandwagon* radio show . . . article, "Greatest Music Year," by Jack Nelson . . . Jim is top tune on guide . . . *The Billboard* announces a new important column called "Picture Tie-Ups for Music Machine Operators" . . . news from England—review of business after two years of war . . . plan National Peanut Week . . . U. S. Revenue Act sections pertaining to coin machines . . . pinball chisels sought by police.

OCTOBER 11.—"Enthusiasm," editorial for week, says phonograph industry puts enthusiasm into bond campaign as workers get plans going to enlist all operators . . . latest federal tax information . . . article, "Europe—After the War," by C. J. Chambers, formerly stationed in Paris for *The Billboard* . . . September market reports . . . united bond drive front as manufacturers' association takes lead in promotion . . . U. S. Treasury Department approves phono Defense Bond drive . . . Cleveland association selects *Any Bonds Today?* as hit-of-the-month . . . *I Guess I'll Have To Dream the Rest* leads record listing . . . Panther Novelty Company, Fort Worth, launches new name for phono contest . . . cigarette venter trade asked to co-operate on Wages-Hours Law . . . study methods to save paper boxes . . . list-minute tax rulings . . . house ad headed "To Hell With a Scoop!" tells how *The Billboard* gave up a scoop on federal tax information in order to get news to nation's operators quickly thru co-operation of distributors and manufacturers . . . big turnout for AOLAC meeting . . . July exports show decline.

OCTOBER 18.—Guest editorial by J. E. Broyles, president Automatic Phonograph Manufacturers' Association, entitled "An Industry Goes Out To Sell Bonds" . . . phonograph tax rulings reveal that neither games levy nor cabaret tax applies . . . Michigan phono association suggests steps for unifying industry's efforts in Defense Bond drive . . . *Green Eyes* top tune of week . . . letter to *The Billboard* from Treasury Secretary Henry Morgenthau giving thanks for participation in Defense Bond promotion—to which *The Billboard* replied by saying: "Thank you—but the credit belongs to someone else—the credit belongs to the industry . . . Minneapolis coinman sues to beat venter ordinance . . . *Milwaukee Journal* upholds venders in strong editorial . . . reproduction of tax application form for coin machines . . . music box stories multiply in papers; importance told . . . information on federal tax . . . history of movie machines by Glen Desplenter . . . coinography of Willda May Grattan . . . suggests games aid bond drive.

OCTOBER 25.—Editorial, "Get Help," says music operators should secure help of patriotic groups to succeed with Defense Bond campaign . . . latest tax information . . . Automat founder dies . . . United Music Operators of Michigan and RCA dance carnival co-op to promote sale of Defense Bonds . . . *Chattanooga*



HARRY RICHMAN, WELL-KNOWN ENTERTAINER, receives his Defense Stamps from Bonnie Thurman (right), while Margaret Yehlen gets set to sell him some more. The phonograph in the background is the Seeburg Minute-Man Symphonola. (MR).

Choo Choo heads Record Buying Guide . . . New national vending association formed to work for venter interests . . . coinography of Glen Keagle . . . article, "Let's Be Thankful," by Archie A. Berger . . . Ben Boldt is sales manager of Glamour Cabinet Company.

NOVEMBER 1.—"Stations," editorial, says that each phonograph location should be a Defense Bond "station" . . . latest federal tax information . . . AOLAC aids community chest fund . . . Florida newspaper pays tribute to industry for part in bond drive . . . operators pledge co-operation as phono bond drive gets rolling . . . *Tu Reveille* again heads RBG . . . reference list of State Defense Bond administrators . . . Rowe Manufacturing Company complimented on securing defense orders . . . answer charges of Senator Wheeler against movie machines . . . letter from Internal Revenue clarifying pinball tax . . . article, "Nickel Monte Carlo," reproduced from *New York Times*.

NOVEMBER 8.—Guest editorial, "The Tenseness of These Times Calls for More Music," by M. G. Hammergren, Wurlitzer Company . . . federal tax information . . . ready for "Phonographs for Defense Week, November 9 to 15" . . . *Elmer's Tune* is top record tune . . . program to aid Defense Savings campaign launched by Wurlitzer . . . cigarette makers are losers in long anti-trust trial . . . October market reports . . . operators tell of coin machines conditions in Orient, Philippines . . . distributors sponsor tax conference . . . federal officials will speak at 1942 convention . . . AOLAC members answer "bundles for buddies" appeal.

NOVEMBER 15.—Editorial, "Leadership," declares that people in all parts of the nation join in tribute to able leadership of Mayor LaGuardia . . . federal tax information . . . guest editorial, "America Will Hear! America Will Buy," by C. T. McKelvey, of Seeburg, halls music machine promotion for Defense Bonds . . . Bonds drive in full swing . . . *Piano Concerto* is top tune of week . . . Detroit bond campaign success . . . article, "Match Question a Real Problem," by James V. Cherry, CMA official . . . late market reports . . . ruling on arcade machines under federal tax.

NOVEMBER 22.—Editorial, "Licensing," says that many problems of modern business may be solved by a system of licenses . . . tax information . . . bond drive big success . . . *You and I* tops RBG . . . New Mills Novelty plant opens . . . vending machines gain from coin circulation . . . Northern California operators set up new association . . . business of making money is very good, mint figures show . . . St. Louis association tax conference.

NOVEMBER 28.—Guest editorial by Dave Gottlieb, entitled, "The Show Must Go On" . . . operators' reasons for desiring 1942 convention . . . San Francisco association helps sponsor army camp visiting plan . . . over two pages of information in handy summary of federal tax . . . *Wall Street Journal* recounts history of record industry . . . article, "The Music World Works Together," by Walter W. Hurd . . . *You and I* heads

record buying guide for second week . . . James A. Farley tells bottlers that soft drinks are vital need . . . to halt use of foil on tobacco . . . CVO of Illinois meets . . . operators gain by government spending, says Glassgold . . . nab five slug makers in New York . . . attack legality of Minneapolis venter tax . . . September coin machine exports decline . . . French coinman, well-known in U. S., tells of coin machine business in France . . . coinography of Tetos Demetriades.

DECEMBER 6.—Editorial, "Materials," commenting on metals and other materials for war use, offers general suggestions on a topic that concerns every American in his daily life . . . convention list shows big variety of displays . . . 1942 Convention program . . . Philadelphia press and radio change attitude toward industry . . . *This Love of Mine* is top record tune . . . two pages of bond pictures . . . Iowa vending operators elect officers for 1942 . . . federal tax information . . . recording firms, orchestras get set for 1942 conclave.

DECEMBER 13.—Editorial, "Work and Play," offers motto for coin machine business: "The American Way: Work and Play" . . . article, "Commercial Phonographs Build Morale," by J. E.

Broyles . . . *I Don't Want To Set the World on Fire* leads RBG . . . ask Philadelphia music operators to help in "Smokes for Yanks" campaign . . . page of bond pictures . . . venders will play big part in coin machine convention . . . Cleveland association re-elects officers . . . November market reports . . . Canadians planning special train for convention trip . . . slug manufacture nets two Dayton (O.) men jail sentences . . . coin firms at Parks Show.

DECEMBER 20.—The first issue after the war comes to the United States features the editorial, "The American Way: Fight To Win" . . . coin machine industry gets ready for war work as OPM sets new production schedules . . . graduated machine production schedule given for December, January and February . . . cancel 1942 convention . . . music trade digs in for war; accepts production curtailments willingly; eager to do its part . . . RCA contest seeks substitute for "juke box" tag—\$150 prize . . . *Shepherd Serenade* heads record listing . . . page of bond pictures . . . article, "Venders Render a Singular Service to War Goods Workmen" . . . Florida Supreme Court decides in favor of amusement games . . . manufacturers meet to speed defense work . . . plan to place machines in big super bowling alleys . . . pennies and nickels may be withdrawn to salvage copper . . . *San Diego* (Calif.) *Herald* hits anti-pinball drive; says D. A. is hurting defense.

DECEMBER 28.—Usually called "Holiday Greetings Number," this issue renamed "Let's Go, America" issue . . . editorial "Industry Spirit" says that this helps to build national morale . . . review says coin machine trade was among the first to start educational campaign for civilian defense . . . numerous messages from association and other industry leaders indicating industry is set to do its part in war . . . demand for patriotic records soars; bond drive redoubled . . . *I Don't Want To Set the World on Fire* heads record guide again . . . Wurlitzer, Columbia give phonos, disks for army outposts . . . article, "What's Ahead for the Industry?" by Maynard Reuter . . . chart shows numerous opportunities the Red Cross offers for volunteers in civilian defense . . . article, "Vending Machines in Hospitals," by Harold S. Kahn . . . article, "Industry for Civilian Defense" . . . article on "Our Flag" and how to display it . . . article, "Revenue To Win the War," by Walter W. Hurd . . . article, "Coin Machines and Our Good Neighbors," by C. H. Stark . . . new column on "Priorities and Materials" . . . article by James A. Gilmore, CMI head, on cancellation of 1942 Coin Machine Show due to war . . . Rock-Ola bonus to all employees.

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# What They Think About 1942

*What's ahead of the coin machine industry in 1942? What should the trade do to cope with the problems that are sure to arise? Those are questions that govern the conversation wherever coinmen meet today. In this "bull session in print," leading distributors voice their answers to these pertinent questions and some worth-while tips are revealed.*

## Get Down to Fundamentals

By LEO WEINBERGER

Southern Automatic Music Company  
Louisville, Ky.

No man can guarantee what conditions will be after the war, but right now we must get down to fundamentals so that we'll be in good shape to make sure our business is in a position to surge forward after the battle is won.

With overhead geared to 100 per cent production and quotas set to make only one-fourth of this amount, it's only natural that prices of new equipment will rise. Surely, however, all of us would rather be able to get one-fourth production than none at all. The distributor, however, with his set overhead and less equipment to sell must take his legitimate profit and discontinue deals, special discounts and over allowances on trade-ins in order to continue in business.

Equipment will and must stay on location longer. And the operator must set his house in order by discontinuing practices of making deals for locations and spending half of what he gets in drinks for the house in his locations. He must get back to a sound basis to meet higher equipment and service costs plus rising taxes. This is the operator's golden opportunity to get in good financial shape. If he doesn't do it now, he never will. Now's his chance to pay off everything he owes, buy Defense Bonds with the rest, so that he'll have his decks cleared for action the moment the go-ahead signal flashes.

Here's to victory in 1942 and the greatest coin show in 1943.

## A Note of Confidence

By IRVING OVITZ

Atlas Novelty Company, Chicago

Out of the ever-widening circle of items being curtailed in the interest of our all-out effort, there emerges a life-belt of hope for the coin machine industry.

Curtailed, yes—and all of us welcome what opportunity is presented to us to assist in doing our share to dispense with the demon forces of evil now trying

to undo what civilization has taken centuries to build—a decent world in which to enjoy life, liberty and the pursuit of happiness.

Consequently, the coin machine industry is grateful for its continued operation in a smaller measure during this emergency. With all our might we should try to maintain the facilities that will provide clean relaxation and recreation to the American public and thus contribute to those agencies charged with maintaining a high standard of morale during the emergency.

Nothing, we hope, will hamper the efforts of the majority of us to prevent a runaway price condition or hoarding or other measures that will hamstring the future of our business.

Yes, we'll come thru with flying colors, and we'll be able to look our fellow man straight in the eye and say, "We of the coin machine industry did our part," when this is all history.

## Everybody's Job

By BEN STERLING JR.

Moosic, Pa.

It's pretty hard in these times to prophesy what will happen during 1942. One thing remains, tho, we must defend American freedom, and it's everybody's job. Some operators who have been playing pinocle for a long time will have to get out and go to work so that they can release some of their servicemen to help win the war.

We have a big job on our hands. Of course, most of us in the coin machine industry have too much fat on our ribs; but we can get down to business. Most of us boys came into this business without a penny and it has been a good industry. While getting a little lazy and fat from it, now that the country needs us we will do our part.

The operators will probably make a lot of money in 1942, and they should plan to reduce all their service calls, avoid all unnecessary running, save as much as possible on man power, gas, oil and tires. These may all seem little details, but when you take the whole country into consideration every little bit helps.

Every operator has money and he should buy as many bonds as possible on every collection day. It would be well

for everybody in the industry to remember that if Hitler comes over here this industry that has been so kind and generous will no longer be in existence. So let's defend American freedom; it's everybody's job.

## Substitute Backboards

By C. W. KELLEY

Kelley-Mennes Manufacturing Company  
Rockford, Ill.

Most operators know, I believe, that after this world rumpus is over we will again be doing a thriving business with amusement machines and all other coin-operated machines. The present situation is starting to make us wonder if we shall be able to carry on and keep the public satisfied and interested. Most of us are limited as to changes in games we can make and we know our manufacturers are not going to be able to help us out much.

With this thought in mind it appears to me that some of our manufacturers could start giving us changes in backboard glasses. It should be possible for some manufacturer's engineer and designer of themes on backboards to get together and figure out different themes for backboard glasses which could be inserted in the present games on the market without in any way having to make any mechanical or electrical changes. This would enable the operator to keep present games going until such time as new games could again be turned out. Necessary materials needed for making such changes would probably not be affected by priority rulings.

There's the idea. Let's hope that someone can see something in it and give the operator a chance to keep his games active.

## Look Forward!

By ROY BAZELON

Monarch Coin Machine Company  
Chicago

Now, more than ever before, all who make up this industry of ours must adopt a "look forward" policy. We must begin by co-operating with the government 100 per cent in all its requests, whether they entail sacrifice of materials, energy, or all of our physical and spiritual assets. We must look forward by planning and executing rigid conservation measures within our industry, whether we be operators, distributors or manufacturers. We must continue to accept the fortunes of war with a "thumbs up" attitude. By so doing, and by keeping our houses in order, we shall be prepared to take up where we left off and to do a bigger and better job for ourselves because we did a good job for the nation.

## Pessimists Will Be Wrong

By HARRY KAPLAN

Southwestern Vending Machine  
Company, Los Angeles

No one can tell at this stage of the year what 1942 will hold for us in the coin machine business. However, I predict that things will change soon and that those in the coin machine business will not find the year as tough as the pessimists have predicted. The industry is on a stable basis now; the foundation is more secure than ever before. Employment in this area is up and there is more money in circulation than ever before.

It is true that we are somewhat worried over the supply of equipment, but I believe this will soon iron itself out. The operator will use his equipment longer. Even if machines are higher priced, the operator's profits will not be affected. We've stuck with the coin machine business thru times that looked much worse than they do now. Recently this firm marked its fifth anniversary. We've come up and we will continue to work for the coin machine field. With victory a certainty, the coin machine business will be on the upgrade."

## Industry Will Adjust Itself

By LEON BERMAN

New York Supply Company  
New York, N. Y.

It is the writer's belief that, as a whole, the industry will suffer very little as far as the operator is concerned in 1942.

In cases where certain cities or sections of the country may suffer as far as receipts are concerned, other sections of the country will make up the difference. In other words, a city will lose a certain amount of business because of men joining the services, the adjoining city can have a tremendous increase in its business due to the fact that it may be situated near a camp or it may have defense work factories. Thus, one bad feature will be offset by a good feature. All in all, there is no reason why the operator should not be able to continue as successfully as heretofore.

One thing we should not do is complain of poor receipts and scarcity of equipment. The public has only one answer for such complaints, and we know that answer.

If we continue the fine work we have been doing towards defense and our country, we will create friendly feelings toward the coin machine industry, so that when the United States has finished its job we may look forward to better things to come.

## What We Can Expect

By WILLIAM (Sphinx) COHEN

Silent Sales Company  
Minneapolis

Trade prospects for the immediate future point to a strong buying market. Many manufacturers are hoping to continue production until April. Others are already at end in coin machine manufacture, with a good share of them attempting to convert their equipment for defense work. The future, I believe, is a matter of service. The distributor will become the medium for the sale of used merchandise. Operators, I believe, will be better off than they have ever been. If they keep their equipment in tip-top shape, take care of their locations, switching machines judiciously, they will be able to do as much business as they have in the past and have more cash at the end of the year because they won't need to buy.

## Accent on Service

By JONAS BESSLER

Hy-C Amusement Company  
Minneapolis

During the next few months I expect to see a surge of additional buying of new 1942 models and equipment by the operators. After the first quarter buying will drop off almost completely. Operators will be well stocked and from then on in it will be a matter of service for them. Distributors will be confronted with the situation of so reorganizing their set-ups that they will be able to help the operators in servicing equipment. Many operators are losing their service men to the army, navy and marines. Central service departments, I believe, will be the answer to this problem.

## MACHINE CLOSE-OUTS

### LEGAL EQUIPMENT—(USED)

11 Drive Mobiles (F.P.)	\$184.50	1 Photomatic (refinished and reconditioned)	\$400.00
14 Batting Practice	109.50	6 Keeney Anti-Aircraft (brown cabinet)	42.50
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5 Defenders	109.50		

All the above machines will be thoroughly reconditioned and ready to operate.

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Mills Empress

USED COUNTER GAMES  
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Groetchen's Mercury  
Groetchen's Sparks  
Groetchen's Wings  
Groetchen's Columbia Bell  
Groetchen's Zephyr  
Groetchen's Yankee

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**Outlines Vender Future**

By E. T. BARRON

E. T. Barron & Company  
Minneapolis

Prospects for the future in the vending machine business are not too bright. Manufacturers will be unable to produce the merchandise and many are already in the process of switching over for defense work.

Only second-hand merchandise will be available. I expect that the longer the war continues the chances of complete shutdown of vending machine manufacture will be ordered by the government. Operators will be able to continue and, in some instances, they may be better off. Jobbers, however, are confronted with the bleak picture of having to close their doors for the duration of the war.

**Foresees Good Year**

By C. S. PIERCE

C. S. Pierce Music Company  
Brookfield, Wis.

This seems the ideal time for the music operator to get out of debt, for he will be able to buy but little new equipment.

It is true that in some localities the revenue may drop, due to so many young men being away, but this will be more than offset by the enormous amount of money in circulation and a higher scale wage for the laboring man.

Every operator should consider it a privilege to be able to assist his government by budgeting so much every month for the purchase of Defense Bonds.

**Bright Prospects**

By JOSEPH WEINBERGER

Southern Automatic Music Company  
Cincinnati

The prospects for 1942 are much brighter than the average operator realizes. Everyone is aware that there will continue to be a dire shortage of many products. In order to avoid any serious reaction, some manufacturers are expected to produce money-making items which will not require metals or any materials which are so vital to our war program. However, in addition to this, the operator for his own benefit and for the future welfare of the industry will buy and trade used equipment when he cannot purchase any new merchandise.

The progressive operator will not permit his equipment to remain on locations until they reach the point where players refuse to be attracted.

New and used equipment, of necessity, will cost more money. These higher costs can and will be offset by the drop in total dollar purchases. This year will yet prove to be the operators most prosperous one.

The United States government will look with favor upon the coin machine industry, as necessary in furnishing

amusement and recreation, which are so important in maintaining morale.

The industry can accomplish much by purchasing to the limit Defense Bonds and Stamps and by co-operating with the USO and various civilian defense programs.

**We Must Act Now**

By HARRY DAUL

Union Sales Company  
Green Bay, Wis.

Unless we act now, we may lose an opportunity that will never again present itself to gain recognition and favorable publicity.

We should try to show the public and governing officials that amusements are a vital necessity to our country's morale.

Our industry is after benefits, but up to the present time none have been granted, because we are too selfish. There should be closer co-operation between the manufacturer, distributor and operator.

There should be a coin operators' association in every large city in the United States affiliated with a State association and a national association. We have made long strides, but more aggressive policies must be adopted.

**Manpower Is the Answer**

By ROBERT GRINER

Bennett's Music Company  
Phoenix

Business in 1942 will be governed largely by "manpower" in the community. If national defense demands continue to decrease the number of young people who play the music machines, it's going to be tough.

That factor, however, may be offset by increases in the military personnel in this area. I believe that as military personnel continues to increase, business will increase proportionately. Soldiers are about the best customers the music machines have. We found that out when all the soldiers in the valley were confined to their barracks for several days right after the war broke out. Business dropped sharply during that period and picked right up again as soon as restrictions on their movements from out of their bases were relaxed.

**Optimistic About Future**

By J. C. CLEM

Phoenix

Business should continue good if prices don't go too high. Merchandise costs already have advanced considerably. An encouraging and optimistic sign lies in the fact that business, which usually falls off right after New Year's, hasn't slipped at all this year. There are lots of new people and new undertakings bringing money into the Phoenix area and business is very active. It should continue active—barring the unexpected.

**Big Job Ahead**

By SAM LONDON

Milwaukee Coin Machine Company  
Milwaukee

There's a big job ahead for all of us, both as individuals and as an industry. It's a job of doing all we can to keep morale at peak levels and of going all-out to help win the war. I'm rolling up my sleeves right now and keeping them rolled up until this situation is well in hand.

**1942 Is a Challenge**

By MAC MOHR

Mac Mohr Company, Los Angeles

During 1941 we saw the coin machine business come into prominence. The old-line companies put out games that were designed to bring the operator money. During the year there was not a single flop in the game industry. Those of us who have been at this business for several years realize what a boost this is to the industry, for in other years there have been games put on the market that never touched first base. This isn't the case now. Manufacturers are making good games, construction is solid, and fly-by-night manufac-

turers have fallen by the wayside.

With the priority ruling affecting the coin machine business there will be fewer games on the market. These games will be manufactured with care after designing and preparation. Competition will be limited in that new games will not be readily obtained. This has its advantages and disadvantages.

The operator will select his locations with more care, and other operators will not rush into spots just because they look good. They will have to know why it is a good spot and have this fact proved to them.

I agree that if I could predict for 1942 that I'd be something of a prophet, but I can predict that we are going to do the best that we can. Coin machine people have a big job ahead of them. Americans need relaxation, and it is up to the coin machine industry to give it to them. The people in this industry have never let a challenge go unheeded and this one—this 1942—will be no exception.

**Support Morale**

By IRVING RICH

Consolidated Novelty Company  
Los Angeles

The army and navy actually fight the war, but the backbone of that army and navy is the civilians. These civilians supply the boys in service with food, clothes, and above all, moral support. To give the proper moral support, the people must be at all times cool, relaxed and amused.

During times of war there are various types of amusement. The type of amusement that appeals to the American people most, are games that involve skill and luck. During the recent blackouts in Los Angeles, many people were marooned in public places where marble games amused them thruout the hours of the blackout. These marble games proved, at least in that one incident, to be beneficial to all. Incidents of this nature, in all probability, occurred in many public places thruout the United States during a few uneasy hours.

**Anticipates Good Year**

By FRED GAUNT

Trojan Novelty Company  
Los Angeles

We've had a few setbacks but I guess all in all the year will be brighter than any of us expect. Pay rolls are up and factories are working seven days a week and more money is in circulation than a year ago. Used equipment will have more value and the net returns will be better this year, as I see it. On a recent visit to one of the beaches I found that guns of any kind are good bets. Vending machines, I think, will have their busiest year. I do know this—certain machines are good and not being bothered in territories once against them. For myself, I am looking forward to a good year.

**Music Will Hold Up**

By ROY GARRISON

Garrison Sales Company  
Phoenix

As far as new sales go, of course there won't be any due to priorities rulings on materials. However, I believe the music business will continue to hold up. There is plenty of equipment on hand to carry us thru the next two or three years. In fact, most distributors are loaded up. The unavailability of any new equipment might be a good thing for a while from the standpoint that it will give operators an opportunity to get their present equipment fully paid for before taking on new stuff.

**Keep Faith**

By FISHER BROWN

Dallas

Are we to be less courageous now than we were in 1932? No! Let us not lose faith in this great land of ours and its leaders. Let's forget our personal interest if it would hinder our national effort a fraction or if it would add one whit to the danger of your son and my son. Let's face our sacrifices as we faced the 1917 facts of war, and learn-

ing from that experience, win with courage and confidence, with faith in our God, our country and ourselves.

This war will not last forever, and I see great hope and a fine prosperity to follow it. I do not believe we will all get rich, and I hope we do not. I want us to have a healthy prosperity, social security, our liberty, a home and a good paying job for every willing hand.

Yes, I believe that our national economy is going to be sound. When the sword is again melted and molded into plowshares there will be great need for plowshares. Do not kick about restrictions and present hardships, for no good and lasting thing comes without great price. Good things come high, in money, time, sacrifice or work. Your sacrifice now and your disappointments now are but the foundation of those lasting rewards you are to receive because of the courageous manner in which you are going to face and overcome this crisis.

I hope it can never be said that any industry was more patriotic and willing than ours. I am sure that our share in this national effort will be a full one. In spite of the manifold responsibilities imposed by the war, I feel sure that we will assume and discharge our consequent duties in such manner that no cause for criticism could ever arise. If this is done, we will continue to merit the respect of our nation.

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Takes in 1200 Holes @ 5c .....\$60.00  
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**JAMES A. GILMORE**, secretary-manager of Coin Machine Industries, Inc. He was planning another big convention but the war made it necessary to postpone the big gathering. Genial Jim is kept busy clearing information for manufacturers thru his office.

## Winning Friends for the Industry

By JACK WEINBERG, Minneapolis

IN THESE perilous days the coin machine industry is faced with two problems. First, it is confronted with a stoppage of expansion for the duration. Then it must figure out ways and means to hold its present gains and consolidate them.

"How can we achieve this end?" operators ask. One of the principal methods is the winning of the good will and friendship of the men and women who put the nickels, dimes and quarters into coin machines by having a strong program of public relations. A good publicity director, a man who makes public relations his business, not just another individual appointed to head a committee, can so direct industry activity that the press will be forced to give cognizance to it.

Associations are the best medium through which good publicity can be obtained. Coin men banded together in organizations should insist that publicity directors be retained to work for the association. Other businesses, other associations have them and they have more than paid for themselves in the good will achieved for their industries.

One of the best public relations campaigns conducted by the industry in recent times is the *Any Bonds Today?* drive. Manufacturers, distributors, operators and locations joined hands to help Uncle Sam sell more bonds. Phonographs from Coast to Coast featured the tune as the top number. Yet in some communities where the phonograph patrons paid their nickels to hear the tune, few people knew who the sponsors of the drive were. In other communities a columnist here and there mentioned the campaign. The *Any Bonds Today?* drive was deserving of columns of type and pictures in every paper in America.

The Minneapolis Amusement Games Association last fall got more favorable publicity for one activity than the coin machine industry in that city ever before received. The *Minneapolis Times*, whose front pages have carried many an attack on various phases of the business, was conducting a drive to elect several senior members of the University of Minnesota 1940 championship football team to the All-Star team. Ballooning had dropped off.

The coin machine association, its locations reaching into every section of the Twin Cities, immediately printed ballots bearing the organization name on them, distributed the ballots to every location in town and thereby got its

name onto *The Times* sport pages daily throughout the drive. At the end the newspaper sport editor gave public commendation in his columns to the association.

Other instances of good public relations are, alas, not too numerous. But the opportunities are many. Campaigns are not restricted to sports events. Every city has its Community Fund drive; many other campaigns are all seeking volunteer groups to assist in getting funds. Coin machine industries should be represented as a group, their activities publicized, either at meetings of the drive sponsors or in the newspapers. All these things are possible.

Opportunity for individual distributor-operator good will, while limited for financial reasons, if nothing more, is still good. How many distributors have taken used music machines, for example, and presented them to institutions? How many operators confronted with the situation of scrapping old pin games have turned them over to some club, some recreation center?

Even if you don't get newspaper publicity for such action, the fact that the group to which such gifts are made knows about it soon helps pass the word around—and more good will results.

There are many clubs sponsoring affairs that need music machines to furnish tunes. Some operators service these activities but make a charge for it. Forget the \$5 or \$10 you may get for such a service, give it to them free and see how soon before your phones will be collecting more nickels. Youngsters sponsoring affairs never forget when someone is nice to them and they do everything they can to return the favor. Certainly, money is important, but it fades in importance when the final result is greater.

To run the gamut of opportunities for public relations would take much more space than is available here, especially in these days of national defense. But opportunities are all around you. Take advantage of them, either through your organization or as an individual. Do this as often as you can and you'll win friends not only for the coin machine industry but for yourself as well.

## Bally Fairmont Is Newest Automatic

CHICAGO, Jan. 24 (MR).—"Reports coming in on Bally's Fairmont Automatic multiple one-shot," says George Jenkins, general sales manager of Bally Manufacturing Company, "indicate that the game is the most successful we have ever turned out in the automatic class.

"The new holdover features introduced in Fairmont have evidently struck the public fancy, resulting in increased collections wherever Fairmont goes into action. Another popular Fairmont feature is the new eight-winner spell-name idea whereby the player scores for each letter hit. Naturally our production cannot begin to meet the big demand for Fairmont, but we are doing all possible to take care of at least part of the needs of all Bally customers."



HAROLD SCHAEFF, head of Victor Vending Corporation, Chicago.

## Boston

BOSTON, Jan. 24.—Distributors were kept busy this week as operators renewed demands for used machines. In anticipation of future needs, many operators are buying games to lay away for future use. Some distributors in order to keep some stocks on hand have been insisting on a trade-in with each purchase. Collections are reported holding up and some operators report increases.

Mike Bond, of Bond Sales Company, has moved his office and showrooms farther up Commonwealth Avenue to a larger and modern location near Brighton Avenue.

Ed Ross, of Bay State Vending Company, father of Benny Ross, has started a cigarette machine route and reports business good.

Luke Levine back at work after recovering from a brain concussion suffered at the hands of an unknown assailant in a daring robbery attempt along Coin Row. Luke was hospitalized for several days.

Walter Panasuk, of Newton, Mass., is one of the newest additions to the field of coin machine operators with a pin-ball route.

Murray Schultz, of Atlantic Distributing Company, local Packard distributor, and his father, Pop Schultz, were in an automobile accident at Fall River. The accident occurred as they were returning to Boston after a business trip. "Pop" received chest injuries, but Murray escaped injury. Their beach wagon was badly damaged.

Charles Herald, widely known Saugus coinman, has completely changed over his music route and is now proudly displaying Wurlitzer wall-box installations. Charlie is one of the most popular operators on the North Shore.

Benny Ross, of Vendomatic, reports the firm is now handling pin tables and is still seeking a cigarette distributorship. The Vendomatic showrooms were enlarged recently and now occupy twice as much space. The firm is now Victor distributor for Boston.

Apex Coin Machine Company has installed a repair shop. Bill Wells reports that Ernest (Blackie) Blackman is kept busy in the repair department now and that the firm has the facilities for making every type of change-overs. A new inverted converter has been purchased along with new acetylene welding equipment.

Modern Music Company has moved to larger quarters at 1196 Commonwealth Avenue, where they are featuring service on the latest types of remote music equipment. Modern also has a large route of pin tables.

Leon Sherter reports he is increasing his pin-table route and is on the lookout for more equipment.

## N. A. M. Again Pledges War Output Speed

NEW YORK, Jan. 24.—American industry is capable of astounding feats of production and will turn out the unprecedented amounts of war materials called for by the President, Walter D. Fuller, president of the National Association of Manufacturers, predicted to the Advertising Club of New York.

"No one doubts that the goals will be attained," Fuller said. "American industry today stands as civilization's greatest phenomenon. We can—we will—have the tools to win this war, swiftly and surely. And at the same time we will have more of normal living, throughout this war crisis, than the people on any other place on earth."

### Nelson Choice Praised

Fuller departed from his prepared speech to commend President Roosevelt for his appointment of Donald M. Nelson as supreme war production boss. He praised Nelson as a man without peer in the business world. He emphasized, however, the importance of writing into law this complete authority to the war production chief.

"When the President writes into law (as he has indicated he will do) complete and unequivocal authority in a single war production chief," said Fuller, "he will have made the most important move since the declaration of the war emergency, and by this wise, courageous delegation of power, will have assured the entire nation of the fulfillment of our common aim to massacre the Axis by mass production."

Referring to the job entailed in the program calling for production of 60,000 airplanes this year, Fuller pointed out that since the Wright brothers produced their first plane, 37 years ago, the United States has built about 75,000 airplanes.

### Cities Advertising's Aid

Fuller also said advertising has played a vitally important part in building America.

"We would not have become great without democracy, freedom and private enterprise," he said. "But we could not have succeeded, either, without promotion, selling and advertising. It is advertising that has been the spark plug of American progress. All the while that advertisers have been selling their products they have been building America. They have been preparing America's industrial muscles for today's supreme test."

He declared that advertising and the press of the nation will play a vital part in winning the war, and that freedom of the press should be safeguarded.

## "Carrying On," Says Baker Novelty Co.

CHICAGO, Jan. 24 (MR).—"Altho government restrictions on game productions are slated to become more severe, the Baker Novelty Company, along with other members of the industry, has planned to carry on," states Harold Baker, company president. "In this instance, I do not mean that games will come rolling off the production line in pre-war volume, but that the same spirit that has seen the industry through other critical periods will be in evidence more strongly than ever before.

"Today we are no longer concerned with beating yesterday's sales records. True, we are not neglecting any phase involving present creative and production work. But the big job is to see America thru. Once that is accomplished, we have cleared the way for an industrial all-out program that will see the coin machine industry embarked on a permanently prosperous, well-stabilized future. Until then we're playing on the biggest team of all, and whether we warm the bench, carry the water or call the plays, we'll give all we've got."

Baker advised that Kicker and Catcher, current counter game release, is doing an excellent job for its operators. "As one of the few counter games coming under the no-tax classification, it is giving operators better than normal returns," said Baker. "Kicker and Catcher is one game that has been responsible for the consistent high morale of the nation's coin men on the basis of its earning power and tax-free status."

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RICHARD GROETCHEN, head of the Groetchen Tool Company, Chicago.

## Perkins Tells of Buckley Biz View

CHICAGO, Jan. 24.—“The great question of what is ahead of us during 1942, or to word it practically: ‘What are you, as the Buckley Music Systems, Inc., going to do in 1942?’ is a question that is asked of us daily,” declares H. R. Perkins, sales manager of Buckley.

“In coming in contact with our distributors and the managers of our district sales organization, we get questions as well as opinions from men in every section of the country.

“Not one of us in this or any other industry is qualified to say what conditions will be like in a month or a year from now. Everything that we do hinges on many different factors and developments beyond our control, developments which are subject to change from day to day.

“Today the entire country is on a wartime basis. We in the music business have tried to do everything possible to co-operate with our government. We also feel that our government realizes that music does a great deal for entertainment and relaxation. Music operators throught the country have told us that the general installation of Buckley Music Systems has and is providing a great deal of entertainment and relaxation.

“All of this means that we should go along as we did in 1941, but consistent with today's conditions and the merchandise made available in different localities. We, with other manufacturers in the music field, are working under the present production control orders. As equipment is manufactured under these orders it is distributed evenly to different sections of the country so that everyone receives his proportionate share of the total production.

“These are the conditions as they exist in our industry. All of us should be acquainted with them and organize our own businesses to fit in with them. Many operators feel that they are in a fortunate position but they should not lose sight of the fact that conditions outside of their own business will affect them today the same as ever.

“This war or any other war makes an entire change in our regular routine, but our government wants every one of us to co-operate in every way that we can. Our country has been here for a long time, and it has gone thru other wars that presented problems that were just as complicated as the problems presented today. Temporarily, during the duration of the war, part of the facilities of our factories are to be used for government work. During this time, we in the factories want to keep in touch with everyone in the businesses so that we can give distributors and operators the benefit of our experience. In the past we have built up services for the amusement field to provide music for all types of entertainment, we have contributed much efficiency to the merchandise field so that our modern factories gathered together up-to-date equipment, engineering and distribution brains. We have offered many services to the general public.

“When the war is over all of this service will again be utilized. In the meantime, what has been made and distributed has placed music men in a good position to carry on. In 1942, as in the last part of 1941, some material and service will be available for our use as allotted by the government offi-



DAVE GOTTLIEB, head of D. Gottlieb & Company, Chicago.

## Retail Trade Prospects

Altho national income this year is expected to top \$100,000,000,000 as against the \$90,000,000,000-odd level achieved last year, retail trade—at least in terms of dollar volume—is likely to fall somewhat short of the showing made in 1941. Dollar volume may be somewhat higher because of the prospective further rise in retail prices.

Higher national income this year will not necessarily mean increased purchasing power. Federal fiscal measures to help finance the war are expected to siphon off some 30 per cent of the national income in the form of income taxes and bond purchases by individuals. The curtailment of durable consumers' goods production in many lines will affect sales adversely, also.

Retail trade during 1941 undoubtedly was the greatest in history. Sales during the first 11 months of the year alone were greater than in any previous full year since 1929. Department store sales were about 16 per cent higher.

“If we all work together and exchange ideas with each other, we should be able to go along with the limited number of new products available and learn how to best use and utilize our present equipment.

## Operators in Driving Seat, Says Chi Coin

CHICAGO, Jan. 24.—“Unsettled conditions in the coin machine industry have brought about a complete transition,” believe Chicago Coin Machine Company officials. “As long as the manufacturers are restricted as to production, the operator is all important. When there is so little new material to buy, the operators are sitting back on their haunches—taking the offerings of the new and used game market with a lot more than the proverbial grain of salt. We have been urging,” stated Sam Gensburg and Sam Wolberg, of the Chicago Coin Machine Company, “all operators to stop and consider the games they buy. In our case, for instance, so much goes into a Chicago Coin game that the average operator never sees. Yet it is all this that makes a game last longer. In other words, the operators should now seek out the hidden qualities of the machines as well as the surface qualities that are so obvious.

“Take our All-Star Hockey. This machine was designed with a much longer than usual life in view. It could have been put out months before it did. However, each and every part that could have caused future trouble was ferreted out and obliterated long before the final games were considered ready for sale.

“It has been such foresight by manufacturers that has made some lines more desirable than others. Yes, let me repeat. With restricted production, it is more important now than ever before to remember quality when you buy equipment.”

## Time To Take Stock, Says Keeney

CHICAGO, Jan. 24.—“These are crucial times for operators,” declares Jack Keeney, head of J. H. Keeney & Company, Chicago. “All operators should stop and consider their business. They should take stock of the past, present and future.

“In the past, operators could be assured of a steady flow of new numbers which were used for the replacing of obsolete or low income producing machines. The operators knew that of the manufacturers making equipment, certain ones would come up with what the industry calls winners. Today the picture is definitely changed. The government has drastically restricted the manufacturer's output. Because of these restrictions manufacturers will find it most difficult to experiment with new machines. So this brings us up to the point where the operator must look ahead. It is up to the operators to anticipate future needs now. As far as I can analyze the operating business, I believe that money invested in equipment will be like money in the bank. Machines will have little or no depreciation. In fact, as proved in Canada and the British Isles, the operator's investment may even appreciate. At the same time the operator will be making a substantial return on his money. Luckily, the various manufacturers are now producing real money-making equipment. Our Super Bell line of consoles has been the most successful line that operators have ever bought. Summarizing, now indeed is the time for all operators to sit down, roll up their sleeves and figure out their future plans.”

## “Industry Doing Its Part,” Says Hood

CHICAGO, Jan. 24 (MR).—“When the final Allied victory rings down the curtain on World War II, America will find the coin machine industry and its members high on the roll of honor,” declares R. W. (Dick) Hood, head of H. C. Evans & Company.

“Perhaps no other industry is making sacrifices so great in proportion to its size as is the coin machine industry,” Hood said. “Just what those sacrifices are need not be restated by me. Everyone knows them. What should be emphasized and re-emphasized is the fact that the industry is doing its part in America's all-out defense program. We're putting on the pressure each time Uncle Sam says ‘more,’ whether it's work or material.

“From sweeper to white collar, H. C. Evans & Company are ready to meet the demands of those who guide our destiny. We seek but one thing: Victory. And upon the achievement of that end, our own industry will once again resume its steady forward march, and we here at Evans will again take a place at the head of the parade. So, while we look forward, we pledge ourselves to the needs of our country.”

## Denver

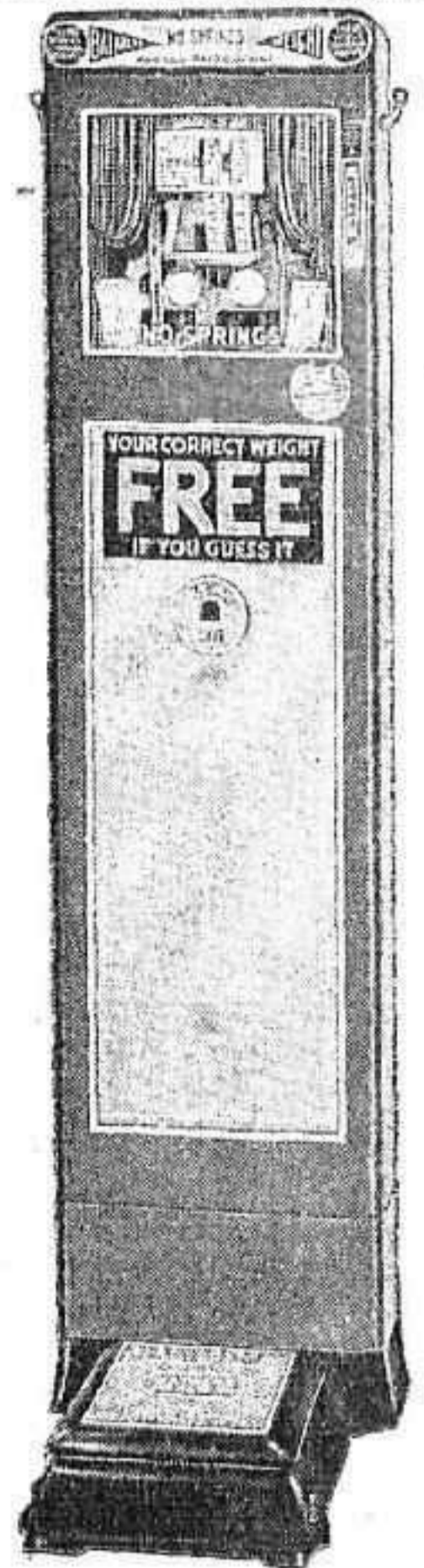
DENVER, Jan. 24.—Gibson Bradshaw, head of Denver Distributing Company, has returned from a combination business-pleasure trip which took him from Chicago, on business, to Miami for a brief rest, and to Alabama for a visit to his former home.

Wolf Reiwitz, head of Wolf Sales Company, is back from a business trip to Chicago, where he purchased as much equipment as he could for both the Denver and San Francisco offices. George Rowe, ace salesman of the company, is in Denver following his return from a trip thru New Mexico and Arizona. George reports a bright outlook in his territory, with the winter tourist business and defense spending keeping things up nicely around Phoenix.

Operator Harry Bozarth, of Springerville, Ariz., has expanded his operations to include Holbrook and Winslow, Ariz. George Florina, of Santa Fe, N. M., recently made two Wurlitzer installations at Raton, N. M.



AL S. DOUGLAS, head of The Daval Company, Chicago.



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# 1942 Association Roster

A LISTING of associations, besides gauging the activity of the industry, is invaluable to operators and to the association executives themselves. Accordingly, we are again publishing a roster of associations, including all within the trade or closely allied with it. It is to be explained that not all of the trade associations listed here are active. Many exist but are called only in case of need for discussion on urgent problems. The listings, however, give the contact addresses of the associations at which a responsible association official may be reached.

During the past year the staff of The Billboard has kept in close contact with association officials. Prime mover in this respect was the inauguration of The Billboard's Association Awards, announcement of which are made elsewhere in this issue. Associations had been asked to submit copies of all material which could qualify the association as active and outstanding in seeking good for the industry and local operations. A surprisingly large correspondence developed and The Billboard was able to present more association news during the year of 1941 than at any other time. The material gathered from the association remains part of a large valuable file giving voice to the fine activities of coin machine associations all over the country. The publication of much of this data resulted in an exchange of ideas between associations to their mutual benefit.

### Corrections Solicited

There will be errors and omissions in the association list as published here. We will appreciate any co-operation in helping us to correct errors or omissions. The association list is corrected constantly and we will be glad to furnish association workers the latest revised association list upon request.

### Services to Association

Our news columns are open to all associations for making announcement of meetings, general instructions to members, appeals to non-members and other association publicity.

Our mailing department is glad to co-operate with associations by making special mailings of circular announcements or other information to operators on our list in an entire State. Many State organizations have used this service to advantage. Our circulation department also makes a special offer to associations on subscriptions for members.

To parties interested in starting new associations, we can supply sample by-laws and other valuable material.

On matters pertaining to association activities, address Walter W. Hurd, The Billboard, 155 North Clark Street, Chicago.

The list of coin machine associations as registered with us is as follows:

### Alabama

Alabama Coin Machine Operators' Assn., Max Hurvich, secretary, 2117 Third Ave., N., Birmingham.

### Arizona

No association listed in this State.

### Arkansas

Arkansas Music Operators' Assn., Louise Early, secretary, 910 Union Life Building, Little Rock.

### California

Amusement Merchants' Assn., Sid Mackin, managing director, 429 Marshall Square Bldg., San Francisco.

Associated Operators of Los Angeles County, Curley Robinson, secretary, 1351 West Washington Blvd., Los Angeles.

Automatic Music Merchants' Assn., Inc., Robert E. Spencer, secretary-manager, 1182 Market St., San Francisco. Meets every Monday at 12:15 p.m.

California Amusement Machine Operators' Assn., George D. Cooley, secretary, 417 S. Hill St., Los Angeles.

California Music Operators' Assn. of Sacramento, J. L. Bristow, secretary, 4036 42d St., Sacramento.

San Francisco Operators' Assn., Louis Wolcher, secretary, 1023 Golden Gate Ave., San Francisco.

Tri-County Operators' Assn., F. S. Grant, secretary, Watsonville.

### Colorado

Independent Phonograph Operators' Assn. of Colorado, Walter C. Jantz, secretary, 901 Jackson St., Denver. Meet second and fourth Wednesday of each month.

### Connecticut

Cigarette Merchandisers' Assn. of Connecticut, Inc., 106 Meadow St., Waterbury.

### Delaware

No association listed in this State.

### District of Columbia

Washington Coin Machine Assn., Horace Beiderman, secretary, 1356 Rittenhouse St., N. W., Washington. Meets first and third Fridays of the month.

### Florida

Coin Machine Operators' Assn. of Dade County, C. A. True, 1245 Terrace, Miami Beach.

Coin Machine Operators' Assn. of Florida, Fletcher Fuller, director, Ocala.

Florida Music Operators' Assn., E. E. Clark, secretary, 206 13th St., N., St. Petersburg. Meets when called by president.

Miami Music Operators' Assn., S. B. Feldman, secretary, 109 W. Flagler, Miami.

### Georgia

Amusement Machine Operators' Assn. of Georgia, 151 Nassau St., N. W., Atlanta. Meet on call.

Georgia Music Operators' Assn., 1420 William Oliver Bldg., Atlanta.

National Peanut Council, Inc., W. B. Jester, executive secretary, 812 Citizens & Southern Nat'l Bank Bldg., Atlanta.

### Idaho

No association listed in this State.

### Illinois

Automatic Phonograph Manufacturers' Assn., C. S. Darling, secretary, 120 S. La Salle, Chicago.

Central Illinois Phono Operators' Assn., Inc., J. Lee Arnold, secretary, 504 E. Forest Hills, Peoria.

Coin Machine Industries, Inc., James Gilmore, secretary, Hotel Sherman, Chicago.

Illinois Federation of Retail Assns., J. C. Spies, president, 140 S. Dearborn, Chicago.

Illinois Phonograph Owners, Inc., Jack Paschke, secretary, 9 S. Kedzie Ave., Chicago.

Mississippi Valley Phonograph Owners' Assn., E. R. Carlstedt, secretary, 2307 11th Ave., Moline.

National Automatic Merchandising Assn., C. S. Darling, secretary, 120 S. La Salle, Chicago.

National Vending Machine Assn., Hyman Jacobson, secretary, 33 N. La Salle St., Chicago.

Phonograph Owners' Assn., R. H. Schneider, secretary, 410 Missouri Ave., E. St., Louis.

Vending Machine Operators' Assn., W. P. Considine, secretary, 6222 S. Woodlawn, Chicago.

### Indiana

Automatic Merchandisers' Assn. of Indiana, J. M. Daily, president, 1249 Roosevelt Ave., Indianapolis.

Indiana State Operators' Assn., Mrs. R. C. Janes, secretary, 341 Indiana Ave., Indianapolis.

National Assn. of Tally Card Manufacturers, Guy E. Noel, secretary, 422 E. Howard St., Muncie.

### Iowa

Automatic Merchandisers' Assn. of Iowa, Fred K. Chandler, secretary, 3017 47th St., Des Moines.

Iowa Merchandise Operators' Assn., Mrs. R. W. Merriam, secretary, 3017 47th St., Des Moines.

### Kansas

Kansas Coin Machine Operators' Assn., E. J. Groth, secretary, 1027 University Ave., Wichita.

### Kentucky

No association listed in this State.

### Louisiana

Automatic Phonograph Operators' Assn., F. P. Clesi, secretary, 409 W. Rampart St., New Orleans.

Coin Vending Machine Operators' Assn., A. C. Peres, secretary, 1100 City Park Ave., New Orleans.

United Music Assn. of New Orleans, Jerry Gormanis, 432 Harrison Ave., New Orleans.

### Maine

No association listed in this State.

### Maryland

Maryland Automatic Merchandising Assn., B. W. Scheuer, president, 1 E. Lee St., Baltimore.

Maryland Operators' Assn., Harry Rosenberg, secretary, 2316 Whittier Ave., Baltimore.

### Massachusetts

Automatic Music Assn. of Massachusetts, Nick Russo, Copley Square Hotel, Boston.

Amusement Merchants' Assn., Sidney Wolbarst, secretary, 678 Massachusetts Ave., Cambridge.

Cigarette Merchandisers' Assn. of Massachusetts, Walter R. Guild, secretary, 1 Federal St., Boston. Meet first and third Tuesday of each month.

Coin Machine Assn. of Massachusetts, Walter R. Guild, manager, 1 Federal St., Boston.

### Michigan

Flint Coin Machine Assn., H. C. Englehart, secretary 211 W. Third Ave., Flint. Meet first Tuesday of each month, Durant Hotel, Flint.

Greater Detroit Vending Machine Operators' Assn., F. E. Turner, secretary, 1103 La Fayette Bldg., Detroit. Meet monthly.

Kalamazoo Coin Machine Operators' Assn., J. R. Peters, president, 456 Portage St., Kalamazoo.

Michigan Music Operators' Assn., Max Marston, secretary, Penobscot Bldg., Detroit.

Oakland County Coin Machine Operators' Assn., George Lasley, secretary, 102 S. Rose-lawn, Pontiac.

United Music Operators' Assn., Edward L. Carlson, secretary, 4464 Cass Ave., Detroit.

Western Michigan Coin Machine Operators' Assn., P. M. Yeo, secretary, 540 S. Division Ave., Grand Rapids. Meet last Monday of each month.

Western Michigan Vending Operators' Assn., Fred Tiggelman, secretary, 449 Ottawa Ave., N. W., Grand Rapids.

### Minnesota

Automatic Merchandise Assn., E. T. Barron, secretary, 19 E. Lake St., Minneapolis.

Minneapolis Amusement Games Assn., Inc., P. F. Moses, secretary 1908 Chicago Ave., Minneapolis. Meet first Monday of each month.

Minnesota Amusement Games Assn., Inc., H. P. Hunter, secretary, Aitkin. Meet second Friday of each month, Hotel St. Paul, St. Paul.

### Mississippi

Mississippi Coin Machine Operators' Assn., C. M. Staples, secretary, 3045 W. Capitol St., Jackson.

### Missouri

Associated Phonograph Owners, Inc., Roy Haas, secretary, 1536 Market St., St. Louis.

Hobbies, Inc., Harry Schwimmer, business manager, Dierks Bldg., Kansas City.

Missouri Amusement Machine Operators' Assn., H. W. Davies, secretary, 4505 Manchester Ave., St. Louis.

St. Louis Operators' Assn., L. D. Morris, president, 4505 Manchester Ave., St. Louis.

### Montana

No association listed in this State.

### Nebraska

Nebraska Coin Machine Operators' Assn., T. F. Leonard, secretary, 4635 Greenwood, Lincoln.

### Nevada

No association listed in this State.

### New Hampshire

No association listed in this State.

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Independent Phonograph Operators' Assn. of Colorado, Walter C. Jantz, secretary, 901 Jackson St., Denver. Meet second and fourth Wednesday of each month.

Connecticut

Cigarette Merchandisers' Assn. of Connecticut, Inc., 106 Meadow St., Waterbury.

Delaware

No association listed in this State.

District of Columbia

Washington Coin Machine Assn., Horace Beiderman, secretary, 1356 Rittenhouse St., N. W., Washington. Meets first and third Fridays of the month.

Florida

Coin Machine Operators' Assn. of Dade County, C. A. True, 1245 Terrace, Miami Beach.

Coin Machine Operators' Assn. of Florida, Fletcher Fuller, director, Ocala.

Florida Music Operators' Assn., E. E. Clark, secretary, 206 13th St., N., St. Petersburg. Meets when called by president.

Miami Music Operators' Assn., S. B. Feldman, secretary, 109 W. Flagler, Miami.

Georgia

Amusement Machine Operators' Assn. of Georgia, 151 Nassau St., N. W., Atlanta. Meet on call.

Georgia Music Operators' Assn., 1420 William Oliver Bldg., Atlanta.

National Peanut Council, Inc., W. B. Jester, executive secretary, 812 Citizens & Southern Nat'l Bank Bldg., Atlanta.

Idaho

No association listed in this State.

Illinois

Automatic Phonograph Manufacturers' Assn., C. S. Darling, secretary, 120 S. La Salle, Chicago.

Central Illinois Phono Operators' Assn., Inc., J. Lee Arnold, secretary, 504 E. Forest Hills, Peoria.

Coin Machine Industries, Inc., James Gilmore, secretary, Hotel Sherman, Chicago.

Illinois Federation of Retail Assns., J. C. Spies, president, 140 S. Dearborn, Chicago.

Illinois Phonograph Owners, Inc., Jack Paschke, secretary, 9 S. Kedzie Ave., Chicago.

Mississippi Valley Phonograph Owners' Assn., E. R. Carlstedt, secretary, 2307 11th Ave., Moline.

National Automatic Merchandising Assn., C. S. Darling, secretary, 120 S. La Salle, Chicago.

National Vending Machine Assn., Hyman Jacobson, secretary, 33 N. La Salle St., Chicago.

Phonograph Owners' Assn., R. H. Schneider, secretary, 410 Missouri Ave., E. St., Louis.

Vending Machine Operators' Assn., W. P. Considine, secretary, 6222 S. Woodlawn, Chicago.

Indiana

Automatic Merchandisers' Assn. of Indiana, J. M. Daily, president, 1249 Roosevelt Ave., Indianapolis.

Indiana State Operators' Assn., Mrs. R. C. Janes, secretary, 341 Indiana Ave., Indianapolis.

National Assn. of Tally Card Manufacturers, Guy E. Noel, secretary, 422 E. Howard St., Muncie.

Iowa

Automatic Merchandisers' Assn. of Iowa, Fred K. Chandler, secretary, 3017 47th St., Des Moines.

Iowa Merchandise Operators' Assn., Mrs. R. W. Merriam, secretary, 3017 47th St., Des Moines.

Kansas

Kansas Coin Machine Operators' Assn., E. J. Groth, secretary, 1027 University Ave., Wichita.

Kentucky

No association listed in this State.

Louisiana

Automatic Phonograph Operators' Assn., F. P. Clesi, secretary, 409 W. Rampart St., New Orleans.

Coin Vending Machine Operators' Assn., A. C. Peres, secretary, 1100 City Park Ave., New Orleans.

United Music Assn. of New Orleans, Jerry Gormanis, 432 Harrison Ave., New Orleans.

Maine

No association listed in this State.

Maryland

Maryland Automatic Merchandising Assn., B. W. Scheuer, president, 1 E. Lee St., Baltimore.

Maryland Operators' Assn., Harry Rosenberg, secretary, 2316 Whittier Ave., Baltimore.

Massachusetts

Automatic Music Assn. of Massachusetts, Nick Russo, Copley Square Hotel, Boston.

Amusement Merchants' Assn., Sidney Wolbarst, secretary, 678 Massachusetts Ave., Cambridge.

Cigarette Merchandisers' Assn. of Massachusetts, Walter R. Guild, secretary, 1 Federal St., Boston. Meet first and third Tuesday of each month.

Coin Machine Assn. of Massachusetts, Walter R. Guild, manager, 1 Federal St., Boston.

Michigan

Flint Coin Machine Assn., H. C. Englehart, secretary 211 W. Third Ave., Flint. Meet first Tuesday of each month, Durant Hotel, Flint.

Greater Detroit Vending Machine Operators' Assn., F. E. Turner, secretary, 1103 La Fayette Bldg., Detroit. Meet monthly.

Kalamazoo Coin Machine Operators' Assn., J. R. Peters, president, 456 Portage St., Kalamazoo.

Michigan Music Operators' Assn., Max Marston, secretary, Penobscot Bldg., Detroit.

Oakland County Coin Machine Operators' Assn., George Lasley, secretary, 102 S. Rose-lawn, Pontiac.

United Music Operators' Assn., Edward L. Carlson, secretary, 4464 Cass Ave., Detroit.

Western Michigan Coin Machine Operators' Assn., P. M. Yeo, secretary, 540 S. Division Ave., Grand Rapids. Meet last Monday of each month.

Western Michigan Vending Operators' Assn., Fred Tiggelman, secretary, 449 Ottawa Ave., N. W., Grand Rapids.

Minnesota

Automatic Merchandise Assn., E. T. Barron, secretary, 19 E. Lake St., Minneapolis.

Minneapolis Amusement Games Assn., Inc., P. F. Moses, secretary 1908 Chicago Ave., Minneapolis. Meet first Monday of each month.

Minnesota Amusement Games Assn., Inc., H. P. Hunter, secretary, Aitkin. Meet second Friday of each month, Hotel St. Paul, St. Paul.

Mississippi

Mississippi Coin Machine Operators' Assn., C. M. Staples, secretary, 3045 W. Capitol St., Jackson.

Missouri

Associated Phonograph Owners, Inc., Roy Haas, secretary, 1536 Market St., St. Louis.

Hobbies, Inc., Harry Schwimmer, business manager, Dierks Bldg., Kansas City.

Missouri Amusement Machine Operators' Assn., H. W. Davies, secretary, 4505 Manchester Ave., St. Louis.

St. Louis Operators' Assn., L. D. Morris, president, 4505 Manchester Ave., St. Louis.

Montana

No association listed in this State.

Nebraska

Nebraska Coin Machine Operators' Assn., T. F. Leonard, secretary, 4635 Greenwood, Lincoln.

Nevada

No association listed in this State.

New Hampshire

No association listed in this State.



R. W. (DICK) HOOD, head of H. C. Evans & Company, Chicago.

EMPIRE QUALITY BUYS

Big Chief	Glamour	W R I T E	Ziz Zag	Barrage
Dixie	Landslide		Sky Ray	Big Time
Attention	League Leader		Leader	Mystic
Zombie	Metro		Stars	Seven Up
Velvet	Four Roses		Gold Star	Four Diamonds
Boom Town	Twin Six		Sky Line	Miami Beach
Sport Parade	Wow		Majors '41	Owl
Stratoliner	Flicker		Hi Hat	Speed Ball
Cross Line	School Days		Gun Club	Sun Beam
Broadcast	Salute		Anabel	Dude Ranch
Wild Fire	South Paw		Repeater	Horoscope
Sparky	Sea Hawk		Band Wagon	Argentine

\* Drive Mobile — World Series \*

THESE AND MANY MORE. WRITE US YOUR NEEDS

EMPIRE COIN, 2812 W. NORTH AVE. HUMBOLDT 6288 CHICAGO, ILL.



**New Jersey**

Amusement Board of Trade of New Jersey, Inc., Arthur Daddis, secretary, 1142 Broad St., Newark. Meet second Thursday of each month.  
 Automatic Music Assn. of New Jersey, Robert Weller, secretary, 60 Park Place, Newark.  
 Cigarette Merchandisers' Assn. of New Jersey, J. V. Cherry, secretary, 60 Park Place, Newark. Meet fourth Tuesday of each month.  
 Coin Machine Industries Joint Council of N. J., Morris Wurgaff, manager, 1142 Broad St., Newark.  
 Interstate Cigarette Merchandisers' Assn., Robert Hawthorne, secretary, 60 Park Place, Newark. Meet as necessary.  
 National Cigarette Merchandisers' Assn., Inc., 60 Park Place, Newark.  
 New Jersey Automatic Merchandisers' Assn., 29 Elizabeth Ave., Newark.  
 Phonograph Operators' Assn., of N. J., Herman Halperin, secretary, 60 Park Place, Newark. Meets first and third Tuesdays of month.  
 South Jersey Amusement Assn., Leo Spector, secretary, 301 Broadway, Camden.  
 Union County Amusement Assn., M. J. Saltzman, president, 122 Washington St., Rahway.  
 United Music Guild, J. J. Hart, 10 Pennington St., Newark.

**New Mexico**

No association listed in this State.

**New York**

Amalgamated Vending Machine Operators' Assn., 1841 Broadway, New York.  
 Automatic Music Operators' Assn., Seymour Pollack, secretary, 68 Main St., Tarrytown.  
 Automatic Music Machine Operators' Assn., Inc., Al Bloom, secretary, 250 W. 57th St., New York. Meet last Tuesday of each month.  
 Buffalo Amusement Machine Operators' Assn., A. Mansell, secretary, 305 Underhill Bldg., 158 Pearl St., Buffalo.  
 Central New York Skill Games Assn., William P. Donlon, secretary, 26 Bank Place, Utica. Meet on call.  
 Cigarette Merchandisers' Assn. of New York, Tom Cola, secretary, Chanin Bldg., Lexington and 42d Sts., New York.  
 Cigarette Merchandisers' Assn. of Syracuse, 935 S. Salina St., Syracuse.  
 Empire Distributors and Jobbers' Board of Trade, Inc., J. J. Hart, managing director, McGraw-Hill Bldg., 330 W. 42d St., New York.  
 Frontier Cigaret Operators' Assn., T. D. Phillips, secretary, 203 Morgan Bldg., Buffalo. Meet monthly.  
 Greater New York Vending Machine Operators' Assn., Jack Tashman, secretary, 186 Joralemon St., Brooklyn.  
 Rochester Amusement Machine Operators' Assn., 1009 Joseph Ave., Rochester.  
 Ulster Automatic Merchandisers' Assn., J. J. Carroll, secretary, W. Hurley, N. Y.

**North Carolina**  
 North Carolina Automatic Music Assn., 121 W. Fourth St., Greenville.

**North Dakota**  
 No association listed in this State.

**Ohio**  
 Automatic Electric Phonograph Owners' Assn., Walter Angeli, secretary, 611 Mahoning Road, N. E., Canton. Meets first and third Monday of month.  
 Automatic Merchandisers' Assn. of Ohio, William Marmer, secretary, 14th St. and Central Parkway, Cincinnati.  
 Automatic Music Assn., D. W. Edward, secretary, 519 Market St., Youngstown.  
 Cleveland Amusement Machine Operators' Assn., Harry Elconin, manager, 1001 NBC Bldg., Cleveland.  
 Cleveland Cigarette Vendors' Assn., Samuel Abrams, secretary, 1740 E. 12th St., Cleveland.  
 Cleveland Phonograph Merchants' Assn., Leo Dixon, secretary, 5005 Euclid Ave., Cleveland.

Cleveland Operators' Assn., 3904 Carnegie Ave., Cleveland.  
 Columbus Amusement Assn., 518 S. High St., Columbus.  
 Ohio Cigarette Vendors' Assn., S. L. Abrams, secretary, 1740 E. 12th St., Cleveland. Meet last Sunday in January, April, July and October.  
 Panoram Distributors of America, U. R. Anderson, executive secretary, 308 Film Exchange Bldg., Cleveland.  
 Phonograph Merchants' Affiliate, Hymie Silverstein, secretary, 6714 Cedar St., Cleveland.

**Oklahoma**

No association listed in this State.

**Oregon**

No association listed in this State.

**Pennsylvania**

Allegheny Cigaret Service, Harry Rosen, Wilkensburg.  
 Allentown Assn., P. H. Snyder, 1729 Cedar Ave., Allentown.  
 Amusement Machine Assn. of Philadelphia, Inc., J. Brandt, secretary, 418 Schaff Bldg., Philadelphia.  
 Amusement Machine Assn. of South Jersey, H. W. Levin, secretary, 6019 Webster St., Philadelphia.  
 Automatic Cigarette Merchandisers' Assn., C. E. Holtzapple, 125 W. Jackson St., York.  
 Automatic Cigarette Vendors' Assn. of Eastern Pennsylvania, Norman H. Fuhrman, secretary, 1411 Fox Bldg., Philadelphia. Meet third Tuesday of each month.  
 Central Pennsylvania Operators' Assn., 1527 N. Third St., Harrisburg.  
 Eastern Pennsylvania Operators' Assn., 1423 N. Third St., Harrisburg.  
 Legal Amusement Operators & Distributors' Assn., J. J. ReDyke, Cherry Valley Road, Delaware Water Gap.  
 Philadelphia Phonograph Operators' Assn., William King, secretary, 5241 Oxford Ave., Philadelphia.  
 Phonograph Operators' Assn. of Eastern Pennsylvania and New Jersey, William King, secretary, 407-10 Schaff Bldg., Philadelphia.  
 Phonograph Operators' Assn. of Eastern Pennsylvania and New Jersey, Allentown and Harrisburg Chapter, Sol Hoffman, secretary, 1423 N. 3d St., Harrisburg.  
 Phonograph Operators' Assn. of Scranton and Wilkes-Barre, Ben Sterling Jr., secretary, Rocky Glen Park, Moosic. Meet every two weeks.  
 Scranton Pin Game Operators' Assn., S. M. Basch, secretary, 136 Franklin Ave., Scranton. Meet every two weeks.

**Rhode Island**

No association listed in this State.

**South Carolina**

No association listed in this State.

**South Dakota**

No association listed in this State.

**Tennessee**

Coin Machine Merchants of East Tennessee, Mrs. P. C. Dollard, secretary, 319 N. Central Ave., Knoxville. Meets every Monday night.

**Texas**

Associated Phonograph Operators of Harris County, Texas, H. L. Eason, secretary, 512 Anita St., Houston.  
 Dallas Coin Machine Mens' Assn., John Bachman, secretary, 5400 Goodwin Ave., Dallas.  
 Fort Worth Music Operators' Assn., Jack Maloney, 1010 Monroe St., Fort Worth.  
 Texas Coin Operated Vending Machine Assn., John Bachman, secretary, 5400 Goodwin Ave., Dallas.  
 Texas Music Operators' Assn., 5400 Goodwin Ave., Dallas.

**Utah**

No association listed in this State.

**Vermont**

Vermont Coin Operated Amusement Machine Assn., D. H. Roach, secretary, 134 Barre St., Montpelier. Meets when called.

**Virginia**

Coin Machine Operators' Assn. of Virginia, D. M. Wertz, secretary, 811 W. Broad St., Richmond, Va. Meets first Sunday in months of January, April, July and October.

**Washington**

Pierce County Amusement Game Operators' Assn., R. D. Peck, 324 Tacoma Ave., Tacoma.  
 Washington Automatic Merchandisers' Assn., 925 N. 70th St., Seattle.  
 Washington State Amusement Assn., J. O'Connor, secretary, 1405 Hoge Bldg., Seattle. Meets second Monday of each month.

**West Virginia**

No association listed in this State.

**Wisconsin**

Green Bay Operators' Assn., Earl LaLuxerno,

secretary, 819 S. Roosevelt St., Green Bay. Meet first week of each month.  
 Milwaukee Skill Games Board, C. C. Shy, 1201 W. Mitchell St., Milwaukee.  
 Skill Games Board of Trade of Wisconsin, Michael Klein, business manager, 5173 Plankinton Bldg., Milwaukee. Meet fourth Monday of each month.  
 United Vendors, Michael Klein, business manager, 161 W. Wisconsin Ave., Milwaukee. Meet second Wednesday of each month.  
 Wisconsin Assn. of Coin Machine Operators, Inc., P. O. Box 307, Madison.  
 Wisconsin Automatic Phonograph Assn., 161 W. Wisconsin Ave., Milwaukee.  
 Wisconsin Cigarette Operators' Assn., Walter Williams, secretary, 720 State St., Madison. Meet on call.

**Wyoming**

No association listed in this State.

**Canada**

Ontario Amusement Machine Assn., A. E. Wood, secretary, 50 Raglan Ave., Toronto.

**Puerto Rico**

Assn. of Operators of Automatic Vending Machines in Puerto Rico, Antonio Agudo, Hotel Palace, San Juan.

**Great Britain**

Amusement Caterers' Assn., Henry W. Rymer, secretary, Arundel Place, Hay-Market, London.  
 British Automatic Machine Operators' Society, Edward Graves, secretary, Cromwell House, Fulton Place, London.

**Philly Phono Assn. Reorganizes; Tells Of Successful Year**

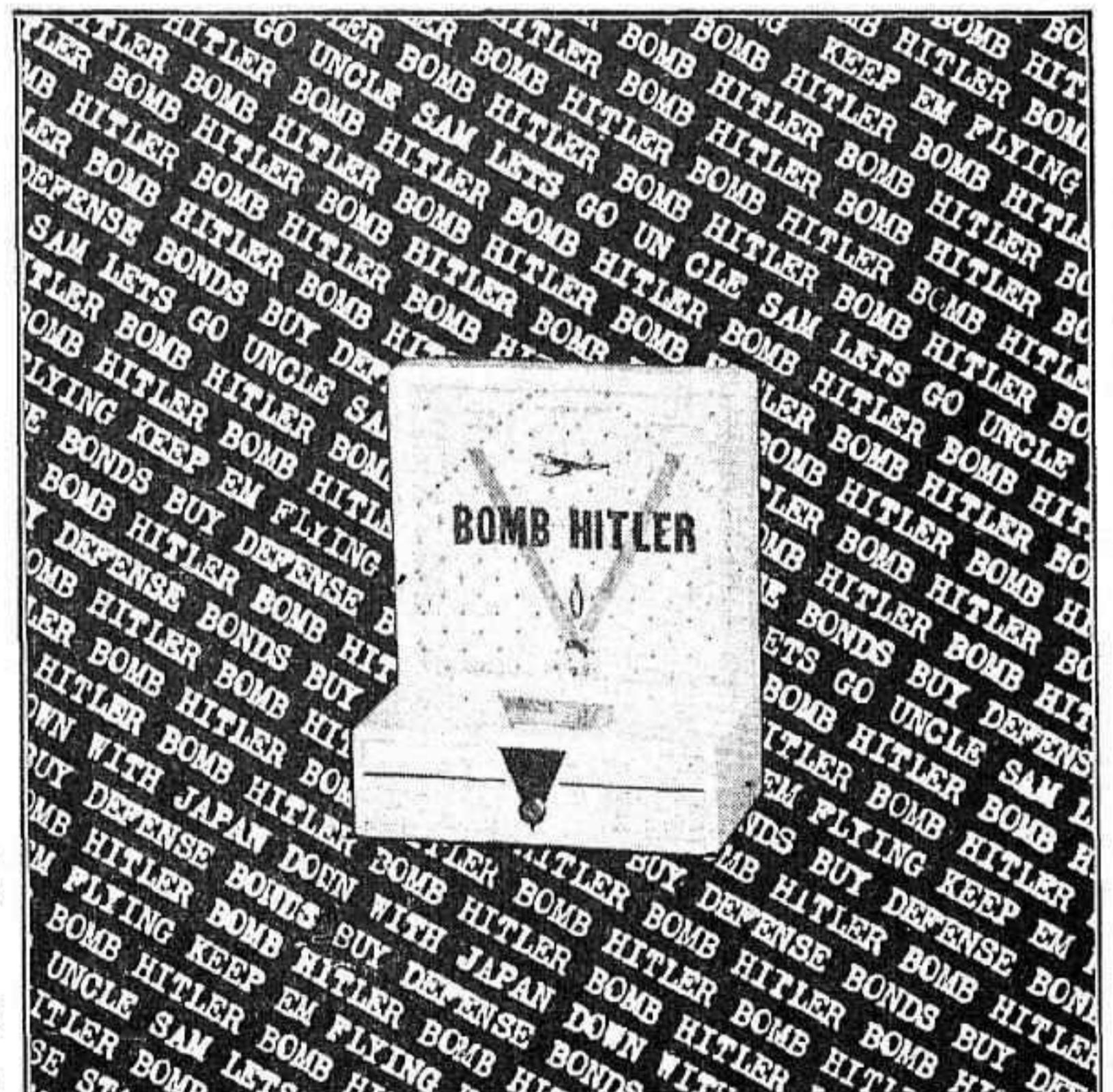
(Association Report)

PHILADELPHIA, Jan. 24. — Phonograph Operators' Association of Eastern Pennsylvania and New Jersey underwent a successful reorganization in September, 1941. The reorganization was occasioned by the loss of Manager Frank Hammond, who resigned to take a position with a coin machine firm in Harrisburg, Pa.

Elected to carry on the work of the association were the following: President, Philip Frank, Automatic Vending Corporation, Chester, Pa.; vice-president, Jack Sheppard, Bell Amusement Company, Philadelphia; secretary, William King, Quaker Vending Company, Philadelphia; treasurer, Maurice Finkel, High Point Amusement Company, Philadelphia.

The board of directors is composed of Meyer Cowan, Major Amusement Company; Samuel Weinstein, Mutual Music Machine Company; Louis Sussman, Lyric Amusement Company; Samuel Stern, Keystone Vending Company; Edward Klein, Premier Music Company, all Philadelphia; Charles Young, River Music Company, Haddonfield, N. J., and Martin Levitt, Garden State Amusement Company, Camden, N. J.

Commenting upon the reorganization,



**AMERICA'S BIGGEST SELLING GAME**

Sample \$12.95 -- Carton of Three \$34.50

**COIN MACHINE CO. of AMERICA**

1714 E. Tenth Street Indianapolis, Indiana

Eastern Sales Representative

**D. Robbins & Co., 503 W. 41st Street, New York, N.Y.**



**JOBBER--DISTRIBUTOR--OPERATOR**

Send in your obsolete games and we'll send them back to you completely remodeled into 1942 streamlined versions and in perfect working order.

**HERE IS THE LIST OF GAMES WE ARE REMODELING:**

POWER HOUSE now called OVER THE TOP  
 BIG TOWN now called SIXTY GRAND  
 DRUM MAJOR now called PARADE LEADER  
 HOME RUN now called TRIPLE PLAY  
 ROXY now called FAN DANCER  
 BLONDIE now called RED HEADS OF 1942  
 MISTER CHIPS now called NINE BELLS  
 TRIUMPH now called STARLIGHT  
 COMMODORE now called SAIORETTES

**FEATURES**

Newest Plastic Bumpers  
 New Back Board Glass  
 New Paint Job  
 Write for Quantity Price on Remodeling Your Games.

Finished Game .....	\$19.50
Allowance for Your Game .....	25.00
Net Cost to You .....	\$54.50
F. O. B. Philadelphia	
Your Game will be your deposit.	
Balance C. O. D.	

**GLICKMAN INDUSTRIES, 4458-60 Griscom St., Philadelphia, Pa.**



JOHN CHREST, sales manager of Exhibit Supply Company, Chicago.

Secretary King declared: "Altho we felt the loss of our former manager, the association has operated successfully for the past three months and expects to carry on with success in the future. Our officers have given much of their time to the association work to the mutual benefit of the entire membership."

"We are co-operating with the nation's war program in every way possible and are asking members to keep the record *Any Bonds Today?* as the No. 1 selection on all their phonographs."

"We are glad to report that the association is making progress in its work to have every operator in the territory co-operating for the good of the business."

"The first monthly dinner-meeting of the organization was held December 11 and a fine time was had by all. These dinner-meetings, sponsored by the association, will be a regular feature each month, and any operator or persons connected with the business in the territory are invited to attend and take part in a pleasant discussion on a full stomach."

### Cleveland Music Men Promote Many Campaigns in 1941

(Association Report)

CLEVELAND, Jan. 24.—"Our accomplishments for the past year include the inauguration of a successful meeting and banquet held at the Hotel Statler May 21, attended by over 500 persons, at which Mayor Blythin was an honored guest and speaker," reports the Phonograph Merchants' Association of Cleveland. Many prominent men in the music machine industry attended.

"An outstanding contribution to business betterment, we believe, was the employer - employee dinner - meeting which was held to discuss mutual prob-

lems and to receive suggestions for improvement in phonograph operation. Also a picnic and banquet was held at Pineridge Country Club in August, attended by over 300 operators with their wives, families, employees and friends. Another feather in our cap was the successful co-operation with the RCA-Victor Company in promoting the 'Dance Caravan' which was well received in Cleveland.

"In the promotion of the tune *Any Bonds Today?* we have that record on every phonograph. To advertise it even further, we had streamers and stickers for the phonographs and store windows; we also used street car cards and a float advertising the tune."

"The Hit-of-the-Month advertising campaign was inaugurated in February and has been continued successfully since its inception. We shall continue the campaign during 1942 on an even larger scale. We have secured the active co-operation of manufacturers and distributors of recordings."

"Our association is diligently working on an educational program teaching members that thru organization these accomplishments can be attained. There are many little details which go into such a program and, when they are gathered into the whole, result in the membership enjoying everything that an association of this type can possibly offer. Our educational program will continue during 1942."

### Chi Vending Men Proud of Continued Association Activity

(Association Report)

CHICAGO, Jan. 24.—"Our association, the Vending Machine Operators' Association of Chicago, functions as in the

past," reports W. P. Considine, secretary of the group. "We are meeting monthly as has been our custom for years. Our last meeting was on January 13, the regular second Tuesday of the month."

"Our routine has been the same for years and our slogan, 'All for One, One for All' has been successfully followed thru those selfsame years. Our officers remain the same, giving us wise and able leadership."

The officers of the association are H. D. Hudson, president; J. J. Orlovski, M. L. Moses and Frank Nemec, vice-presidents; W. P. Considine, secretary; John Gerstmayer, assistant secretary, and Charles W. Hoffman, treasurer. The board of directors is composed of the executive officers.

Considine considers the able representation of the industry as a unit before committees at Washington one of the high spots of 1941.

### South Jersey Assn. Active in Holding Down Unfair Taxes

(Association Report)

PHILADELPHIA, Jan. 24.—Howard W. Levin, secretary of the Amusement Machine Association of South Jersey, reporting on the status of that association during 1941, declares that the main contribution of the association to the maintenance of the industry during the year was the prevention of exorbitant city taxes against pinball games.

"When Camden, N. J., levied a tax on pinball games about a year ago," said Levin, "the surrounding towns in this area immediately began placing taxes of their own on the games. We worked hard to counteract the probably placement of unfair taxes," he said. "Our representatives were present at all hearings on new taxes and were able to convince town fathers that they should place reasonable taxes on the games."

Officers of the association are Jules Pilius, Camden, N. J., president; Martin Levitt, vice-president; Howard W. Levin, secretary, and Ted Marks, treasurer.

The association meets on the second Wednesday of each month.

### Washington Assn. Reports Members Have Thriving Yr.

(Association Report)

WASHINGTON, Jan. 24.—Representing coin machine men in the District of Columbia is the Washington Coin Machine Association headed by George Price, president; Joseph Narlines, vice-president, and Horace Biederman, secretary-treasurer.

The association meets the first and third Thursday of each month at offices and homes of members. A number of meetings have been held recently at the headquarters of the Globe Coin Machine Company because of its central location.

The association as a group has given cash contributions during the last year to three charitable organizations; the

### Movie Mach. Group Meets in Chicago; H. Q. at Cleveland

(Association Report)

CLEVELAND, Jan. 24.—A newcomer to the ranks of coin machine associations is the Panoram Distributors of America, which maintains offices at 308 Film Exchange Building, Cleveland. The organization was formed one year ago for the benefit of distributors and operators of movie machines. The first meeting was held in Chicago with about 10 operators as charter members. It now numbers approximately 50 members who are operators and distributors in many parts of the country.

A meeting is held every four months at which members discuss ways and means to promote and aid the new industry which, says Urban R. Anderson, secretary, "is only in its infancy." The organization is open for membership to anyone connected in any way with the operating or distributing of the Panoram machine, it is said.

Meeting of the association is now in session in Chicago, at the Sherman Hotel (January 24 and 25). Official headquarters in Cleveland handle all of the paper work of the association.

President of the group is Dr. M. F. Eusterman, of Rochester, Minn. Other officers are: Victor R. Manhardt, Milwaukee, vice-president; Ernest S. Hough Jr., Pontiac, Mich., treasurer, and Urban R. Anderson, Cleveland, secretary.

The purpose and scope of Panoram Distributors of America, as set forth, is: (1) to provide a means of exchanging new ideas and suggestions which would be of mutual benefit to all members; (2) to correct, by united effort, detrimental problems arising in the trade from time to time; (3) to encourage and promote harmonious relations among member distributors and operators; (4) to develop and maintain sound and favorable policies among member distributors and operators, manufacturers of equipment and producers of films; (5) to assist members to more efficiently conduct their business by adoption of uniform methods, forms, etc.; (6) to effect economies for members thru the medium of large quantity purchases of standard forms, incidental equipment and supplies; (7) to provide the means by which adequate and satisfactory arrangements can be made for periodical meetings of member distributors and operators in convention; (8) to publish and to forward periodical bulletins to members which shall embrace matters of vital concern; and (10) to compile and maintain a record of information, data and statistics pertinent to the trade and, especially, concerning distributors and operators, said list to be available to members upon request or inquiry.

Metropolitan Police Boys' Club, United Service Organization and the Red Cross.

Said Horace Biederman: "Operators here have had a thriving year and have started 1942 with the business rolling along well."

## TERRIFIC "NEW FIELD" OPPORTUNITY FOR COIN MACHINE OPERATORS NOW

We believe, from careful study of the field, that the coin machine operator today is in a marvelous merchandising position to handle our product PROFITABLY. His locations among taverns, restaurants, clubs, drug stores, etc., give him a splendid opening to cash in with this remarkable product with very little effort.

The product is the nationally famous Mount Clemens Sparkling Water, regarded by outstanding medical authorities as one of the finest health waters ever marketed. Leading liquor men have put their stamp of approval on it as one of the best mixers. To distribute this exceptional product, we will appoint and give exclusive territories to a few reliable, financially responsible coin machine operators. We will back our distributors with powerful promotion, sales helps, ADVERTISING and complete co-operation financially every step of the way. WE'LL SEE TO IT THAT YOU HAVE EVERY OPPORTUNITY TO MAKE A REAL BUSINESS OUT OF THIS "NATURAL" PRODUCT WHICH HAS MET WITH GREAT SUCCESS EVERYWHERE.

A smart, aggressive operator can do a sensational job with Mount Clemens Sparkling Water. He has the contacts . . . he has the ability . . . and he will have our constant help.

NOW! JUST WHEN YOU NEED IT MOST, THIS LUCRATIVE PROPOSITION IS OPEN TO YOU. IMMEDIATE ACTION IS NECESSARY. COMMUNICATE AT ONCE WITH

Mr. Charles Berkan, Sales Director  
Mount Clemens Water Products Corp.  
11 West 42nd Street, New York



ANDREW P. MONTE, of A. & M. Amusement Company, New Orleans, and Dan Cohen pose with the Seeburg phonograph. The phono is in Christmas dress with a Christmas tree topping the machine. (MR)

## WANTED—PENNY ARCADE MACHINES

Large operator is in the market for ALL TYPES of Penny Arcade machines. Pays cash! Send complete list immediately, giving condition and best prices first letter. BOX No. D-124, The Billboard, Cincinnati, Ohio.

# Decision on Association Awards ...

CHICAGO, Jan. 24.—To stimulate greater interest in association work among operators, The Billboard announced some months ago a plan to recognize the work of various city and State associations by making appropriate awards of merit. A representative of the three national associations was asked to serve as judges and also a representative from the publication field.

Associations were asked to send samples of their printed matter, publicity material and news reports of work done. This material served as the primary basis for making the awards.

On January 23 the judges met at the Sherman Hotel here and carefully considered the association material submitted to The Billboard and also the work done by the various associations. The judges were James A. Gilmore, representing Coin Machine Industries, Inc.; Frank Newman, representing the Automatic Phonograph Manufacturers' Association and the National Automatic Merchandising Association, and Harvey Carr, representing the trade publication field.

The judges, in their report, said they found it difficult to draw the line with respect to the work of many associations. However, they voted unanimously on all decisions after considering the points to be included in The Billboard award plan. The plan was announced to cover public relations, publicity and co-operation with civic and charitable organizations. Legislative and legal work was not included in the plan for definite awards.

Appropriate awards in the form of plaques and scrolls will be issued to associations named in the report by the judges.

## LIST OF AWARDS

Grand awards for all-round outstanding work in public relations: Music—Phonograph Merchants' Association of Cleveland; Amusement—Associated Operators of Los Angeles County, Inc.; Vending—Maryland Automatic Merchandising Association.

Supplementary awards for good publicity work in the press, radio or printed matter: Music—Arkansas Music Operators' Association; Amusement—Minneapolis Amusement Games Association, Inc.; Vending—Ohio Cigarette Venders' Association.

Supplementary awards for co-operation with local civic, patriotic and charitable organizations: Music—United Music Operators of Detroit; Amusement—Amusement Merchants' Association of San Francisco; Vending—no decision was reached under this classification.

The judges recommended that the following associations be given honorable mention for special activities which were not fully classified under the points in the award plan: Automatic Merchandise Association of Minneapolis; Northern California Music Operators' Association; Automatic Music Merchants' Association, Inc., of San Francisco; Greater New York Vending Machine Operators' Association; Amalgamated Vending Machine Operators' Association of New York; Cigarette Vending Operators of Illinois.

## HAD PLANNED EXHIBIT

The original plan for The Billboard association awards was to make an attractive educational exhibit of the materials submitted for display at the 1942 Coin Machine Convention. The postponement of the annual convention due to war conditions prevented the carrying out of the plan for an educational exhibit of association work.

## New Orleans

NEW ORLEANS, Jan. 24. — Sale of new equipment continues, but at an abated pace with coin phonographs and console games more easily available than pin games. Practically no bells are available in this immediate area and there is said to be a noticeable shortage through the State. Remote speakers are still available in fair-sized quantities here, and larger music operators have been buying steadily to insure themselves material for some months to come. Prices have been advanced on most second-hand equipment.

The half dozen or so coin plants in downtown New Orleans are doing a fair business, but the peak is off.

Completion of new quarters at 907 West Pearl Street in Jackson, Miss., and 124 East Intendencia Street, Pensacola, Fla., is mentioned by F. A. B. Distributing Company, Wurlitzer distributor in Louisiana, Mississippi, Southern Alabama and Northwest Florida. A. B. Chesser, manager of the Jackson office, and A. D. Wall, manager of Pensacola, have been receiving many out-of-town visitors this week to see the new office and new Wurlitzer equipment.

Robert G. Dupuy, office manager for

F. A. B. Distributing Corporation, is due to march up the aisle February 9 with Gloria Seeman, also of this city.

Of interest to hundreds of rural operators in lumber centers is the government's letting here January 7-10 for 300,000,000 feet of Southern pine for army camp work. In addition, 300,000,000 feet of Southern wood will be bought about the same time in Richmond, Va., and another 250,000,000 feet on the Pacific Coast. These transactions are each the largest single allotments of business in the history of the American lumber industry and mean hundreds of days of operating time to be used at producing centers in Dixie and on the Coast. The local sale alone will aggregate about \$12,000,000.

There is a certain beautiful redhead somewhere in this United States who is a two-timer of the first degree. Her gorgeous figure appears on the 1942 calendars of two local phonograph distributing houses that sell competitive equipment.

Coin machine tax collections in Arkansas set a new all-time yearly figure in 1941 when \$50,552.75 was levied against the machines in the 12-month period against \$30,742.25 in 1940. Collections of taxes on cigarettes and cigars also set a new record at \$1,849,854 in

1941 compared with \$1,564,731 in the previous year.

All record distributors and practically all disk retailers in this section agree that 1941 sales set a new all-time peak with increases over the preceding year estimated at from 40 to 100 per cent. Jimmy Nelson, head of the record department for Walther Brothers, reports that sales of Columbia and Okeh records during the closing month of the year were double those of the 1940 month, while substantial increases for the month and year over comparable periods were also reported by R. N. McCormick, Southern sales manager for Decca records, and Hugh Smith, of Electrical Supply Company, Victor and Bluebird distributor.

Peter Nastasi, of the Automatic Coin Machine Company, is planning a new home in the country, but he may have to wait due to priority claims. "I've waited years to have my new home built out in Jefferson Parish, and now a war has to come along and stop me," Pete laments. Pete could have built sooner but it took him over a year to remove enough stamps for a foundation.

T. L. Miller, Natchitoches music operator, is giving all location owners all change under the final divided dollar in Defense Stamps as his added interest in helping to sell stamps. Miller has just

moved into his new home at Natchitoches.

A new phonograph operator at Baton Rouge is R. G. Russell. Formerly a music operator, Russell has been out of the business for some time, but the urge to return to the business was too much to resist. He has bought a dozen new Wurlitzers.

Andy Monte, of the A. M. Amusement Company, has purchased a number of Seeburg wall boxes.

A letter from Raymond Martin, formerly of the Dixie Coin Machine staff, reveals the lad has moved from a marine base and may soon get his first taste of conflict.

R. N. McCormick, Southern sales manager of Decca Distributing Corporation, reports the greatest year in the firm's history, and to top it off Decca will have its common stock shares listed on the Big Board on January 2. Mac gives credit to a half dozen Decca artists for a greater portion of the firm's record year in 1941, this list including Bing and Bob Crosby, Andrew Sisters, Jimmy Dorsey, Ink Spots and Woody Herman.

One large record distributing house here is offering to buy back all available record cartons with a growing scarcity of these containers in this area.



# KEEP 'EM FLYING

SENSATIONAL! REALISTIC!

## TIMELY!

# READY FEBRUARY 2nd

## D. GOTTLIEB & CO.

1140-1150 N. KOSTNER AVE. CHICAGO



**CENTRAL OHIO QUALITY BUYS**

**WE WILL BUY ★★ SELL ★★ OR TRADE ★★ ALL COIN OPERATED EQUIPMENT**

<p><b>ABC Bowler</b> ..... \$89.50</p> <p><b>Airport</b> ..... 10.00</p> <p><b>Broadcast</b> ..... 37.50</p> <p><b>Bally Beauty</b> ..... 19.50</p>	<p><b>Big Chief</b> .. \$39.50</p> <p><b>Chubbie</b> ... 12.50</p> <p><b>C. O. D.</b> ... 17.50</p> <p><b>Circus</b> ... 10.00</p> <p><b>Convention</b> .. 19.50</p> <p><b>Crossline</b> ... 37.50</p> <p><b>Dbl. Feature</b> 19.50</p> <p><b>Dude Ranch</b> 22.50</p> <p><b>Doughboy</b> ... 19.50</p> <p><b>Double Play</b> 22.50</p> <p><b>Fantasy</b> ... 10.00</p> <p><b>Gold Star</b> .. 37.50</p>	<p><b>FREE PLAY TABLES</b></p> <p><b>Lancer</b> .... \$17.50</p> <p><b>Leader</b> .... 32.50</p> <p><b>Lucky</b> .... 15.00</p> <p><b>Micro</b> .... 39.50</p> <p><b>Merry Go R'd</b> 29.50</p> <p><b>1-2-3, '39</b> .. 39.50</p> <p><b>Plymates</b> .. 22.50</p> <p><b>Punch</b> .... 15.00</p> <p><b>Progress</b> ... 25.00</p> <p><b>Power House</b> 22.50</p> <p><b>Roller Derby</b> 15.00</p> <p><b>Short Stop</b> .. 29.50</p> <p><b>2nd Choice</b> .. 42.50</p>	<p><b>Silver Skates</b> \$49.50</p> <p><b>Stratoliner</b> .. 45.00</p> <p><b>School Days</b> 49.50</p> <p><b>Star Attrac.</b> 89.50</p> <p><b>Sky Line</b> ... 29.50</p> <p><b>Sunbeam</b> ... 52.50</p> <p><b>Spotted</b> ... 15.00</p> <p><b>Score Champ</b> 22.50</p> <p><b>Triumph</b> ... 15.00</p> <p><b>Topper</b> .... 15.00</p> <p><b>Twin Six</b> ... 69.50</p> <p><b>Zombie</b> .... 42.50</p>
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In Ordering Specify Second Choice.

**CONSOLES**

<p><b>5 Mills FOUR BELLS, Check or Cash</b> ..... \$249.50</p> <p><b>5 Mills JUMBO PARADES, Late Heads</b> ..... 115.00</p> <p><b>Royal Flush, Cash</b> ..... 79.50</p> <p><b>Bally HIGH HAND, Comb. Free Play or Cash</b> ..... 199.50</p> <p><b>Sugar King</b> ..... 69.50</p> <p><b>Exhibit Longchamps Jr.</b> ..... 42.50</p> <p><b>5¢ Beulah Park, Jennings, 3-5 Mechanisms</b> ..... 79.50</p> <p><b>5¢-10¢ Comb. Charli-Horse, Jennings, 3-5 Mechanisms</b> ..... 119.50</p>	<p><b>SLOTS</b></p> <p><b>5¢-10¢-25¢ Blue Fronts, Over 400,000 Club Handles</b> .. \$ 89.50</p> <p><b>5¢-10¢ NEW Jennings Victory Chiefs</b> ..... 164.50</p> <p><b>Groetchen COLUMBIAS, Double J.P. Fruit, New</b> .... 79.50</p> <p><b>Groetchen COLUMBIAS, Double J.P. Fruit, Used</b> .... 62.50</p> <p><b>1¢ Blue Front Mills Q.T., 201,000 With Stand</b> ..... 44.50</p> <p><b>5¢ Jennings Console Chief</b> ..... 79.50</p> <p><b>5¢ Mills Sky Scrapper</b> ..... 49.50</p>
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WRITE • WIRE • PHONE US YOUR NEEDS—ADAMS 7949.

Central Ohio Coin Machine Exchange, Inc., 491 S. High St., Columbus, O.



FOR DEFENSE

BUY UNITED STATES SAVINGS BONDS AND STAMPS

## "Keep 'Em Flying"



STRICTLY AN OPERATORS' MANUFACTURER

# CONTAINER MFG. CO.

1825 - 1833 CHOUTEAU AVENUE  
ST. LOUIS, MISSOURI

# The Buyers' Guide

THE purpose of the Buyers' Guide is to list each year all the coin-operated machines and accessories that are said by manufacturers to be actively on the market. It is recommended that members of the trade file the list for reference purposes.

Our efforts were hampered in this year's listing because of the priorities and restrictions placed on the production of coin machines due to the war effort of the United States. All coin machine manufacturers are doing their utmost to aid the war program and are living up to the quotas set for production by Washington war planning boards. Therefore, it should be understood that the listing of the machines does not mean that games and other products are immediately available upon the mere presentation of an order. The listing of many simply signifies that these are the games that they are or have been producing under the limited quota production.

The listing contains only those machines and products reported by firms as actively on the market at January 15, 1942. Obviously, it would not be practical for our staff to determine what products are, or are not, actively on the market. If certain machines or products do not appear in the following listing, it is an indication that no report was received.

## INFORMATION SERVICE

This listing is a part of The Billboard's information service, which is available to anyone who seeks information about the coin machine industry and its products.

All inquiries regarding the coin machine industry should be addressed to The Billboard, 155 North Clark Street, Chicago.

The descriptive comments in this listing are based on the reports of the manufacturers insofar as space permits.

Manufacturers are requested to file the names of all new machines and products with us in order to complete our files and make more probable the correct answering of all queries.

## I. Amusement Machines

**ACE BOMBER**—anti-aircraft machine gun, controlled by trigger, featuring illuminated searchlights and bomber plane in motion. Mutoscope.

**AIR CIRCUS**—pinball game in novelty and replay models. Exhibit.

**AIR-RAIDER**—film targets with moving airplanes. When hit, the plane blows up and drops the pilot with a parachute—or drops the Mikado without a parachute onto a steeple. Metropolitan.

**AMERICAN EAGLE**—one or five-cent play, fruit reels, token payout or token visibility; with or without ball gum vender, may be converted to non-coin operation. Daval.

**ASTRO-SCOPE**—horoscope machine delivering two-page reading for birthday of patron. Crabb.

**BAKER'S PACERS**—Race horse game. Baker.

**BANG TAILS**—Console made in various models including jackpot models. Evans.

**BASKETBALL**—skill basketball game; automatic scoring. Scientific.

**BATTING PRACTICE**—baseball game, ball delivered and batted into sections giving various hit values. Scientific.

**BONUS**—made in various models for counter use. Evans.

**CAREER PILOT**—automatic character reading machine. Mutoscope.

**CASINO BELL**—reel machine using five-coin head with individual payout cups for each coin played. Evans.

**CENT-A-PACK**—three-reel machine with cigarette reels and gum vender. Buckley.

**CENTURY CONSOLE**—mystery bell with single jackpot and concealed reserve; 5, 10, 25-cent play. Pace.

**CHAMPION GOLDWARD FRUIT BELL**—token payout with separate jackpot, convertible nickel and penny play. Groetchen.

**CLUB BELLS**—Four-multiple, 3-reel bell-fruit console with changing odds and bonus features, convertible automatic payout or replay, nickel or quarter play, mint vender and skill feature optional. Bally.

**COCKEYED CIRCUS**—six peek-in arcade machines named: A Timely Warning, To Be Happy See, Back to Nature, Have a Look, Don't Miss This, Don't Get Caught. Exhibit.

**COLOR CUBE COUNTER MACHINES**—push rod type, boxes of fine wood, fine chrome trimming. Monterey Woodcrafters.

**COLUMBIA BELLS**—various models for operation requirements, Goldaward with rear payout, check separator and jackpot bell, large club models in chrome and hammerloid finishes, convertible for 1, 5, 10, 25-cent play, 10 or 20 stop reels. Groetchen.

**DAILY DOUBLE TRACK ODDS**—seven chute, payout console with race horse symbols, with Daily Double jackpot features, free-play accumulating dial available. Buckley.

**DELUXE COMET**—mystery bell, twin jackpot, 5, 10, 25-cent play. Pace.

**DERBY**—horse race game for group play, 10 to 25 unit operations. Pacific Electro.

**DRIVE-MOBILE**—miniature novelty automobile testing machine. Mutoscope.

**ELECTRIC GUN**—penny shocking machine with novelty features. Automatic Games.

**EXHIBIT POST CARD VENDERS**—20 post card venders delivering a variety of cards. Cards also available. Exhibit.

**FAIRMONT**—four-multiple payout, one-ball game, with changing odds, mystery selections, other features. Bally.

**FIST STRIKER**—penny striking machine. Exhibit.

**FIVE AND TEN**—five-ball pinball. Gottlieb.

**FUTURE CRYSTAL GAZER**—counter device giving 50 different fortunes, no cards—all self-contained. Tower.

**FUTURE-SCOPE**—mirror device shows player how he will look 100 years from now, penny machine. Crabb.

**G. G. GRIP TESTING MACHINE**—grip or strength tester. Craft Eng.

**GALLOPING DOMINOES**—console made in various models, including check and ticket payout. Evans.

**GALLOPING DOMINOES, POCKET EDITION**—counter model of console. Evans.

**GYPSY GIRL**—flashes five cards, each of which have meaning, to tell fortune; penny operation. Crabb.

**THE GREAT WHATSIS**—answers three personal questions. Exhibit.

**HI-LO FIELD COUNTER MACHINES**—push rod type, fine wood boxes, fine chrome trimmings. Monterey Woodcrafters.

**HIGH-HAND**—five-reel replay poker console with hold and draw feature, 5 or 25-cent play, mint vender and skill feature optional. Bally.

**HIT HITLER**—conversion for ray gun machines. Model Displays.

**HOCKEY**—novelty game for two players, size of pinball tables. Mutoscope.

**HOCKEY**—novelty amusement game played by one person who controls two mannikins on one control. Chicago Coin.

**HOME RUN**—combination ball gum and amusement machine, features gum which bats ball gum thru air. Victor.

**HOME RUN 1942**—a high score free-play novelty game, players run bases. Chicago Coin.

**HOME RUN KING**—new baseball game. Scientific.

**IMP GUM VENDER**—small 3-reel counter game; fruit, cigarette and number symbols; assorted colors; 1 and 10-cent play. Groetchen.

**INTELLIGENCE QUIZ**—console with play based on well-known radio quiz program. Evans.

**JENNINGS CHIEF**—Victory Model Chief features gold-finished cabinet, chief mechanism with jackpot attached, chain-drive escalator. Jennings.

**JOKER-WILD**—nickel play poker table, roll rubber balls for hand, operated in batteries. Pacific Electro.

**JUNGLE CAMP**—small size console made in various models including mint vending models. Evans.

**KEEP 'EM FLYING**—five-ball pinball game. Gottlieb.

**KENO**—made in various models and adapted for counter use. Evans.

**KENTUCKY DERBY**—roll-down group game for amusement parks and beaches. Scientific.

**KICKER & CATCHER**—tax free counter game. Baker.

**KISS-O-METER**—arcade machine, squeeze handle and thermometer indicates fervor of kisses. Exhibit.

**KNOTTY PEEKS**—peek-in arcade machines with six different machines offering variety of settings. Exhibit.

**LIBERTY TOKEN PAYOUT BELL**—token payout counter game with cherry or sport symbols, open or shuttered payout, gum vender optional, 1 or 5-cent play. Groetchen.

**LITE-A-LINE**—electric bingo game automatically controlled, for group play. Pacific Electro.

**LUCKY LUCRE**—payout console machine featuring multiple payouts and five coin heads. Evans.

**LUCKY PACK**—five-reel counter machine, ball gum vender, cigarette reels. Buckley.

**LUCKY STAR**—console featuring modern version of original Dewey machine. Evans.

**LUCKY STRIKE**—small compact counter game. Baker.

**MAGIC HEART**—penny machine; squeeze handles and love rating appears in mirror.

**MARVEL**—cigarette reel machine, 1 or 5-cent play, token payout or visibility, gum vender optional; can be converted to non-coin operation. Daval.

**MERCURY DE LUXE**—token payout cigarette reel game, 1 or 5-cent play, payouts, gum vender optional, two-tone hammerloid finish. Groetchen.

**MIAMI CRAP COUNTER MACHINE**—push rod type—fine wood boxes—trimmed with chrome. Monterey Woodcrafters.

**MOUNTAIN CLIMBER**—console with light-up backboard and score totalizer, five balls for nickel. Groetchen.

**MUSS UP MUSSOLINI**—conversion for ray guns. Modern Displays.

**MUTOSCOPE**—original Mutoscope picture machine, all models, hand operated, showing exclusive Mutoscope reels. Mutoscope.

**MYSTIC EYE**—card vending machine giving player's disposition, character, arcade machine. Exhibit.

**PACERS**—console machine, accompanying piece to Bang Tails. Evans.

**PACES REELS CONSOLE**—free play, mystery bell mechanism, convertible to payout or free play, reel symbols. Pace.

**PACES REELS JUNIOR**—mystery bell console double jackpot, fruit reels, 5, 10, 25-cent play. Pace.

**PACES REELS SENIOR**—mystery bell console, double jackpot, skill field, fruit reels, 5, 10, 25-cent play. Pace.

**PIKE'S PEAK**—tax-free five-ball novelty counter game. Groetchen.

**PEEK SHOW**—film machine, uses Kodachrome or monochrome pictures, penny play. Automatic Games.

**PIMLICO**—Four-multiple replay pinball game with changing odds, mystery selections, four-way board and other features; convertible one or five balls; table or console. Bally.

**PLAY BALL**—console machine using mannikin pitcher throwing ball thru air to batter. Evans.

**POKERINO**—roll-down poker game, backboard, inclined pitch surface. Mutoscope.

**POKEROLL**—roll-down poker game, backboard, flat rolling surface. Mutoscope.

**POK-O-REEL**—five-reel counter game, poker symbols, coin divider and separate location cash box. Groetchen.

**POST CARD MACHINES**—illuminated card venders featuring Mutoscope's exclusive Glorified Glamour Girl and All-American Girl cards. Mutoscope.

**PURITAN BELLS**—three-reel baby bell, ball gum vender, fruit, cig or number reels. Buckley.

**RADIOGRAM**—card vending machine. Exhibit.

**RAMASEES**—skeleton head of Ramases answers 20 questions. Exhibit.

**REPEATOSCOPE**—silent movies on single subject, nickel play, features long wear metal-carrier films. Repeatoscope, Inc.

**ROCKET**—mystery bell, visible jackpot, 5, 10, 25-cent play. Pace.

**ROLL-EM**—seven-coin, two-reel automatic payout dice console with accumulated award feature, 5 or 25-cent play. Bally.

**ROLLETTO JR.**—console constructed in a variety of models. Evans.

**ROLLETTO SR.**—de luxe console featuring multiple play. Evans.

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**GENCO MFG. CO.**

Not Inc.

2621 N. Ashland Ave.  
Chicago, Ill.

12 Mills 1¢ O.T.'s, Late Serial Numbers, A-1 Condition	\$34.50
8 New Metal O.T. Stands	8.50
12 American Eagles and Marvells	17.50
6 X-Rays	19.50
12 Liberty Bells	13.00
6 Mercurys	17.00
6 Yankees	9.00
2 Mills 10¢, 2 25¢ Slots	87.50
1 Compulsory Skill	89.50
1 Junie Parade, Free Play	84.50
6 American Eagles and Marvells, Non-Coin Operated	28.50

**THE WAYNE SERVICE COMPANY**  
1530-32 W. Third St. DAYTON, OHIO



**HARRY STONER**, head of the Stoner Manufacturing Company, Aurora, Ill.

**ROYAL FLUSH**—selective draw poker game, four-coin play, 5, 10, 25-cent play, ball gum vender. Grootchen.  
**ROYAL LUCRE**—console machine of the Lucre group. Evans.  
**SARATOGA CONSOLE FREE PLAY**—mystery bell, double jackpot, free-play unit, convertible to cash or check payout, skill field, horse head number reel strips, 5-cent play. Pace.  
**SARATOGA JUNIOR**—mystery bell, double jackpot horse head reel strips, 5, 10, 25-cent play. Pace.  
**SARATOGA SENIOR**—same as above excepting skill field attachment. Pace.  
**SARATOGA SWEEPSTAKES**—counter race-horse game with realistic features, non-payout. Evans.  
**SCIENTIFIC BAG PUNCHING**—first punching machine. Exhibit.  
**SCREEN TEST**—coin-operated card vender giving screen test. Exhibit.  
**SELECT-A-VUE**—nickel operated film picture machine showing glamour girls. Shipman.  
**SEVEN GRAND**—counter game, 1, 5, 10, 25-cent play, dice, coin separators. Koplo.  
**SHIMMERDICE S12**—not coin-operated, dice. Liberty.  
**SILVER SPRAY**—five-ball free-play pinball game. Baker.  
**SKILL JUMP**—counter game having movable inclined surfaces down which ball must roll before landing in scoring pocket, counter or console. Grootchen.  
**SKILL SHOT TOKEN PAYOUT**—com-

panion game of Zoom—token award. Grootchen.  
**SLAP THE JAP**—conversion for ray guns. Model Displays.  
**SKY FIGHTER**—anti-aircraft machine gun, self-contained cabinet, 300 shots. Mutoscope.  
**SKY PILOT**—self-contained anti-aircraft gun. Baker.  
**SMILING SAM**—vends lucky pocket piece, arcade. Exhibit.  
**SPARKS WITH GOLDWARD**—token payout with two payout systems, 1 or 5-cent play, any kind of reels. Grootchen.  
**SUBMARINE**—legal game with scoring backboard, shoots up to 250 ball bearing pellets by mechanical electrical action at diving submarine, extra scoring for hitting all three targets before sub dives. Keeney.  
**SUPER BELL CONSOLES—STANDARD MODEL** has double size jumbo reels, three rows of pips show and any or all can win, nickel play, optional equipment is 25-cent coin chute, skill field and mint vender. **TWO-WAY SUPER BELL CONSOLE** similar to Standard except that backboard is different and there are two coin chutes. **FOUR-WAY SUPER BELL** uses same idea as Standard except it has four coin chutes and payouts, and the backboard is eliminated.  
**SUPER BOMBER**—console type of machine embodying dropping of bombs from bomber onto battleships. Evans.  
**TALLY-BOWL**—portable bowling alley, not coin-operated. Tally-Bowl.  
**TEN STRIKE**—realistic mannikin bowling game. Evans.  
**TESTOGRAPHS**—special adaptation of arcade testers for gymnasiums. Mutoscope.  
**TEXAS MACHINE**—console type made in various models. Evans.  
**THREE LITTLE METERS**—love, disposition and personality on three machines. Exhibit.  
**THREE WHEELS OF LOVE**—estimates love ability. Exhibit.  
**THREE WISE OWLS**—handle squeezing game answers questions. Exhibit.  
**TRACK ODDS**—seven-chute payout console with race horse symbols, changing odds. Buckley.  
**TOMMY GUN**—realistic rapid-fire Tommy Gun shooting down bombers. Evans.  
**TOTALIZER CONSOLES**—amusement devices with skill control feature and dial registering extended playing time. Jennings.  
**TWIN REELS CONSOLE**—mystery bell mechanisms operating independently, fruit reel strips, 5, 10, 25-cent play. Pace.  
**TWINS-WIN**—color dice counter machine, 1, 5, 10-cent play. Liberty.  
**TWO LOVE NESTS**—two arcade machines. Exhibit.  
**VIBRATOR MUSCLE BUILDER**—chinning machine scores when head bumps mat, gives arms vibration treatment. Exhibit.  
**VICTORY**—five-ball pinball game. Genco.  
**VIEW-A-SCOPE**—features third dimension film, 1 or 5-cent play. Automatic Games.  
**X-RAY POKER**—roll-down poker game. Scientific.  
**ZIP**—3-reel counter game, cigarette reels, ball gum vender. Buckley.  
**ZOOM**—skill game which returns coin and three balls for additional play to winners, 1 or 5-cent play. Grootchen.

**WURLITZER VICTORY MODEL 950**—1942 model featuring fluorescent illumination. Wurlitzer.  
**Telephone Music**  
**BETTY SYSTEMS**—telephone music systems with two-way Betty Wall Boxes. Betty Music Systems.  
**BETTY JR.**—hotel and tourist camp telephone music system. Betty Music Systems.  
**JENNINGS TELEPHONE MUSIC**—central studio equipment, approved by telephone companies and licensed by ERPI; also accessory equipment. Jennings.  
**TELO-TONE**—telephone music system. Betty Music Systems.

**Music Accessories**  
**ATLAS PRODUCTS**—extension speakers, speaker cabinets, illuminated cabinets, volume controls, speaker baffles, weatherproof horns, walnut cabinets. Atlas.  
**WALL-TILT**—anti-tilt device for phonograph wall boxes to protect the boxes from being cheated and broken. Baker.  
**PENNY MUSIC**—1-cent play counter and wall boxes, using come-on play idea. Betty Music Systems.  
**KLEER-TONE SPEAKERS**—wall speakers. L. Berman.  
**BUCKLEY ILLUMINATED MUSIC SYSTEM**—wall boxes, bar boxes, adaptors and other accessories to convert any coin-operated phonograph to selective, remote control and complete music system. Buckley.  
**BUCKLEY PRODUCTS**—BUCKLEY TONE TOWER is colorful illuminated accessory which may be used in conjunction with any phono or music system. BUCKLEY ZEPHYR SPEAKER CABINET is an auxiliary speaker cabinet, suitable for wall installation and will accommodate any size speaker. Buckley.  
**PLA-MOR WALL BOXES** and other music accessories—for use in conjunction with any phonograph. Packard.  
**WURLITZER PRODUCTS—MODEL 850 SELECTIVE SPEAKER** features light-up, a full program holder, floral glass center panel and distinctive shape. MODEL 430 SELECTIVE ORGAN SPEAKER features

program holders, light-up and fine design. MODEL 420 ORGAN SPEAKER is a light-up cabinet suitable for wall or back-bar mounting. Firm carries a complete line of bar and wall boxes, featuring the 5, 10, 25-cent selective boxes. Wurlitzer.

**Movie Machines**  
**FILMTONE**—5, 10, 25-cent operation, operates in connection with a phonograph. Special cabinet for 20 and 24-record mechanisms. Stewart.  
**METERMOVIES**—features fully automatic operation, 10-cent play, 24 three-minute film subjects, exclusive Metering Magazine, walnut cabinet, 18 by 24-inch screen, air-conditioning and special built projection and amplifying equipment. Metermovies.  
**MOVIETROLA**—selective sound-on-film motion picture machine. Movietrola.  
**PHONOVISION**—sound-on-film motion picture machine. Phonofilm.  
**PICTURETTES**—sound-on-film motion picture machines. Pictorettes.  
**TALK-A-VISION**—sound-on-film motion picture machine. Talk-a-Vision.

**Film Producers**  
**MINOCO PRODUCTIONS, INC.**—16mm. film for coin-operated movie machines.  
**RCM PRODUCTIONS, INC.**—16mm. film for coin-operated movie machines.  
**TECHNIPROCESS CORP.**—16mm. film for coin-operated movie machines.

**Film Distributors**  
**SOUNDIES DISTRIBUTING CORP. OF AMERICA.**  
**ASSOCIATED PRODUCERS' DISTRIBUTING, INC.**  
**IDEAL PICTURES CORP.**  
**RAYGRAM CORP.**  
**PHONOFILM CO.**

**III. Vending Machines**  
**Beverage Venders**  
**GLASCO CONVERSION**—selective flavor device for beverage venders. Glascock.  
**IDEAL DISPENSERS**—dispensing ma-



**TOP TALENT**  
**TOP SOUND**  
**TOP PHOTOGRAPHY**  
**TOP MUSIC**  
**TOP APPEAL**

**OFFERED MOVIE MACHINE OPERATORS FOR ONLY 70 1/2c**

per week (average cost \$55 for 18 months' rental) by

**FEATURETTES and TECHNIPROCESS**

**MADE IN HOLLYWOOD**  
 ★★★★★  
**CHECK THE FEATURES... COMPARE THE PRICE**

**Associated Producers' Distributing, Inc.**

1117 N. McCadden Pla. Hollywood, Calif.  
 Sam Lucas, Gen'l Sales Mgr.  
 3216 Webb Ave. DETROIT, MICH.

**II. Music Machines**

**Phonographs**  
**COLONIAL MODEL**—24-record machine with special Colonial period cabinet for special locations. Wurlitzer.  
**COUNTER MODEL**—12-record machine for placement in smaller locations. Wurlitzer.  
**LUXURY LIGHT-UP PHONOGRAPHS**—music machine and remote-control attachments. Rock-Ola.  
**TONE COLUMNS**—music machine with remote-control attachments. Rock-Ola.

**SLAP that JAP!**  
**MAKE HIS HEAD "SPIN"**

**LET'S ALL DO IT NOW!**  
 All America remembers Pearl Harbor and is ready to SLAP THAT JAP! Players actually get a chance to take a slap at the two-faced Jap and make his head spin! Brilliant colors, deep die cut, extra spinning jap head, 1080 holes with 76 WINNERS! Sweet operator's profit of \$30.10 on \$54.00 take! It's the hottest board in America! Hurry, order now!

**Order as 1080 Slap that Jap**  
 Takes In: . . . . . \$54.00  
 Pays Out: . . . . . 23.90  
**AVERAGE PROFIT . . . . . \$30.10**

**ST SALE ON BOARD TAKES ONE PUNCH IN 100**

**76 SURE WINNERS**  
 ALL TICKETS 101-102  
 103-104 105-106  
 107-108 109-110  
 111-112 113-114  
 115-116 117-118  
 119-120

**FOR DEFENSE BUY UNITED STATES SAVINGS BONDS**

**GARDNER & CO. 2305 ARCHER CHICAGO, ILL.**

**USED COUNTER GAMES AT BARGAIN PRICES**

COUNTER GAMES (Many of these are brand new, never been used before, and still in original cartons)

Age . . . . . \$4.50	Yankee . . . . . \$ 0.50
Cub, 1¢ Oiga- . . . . . 4.50	Wings . . . . . 0.50
ette . . . . . 4.50	Kicker & . . . . . 20.75
Champion . . . . . 4.50	Catcher . . . . . 9.50
21, Late Model . . . . . 9.50	Lucky Smoke . . . . . 22.50
Pok-o-Reel . . . . . 4.50	Flags, No Tax . . . . . 9.50
Imp . . . . . 4.50	Races . . . . . 20.50
Imp, with Meter . . . . . 9.50	American Eagle, . . . . . 4.50
Klix . . . . . 12.50	No Tax . . . . . 9.50
Liberty Bell . . . . . 12.50	Dough Boy . . . . . 9.50
Mercury . . . . . 9.50	Flans . . . . . 9.50
Lucky Strike . . . . . 29.50	American Eagle, . . . . . 4.00
Pikes Peak . . . . . 12.50	Buckley Cigarette . . . . . 9.50
Skill Shot . . . . . 17.50	Tokenette . . . . . 2.50
Sparks . . . . .	Reel 21 . . . . .

Terms: 1/3 Deposit, Balance C. O. D.

**W. B. NOVELTY CO., INC.**  
 1903 Washington Ave. ST. LOUIS, MO.

**PAT BUCKLEY**, head of Buckley Music Systems, Inc., and Buckley Manufacturing Company, Chicago.

**SALESMEN WANTED!**  
**PACIFIC COAST AND INTERMOUNTAIN TERRITORY**

MEN WITH SALESBOARD OR COIN MACHINE EXPERIENCE FOR ESTABLISHED TERRITORIES. GIVE FULL DETAILS OF EXPERIENCE, PERSONAL DATA AND AVAILABILITY IN FIRST LETTER. ALL REPLIES STRICTLY CONFIDENTIAL. WRITE TO SALES MANAGER.

**GARDNER & CO. 2309 ARCHER AVE., CHICAGO, ILLINOIS**

**ORDERING GIVE SECOND AND THIRD CHOICE!**

**WERE NOT HOLDING BACK!**

**Low Priced—Ready for Immediate Shipment!**

**The World's Largest Distributors Can Offer Values Like These!**

Contact Us At Once For Any Equipment You Need That IS Not Listed Here!

- |  |  |
|--|--|
| Airport... \$19.50<br>ABC Bowler 39.50<br>Big League 19.50<br>Big Show 24.50<br>Bowling Alley 24.50<br>Bally Beauty 24.50<br>Britte Spol. 29.50<br>Bandwagon 42.50<br>Big Chief 42.50<br>Big Time 45.50<br>B... 47.50<br>Belle Hop 67.50<br>Champion 19.50<br>Clipper 19.50<br>Cowboy 19.50<br>C. O. D. 19.50<br>Crossline 39.50<br>Crystal 42.50<br>Dble. Header 19.50<br>Dandy 19.50<br>Dble. Feature 24.50<br>Dude Ranch 34.50<br>Defense 44.50<br>Fair 19.50<br>Fleeta 19.50<br>Fantasy 19.50<br>Flagship 19.50<br>Fleet 29.50<br>Fox Hunt 32.50<br>Formation 44.50<br>Flicker 45.50<br>Golden Gate 19.50<br>Glamour 32.50<br>Gold Star 42.50<br>Hold Over 24.50<br>Hi Hat 67.50<br>Jumper 22.50<br>Jolly 22.50<br>Lucky Strike 22.50<br>Lead Off 22.50<br>Lucky 22.50<br>Lite O Card 22.50<br>Loner 26.50<br>Limelight 27.50<br>Landslide 32.50 | Line Up... \$37.50<br>Merry Go R'd 22.50<br>Mascot 27.50<br>Mystic 42.50<br>Majors of '41 72.50<br>Nippy 24.50<br>Ocean Park 19.50<br>On Deck 27.50<br>Oh Johnny 27.50<br>1-2-3, 1939 49.50<br>Owl, Mills 109.50<br>Punch 24.50<br>Roxy 32.50<br>Progress 32.50<br>Playmate 37.50<br>Pylon 42.50<br>Rebound 19.50<br>Rotation 44.50<br>Roller Derby 19.50<br>Repeater 59.50<br>Super Six 19.50<br>Supercharger 19.50<br>Skyrocket 19.50<br>Sports 22.50<br>Sporty 24.50<br>Short Stop 24.50<br>Score Card 24.50<br>Score a Line 27.50<br>Speed Demon 29.50<br>Skyline 39.50<br>Stars 54.50<br>School Days 56.50<br>Stratolliner 56.50<br>Sky Ray 62.50<br>Star Attraction 94.50<br>Topper 19.50<br>Three Score 32.50<br>Trailways 54.50<br>Up & Up 22.50<br>Variety 22.50<br>White Sails 19.50<br>Wild Fire 44.50<br>Yacht Club 22.50<br>Zip 19.50<br>Zombie 47.50 |
|--|--|

**FREE PLAY CONSOLES**

- |                                |         |
|--------------------------------|---------|
| Jennings Free Play Mint Vender | \$39.50 |
| Jumbo Parade                   | 94.50   |

**AUTOMATIC CONSOLES & PAYTABLES**

- |                    |                          |
|--------------------|--------------------------|
| Pace Maker \$44.50 | Exhibit Silver           |
| Paces Races 59.50  | Bells \$49.50            |
| Mills Four Bells   | Hey Day 27.50            |
| Like New 329.50    | Derby Day 17.50          |
| Galloping          | 1-2-3, 1939              |
| Dominoes 39.50     | Payout 44.50             |
| Tan Foran 17.50    | Jumbo Cash & Check 94.50 |
| Prekness 27.50     |                          |

**NEW AND LIKE NEW COUNTER GAMES**

- |                                    |         |
|------------------------------------|---------|
| Mills Vest Pocket, 1c, Blue & Gold | \$44.50 |
| Mills Vest Pocket, 5c              | 39.50   |
| Daval 21                           | 9.50    |
| Marvels                            | 22.50   |
| Reel 21                            | 9.50    |
| American                           | 22.50   |
| Eagle                              | 22.50   |
| Marvels, Non Coin Operated         | 27.50   |
| A.B.T. Big Game Hunter             | 19.50   |
| A.B.T. Target Skill                | 19.50   |
| Tavern                             | 4.00    |
| King Jr. Peanut Vender             | 8.00    |
| Whirlwind                          | 4.00    |

**ARCADE EQUIPMENT**

- |   |         |
|---|---------|
| Evans Ten Strike                        | \$79.50 |
| Keeney Anti Aircraft Gun, Marble-glowed | 69.50   |
| International Microscope Skyflinger     | 183.50  |
| Gottlieb Skeeballette                   | 79.50   |
| Texas Leaguer                           | 39.50   |
| Western Baseball                        | 79.50   |
| Rockola or Mills Scale                  | 39.50   |
| Rockola World Series                    | 79.50   |
| International Traveling Crane Digger    | 69.50   |

**USED PHONOGRAPHS, ETC., MARBLEGLOWED**

- |                           |                     |
|---------------------------|---------------------|
| SEEBURGS                  | Imperial 20 \$79.50 |
| 12 Record, A or B         | 49.50               |
| Rex                       | 109.50              |
| Royal                     | 129.50              |
| Melody Parade, Bar Box    | 9.50                |
| Playboys                  | 49.50               |
| 12 Record J Multiselector | 79.50               |
| MILLS                     |                     |
| Dance Master              | \$29.50             |
| Do Re Mi                  | 39.50               |
| Zephyr                    | 39.50               |
| Throne of Music           | 149.50              |
| Empress                   | 169.50              |
| ROCKOLAS                  |                     |
| 12 Record                 | \$39.50             |
| 16 Record                 | 49.50               |

Terms: 1/3 Deposit, Balance Sight Draft.

chine for dairy and carbonated products. Ideal.

**JENNINGS AUTOMATIC BOTTLED BEVERAGE DISPENSER**—vends soft drinks in bottles of 6 or 12-ounce size, capacity of 120 bottles, pre-cools 120 bottles. O. D. Jennings.

**JENNINGS MILK VENDER**—two-flavor bottled milk vender in half pint or one-third quart bottles, 100-bottle capacity. O. D. Jennings.

**SLECTOR VENDING WHEEL**—converts ice or refrigerated cabinets to coin-operated units. Slector Products.

**SLECTOR BEVERAGE VENDERS**—MODEL 350 has 100-bottle capacity, 24-bottle pre-cooling space, selective dispenser handling 6, 8, 10 and 12-ounce beverage bottles, also handles half pints of milk. All bottle sizes in machine at same time. MODEL 275 has 75-bottle capacity with same features as MODEL 350. MODEL 375 is non-selective bottle vender of eight-case capacity, holding 105 bottles in vending unit and 87 bottles in pre-cooling section, dry refrigerated. Slector Products.

**VENDALL**—selective dispensing machine for vending milk drinks and other beverages. Vends all flavors. Can be furnished to handle any bottle, glass or paper. Hydro-Silica Corporation.

**Bulk Venders**

**COLUMBUS VENDERS**—complete line of vending machines for all types of bulk merchandise. Columbus.

**DOUBLE NUGGETT**—two-compartment bulk vender for all items, penny play. National.

**FORD BALL GUM VENDER**—vends ball gum made exclusively by firm, Ford.

**4-IN-1 VENDER**—four-compartment, rotating bulk venders. 1-cent. Peerless.

**HAWKEYE FREE PORTION PEANUT VENDER**—penny play. Hawkeye.

**KING JR.**—made in three models for ball gum, peanuts, candy and breath pellets, penny play. Automatic Games.

**LUCKY BOY VENDER**—in two and five-pound models. Kentucky Gum.

**MAGNA**—single bowl vending machine for bulk candies, peanuts, penny operation. National.

**NORTHWESTERN VENDERS**—complete line of bulk venders including models: 33 Ball Gum, 33 Junior, 39 Bell, Standard Merchandiser, Model 40, Model 33, Triselector, Model 39, De Luxe Merchandiser. Northwestern.

**P-WEE VENDER**—peanut and candy vending machines, single vender for table or counter, single vender for wall use, single revolving vender and three-compartment vender. Davis Metal.

**PRIZE KING**—ball gum machine, penny operation. Automatic Games.

**SNACKS**—three-compartment bulk vender, penny or nickel play. Trimount.

**SILVER KING**—all products, penny play. Automatic Games.

**TOM THUMB**—miniature table venders for nuts and candies, one and one-half and three-pound sizes. Fiedling.

**TOPPER**—penny combination merchandise and ball gum vender. Victor.

**VICTOR'S MODEL V**—penny combination merchandise and ball gum vender. Features correct combination vending without additional parts. Victor.

**Candy Bar Venders**

**CANDY MAN**—dispenses any 5-cent candy bar. DuGrenier.

**HERSHEY BAR MACHINES**—double

compartment 5-cent Hershey bar dispenser selling two varieties at a time. Also two types of penny Hershey bar machines, single and double-column models. Shipman.

**SELECT-A-BAR**—four-column penny candy bar merchandiser selling Hershey bars, tab gum and round mint patties, selective type with large capacity. Shipman.

**UNIVENDOR**—multi-column vender of cigarettes, candies, etc.; merchandise can be placed in the same machine in different columns which can be set at various prices. Stoner.

**Cigarette Venders**

**CHAMPION**—features split columns, three price changes in each column, king-size columns, slug protection. DuGrenier.

**IDEAL PENNY**—penny cigarette vender holding 180 cigarettes. Ideal.

**PENNY INSERTER**—machine to insert pennies under cellophane wrappers on cigarette packs; hand or foot-pedal models. DuGrenier.

**Match Venders**

**NORTHWESTERN**—box match machine has capacity of 27 standard 1-cent boxes of safety matches, penny operation; book machine dispenses two books for 1 cent and has capacity of 100 books. Northwestern.

**HAWKEYE MATCH MACHINE**—vending book and box matches. Hawkeye.

**COLUMBUS VENDERS**—venders for book and box matches. Columbus.

**Postage Stamp Venders**

**BRUNSWICK POSTAGE STAMP VENDER**—single and double units. Automatic.

**NORTHWESTERN POSTAGE SERVICE—STANDARD MODEL** vends direct from two rolls of coiled stamps of 1, 2 or 3-cent denominations, stamps detached by customer. **UTILITY MODEL** is same as Standard except that it dispenses only from one roll of stamps. **DE LUXE MODEL** vends directly from two rolls and automatically dispenses correct number of stamps and detaches them. Northwestern.

**POSTAGE STAMP DISPENSER**—double column vender selling postage stamps at a penny service charge, four 1-cent stamps for 5 cents and three 3-cent stamps for 10 cents. Porcelain and baked enamel finish. Shipman.

**Gum Venders**

**ADAMS GUM VENDER**—vends penny Adams gum, various flavors. DuGrenier.

**GUM VENDER**—one column with 140-tab stick capacity; designed for attachment to other machines. Trimount.

**MIDGET MACHINE**—small single col-

**BUY BONDS WITH PROFITS FROM**

**MARVEL AND AMERICAN EAGLE**

PROVEN the greatest counter games ever built!  
 WIN OUT with MARVEL and AMERICAN EAGLE  
 ... coin-operated or NOT coin-operated! In ordering TODAY, please specify type wanted.

**Only \$10**

will convert your present MARVELS and AMERICAN EAGLES into NOT coin operated, TAX FREE models! ACT NOW! Rush us your Marvels and American Eagles TODAY!

**\$37.50** Each  
 Ball Gum Model Only \$2 Extra

**DAVAL, 2043 CARROLL AVE., CHICAGO**

Pacific Coast - MAC MOHR CO - 2916 W. PICO BLVD - LOS ANGELES, CALIF.

**ARTFOTO CIGARETTE CASE**

Thin as a Wafer. Size 3 1/8" x 6 3/4". Holds twenty cigarettes. Enameled metal in White, Black, Khaki, Blue, Green, Brown. A snappy Lady design on inside cover.

FREE—With each case a 20-hole push card, 1c to 20c, take-in is \$2.10, or a 25-hole push card, 1c to 25c, take-in is \$3.25.

Operators—This is a wonderful item for the plan of giving one to the winner and one to the seller.

**Deal No. 204, 68c each**

25% deposit or full remittance with all orders:

**A. N. S. COMPANY**

312 Carroll St. Elmira, N. Y.



GEORGE MOLONEY, executive of the Bally Manufacturing Company, Chicago.

**SAVE WITH "SHUGY" ON AMERICA'S GREATEST FREE PLAY GAME SALE!!**

**"SHUGY"**

VICTORY .. \$120.00	SPOT POOL .. \$95.00	BELLE HOP .. \$ 90.00
FIVE & TEN 125.00	LEGIONNAIRE 75.00	CAPT. KIDD 90.00
GUN CLUB. 75.00	BIG PARADE 125.00	WILDFIRE .. 60.00
KNOCKOUT 110.00	SUPER	SLUGGER ... 70.00
MONICKER. 100.00	CHUBBIE. 95.00	STAR
TEXAS	A. B. C.	ATTRACTION 80.00
MUSTANG 105.00	BOWLER. 80.00	SEA HAWK. 60.00
	HOME RUN. 125.00	PURSUIT .. 60.00
	ARGENTINE 80.00	DOUBLE PLAY 60.00

1/3 WITH ORDERS, BALANCE C. O. D.

**RUNYON SALES COMPANY**

123 W. RUNYON ST., NEWARK, N. J. (All Phones: Bigelow 3-6685)  
 (Formerly Royal Music Co.)

um machine manufactured to sell Pulver's refill gum. Pulver.

**SELECTIVE GUM**—vends all brands of stick and candy coated gum. Five interchangeable columns. Northwestern.

**BALL GUM VENDERS**—See bulk vendors.

**Miscellaneous Venders**

**APPLE VENDING REFRIGERATOR**—visible apple chambers, refrigerated. Miller.

**AUTOMATIC LIBRARY**—de luxe multi-columned machine selling Halde-man-Julius Little Blue Books at 5 and 10 cents each. O. D. Jennings.

**CUP VENDING MACHINES**. National. **NAB DINER**—cookie vender, nickel operation, five columns, vends NABS, product of National Biscuit Company, Tri-mount.

**SOUVENIR VENDER**—machine for vending Good Luck Lord's Prayer souvenirs. Western.

**SPIN-IT**—small counter machine for eating and drinking locations; salted-nut vender in center, paper napkin holders on each side and spinning reel game on top for playing high-and-low score—low man pays. Shipman.

**IV. Miscellaneous Machines**

**ARCADE MACHINES**—big variety of all kinds of machines, from small penny devices to high-grade machines and special idea. Mutoscope.

**ARCADE MACHINES**—complete line of arcade machines, post cards and supplies. Exhibit.

**GIGA-ROLA**—a cigarette machine with built-in bell (Jennings Chief) mechanism, de luxe cabinet; patron may play for amusement or purchase cigarettes outright. Jennings.

**METAL TYPER**—nameplate machine, 5-cent operation; 32-letter maximum. Grotchen.

**PHOTOMATIC**—automatic picture taking machine which delivers a metal framed picture within one minute after coin is inserted. Mutoscope.

**SCALES**. Watling.  
**SCALES**—LoBoy, penny weighing scale. Rock-Ola.

**SPEAK-O-PHONE**—portable voice recording studio for use at amusement centers of all kinds. Speak-o-Phone.

**VIBRANT**—foot ease machine, user stands on platform, penny operation. Exhibit.

**VOICE-O-GRAPH**—automatic voice recorder; records, plays back and vends record. Mutoscope.

**THOR WASHING MACHINE**—coin-operated with special coin meter adapted to conventional household washer. Hurley.

**MONEY-METERS**—automatic money collector and changer; comes in various models. Money-Meters, Inc.

**V. Parts and Supplies**

**ARCADE SUPPLIES**—Exhibit, Mutoscope.

**BULK MERCHANDISER KITS**—service kits for bulk vendors. Peerless.

**COIN CHUTES**—A. B. T., Advance.

**COIN COUNTERS**—Brand, Peerless.

**COIN CHANGERS**—for locations. McGill.

**COIN PACKAGERS**—Brandt.

**GUM**—of all kinds for vending machines. American.

**BALL GUM**—for bulk vendors. Dietz, Ford.

**KEY PURSES**—zippered key purse; hangers snap off or on. Kelley-Mennes.

**K-M BRAKE TURNTABLE**—bench turntable for operators' mechanics. Kelley-Mennes.

**LOCKS**—Nix-Pix locks; combinations can be set by operator or at factory; impossible key duplication. Deutsch.

**NUTS, CANDIES, VENDING MACHINE MERCHANDISE**—Reliable, Pan Confections.

**PHONOGRAPH NEEDLES**—long life needles for automatic phonographs. Permo, M. A. Gerett, Pfanstiehl.

**PLASTIKTRIM**—extruded plastic moldings in many shapes for finishing off coin machines. R. D. Werner.

**PINBALL PARTS AND SUPPLIES, KITS**—for all pinball games. Coin Operators Supply.

**PINBALL LIFTERS**—lift truck for moving pinball games. L. Berman.

**PHOTO SUPPLIES**—Exhibit, Mutoscope.

**POST CARDS**—Exhibit, Mutoscope.

**SALESBOOKS**—for all types of operations. Baltimore.

**SILK SCREEN PRINTING**—Advertising Posters.

**TIMING DEVICES**—Walser.



**CUTS A BIG FIGURE IN PROFITS**

Gorgeous Harlich die-cut board with litho-art picture in full color. New cartoon tickets speed up play. Get this profit maker now! Order N'ICE FORM today.

No. 12120 5¢ Play 1200 Holes  
Takes in . . . . . \$60.00  
Average Payout . . . 26.40  
Average Gross Profit \$33.60

WRITE FOR NEW CIRCULAR

**HARLICH** BUY UNITED STATES PATENT OFFICE REGISTERED  
**MANUFACTURING CO.**  
1413 W. Jackson Blvd., CHICAGO



**NATHANIEL LEVERONE**, president of the National Automatic Merchandising Association. He also heads the largest candy bar vending firm in the country. Leverone has recently been named Director of Salvage in Illinois.

**MECHANICS WANTED**

By leading Maryland distributor. Capable and thoroughly experienced on pin games and other equipment. Do not apply unless you know your stuff. Permanent good paying jobs for properly qualified men. Write fully, giving experience, age and other details. **BOX No. 284, Care The Billboard, 1564 Broadway, New York, N. Y.**

**WANTED**

Rapid Fires, Drive Mobiles, all types Arcade Machines.

**PATERSON COIN MACHINE EXCHANGE**  
209 Market St. PATERSON, N. J.  
We Buy and Sell

**We Are NOT Hoarding!**

**ALL SILENT SALES (Minneapolis) PRICES ARE BELOW PRESENT NATIONAL QUOTATIONS!**

Mills Regular Polished Gold and Brown . . . Jennings Blue and Brown Fronts . . . Chiefs . . . Pace All Stars . . . Bells . . . Bonus . . . E. O.'s . . . Q. T.'s . . . Vest Pockets in 1, 5, 10, 25, 50c Models . . . . . **\$30.00 UP**

**200—New Crackle Finish Bells—200**

**150—1 Ball Multiples . . . \$37.50 UP**

**200—5 Ball Games . . . . . \$15.00 UP**

**175 Best Consoles (New and Used)**

Super Track Time, '40 Track Time, Triple Entry, Saratogas and Reels, Single and Twin Models Sr. and Jr. '41-'40, High Hand, Draw Poker, Multiple Races, Four Bells, Big Top, Jumbo Parade, Evans Dominos '41-'40 at **\$69.50 UP**

**50—Famous PACES RACES—50**

**THE BEST IN ARCADE EQUIPMENT**

Photomatic, Mug Joint, Horoscope, Exhibits, Rotary Merchandiser, Card Machines, Wheels of Fortune, Striking Power, Strike It, Hi Ball, Love Meter, Texas Leaguers, Dizzy Dean W. S., Scales, Pike's Peak, Sky Fighter, Air Raider, Anti-Aircraft, Rally Bull, Chicken Sam, Rapid Fire, Shoot the Chutes, Hitler, Ten Strike, Bang-a-Deer, Orchestrope, Cigarette and Candy Venders.

**Immediate Delivery**

**KEENEY SUPER BELLS 1, 2 and 4 Way**

**THE HOUSE OF WINNERS SILENT SALES CO.**

Silent Sales Bldg, 200-208 S. 11th, Minneapolis, Minn.

**IMMEDIATE DELIVERY NEW GAMES IN STOCK**

<b>BALLY</b> —Pimlico—High Hands—Club Bells	<b>MILLS</b> —Blue and Gold Vest Pocket—Chrome Vest Pocket	<b>GET OUR LOWEST PRICES ON SAME</b>
<b>KEENEY</b> —Super Bells—Submarine	<b>CHICAGO COIN</b> —Hockey—Home Run 42	<b>GOTTLIEB'S</b> —5-10-20—\$132.50
<b>EXHIBIT</b> —Air Circus	<b>GENCO</b> —Victory—Defense	<b>STONER'S</b> —3 Up, Spec., \$69.50
<b>25 Bally High Hands, special, \$199.50</b>	<b>25 Mills Blue and Gold Vest Pocket—1¢ and 5¢, \$39.50</b>	<b>1 Gold Cup Console Model—\$39.50</b>
<b>5 Keeney Contests—\$124.50</b>	<b>25 Mills Chrome Vest Pocket—1¢ and 5¢, \$42.50</b>	<b>1 Jennings Derby Day Console \$29.50</b>
<b>1 Keeney Skylark—\$169.50</b>	<b>USED SLOTS</b>	<b>1 Gold Cup, Leg Model—\$39.50</b>
<b>1 Mills 1940 1-2-3 F. P.—\$89.50</b>	<b>2 Mills 5¢ D.J.P.—\$34.50</b>	<b>1 Galle Superior—25¢ S.J.P.—\$25.00</b>
<b>1 Pace 5¢ S.J.P.—\$25.00</b>	<b>3 Pace 25¢ D.J.P.—\$29.50</b>	<b>1 Galle Superior—25¢ D.J.P.—\$34.50</b>
<b>2 Mills 10¢ S.J.P.—\$25.00</b>	<b>5 Mills 25¢ D.J.P.—\$34.50</b>	<b>1 Rapid Fire—\$124.50</b>
<b>1 Mills 25¢ S.J.P.—\$25.00</b>	<b>3 Pace 25¢ S.J.P.—\$25.00</b>	<b>1 New Bally Convey Gun—\$204.50</b>
<b>2 Chicken Sams—\$40.00</b>	<b>USED ARCADE EQUIPMENT</b>	<b>1 New Drive Mobile—\$259.50</b>
<b>2 Rock-Ola World Series—\$75.00</b>	<b>2 Grotchen Metal Typers, 5¢—\$125.00</b>	<b>USED FREE PLAY GAMES</b>
<b>2 Evans Tommy Guns—\$99.50</b>	<b>5 Betting Practice—\$114.50</b>	<b>10 Sporty—\$19.50</b>
<b>1 Knockout—\$109.50</b>	<b>1 League Leader—\$24.50</b>	<b>3 Yacht Club—\$24.50</b>
<b>1 Spot Pool—\$90.00</b>	<b>1 All American—\$39.50</b>	<b>1 Anabel—\$24.50</b>
<b>6 Twin Six—\$69.50</b>	<b>5 Gold Star—\$29.50</b>	<b>6 Big Time—\$42.50</b>
<b>1 West Wind—\$69.50</b>	<b>1 Paradise—\$34.50</b>	<b>1 Sport Parade—\$39.50</b>
<b>1 Sunbeam—\$53.50</b>	<b>2 Sparky—\$29.50</b>	<b>1 Merry-Go-Round—\$17.50</b>
<b>2 Wildfire—\$54.50</b>	<b>2 Vacation—\$22.50</b>	<b>1 Follies—\$17.50</b>
<b>2 High Hat—\$69.50</b>	<b>1 Duplex—\$44.50</b>	<b>1 Double Feature—\$14.50</b>
<b>5 Keeney Contest—\$124.50</b>	<b>2 Zombie—\$29.50</b>	<b>2 Ocean Park—\$12.50</b>
<b>2 Mills 1939 1-2-3—\$34.50</b>	<b>1 Dixie—\$29.50</b>	<b>1 Brite Spot—\$12.50</b>
<b>3 Playball—\$44.50</b>	<b>1 Drum Major—\$29.50</b>	<b>1 Sports—\$12.50</b>
<b>2 Strat-o-Liner—\$40.00</b>	<b>3 Powerhouse—\$29.50</b>	<b>1 Wings—\$14.50</b>
<b>1 Boom Town—\$35.00</b>	<b>1 Blondie—\$24.50</b>	<b>1 Roller Derby—\$19.50</b>
<b>1 Attention—\$39.50</b>	<b>3 Short Stop—\$19.50</b>	<b>3 Formation—\$24.50</b>
<b>1 Seven Up—\$49.50</b>	<b>4 Supercharger—\$12.50</b>	<b>1/3 DEPOSIT—BALANCE O. O. D.</b>
<b>1 Playmate—\$30.00</b>	<b>2 Thriller—\$12.50</b>	

**K. C. NOVELTY CO.** PHILADELPHIA, PA.

**AVAILABLE FOR IMMEDIATE SHIPMENT**

<b>Argentine . . . \$77.50</b>	<b>Barrage . . . \$52.50</b>	<b>Gold Star . . . \$39.50</b>	<b>Sky Ray . . . \$69.50</b>
<b>All American . . . 47.50</b>	<b>Cadillac . . . 27.50</b>	<b>Leader . . . 39.50</b>	<b>Skyline . . . 35.00</b>
<b>Attention . . . 47.50</b>	<b>Grossline . . . 39.50</b>	<b>League Leader . . . 42.50</b>	<b>Sports Parade . . . 47.50</b>
<b>Big Time . . . 47.50</b>	<b>Double Play . . . 65.00</b>	<b>Landslide . . . 29.50</b>	<b>Sunbeam . . . 52.50</b>
<b>Bandwagon . . . 39.50</b>	<b>Drum Major . . . 27.50</b>	<b>Metro . . . 45.00</b>	<b>Spottent . . . 15.00</b>
<b>Big Chief . . . 45.00</b>	<b>Fleet . . . 29.50</b>	<b>Majors . . . 59.50</b>	<b>Ten Spot . . . 60.00</b>
<b>Blondie . . . 27.50</b>	<b>Formation . . . 32.50</b>	<b>Polo . . . 25.00</b>	<b>West Wind . . . 69.50</b>
<b>Broadcast . . . 45.00</b>	<b>Flicker . . . 45.00</b>	<b>Repeater . . . 45.00</b>	<b>Yacht Club . . . 25.00</b>
<b>Big Town . . . 22.00</b>	<b>Follies . . . 22.50</b>	<b>Stars . . . 45.00</b>	<b>Zombin . . . 45.00</b>
<b>12 Goretta Deluxe, 7 col. 20¢ operation, no base . . . \$22.50</b>	<b>10 Goretta, 6 column 15¢ or 20¢ operation, no base . . . 15.00</b>	<b>2 Rowe, 8 column, deluxe, with base . . . 69.50</b>	<b>5 S &amp; M, 9 column, deluxe, with base . . . 69.50</b>
<b>2 S &amp; M, 7 column, with base . . . 45.00</b>	<b>GLOBE OUT SPECIAL—TAX FREE</b>	<b>100 Columbus 1¢ porcelain finish Nut Vendors . . . \$ 5.00 each</b>	<b>50 Northwestern 33 Nut Vendors . . . 5.00 each</b>
<b>250 FLIPPERS—New and end salesman's samples; original price, \$19.75; special, \$12.50 each, or five for \$50.00.</b>	<b>2 Northwestern Trisectors . . . 15.00 each</b>	<b>WE buy, sell or trade all types of coin operated equipment. 1/2 Deposit—Balance O. O. D.</b>	
<b>CAPITOL COIN MACHINE EXCHANGE, 3056 M St., N. W., Washington, D. C. Columbia 1330</b>			

# A Year of Industry Mentions

The coin machine industry probably had more favorable mentions in newspapers, magazines, radio and the movies in 1941 than in all other years combined. In this symposium, publicity men in the industry express their views of its value and suggest how the industry may profit by it. It is not easy to select the best single piece of publicity given to the industry in 1941, but the articles on pinball games and music machines in the Sunday magazine sections of The New York Times probably deserve first place in a long list.

The year 1941 set a high record for the number of mentions of the coin machine industry in newspapers, magazines, on the radio, in movies and other public mediums. For the first time in coin machine history, favorable mentions outnumbered unfavorable mentions. Leaders in the trade have for years tried to find methods of getting favorable publicity in the press and on the radio. In 1941 the long-sought goal was reached, probably due to a combination of circumstances

rather than to any organized plans of the industry.

The long and progressive climb of the industry to the point where it has become a national industry also served to attract attention, at least, to the business. Mixed with all the valuable publicity, of course, was some unfavorable publicity. What good public notice was obtained constitutes a fine lot of material and ideas for future use. It is hoped that the industry will con-

tinue to get the same large amount of favorable publicity.

### Various Mediums Comment

Newspapers led the parade in giving mentions to the coin machines. Favorable newspaper publicity seemed to start with the ray target machines which suddenly boomed into popularity when the nation began to increase its military forces. The targets proved a favorite pastime with soldiers and sailors and, naturally, newspapers were anxious to publicize whatever pleased the men in service. Cartoonists joined in and many attractive cartoons appeared giving humorous angles on coin machines.

Soon after the targets became widely publicized, phonographs came in for very favorable mention also. When patriotic records and the phonograph bond campaign were inaugurated, the publicity became still more noticeable.

At least twice during the year big news events of national importance brought coin machines into the limelight. One was the passage of the 1941 Revenue Act, which placed a federal tax on amusement machines and gaming devices. Later, this served to focus attention on the industry as nothing else could, because here the federal government had recognized coin machines as a source of revenue for carrying on national defense. Newspapers, in many cases, featured coin machines in the headlines.

Later in the year the establishment of priorities on materials and the issuance of orders directly affecting coin machines again brought industry into the headlines. The year closed with priorities orders still getting headlines for coin machines.

Motion pictures increased their mentions of coin machines during the year, using cigarette machines, candy venders, phonos and other types of coin machines as props in many films. In some cases slots were specifically used as props. A few films caused the industry to become alarmed about unfavorable use

of the machines in certain pictures. Advance publicity on the film "Juke Girl" was disturbing to the music box trade, but the picture has not yet appeared and it is not known whether it is favorable or unfavorable.

We have asked some of the publicity and advertising men in the coin machine industry to express their views on the publicity given to the industry during 1941 and to tell what they think it suggests for the industry.

**BALLYHOO JUMBO BUMPER FAIRGROUNDS**  
**ROCKET GRANDSTAND SPOTTEM**  
**AIRWAY FLEET HIGH-HAND**

As in the glamorous PAST  
 and the perilous PRESENT  
 the history-making games  
 of the glorious FUTURE  
 will be built by BALLY

**RAPID-FIRE CLUB-BELLS BALLY RESERVE PREAKNESS**

SEE YOUR DISTRIBUTOR FOR NEWEST BALLY HIT!  
**BALLY MANUFACTURING COMPANY** 2640 BELMONT AVENUE CHICAGO • ILLINOIS

**100% LEGAL**  
 Financial Security  
 for the Duration!

**BATTING PRACTICE**

**SCIENTIFIC MACHINE CORP.**  
 21 STEUBEN ST. BROOKLYN, N.Y.

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**BUY BONDS**

WITH WHAT YOU SAVE  
 BUYING FROM  
**ROY MCGINNIS**

2011 MARYLAND AVENUE  
 BALTIMORE, MD.

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**"THIS IS MY GREATEST SALE SINCE ENTERING THIS BUSINESS! GRAB 'EM WHILE THEY LAST! EVERY ONE PERFECT! READY FOR DELIVERY! WRITE FOR PRICES QUICK!"** *Low London*

<p><b>5-BALL F. P. GAMES</b></p> <p>Armada                  Bolle Hop                  Big League                  Big Show                  Big Town                  Big Time                  Blondie                  Bola Way                  Boom Town                  Britz Spot                  Buckaroo                  Cadillac                  Contact                  Commodore                  Crystal                  Dough Boy                  Double Feature                  Double Play                  Fox Hunt                  4 Diamonds                  Fleet                  Formation                  Fantasy                  Follies                  Glamour</p>	<p>Home Run                  Hold Over                  Jolly                  Leader                  Line Up                  Limelight                  Lucky                  Lucky Strike                  Lead Off                  Lot-o-Smoke                  Mr. Chips                  Mascot                  Majors '40                  Majors '41                  Merry-Go-Round                  Nippy                  1-2-3 '39                  O'Boy                  Progress                  Play Ball                  Polo                  Punch                  Pick 'Em                  Powerhouse                  Rotation                  Red Hot                  Roxy                  Sara Suzy                  Sea Hawk                  Score Card                  School Days                  Short Stop</p>	<p>Speedway                  Spottem                  Sports                  Sporty                  Star Attraction                  Stars                  Stabmates                  Summertime                  Sun Beam                  Super Six                  Supercharger                  Target Skill                  Texas Leaguer                  Towers                  Topper                  Triumph                  Ump                  Vacation                  Victory                  White Salls                  Wings                  Wow                  Zomble                  A. B. C. Bowler                  Big Parade                  Stratolliner                  Argentine                  Anabel</p>	<p>Chicken Sam,                  Converted to Hit Hitler</p> <p><b>F. P. CONSOLES</b></p> <p>Gold Cup, Leg Model                  Gold Cup, Console                  High Hand, Convertible                  Saratoga                  Saratoga, Phono Combo                  Jennings F.P.                  Mint Vender                  Mills F.P. Vender</p> <p><b>COUNTER GAMES</b></p> <p>"21"                  Marvels, not coin operated                  American Eagles, not coin operated and coin operated</p>	<p><b>PAYOUTS</b></p> <p>Vest Pocket Bell                  Lucky Star                  Pacemaker                  Hawthornes                  Gold Medal                  Royal Draw                  Carom                  Mills Four Bells (like new)                  Super Track                  Times                  Skill Times                  Bobtail                  Totalizer                  Assorted New &amp; Used Bells — Chrome Fronts and Others.</p> <p><b>WURLITZER COUNTER MODELS</b></p> <p>Model 41                  Model 81                  Model 71</p>
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**GUNS**  
 Chicken Sam

LEADER SALES CO., 141 N. FIFTH ST., READING, PA.

**NOW IN OUR NEW HOME**  
**4848 MT. ELLIOTT AVE.**

Write Us For Prices On New And Used Games

**AJAX NOVELTY COMPANY** Plaza 1433 DETROIT, MICHIGAN

**PENNY ARCADES**  
 BETTER-EQUIPPED BY MUTOSCOPE

★ No successful Penny Arcade can be complete without such famous stand-bys as these Mutoscope products: PHOTOMATIC, MUTOSCOPE MOVIE MACHINES, MUTOSCOPE "LIGHT UP TOP" CARD VENDORS, SKY FIGHTER, DRIVE-MOBILE, ACE BOMBER, PUNCH-A-BAG, LIFT-O-GRAPH, FORTUNE TELLING MACHINES, DIGGERS, HOCKEY GAMES, AND MANY OTHER FAMOUS MONEY-MAKING MACHINES. FREE Architect Service and Complete Guidance in Successful Arcade Operation. WRITE, WIRE, PHONE IMMEDIATELY . . . IT'S AMERICA'S BIGGEST OPPORTUNITY!

**Penny Arcade Headquarters Since 1895**  
**INTERNATIONAL MUTOSCOPE REEL CO., Inc.**  
 44-01 ELEVENTH ST., LONG ISLAND CITY, NEW YORK

See "Sally Rand" & Gypsy Rose Lee  
 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 ton-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, \$4.75 up. No selling. Send for interesting literature.

**AUTOMATIC**  
 2420 FULLERTON AVE. CHICAGO



## Start Smiling Now!

By RAY MOLONEY

President Bally Manufacturing Company

The coin machine industry has plenty of headaches today—but, after all, when have we lacked headaches?

The tax on coin-operated machines is a burden. But it is a burden which, as Americans, we are proud to shoulder. And it is also a form of recognition which has never before been accorded this industry. The tax will mean less profit for all of us in 1942, but it can also mean a stronger, more stable industry in 1952—an industry with a more secure position in the social and industrial scheme of things in America.

Shortages of materials and curtailment of production present another serious problem. But it is my belief that the research and engineering effort to which this industry has been forced will result in some of the greatest developments we have ever seen.

We have a tough year ahead, but we have plenty to be thankful for. We have been recognized as an industry with a definite place in American life. We are rapidly finding our place in America's gigantic industrial war effort. And we have the ability—proved by the past record of this industry—to surmount difficulties and come out on top.

Ten years from now we will smile at the recollection of our troubles and headaches of today. Why not start smiling now?



J. H. KEENEY, head of J. H. Keeney & Company, Chicago.

## Mt. Clemens Water Offered Operators

NEW YORK, Jan. 24 (MR).—Mount Clemens Water Products Corporation, after exhaustive study of coin machine operators' merchant contacts, announces it will appoint a few reliable and financially responsible men as exclusive distributors for Mount Clemens Sparkling Water.

"The man selected will be given every assistance, including sales helps and displays, and even financial backing to a certain extent," according to Charles I. Berkan, sales director of the firm. "Operators have a most unique merchandising position and they can easily adapt themselves to take over products which are completely foreign to their present business. We are certain that the men who take on distribution of Mount Clemens Sparkling Water will know they have one of the greatest sales propositions ever offered.

"The water has received favorable publicity from PM and other publications relative to its medical and mineral qualities. Liquor men term it one of the greatest mixers known. In addition, Mount Clemens, Mich., the home office of our firm, has become internationally famous because of the beneficial effects of this water.

"Thru arrangements we are working out, the operator's investment will be extremely low and our own finances will make it easy for him to continue on a big distribution basis. We feel our product offers smart, aggressive operators a remarkable opportunity to cash in.

"Our plans also include a depot set-up arrangement in all territories so that operators will have water on hand for immediate deliveries. We feel so certain that operators offer one of the greatest retail merchandising outlets that we are backing this up with everything we have to make it one of the greatest opportunities of a lifetime for coinmen. We are ready to talk the kind of business operators like to hear and we invite them to communicate with us at once and learn for themselves what we have to offer."

## Wurlitzer Showing At Jackson, Miss.

JACKSON, Miss., Jan. 24.—The new 1942 Wurlitzer phonograph was displayed here recently by the F. A. B. Distributing Company. A large crowd of operators from Mississippi and Louisiana attended.

Orders were taken for the new machines by A. M. Mendez, district manager of Wurlitzer, who said the machines will soon be on location.

Representatives of record companies, including J. W. McCarter, Decca Distributing Corporation, New Orleans; Ivan M. Scott, Columbia Records, and J. A. (Army) Brown, record dealer, Jackson, Miss., attended.

It was the largest and most enthusiastic gathering of operators held in Mississippi in recent years and all reported having had a grand time.



# NATIONAL NOVELTY OFFERS QUALITY BUYS . . . NOW WHEN YOU NEED THEM MOST!

Full Stock! Immediate Delivery!

**FREE PLAYS**

Air Circus, New	\$164.50
A. B. C. Bowler	99.50
Air Force	99.50
Attention	39.50
Anabel	29.50
All American	39.50
Argentine	99.50
Bosco	104.50
Belle Hop	87.50
Broadcast	34.50
Bola Way	104.50
Big Parade	134.50
Click	132.50
Commodore	24.50
Captain Kidd	89.50
Double Play	64.50
Double Feature	24.50
Entry	49.50
Five & Ten	132.50
Four Roses	49.50
Four Diamonds	72.00
Formation	29.50
Gold Star	29.50
Gun Club	109.50
Home Run '42	132.50
Hi Dive	79.50

Hi Hat	\$74.50
Horoscope	87.50
Hi Stopper	57.50
Jungle	104.50
Jolly	24.50
Knock Out	124.50
Miami Beach	74.50
Monicker	119.50
Mills Owl	139.50
New Champ	104.50
Nippy	19.50
Pan American	59.50
Polo	24.50
Pursuit	69.50
Rotation	29.50
Star Attraction	104.50
Speed Ball	69.50
Sport Parade	44.50
South Paw	87.50
Super Chubbie	99.50
Super Chubbie, Used	84.50
Scoop	24.50
Sky Blazer	99.50
Seven Up	49.50
Sea Hawk	59.50
Show Boat	84.50
Sluggo	54.50
Super Charger	24.50
Ten Spot	79.50

Texas Mustang	\$109.50
West Wind	84.50
Yacht Club	24.50
Zig Zag	79.50

## ROTOR TABLES



Something NEW! Gets top "class" locations—night clubs, hotels, etc. INVESTIGATE! STEADY INCOME! New, used, \$69.50 up.

WRITE, WIRE, PHONE YOUR ORDER WHILE THEY LAST!

WRITE FOR NATIONAL'S "NEWSETTE" FREE!

"America's Phonograph Trading Center"

## NATIONAL NOVELTY COMPANY

183 MERRICK RD., MERRICK, L. I., N. Y. All Phones FREEPORT 8320

5% DISCOUNT FOR FULL CASH WITH ORDER Money Order or Certified Check

## —NO FEDERAL TAX— CIRCUS

THE NEW COUNTER GAME SENSATION OF 1942. NEW JITTER PIN ARRANGEMENT. AUTOMATIC TILT. WINNERS—RECORDED A PROVEN PENNY GETTER IN ALL LOCATIONS.



WRITE YOUR DISTRIBUTOR OR FACTORY. Order Yours Today \$22.50 Each F.O.B. 2 Per Factory at \$40.00 per Carton

1/2 CASH DEPOSIT ON ALL ORDERS. MFG. BY ATLAS GAMES 6121 LORAIN AVE., CLEVELAND, OHIO

## We've Got What You Want!

- 5 Scientific Batting Practice . . . . . EACH \$119.50
- 3 Western Baseballs . . . . . 55.00
- 4 Evans Ten Strikes . . . . . 55.00
- 5 Grey Head Track Times . . . . . 45.00
- 1 Mutoscope Drive Mobile . . . . . 139.50

1/3 With Orders, Balance C. O. D. Many, many other great values in stock ready for shipment. Write, wire or phone JULES OLSHEIN at

Seiden Distributing Co. 1230 BROADWAY, ALBANY, N. Y. Phone: 4-2109

## WANTED

BAGATELLE MACHINES! WILL PAY CASH!

## ATLAS VENDING CO.

410 N. BROAD ST., ELIZABETH, N. J. Phone: Elizabeth 2-0089

## A NEW KEY PURSE

Genuine leather-zippered. 50 numbered key tabs. Snap off—snap on. Write for prices.

KELLEY-MENNES MFG. CO. Rockford, Illinois

JOIN THE PROFIT RANKS WITH . . .

# THE VICTORY BOARD

REMEMBER PEARL HARBOR . . . Every-body's "ALL OUT" for the grand board that's destined to be the greatest release during 1942! 1200 RE Holes . . . 5¢ per sale . . . Features the sensational V-I-C-T-O-R-Y symbols . . . Takes in \$60.00 . . . Total average payout \$30.45 . . . Total average profit \$34.35 . . . THICK DIE-CUT board . . . Order today for prompt delivery.

POP DEFENSE BUY UNITED STATES SAVINGS BONDS AND STAMPS

**SUPERIOR PRODUCTS 14 N. PEORIA ST. CHICAGO, ILL.**

# NOW IN STOCK EVERY TYPE MACHINE YOU WANT!! ACT QUICK!!!

PHONOGRAPH EQUIPMENT

Mills Throne of Music	\$144.50
Mills Empress	189.50
Keeney Wall Boxes	18.50

Mills Empress with Adaptor for Remote Control	\$224.50
1/3 Deposit With Order Balance C. O. D.	

GEORGE PONSER CO. 11-15 EAST RUNYON ST. NEWARK, NEW JERSEY

# It tells the Public!

That every pin game and other types of coin-operated equipment is helping to win the war by paying an annual government license.

## OPERATORS!

PLACE THESE STICKERS ON EVERY ONE OF YOUR MACHINES!

It's to Your Advantage!

**\$2.00** PER HUNDRED

Especially Attractive. Red, White and Blue. Already Gummed.



ACTUAL SIZE

## SOUTHERN AUTOMATIC MUSIC CO.

542 S. SECOND ST. LOUISVILLE, KY.  
 SOUTHERN AUTOMATIC MUSIC CO., 312 W. SEVENTH ST., CINCINNATI, OHIO.  
 SOUTHERN AUTOMATIC MUSIC CO., 531 N. CAPITAL AVE., INDIANAPOLIS, IND.  
 SOUTHERN AUTOMATIC MUSIC CO., 425 BROAD ST., NASHVILLE, TENN.

Order From Following Distributors Now! Money Order Must Accompany Your Order.

- |   |  |  |
|---|--|--|
| Roanoke Vending Machine Exchange, Inc.<br>533 Center Avenue, N. W.<br>Roanoke, Virginia | Paramount Distributors<br>548 Main Street<br>Beacon, New York      | The R. F. Vogt Distributors<br>Milner Hotel Building<br>Salt Lake City, Utah |
| Arco Sales Company<br>802 North Broad Street<br>Philadelphia, Pennsylvania              | J. W. Winfield Company<br>1018 Main Street<br>Buffalo, New York    | Milwaukee Coin Machine Co.<br>3130 W. Lisbon Avenue<br>Milwaukee, Wisconsin  |
|   | Southern Amusement Co.<br>628 Madison Avenue<br>Memphis, Tennessee |  |



## Industry Mentions Magazines -- Newspapers -- Radio

*The Akron Beacon-Journal*, January 4.—In the United States today there is scarcely an industry which has not tried in one way or another, thru advertising or publicity or public deeds, to become associated in the minds of the people with the American way, to make itself thought of as an essential part of the American scene, to boast a bit because it was of this country and took part in the daily functioning of the nation. Since the emergency, a great deal of flag waving has been done in many industries in an attempt to show how vital they are. Every industry has its place or it would never have become an industry. Some, if they were to cease, would never be missed. Others, if they were to cease, would leave us with a sense of incompleteness, a sense of loss. Music, for example. Records and the instruments for playing them are big industries. We can live without music, but nothing on earth, with the exception of spiritual things, can so influence the people for good, lift their spirits, quickly build morale. The reaction to music is immediate. The first strains heard produce an effect.

### Coin Machines and How They Grew

We of the coin machine industry have maintained that nothing is more purely American than coin-operated machines. They were born and raised in this country. Until we made them no other part of the world had even thought of them. They were invented, built, sold, and zoomed into popularity by Americans.

Advertising of coin machines was done in a few trade papers, seen mostly by people in the industry. There were no radio campaigns, no national advertising spreads, no newspaper ads. And still they became more and more popular, the demand for them steadily grew. People insisted on them. They liked them. The public itself, in large cities and small towns, in crossroad stores, made the coin machine industry the success it is today.

And the men in the coin machine industry gave the public their best, constantly searching for new ideas, building new machines, making them bigger and better, modernizing, redesigning, using every new feature they could find. Manufacturers spent thousands of dollars experimenting, testing, junking failures, trying for perfection.

### The Industry Mention

The foregoing is a long build-up to this industry mention. But this industry mention is one which vindicates us of any flag waving just to get in the patriotic parade. It bears out what we have always maintained—that coin machines are as American as anything can be. They originated here and have been here ever since.

*The Akron Beacon-Journal* sent Frank Goddard, staff photographer, out to make a shot of anything he thought typical of the American small town. The paper wanted to use the picture as the front cover for its rotomagazine section, which is the size of a standard newspaper page. So Goddard looked around and the shot he finally selected, and which the paper used, is a picture of two middle-aged men sitting around the stove in a corner of a restaurant in their home town. One is tilted back in his chair reading a magazine. The other is smoking his pipe with a contented smile on his face, and is leaning slightly against a large automatic music machine. Directly behind the music box is a cigarette vending machine—a Smoketeria, which was put on the market about 1930—an old-timer. The men are dressed as farmers or as small-towners might dress. The stove is an old-fashioned coal burner—the kind fellows in the general store use for salivary target practice.

In his composition the photographer seems to have deliberately tried to give equal importance to the coin machines and to his characters; the machines occupy all the space in the picture not taken up by the men and the stove.

This is the caption that ran under the photograph: "Small Town. Sullivan, O., is a wide place in the road on Route 224 in Ashland County. It has a traffic light, a post office, a bank, two general stores, two restaurants, a hardware store, a specialty shop, two filling stations, two churches, a grist mill and grain elevator, and a printing shop. In other words, Sullivan, population 175, is a small town. There is nothing to distinguish it from other small towns. That is why Sullivan was chosen for this pictorial study of small town life. In the photo here, Felix Pauley, left, and Russell Hopkins relax in the warmth of a stove in one of Sullivan's two eateries."

Publicity such as this is priceless. It cannot be bought. It is honest and sin-

### WE CAN GIVE YOU IMMEDIATE SHIPMENTS!

<b>ARCADE EQUIPMENT</b>	<b>SLOTS</b>	<b>CONSOLES</b>
5 Radio Rifles . . . \$ 69.50	1 5¢ B.F. Slugproof Head, Brown . . . \$75.00	Four Belly . . . \$249.50
1 Dival Bumper Bowling 35.00	1 10¢ B.F. Slugprf. Head . . . 75.00	Jumbo Parade, F.P. . . 99.50
6 Drop Picture Machines 20.00	1 5¢ Extraordinary . . . 45.00	Paco Saratoga, 5¢ & 10¢ 79.50
10 Buckley Oct. Diggers 75.50	1 25¢ Extraordinary . . . 45.00	Mills Square Bells . . . 69.50
3 Photomatics, all for 1650.00	2 5¢ Q.T. . . . . 42.50	Jumbo Parade, P.O. . . 99.50
2 Drivemobiles . . . 195.00	2 1¢ Q.T. . . . . 42.50	Fast Times, F.P. . . . 99.50
2 Batting Practices . . 125.00	1 10¢ Jennings Chief . . 45.00	Kentucky Club . . . . 99.50
5 Microscope Diggers . . 39.50	1 5¢ Galle . . . . . 37.50	Spinning Reels . . . . 95.00
1 1¢ Home Run Gun . . 15.00	1 10¢ Galle . . . . . 37.50	Royal Flush, 5¢ & 10¢ . 75.00
2 Kirk Fortune Scales . 85.00	1 25¢ Galle . . . . . 37.50	
2 Baker's Sky Pilots . . 110.00	1 25¢ Pace B.F. Comet . 47.50	
2 Deluxe Electro Holdis . 50.00	1 5¢ Pace B.F. Comet . . 49.50	
2 Jenn. In-the-Barrel . 95.00	7 5¢ Green Vest Pockets 25.00	
1 Western Baseball, Green . . . . . 45.00	3 Vest Pockets, B. & G. 35.00	
1 Texas Leaguer . . . . 29.50	Can't Be Told From New Factory Reconditioned	
10 Pike Peaks (new) . . 17.50	Blue Fronts . . . . . \$ 95.00	
1 Ace Bomber . . . . . 185.00	Brown Fronts . . . . . 125.00	
Exhibit's Complete Arcade Line.	1 V Model Cigarola . . \$85.00	
	1 XV Model Cigarola . . 85.00	
		4 Singing Towers, Like New, 1941 Model . \$225.00
		1-2-3s
		1939 Model . . . . . \$45.00
		1940 Model . . . . . 90.00

### FIVE BALL FREE PLAYS

ABC Bowler \$75.00	C. O. D. \$15.00	Holdover . . . \$25.00	Progress . . . \$32.50
Airport . . . 17.50	Dixie . . . . . 35.00	Jungle . . . . . 33.50	Repeater . . . 42.50
All American . 45.00	Do Boy . . . . . 25.00	Jolly . . . . . 22.00	Rotation . . . 25.00
Attention . . . 45.00	Dude Ranch . 39.50	Limelight . . . 25.00	Score Champs . 20.00
Bandwagon . . 39.50	Double Feature 25.00	Leader . . . . . 37.50	Speed Demon . 30.00
Bally Beauty . . 29.00	Four Aces . . . 35.00	Landslide . . . 25.00	Speedway . . . 30.00
Big Town . . . . 22.00	Four Roses . . 55.00	League Leader 42.50	Sea Hawk . . . 59.50
Bowling Alley . 22.00	Formation . . . 27.50	Lot of Fun . . . 17.50	Sport Parade . . 45.00
Big Six . . . . . 18.00	Flash . . . . . 15.00	Lucky . . . . . 19.00	Sky Ray . . . . 62.50
Big Show . . . . 22.00	Fifth Inning . 17.50	Majors . . . . . 59.50	Sky Line . . . . 39.50
Bangs . . . . . 15.00	Fantasy . . . . 15.00	Metro . . . . . 45.00	Stratoliner . . . 45.00
Brite Spot . . . 22.50	Four Diamonds 62.50	Mascot . . . . . 22.50	Sparty . . . . . 22.00
Barrages . . . . 50.00	Flagship . . . . 20.00	Merry GoRound 29.50	Triumphs . . . . 20.00
Commodores . . 22.00	Flickers . . . . 45.00	Mr. Chips . . . 20.00	Twin Six . . . . 69.50
Circus . . . . . 15.00	Follies . . . . . 20.00	Nippy . . . . . 20.00	Topper . . . . . 15.00
Chubby . . . . . 15.00	Glamour . . . . 25.00	Ocean Park . . 17.50	Vacation . . . . 22.50
Cadillac . . . . 25.00	Golden Gate . . 15.00	O'Boy . . . . . 20.00	Yacht Club . . . 22.50
Charm . . . . . 25.00	Gold Star . . . 39.50	Polo . . . . . 25.00	Wow . . . . . 39.50
Cowboy . . . . . 17.50	Headliner . . . 17.50	Pot Shots . . . 30.00	Zombie . . . . . 42.50

We Buy, Sell or Trade All Types of Coin Operated Equipment. 1/2 Deposit—Balance C. O. D.

CLEVELAND COIN MACHINE EXCHANGE, 2021 Prospect Avenue, Cleveland, Ohio

"THERE'S ALWAYS A BETTER BUY" AT LEHIGH  
 WE WILL PAY CASH FOR CHICAGO COIN ALL STAR HOCKEY  
 SEND FOR COMPLETE LIST ON ALL USED GAMES.  
 LEHIGH SPECIALTY CO., 2nd & Green Streets, Philadelphia, Pa.

## A ROUTE FOR SALE

65 Pieces containing 35 Machines with 15 remote work and 30 Pin Games containing High Hands, Club Bells and latest Games of all kinds. Average take on all \$600.00 weekly. Will sell for \$30,000.00 cash. Two trucks, office equipment all included. Reply to BOX D-163, Care The Billboard, Cincinnati, O.



From The Akron Beacon-Journal, January 4. Frank Goddard, Photographer.

ere. Goddard takes pictures for a living. He has no frons in the fire of the coin machine industry. He was after a "typical" picture. Typical means "exhibiting the essential characteristics of a group: emblematic."

There is hardly a person in this country today who has not, at some time or other, operated a coin machine. All are familiar with them. In spite of much unfavorable publicity from various sources which were against anything not of direct benefit to themselves, coin machines have become one of the major interests in this country, and from here have spread to all parts of the world.

Public acknowledgment of them was greater in 1941 than ever before, and that is good. Radio performers have recognized the popularity of the machines and, always in the lead in using material with the greatest audience appeal, they have used references to coin machines in many of their scripts. Hardly a week goes by without one or more of the leading radio performers using coin machines in their material. Other mediums have followed suit and 1941 saw coin machines in newspapers, magazines, used as symbols in cartoons and as props in motion pictures. With few exceptions, comments on the coin machine industry were favorable.



WILLIAM RABKIN, head of the International Mutoscope Reel Company, New York.

St. John, N. B.

ST. JOHN, N. B., Jan. 24.—The trend toward substitution of phonos for orchestras in dance halls and niteries continues. The machines were installed as an experiment because of musician scarcity.

Illuminated coin machines of all kinds are subject to the air raid precautions regulations now in effect thru the maritime provinces. All lights must be turned off at the sound of the sirens for test and genuine blackouts. No light can be left burning unless there is somebody detailed to extinguish it when the sirens first sound. Maritime provinces, chiefly along the Coasts, are the most vulnerable Canadian territory to enemy air and submarine attacks, because of geographical location to Germany and enemy occupied France.

Mississippi

NATCHEZ, Miss., Jan. 24.—Distributors and operators are enjoying a good run of business over the State, according to Lester Griffin, of the Mississippi Vending Company, Philadelphia, Miss. Griffin says his company looks to 1942 with confidence.

The M. & L. Novelty Company, Byron O. Modesitt, manager, has recently installed a number of new and used machines in this area.

G. V. Announces New Gum Wrapper

NEW YORK, Jan. 24 (MR).—Miss A. M. Strong, of G. V. Corporation, announces that Clove Gum has a new luer wrapper. Aluminum foil has been eliminated because of defense requirements.

"The new wrapping material," Miss Strong explained, "is a combination of paper, cellophane and other moisture and air-proofing materials, is sealed just as air-tight, with hot wax, as the other wrapper. It is at once apparent that the American Chicle Company has overcome what might have been a serious problem for a company not equipped to make such a change."

"This is just another example of the advantage offered to operators who trade with a substantial, reliable company. They have the satisfaction of knowing that the firm will continue to make unlimited efforts, not only to provide them with their requirements of vending gum but to maintain uniform, high quality merchandise properly packed for vending use."

IT'S GENCO AGAIN!

DEFENSE

GENCO'S NEWEST and GREATEST!

GENCO

BUILDS GREAT GAMES

2621 N. ASHLAND AVE. CHICAGO, ILL.

BADGER'S BARGAINS

GUARANTEED RECONDITIONED PAYOUT MACHINES

Table listing various payout machines and consoles with prices, such as 1941 Pace Saratogas for \$99.50.

Terms: 1/3 Cash Deposit With Order, Balance C. O. D. Write Today for Our Big 32-Page Catalog; Hundreds of Bargains.

BADGER NOVELTY COMPANY

2546 N. 30TH STREET

MILWAUKEE, WIS.



H. F. MOSELEY Pres.-Treas.

IMMEDIATE DELIVERY

BRAND NEW MACHINES IN ORIGINAL CRATES

Table listing Bally and Keeney machines with prices, such as Bally Pimlico Table Model for \$271.50.

JOBBER AND DISTRIBUTORS Write or Wire for Your Quantity Price

MILLS

Table listing Mills machines with prices, such as Four Bells, Straight 5¢ for \$680.00.

PACES

Table listing Paces machines with prices, such as Races, 5¢ Regular, Cash Pay for \$425.00.

BAKERS

Table listing Bakers machines with prices, such as Paces DeLuxe, 5¢ Play, Convertible for \$400.00.

NOTICE—THE ABOVE MACHINES ARE BRAND NEW AND PRICES ARE SUBJECT TO CHANGE WITHOUT NOTICE.

"FLOOR SAMPLES AND MACHINES USED LESS THAN TEN DAYS, GUARANTEED LIKE NEW."

Table listing floor sample machines with prices, such as 2 Mills Four Bells, like new, perfect in appearance for \$495.00.

The Following Machines Are Used and Offered Subject to Prior Sale. PRICES SUBJECT TO IMMEDIATE CHANGE WITHOUT NOTICE.

Large table listing various machines under categories: ONE BALL, COUNTER GAMES, CONSOLES, and other specific models.

1/3 Cash Deposit must accompany order, balance C. O. D. Write and ask to be put on our mailing list. Above prices effective January 31, 1942.

MOSELEY VENDING MACHINE EX., INC.

00 Broad St., Richmond, Va.

Day Phone 3-4511—Night Phone 5-5328

CAR TRIPPE Price Plus Guaranteed Satisfaction. Includes a graphic of a car and a speech bubble saying 'Always a SQUARE DEAL WITH IDEAL'.

RECONDITIONED FREE PLAY GAMES For IMMEDIATE DELIVERY

Table listing reconditioned free play games with prices, such as 3 Anabel for \$27.50 each.

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.

WILL PAY CASH for Free Play Pin Games, Consoles, Counter Games, Slot Machines and other Coin-Operated Equipment, any quantity. Send complete list.

AUTOMATIC SALES CO.

203 SECOND AVE., N., NASHVILLE, TENN.

THE ONE ONLY ORIGINAL SEEBURG JAP COMPLETE FIGURE

Japanese . . . Japanese . . . Japanese . . . Is All We Hear. Install two Jap figures on your present Seeburg Ray Guns...

THE P. K. SALES CO.

6TH & HYATT

CAMBRIDGE, OHIO, U. S. A.

Support your Government in this national emergency. Build a wall of defense by buying Defense Savings Bonds and Stamps.

★ ★ MINOCO PRODUCTIONS ★ ★

presents

STAR-SPANGLED GREETINGS

featuring for 1942

- GENE KRUPA \* \* CAB CALLOWAY \* \* GWEN WILLIAMS \* \*
- CLAUDE THORNHILL \* \* COUNT BASIE \* \* BOB CHESTER
- \* \* BILL ROBINSON \* \* CHARLIE SPIVAK \* \* DICK TODD
- \* \* BARRY WOOD \* \* THE JESTERS \* \* MARY JANE
- WALSH \* \* MORTON DOWNEY \* \* GERTRUDE NIESEN \* \*
- LANNY ROSS \* \* JANE PICKENS \* \* WILLIE HOWARD \* \*
- THE ETON BOYS \* \* CAROLYN MARSH \* \* MICHAEL BARTLETT
- \* \* THE KIDODDLERS \* \* SYLVIA FROOS \* \* PATRICIA
- ELLIS \* \* THE CHARIOTEERS \* \* GUS VAN \* \* FIFI
- D'ORSAY \* \* THE LANDT TRIO \* \* BEVERLY ROBERTS \* \*
- MEN AND MAIDS OF MELODY \* \* EVA ORTEGA \* \*
- SMITH AND DALE \* \* KING SISTERS \* \* CONNIE MAX-
- WELL GIRLS \* \* THE KORN KOBBLERS \* \* DELTA RHYTHM
- BOYS \* \* GINGER HARMON \* \* JOY HODGES \* \* CARSON
- ROBISON AND HIS BUCKAROOS \* \* WINI SHAW \* \* TAMARA
- \* \* FRANK NOVAK \* \* GRACE McDONALD \* \* MICHAEL
- LORING \* \* RADIO ROGUES \* \* MARLYN STUART \* \* BOB
- HANNON \* \* EMERY DEUTSCH GYPSY ORCHESTRA \* \*
- ESMERELDY \* \* THE MARTINS \* \* BENNY FIELDS \* \*
- MITCHELL AYRES \* \* HERBIE KAY \* \* DAVE SCHOOLER
- \* \* ALVING REY \* \* JOHNNY LONG \* \* THE PATRIOTAIRS
- \* \* DEL CASINO \* \* ELEANOR FRENCH \* \* THE DEEP RIVER
- BOYS \* \* CAROL DEXTER \* \* THE STAR DUSTERS \* \*
- MILDRED FENTON \* \* LUBA MALINA \* \* CARTER AND
- BOWIE \* \* SUNNY O'DEA \* \* MARCELLA HENDRICKS \* \*
- CHARLES CURRAN \* \* ANITA BOYER \* \* NORO MORALES
- \* \* RUTH CLAYTON \* \* DIXIELAND JAZZ BAND \* \* MILT
- HERTH TRIO \* \* TOMMY REYNOLDS \* \* WARREN HULL \* \*
- EVELYN BROOKS \* \* MARCHETA \* \* WAKELY TRIO \* \* FATS
- WALLER \* \* ARTIE CONROY \* \* THE ROOTIN' TOOTERS
- \* \* GAYE DIXON \* \* RICARDO \* \* CLARENCE NORDSTROM
- \* \* "TEX" ALLEN \* \* JACK SHILKRET \* \* THE SARONGS \* \*
- LUCKY MILLINDER \* \* THE YANKEE DOODLERS \* \* SISTER
- THARPE \* \* VAL ALEXANDER \* \* TONY PASTOR \* \* BLUE
- BARRON \* \* LES HITE \* \* MAXINE SULLIVAN \* \* TEDDY
- POWELL \* \* DICK ROBERTSON \* \* GENE AUSTIN \* \* JOHN
- FEENEY \* \* WILL BRADLEY \* \* JOHNNY MESSNER \* \*
- MIKE RILEY \* \* DIANA FONTAINE \* \* RAMONA \* \* LINDA
- KEENE \* \* RHYTHMETTES \* \* SHEP FIELDS \* \* AND MANY
- OTHERS AS ANNOUNCED.

FEATURING THE TOP POPULAR CURRENT SONG HITS  
THE TOP NAME BANDS \* \* THE TOP RECORDING ARTISTS \* \*  
LEADING ARTISTS OF RADIO \* \* SCREEN \* \* STAGE

We acknowledge with thanks . . .

the fine co-operation of officers, executives, and personnel of Soundies Distributing Corp. of America, Inc., and of the Panoram Distributors and Operators of the United States during the past year . . . . .

. . . . . And for 1942 . . .  
the quality of pictures from Minoco is indicated by this opinion from The Billboard: "The first 1942 program of Minoco is the best ever released from any source for the Panoram Screen."  
That quality will be maintained!

JACK BARRY, President.

MINOCO PRODUCTIONS, INC.

38th Floor NEW YORK CITY 444 Madison Ave.

★ ★ Postage Stamp Vender a Necessity ★ ★

LOS ANGELES, Jan. 24 (MR).—Success in the vending machine field depends entirely on the product or commodity offered thru the machine. It would be impossible to find a product more in demand than United States postage stamps.

Post offices and substations are too inadequate to supply conveniently the enormous number of stamps the public demands. Therefore, retail stores of all kinds are forced as a matter of accommodation to handle loose stamps for their customers. Loose stamps are sold at a loss to the merchant. Losses result thru soilage, tearage and pilferage, to say nothing of the investment in stamps. The Shipman Sanitary Postage Stamp Dispenser, made by the Shipman Manufacturing Company, is solving the nuisance of loose stamp selling by stores.

The Shipman automatic stamp dispenser has two coin mechanisms and two separate compartments. One side sells four 1-cent stamps for a nickel; the other side sells three 3-cent stamps for a dime, thus allowing a penny service charge from each stamp customer. The stamps are delivered in sanitary cardboard folders which serve as a container for the unused stamps. Over the period of the past eight years that these machines have been in service from Coast to Coast, it has been proved that stamp customers use these machines extensively, and many stamp customers actually prefer to make their purchases thru machines.

The Shipman machine eliminates the danger of the stamps being cut off in the center, representing a total loss of the stamp so cut. Two rolls of stamps cost the operator \$20 to load each machine. The sanitary folder-type of machine permits the operator to place as few folders of stamps as he desires in each machine, thus keeping his stamp inventory down to a minimum, and permitting the operator to service his machines whenever, and as often as he prefers.

The business of operating a route of postage stamp venders is comparable with the highest type of investment available. It offers security of investment, substantial earnings, minimum of attention and a genuine service to the public.

★ ★ Al Rodstein Makes Philly "Who's Who" ★ ★

PHILADELPHIA, Jan. 24.—The Philadelphia Dispatch, January 18, in its first listing of the new year of "Who's Who in and About Philadelphia," again gave recognition to the amusement machine industry. To Albert M. Rodstein, head of Arco Sales Company, pinball machine distributor, goes the distinction of being the first this year to be singled out by the newspaper, selected as "deservedly prominent in industrial, professional and mercantile activities."

In the brief sketch that follows Rodstein's name in the newspaper's prized honor roll is a glowing tribute to the industry as a whole as well. It reads:

"Among the various sources from which the annual business turnover is derived in Philadelphia, one of more or less extensive proportions is the distribution of coin-operated amusement machines. In this connection, it is a pleasure to introduce to our readers Albert M. Rodstein, who operates the Arco Sales Company, distributor of this class of machines thruout the country, and also the Independent Specialty Company, with headquarters at 802 North Broad Street.

"Rodstein's machines are one of the



FRED MILLS, president of the Mills Novelty Company, Chicago.

foremost advancements in coin-operated apparatus of recognized merit. His machines represent a standard of the highest quality in this line and are in use among an extensive clientele whose confidence he enjoys.

"Rodstein, who attended Northeast High School, has been identified in the business for the past seven years and is equipped with a thoroly trained knowledge of the requirements of the business, and eminently fitted for the successful administration of his extensive enterprise.

"A man of sterling integrity, keen business judgment, he takes a keen interest in civic welfare and commercial progress. He is a member of Standard Lodge No. 3 of the Judaic Union, and he is interested in all classes of sports, which constitutes his recreational hobby."

ASSURE STEADY INCOME—BIG PROFITS FOR THE DURATION with

ROOVERS NAME PLATE MACHINES



Soldiers-Sailors Best Customers

Roovers Name Plate Machines now on location near camps, training stations, and wherever there are large groups of soldiers and sailors are receiving exceptionally heavy play. In fact, it has been a revelation to us to learn how fast the boys use up the metal strip and how frequently they re-order.

\$140.00 ea. F. O. B. Brooklyn, N. Y. 1/3 With Order, Bal. C. O. D.

For details on how You can cash in on THIS BIG PROFIT BUSINESS.

WRITE TODAY TO—

ROOVERS

(Est. 1883) Joseph M. Lotsch, Pres. 3601 14th Ave. BROOKLYN, N. Y.

FREE PLAY CONSOLES PIN GAMES

WE ARE STILL DELIVERING!

DISTRIBUTORS FOR LEADING MFRS.—WRITE, WIRE OR PHONE.

MIAMI COIN MACHINE EXCHANGE, INC.

809 S. W. 8th STREET

MIAMI, FLA.

3-4033

1942

## Year 1942 Will Reward Fighters

By JAMES A. GILMORE

Secretary-Manager, Coin Machine Industries, Inc.

THIS article is predicated upon the assumption that as long as coin-operated machines are made and as long as there are coin-operated machines to sell, there will always be a coin machine industry.

It is confidently to be expected that coin-operated machines will be made and sold as long as the public continues to patronize them for the entertainment, amusement, recreation and services they provide.

The year 1941 proved conclusively that the public accepts these machines at their true worth as providing whichever of the above mentioned they are seeking and are willing to spend their money to obtain it. This proof is established by the undisputed fact that 1941 was the most profitable year the operators have ever experienced.

The outlook for 1942 in this respect is even better than for 1941. Fear, worry, distress, unrest and uncertainty are all the effects of war that few, if any, can avoid. At such times and under such conditions it is the most natural thing in the world for human beings, especially Americans, to seek fun, play, recreation and relaxation.

We of the coin machine industry, as well as hundreds of thousands of others, including the boys in training camps and the soldiers in cantonments, know that the various types of coin-operated machines provide the surcease from cares and troubles they are seeking at a much less cost and in a much



O. D. JENNINGS, head of O. D. Jennings Co., Chicago.

more wholesome and helpful manner than many other forms of recreation.

Therefore, the most constructive trends in the coin machine industry for 1942 are to be optimistic, have faith, hope and courage. There never was a time in the history of this industry, or any other industry, when more closely knit organization and more unselfish co-operation were needed. Now is the time when the morale of the industry can and will be best sustained by devoting individual efforts to unselfishness, loyalty and wholesome spirit of working together for the ultimate good of all. That is co-operation.

It is up to you as a manufacturer, and you as a distributor, and you as a jobber and you as an operator, to work together as a harmonious whole, with the thought uppermost in your minds that, thru your collective optimism and unselfish co-operation the coin machine industry will survive the war period and emerge from it a bigger and better industry in which to be engaged. 1942 Will Reward Fighters!

# BIG NEW MARKET FOR SECOND-HAND PHONOGRAPHS

A new hook-up between Mills Panoram and various other makes and models of coin phonographs is now sweeping the country. Several of our Panoram operators are interested in securing second-hand phonographs for this combination. Please send us list of your best offers, which we will forward to our customers. Mills Novelty Company will charge no sales Commissions to either party on these deals

PANORAM SALES DEPARTMENT

## MILLS NOVELTY COMPANY

4100 FULLERTON AVE., CHICAGO

**MILLS PHONOGRAPHS**  
BELLS TABLES  
Distributor CONSOLES  
**KEYSTONE NOVELTY & MFG. CO.**  
26th & Huntingdon Sts. Philadelphia, Pa.  
Baltimore Office:  
515 Cathedral St. Baltimore, Md.

### SPECIALS - - - GUARANTEED LIKE NEW

MILLS Late Model Four Bells, \$299.50 | MILLS Late Model Jumbo Parade, \$99.50  
Cash and Check . . . . .

MILLS Three Bells. Write for Prices.

Complete stock of MILLS' NEW SLOTS on hand for Immediate Delivery

We have the largest stock of USED SLOTS in Mills, Jennings, Pace and Wailing. Write for Price List and Circulars.

**SICKING, INC.** 1401 Central Parkway, Cincinnati, Ohio.  
927 E. Broadway, Louisville, Kentucky.

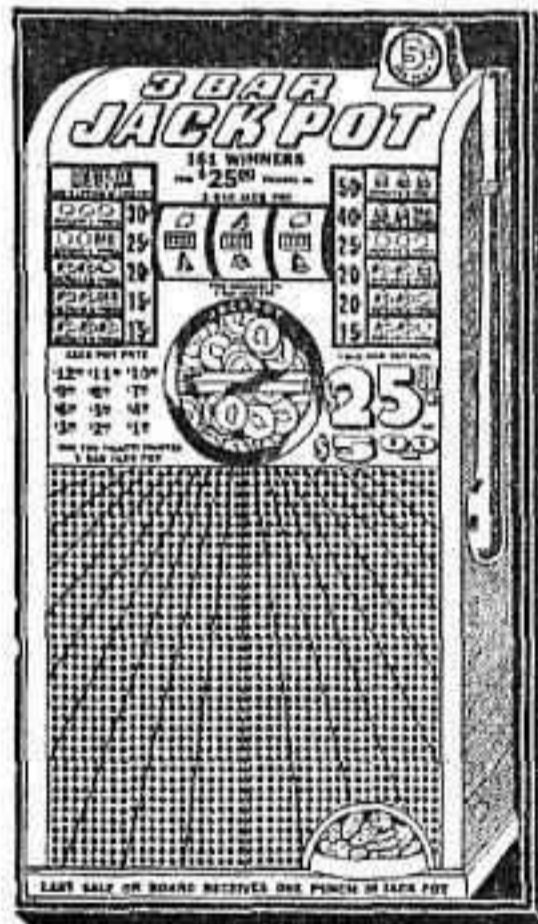
## HIGHEST PRICES—SPOT CASH NOW!!!

We want 5,000 Mills, Pace, Jennings Slots (Jackpot Bells), Console Models, Pace Reels or Saratogas, Paces Races, Black or Brown (needed at once).

Write Quick—Give Serials and Descriptions—We Mean Cash—

All makes repaired, rebuilt, made like new. We have America's finest factory facilities, lowest prices, work guaranteed, estimates given. Why bother with so-called jobbers. Come to headquarters for real satisfaction. Our 15 years' unparalleled success is our reference.

**QUICK ACTION NOW PACE MFG. CO., INC.**  
MAKES YOU MONEY 2909 Indiana Ave., Chicago, Illinois



## 3 BAR JACKPOT F-5240

1640 Holes — Takes in \$82.00  
Pays Out Average \$48.69 — Av. Profit \$33.31

PRICE \$5.40 EACH

### OTHER FAST SELLERS

- 1025 Hole, F-5280, Wonder 3 Bar Jack pot at . . . . . \$4.03
- 1200 Hole, F-5275, Horses at . . . . . 5.80
- 800 Hole, F-5270, Pocket Dice at . . . . . 2.80
- 720 Hole, F-5255, Pocket Jack at . . . . . 2.75
- 600 Hole, F-5305, Royal at . . . . . 3.13

**CHAS. A. BREWER & SONS**

Largest Board and Card House in the World  
6320 Harvard Ave. CHICAGO, U. S. A.

# GRAND OPENING ALLIED AMUSEMENT CO.

1424-26 Central Parkway, Cincinnati, Ohio

Thursday, January 29, Afternoon and Evening

Operators, Jobbers, Distributors and Manufacturers are cordially invited to attend this GALA PARTY. A NEW FIRM—A NEW Building—but the Management has years of experience in the Coin Machine Business.

MILT SOFFER, President

"We Buy and Sell Anything That Takes a Coin"

- |   |   |
|---|---|
| 15 Cash Jumbo Parades, latest model, used only three weeks . . . . . \$105.00 | 1 Zig Zag, Free Play . . . . . \$65.00                |
| 30 Club Model Columbias, gold award, practically new . . . . . 75.00          | 1 Majors '41, Free Play . . . . . 55.00               |
| 1 ABO Bowler, Free Play . . . . . 75.00                                       | 1 Rotation, Free Play . . . . . 20.00                 |
| 1 Star Attraction, Free Play . . . . . 75.00                                  | 1 Limelight, Free Play . . . . . 20.00                |
| 1 West Wind, Free Play . . . . . 65.00  | 2 Sport Specials, One Ball, Free Play . . . . . 85.00 |
|   | 1 Chrome Vest Pocket, 5¢ . . . . . 37.50              |
|   | 1 Mills 1-2-3, '39 Model, Free Play . . . . . 40.00   |

Terms: 1/3 Deposit, Balance C. O. D.

### GEM CITY DISTRIBUTING COMPANY

530 NO. 2ND STREET

QUINCY, ILL.

Your original investment in Defense Savings Bonds, Series E, will increase 33 1/3% in 10 years.



**EVANS' CHAMPION SUPER BOMBER NO TAX**

A phenomenal flying arsenal of super thrills for defence-minded America! Hailed with bomb-bursts of enthusiasm... acclaimed the outstanding achievement among war games. Absolutely unlike anything ever offered. Put SUPER BOMBER on location for super-profit-action! **NOT A GUN!**

**BUY DEFENSE BONDS TODAY**

**TAX FREE EVANS' GAMES**

**PLAY BALL TOMMY GUN TEN STRIKE**

ORDER TODAY While Delivery is Assured!

**H. C. EVANS & CO., 1520-1530 W. Adams St., CHICAGO WEST COAST** Factory Sales Representative  
**MAC MOHR CO. 2016 W. PICO BLVD. LOS ANGELES, CALIF.**

**There'll Always Be an England**

Now that the United States is in the war and the coin machine industry is facing, at least partially, the same situation which was before the coin machine business in England at the inception of the war, the question has been raised a number of times as to "what happened in England when the war began there?" The question goes on to include the situation after more than two years of war—are any machines being manufactured—what is the status of distributors and operators?

The *Billboard* is able to bring some light to bear on these questions, having contact with the English coinmen thru the London representative of *The Billboard*. We quote from a dispatch dated September 1, 1941: "The cutting off of imports from America at war's start did for a while seem to present the manufacturers here with a wonderful opportunity. . . . In the earlier period during 'the phony war' from September, 1939, to the start of the blitz a year later, it is known that machines were produced by Streets Automatics, J. G. Brenner, Cliff Barret, British American Novelty Company and Clements."

It is definitely known that Clements is still producing machines at this date, altho it has not yet been ascertained at this writing whether others are still producing machines.

It should be noted that the British manufacturers, small in numbers and having limited production facilities, are under far greater stress than manufacturers in the U. S., having to contend with bombings, tighter labor supply, lack of materials and other factors unknown to American manufacturers.

Advertising in *World's Fair*, British amusement and coin machine trade paper, is equal to that of pre-war days. Many quotations from it have been given in *The Billboard's* columns. It is interesting to read how they have come to accept bomb damage as an ever-present problem and danger—yet not unsurmountable.

Naturally a large portion of the trade in England insofar as coin machines are concerned is conducted by distributing firms which have reconditioning services. The parts supply appears to be good.

Because the coin machine firms are forced to move at times, it is impossible to keep a real check on the number still in business. An estimate of the number still active may be made, however, from the number of advertisers in *World's Fair*; in the most recent issue there are 22 advertisements. It may be said that there are more in addition to the 22 who advertised. The most recent issue of the paper on file here is the November 22, 1941, issue.

An optimistic piece appears in the paper's column "Automatic Gossip." It says: "London is much more peaceful than it was this time 12 months back. We point out that there are many opportunities for those who care to combine their business with a little pleasure on a visit here.

"The main reason London firms desire to see provincial customers come to London is that they would, by so doing, be able to inspect for themselves the varied and large stocks which flow thru their establishments. They may thoroly test any particular line which takes their fancy." The article concludes: "Those who make personal visits will also be able to appreciate why some-

times there is a delay in sending machines ordered. Horwitz is insisting on his mechanics devoting whatever time may be essential to reliably overhaul used machines before resale."

The operating picture appears good, altho, as may be expected, there is at times disappointment in securing machines desired. Arcades are plentiful in the inland cities. During the height of the blitz season and expected invasion many arcades were moved inland from coastal cities following the evacuation of people from these areas.

Some arcades have been destroyed in bombings, but it is indicated that the irreplaceable machines lost in this manner have not seriously depleted the supply of machines on hand. The variety of machines is large even tho most of them are old. Judicious trading and reconditioning have served to give variety to the machines on location. Some of the games appearing in advertisements are such old-timers as Bally Reserves, Bubbles, Fiesta, Majors, Gun Club, Odd Ball, Stop-and-Go, Tally Ho, Reel 21, St. Moritz, Airport, Sky-Hi, old bell machines and 12-record phonographs. The last-named machines are scarce and not many are offered for sale.

Many manufacturers, distributors and operators have been called by the military, and their businesses are being operated by wives, parents or older employees.

The coin machine business in England has not laid down and curled up because of Hitler's guns and bombs. The coinmen of Great Britain have the spirit exemplified in the tune *There'll Always Be an England* and have continued actively in business despite hazards and hindrances that we in America cannot even begin to comprehend.

**A REAL MONEY-MAKING BOARD THE "CIGARETTE VENDOR"**

Exceptionally attractive 4-color board . . . A real eye-catcher and money-grabber! Give your profits a boost with this most popular "hot" number.

**1500 Holes**  
**Takes In ... \$30.00**  
**Pays Out (average) 80 Packs**  
**Don't miss out on these plus-profits!**

**WRITE FOR NEW FREE CATALOG**

**AJAX BOARD CORP. • 54-56 BLEECKER STREET • NEW YORK**

**TAX FREE COUNTER SENSATION!**



**BAKER'S**

**KICKER and CATCHER**

**100% MECHANICAL**  
**100% LEGAL! 100% SKILL!**

The all-time all-skill counter hit! Service-free mechanism—no batteries . . . no wires!

**IDEAL FOR ARCADES**

Latest Ruling Penny Play  
**NO TAX \$29.75**  
 F. O. B. Chicago

**BAKER NOVELTY CO., Inc.**  
 1700 Washington Blvd. CHICAGO  
 WEST COAST Factory Sales Representative  
**MAC MOHR**  
 2916 W. Pico Blvd. LOS ANGELES

**Guardian Service Kit**

The finest Kit of electrical parts ever made! It's by **GUARDIAN**—it's the **BEST!** Pays for itself in the first few service calls! Contains Silver Point's, Leaves, Lifters, Switches, Bakelite Bushings, Separators, **CONTACT POINT ADJUSTERS**, Brass Rivets and Copper Pic-Tail Wire.

**\$7.50** Complete

**RUSH YOUR ORDER QUICK!!**  
 Enclose 1/2 Deposit  
 Bal. C. O. D.

**Plastic Bumper Assemblies**

POSTS, REGULATORS, Etc., FOR RE-MODELING OLD PIN GAMES!! ORDER NOW—WHILE THEY ARE STILL AVAILABLE! Specify Large or Small Sizes and Colors.

**RUSH YOUR ORDER QUICK TO THE PIONEER PARTS HOUSE THAT KNOWS YOUR PROBLEMS!!**

**GET IT FROM BLOCK**  
 They Have It IN STOCK

**BLOCK MARBLE COMPANY**  
 1527 FAIRMOUNT AVENUE PHILADELPHIA, PA.  
 ASK FOR OUR FREE PARTS AND SUPPLIES CATALOG!



**DAVID C. ROCKOLA**, head of the *Rock-Ola Manufacturing Corporation*, Chicago.

**BARGAINS FROM DAVE MARION**

Kirk Scale . . . \$100.00	10¢ Pace Mys. . \$44.50
Imps . . . . . 4.00	Cub . . . . . 4.00
Acc . . . . . 4.00	Columbia G.A. . 44.50
Wurlitzer 61 . . 79.50	5¢ Q.T. . . . . 37.50
Pikes Peak . . . 12.50	Mercury DeLuxe . 14.50
Marvel . . . . . 14.50	Klix (New) . . . 7.50
Pok-o-Reel . . . . 9.50	Esquire Vender. . 7.50
2 Mills 1¢ Q.T.'s, latest blue md., used 2 wks. 59.50	

1/3 Deposit Required—Draft or Money Order.

Write for Complete Bargain List,  
**MARION COMPANY**, Wichita, Kansas.

## Gottlieb Game; Keep 'Em Flying

CHICAGO, Jan. 24 (MR).—"Timely, realistically atmospheric and patriotic in appeal . . . that's Keep 'Em Flying, new Gottlieb free play game scheduled for public appearance February 2," announces Nate Gottlieb.

"A full complement of all the elements that make for gripping appeal has been incorporated in Keep 'Em Flying," declared Gottlieb. "Built around a theme that is uppermost in the American mind today—aviation—this new game provides vivid, play-it-again action that has already proved itself thru many weeks of grueling location testing. Our distributors most enthusiastically endorse the game as a machine that operators can depend upon to keep 'em playing. An added attraction, and one that has been widely and favorably commented upon, is the reproduction of a Defense Stamp on the backboard. It remains lighted at all times, whether or not the machine is in play, and gives the operators, as well as the location owners, another welcome opportunity to participate in America's defense program. Naturally, with the nation's great needs taking precedence over all else, Keep 'Em Flying production will be restricted. I strongly advise those who wish to take advantage of the play which this game can and will inspire to do so by placing their orders early. Insofar as production will permit, orders will be filled in order of receipt and by fair and square allocation.

"I think it significant of the morale of the coin machine industry that our new game is so warmly welcomed by



PERC SMITH, head of the arcade division of the Exhibit Supply Company, Chicago.

all," Gottlieb stated. "Of equal significance is the grand spirit with which the distributors and operators, as well as the manufacturers, have accepted the curtailments resulting from the national emergency. A chin-up, give-'em-hell, make-the-best-of-it attitude such as we all have adopted is characteristic of the American spirit and of great importance to our particular industry. It signifies that we are not dissipating our energies in weeping and wailing. Rather, we are co-ordinating our individual and collective efforts in sensible activities as befits mature men in a stable business. I for one—and I know there are many others in the industry who feel the same way—consider this present situation in the light of a tempering process that, tho' it came unwelcomed and will end with our cheers, will make of the industry and its members a group to be proud of in the economic set-up of the nation. That is what we have rolled up our sleeves for today . . . what we look forward to for tomorrow."

### Helping Hand

McKEESPORT, Pa., Jan. 24.—The church helped the coin machine business here, indirectly, a couple weeks ago.

Came the day for the city fathers to stamp the new stickers for coin machines, as required by a new ordinance. But the solons could find no stamping machine. Someone remembered that a near-by church had a numbering stamper. When asked for his machine, which is about 25 years old, the clergyman chuckled, turned it over to city officials for use in facilitating location of the coin games.

# MILLS

THE GREATEST NAME IN COIN-OPERATED MACHINES

You are invited to submit your inquiries and problems to the house that has served you steadfastly for fifty-three years. MILLS NOVELTY COMPANY, 4100 FULLERTON, CHICAGO

## ★ ★ FLORIDA SPECIALS ★ ★

Jumbo Parades . . \$115.00	Vacations . . . \$22.50	Rotations . . . \$19.50	Spottens . . . \$17.50
Square Bells . . 79.50	Formations . . . 32.50	Summertime . . 19.50	Fox Hunts . . 27.50
Saratoga . . . 84.50	Cadillacs . . . 22.50	Powerhouses . . 27.50	Sportys . . . 19.50
Baker's Pacer . 150.00	School Days . . 44.50	Follies . . . 21.50	Broadcast . . 47.50
Paces Races . . 79.50	Sport Parades . 47.50	Triumphs . . . 17.50	Lone Star . . 19.00
Derby Days . . 34.50	Gold Stars . . 32.50	Mr. Chips . . . 17.50	Bordertown . . 32.50

And many others to pick from. Call, Write or Wire for Complete List.

HARBOR AMUSEMENT SALES COMPANY 800 West Ave., Miami Beach, Fla.

### "ECONOMIZE WITH ECONOMY"

WRITE FOR OUR NEW FREE CATALOG TODAY FEATURING ALL PARTS AND SUPPLIES!!

Compare our prices for Bulbs, Fuses, Rubber Rings, Balls, Plunger Tips, Coin Chutes, Coin Slides, Locks, Collection Books, Tools, Wire, Fustats, Plunger Rods, etc., etc.

ECONOMY SUPPLY COMPANY

642 TENTH AVE., NEW YORK CITY

(Phone: Circle 6-8652)



## AL TABAKOF SAYS:

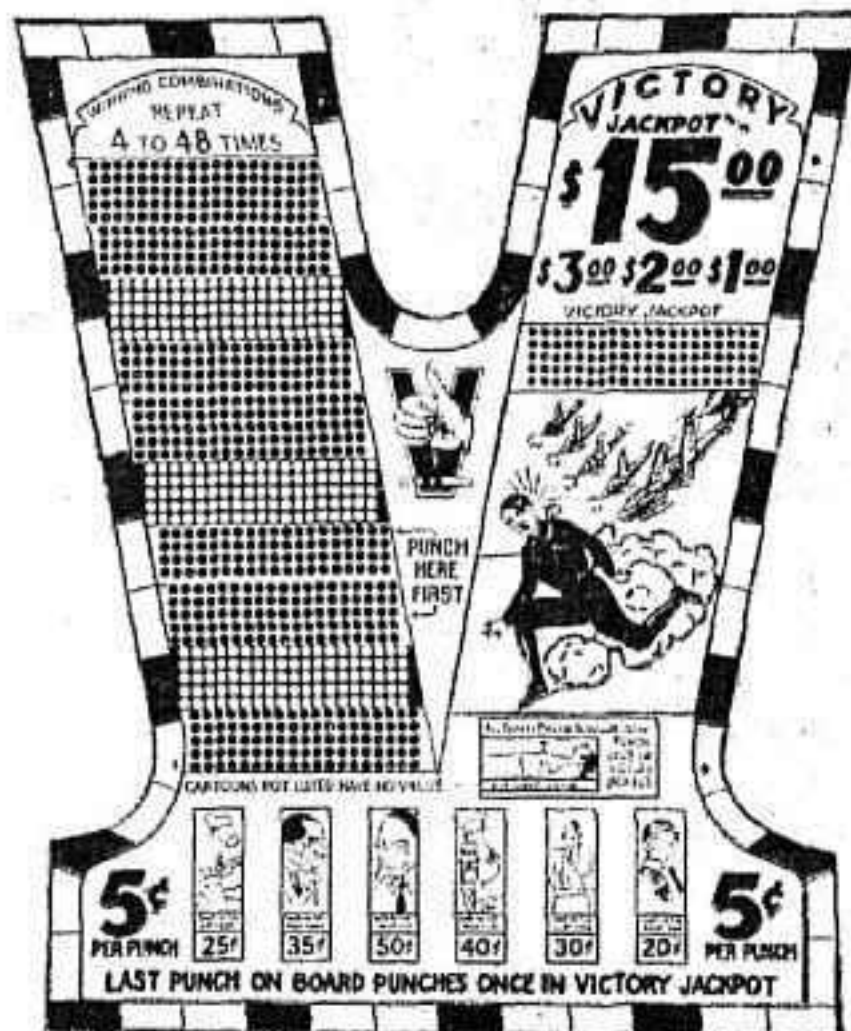
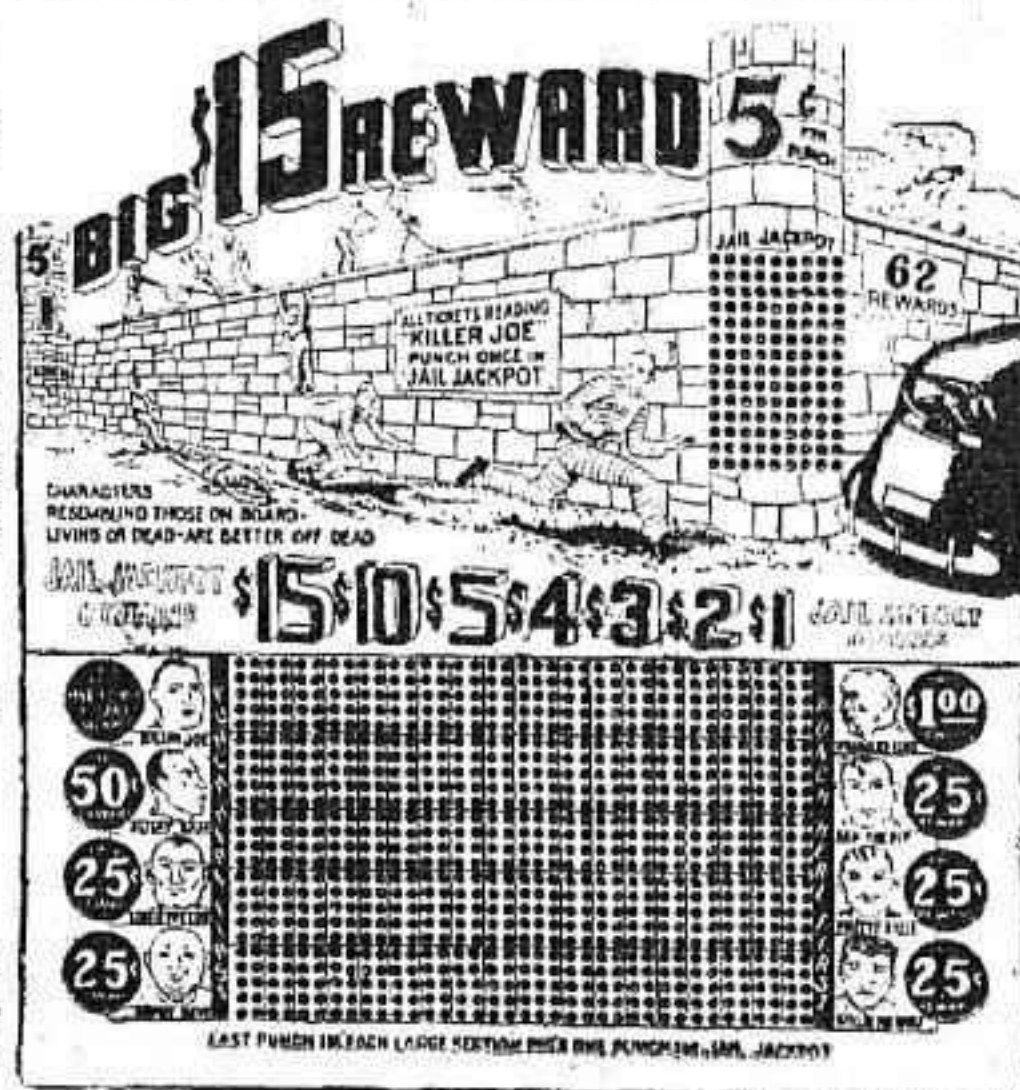
NO KIDDING, FELLERS: IT'S "THUMBS UP" FOR BIGGER TAKES WITH GLOBE'S NEW MONEY - MAKING DIE-CUT BOARDS.

HERE ARE THREE OF THE NEWEST, FASTEST-MOVING GLOBE BOARDS

### 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! Jail Jackpots pay from \$1 to \$15. ORDER THIS BOARD AND GET YOUR REWARD!

1000 holes—	
5c a shot	\$50.00
Pays out:	
Consola-tions . . .	\$16.00
Jackpot	
average	5.32
Sections	2.66 23.98
Average profit	\$26.02



### VICTORY

Will be yours in your drive for bigger profits with the red-hot, money-making Victory Board. It's timely and your customers will love trying to down the dictators . . . you'll love watching them up your take. Victory jackpot pays up to \$15. You'll be "Blitzkrieged" with nickels on this exciting, colorful die-cut board!

1000 holes—	
5c a shot	\$50.00
Pays out:	
Jackpot	
average . . .	\$ 4.68
Consola-tions . . .	16.80
Last sale . . .	1.17 22.65
Average profit	\$27.35

### OH MAMMY!

What a profit-booster this terrific, die-cut board is! Mammy will bring in the nickels faster than you can say "Sho Nuff." Over 80 winners . . . Mammy Jackpot pays out \$1 to \$15. Slot-machine symbols. Feature: Mammy has MOV-ABLE EYES! Order today and let Mammy change yo luck and boost yo take!

1200 holes—5c a play	
Takes In . . . . .	\$60.00
Pays Out (Average) . .	28.60
Average Profit . . . . .	\$31.40



WRITE FOR OUR COMPLETE CATALOG OF MONEY-MAKING BOARDS



FOR DEFENSE BUY UNITED STATES SAVINGS BONDS AND STAMPS

# GLOBE

PRINTING COMPANY

1023-25-27 RACE ST., PHILADELPHIA, PA.

**ASK THE MAN WHO OWNS ONE!**

*Chicago Coin's*  
**ALL STAR HOCKEY**

Without a doubt—the industry's greatest invention in years. Hundreds now on location attest to the tremendous earning power of the game. All Star Hockey will be the leader for years.

**LIMITED PRODUCTION MEANS FEWER GAMES—SO NOW, MORE THAN EVER BEFORE...**

*Keep In Mind The Maker's Reputation!*

**CHICAGO COIN MACHINE CO.**  
 1725 W. DIVERSEY  
 CHICAGO

*Buy DEFENSE BONDS and STAMPS!*

**War and the Cigarette Machine Operator**

By BURNHART GLASSGOLD

Sales Manager Arthur H. DuGrenier, Inc.

THE history of cigarette machine operation is not a long one and what there is of it should be cherished, not only by operators of this type of merchandising equipment but by the entire coin machine industry.



fair prices, and it didn't take long for the men in the army camps to find this out. The result was a boom in business for the operator and good publicity.

That's what counts! When we've licked Italy, Germany and Japan and the war is over and men return to normal life, the good impression gained by legitimate endeavor thru offering honest dollar value will remain with American men.

Just as we at Arthur H. DuGrenier, Inc., have pledged ourselves to continue with the same service and attention to operators' problems that we offered in peacetime, because we feel duty-bound to this credo, it is important for the operators of merchandising equipment to offer the same service at the fair price! It is not only important, it is vital to the entire coin machine industry because the operator has the role of liaison officer between our industry and the public. And what is more, it is every operator's patriotic duty!

We who are engaged in the cigarette merchandising phase of our industry, from the manufacturer thru the distributor and jobber to the operator, are now laying the foundation for another chapter in this history.

What can the operator do to insure a continuance of his business—his livelihood? The answer is simple. Maintain service with his present equipment without profiteering. The first will keep him in business. The second will augment his reputation in the eyes of the consuming public.

The above statement was illustrated dramatically to me on a recent trip I made to visit a few operators who are located near army encampments and operate in the surrounding territory. It seems that the influx of thousands upon thousands of men into these towns that have a normal peacetime population of but a few thousand has brought boom times to the local merchants. Many of them were quick in grasping the fact that the soldiers had to buy from them or not at all. Immediately prices went up in entirely disproportionate relation to value—even on standard-brand goods. Soldiers grumbled and some of the rumbblings reached the ears of our newspapers and national magazines. That was bad publicity for the local merchants.

However, the cigarette machines were at the same locations doing business at

**SPECIAL!**

**REPLAY PIN GAMES**

Glamour ... \$24.50	Polo ... \$29.50
Progress ... 24.50	Doughboy ... 29.50
Pylon ... 24.50	Three Score ... 34.50
Bally Beauty ... 24.50	Score-a-Lino ... 34.50
Speedway ... 24.50	Boom Town ... 39.50
Speed Demon ... 24.50	Red, White & Blue ... 39.50
Drum Major ... 24.50	50 Grand ... 39.50
Big Show ... 24.50	Gold Star ... 39.50
Bowling Alley ... 24.50	Band Wagon ... 39.50
Oh Johnny ... 24.50	Big Chief ... 39.50
Thriller ... 24.50	Repeater ... 39.50
Line Up ... 29.50	Big Time ... 39.50
Sparky ... 29.50	Defense ... 39.50
Dude Ranch ... 29.50	Ump ... 39.50
Dixie ... 29.50	Wow ... 39.50

Write for prices on our large stock of late model replay pin games.

**TO AVOID DELAY, GIVE SECOND CHOICE**  
 1/3 Deposit, Balance C.O.D.  
**MILWAUKEE COIN MACHINE CO.**  
 3130 W. Lisbon Ave., Milwaukee, Wis.

**HI-WISE GUY!**

We Predicted Prices Would Go Sky High NEVER FEAR—WE HAVE 5000 GAMES HERE!

**NEW GAMES IN STOCK**

**NEW MILLS VEST POCKET BELLS—BLUE & GOLD WITH OR WITHOUT METERS. WRITE FOR PRICES.**

Exhibit Air Circus \$164.50	Genco Victory ... \$149.50	Bally Pimlico ... \$271.50
Exhibit Big Parade 149.00	Gottlieb 5 & 10 ... 149.50	Bally Turf King ... 259.50
Keeney Super Bell 325.00	Keeney 2-Way Bell 354.00	Bally Fairmont ... 283.50
Bally Convoy Ray Gun ... 210.00	Mills Jumbo Parade, F.P. ... 174.50	Mills Owl ... 165.00
Mills Jumbo Parade, Convertible Free Play & Payout—Mint Vendor ... \$209.50	Jennings Bobtail, Free Play ... \$219.50	Keeney Four-Way Bell ... 485.00

New Mills Original Chrome Bells—5¢ Play—Original Crates ... 185.00

**FACILITY REBUILT SLOT MACHINES**

Mills Blue Fronts—5¢ Play—Stipple Finish—Light Cabinets ... \$115.00
Mills Bonus Bell—1¢ or 25¢ Play—Like New ... 150.00
Mills Cherry Bell—10¢ or 25¢ Play ... 95.00
Mills Q. T. Blue Front—Nickel Play—Late Models ... 49.50
Jennings Silver Chief, 5¢ or 10¢ Play—Latest Models ... 99.50
Mills Club Bell Console—5¢ or 10¢ Play ... 175.00
Jennings Chief Console—10¢ Play—Latest Type ... 125.00
Jennings Chief—Nickel or Dime Play ... 89.50
Groetchen Columbia—Chrome Bells—5¢, 10¢ or 25¢ Play ... 74.50
Mills Brown Front—Dime or Quarter Play ... 125.00
Pace Rocket—Slug Proof—Nickel or Dime Play ... 59.50

**AUTOMATIC PAYOUT CONSOLES**

Evans Lucky Lucro \$175.00	Pace Saratoga, 10¢ \$ 79.50	Jennings Fastime ... \$ 89.50
Mills Square Bell, Factory Recond. ... 84.50	Cabinet ... 120.00	Jenn. Good Luck ... 54.50
Evans Lucky Star, 7 Coin ... 149.50	Jenn. Bobtail, 25¢ Pl. ... 145.00	Jenn. Bobtail ... 135.00
Mills Four Bell, 5¢ Pl., Factory Rebuilt ... 325.00	Pace Saratoga ... 89.50	Ex. Tanforan ... 44.50
	1937 Dominoes ... 39.50	Mills Jumbo Parade, Factory Rebuilt ... 140.00
	Bally Royal Draw ... 164.50	

Write for Complete Price List, New and Used Games.  
 TERMS: 1/3 Deposit, Balance Sight Draft or C. O. D.

**MONARCH COIN MACHINE CO.**  
 1545 N. FAIRFIELD AVE. (PHONE ARMITAGE 1434) CHICAGO.

**Superior Host To Many Visitors**

CHICAGO, Jan. 24 (MR).—With the cancellation of the 1942 Coin Machine Convention, Superior Products, sales-board manufacturer, also shelved its plans for its previously announced open house. Said the firm: "Since the war has magnetized the nation's interest, Superior deemed it wise to suspend activities in that direction. This decision was reached because the United States is engaged in a greater problem—that of winning a war."

"However, despite the fact that large scale plans were terminated, Superior extended a welcome to all who desired to visit the plant. An elaborate exhibit at the factory was on display and a friendly welcome was extended to all. Many took advantage of this opportunity and inspected our offerings."

George Sax, Superior chief, suggests that operators continue with business in the usual way, taking advantage of every opportunity that comes their way. "By this," said Sax, "I mean that operators should be prepared to cope with production problems, delivery hindrances and various shortages that undoubtedly will present themselves. The best way to do this is to prepare ahead of time for such eventualities." He concludes: "Remember that the public will seek amusement—more so because of the strain ahead."

**BERT LANE Says**

**KEEP PUNCHIN' WITH BONDS!!**

**SEABOARD SALES, INC.**  
 619 10th Ave., N. Y. Wisconsin 7-5688

**ONE BALL FREE PLAY**

One-Two-Three (1939) ... \$35.00
One-Two-Three (1940) ... 80.00
Gold Cup Console ... 30.00
Victory ... 30.00

**CONSOLE PAYOUTS**

Jumbo Parade (High Head) ... \$119.50
Bob Tail ... 92.50
Longhamps Jr. ... 30.00
Good Luck ... 30.00
Square Bell ... 57.50
Sugar King ... 52.50
1938 Track Time ... 97.50

Terms: 1/3 Deposit, Balance C. O. D.

**WANT TO BUY FREE PLAY GAMES OF ALL TYPES.**

**OLIVE NOVELTY CO.**  
 2625 LUCAS AVE. ST. LOUIS, MO.  
 (Phone: Franklin 3620)

**JENNINGS CIGAROLAS** \$265.00 ~~265~~ \$197.50

Slug Proof Coin Heads, LATEST MODEL With Optional Feature USED ONLY 3 WEEKS

**GENERAL NOVELTY CO.**  
 521 North 16th St. Milwaukee, Wisconsin

**BUY DEFENSE BONDS**

**WANTED—FOR CASH**

Majors and Home Runs. Write-wire lowest price.

**NEW CITY SALES CO.**  
 4335 W. Armitage Ave. CHICAGO, ILL.



# From Yellow-to-Red-White-Blue

By C. E. Vetterick, Advertising Manager,

O. D. Jennings & Company

"RECOGNITION." This has been the coin machine industry's idea of Utopia for almost a score of years.

Members of our industry, and a good percentage of the general public as well, have realized that sensationalism, as practiced in the past by newspapers, periodicals, movies and radio, has constantly exaggerated certain isolated aspects of this business. The legitimate activities, the economic significance, the wholesome and nationally popular entertainment features of our industry, usually were "cut to two inches and put on page 10."

Headlines we have had, in painful and depressing abundance; the yellow headlines of sensationalism,

gossip, scandal. Favorable publicity has been limited, for the most part, to feature stories about new coin-operated gadgets, the brain child of sheer ingenuity.

Today, however, the picture is vastly different. Yesterday's yellow headlines have disappeared. Newspapers, periodicals, movies and radio have more important subjects for today's readers and audiences. The market for sensationalism disappeared with the peaceful repose of Pearl Harbor. Today's news and features are of a different pattern. Headlines have changed from yellow to red-white-and-blue.

And today, the coin machine industry is receiving more headlines than ever before in its history. Most of them are of the red-white-and-blue variety. Today, distressing "yellow" incidents are being relegated to page 10.

Today, the coin machine industry is in action along new fronts. We are providing the stuff that makes red-white-and-blue headlines. Probably no other single industry is receiving such an "about face" from newspapers, magazines, movies and radio. A glance at The Billboard's column, "Industry Mentions," is sufficient to show that we are in the news everywhere. The credit for all this goes largely to the Music Division of our industry in its nation-wide promotion of Any Bonds Today? and the current Keep 'Em Flying. However, thruout our industry there is an electrified spirit and determination to win which will keep the headlines coming.

Today, "recognition" of the coin industry is the realist of realities. Of course, we're too busy to pay much attention to all this. We are too happy to be of honest service to Uncle Sam in beating the bullies, to care whether anything more is being accomplished. Thought of reward, recognition, or any other "what's-in-it-for-me" attitude, just doesn't belong.

Today, along with all red-blooded Americans, we are interested only in making the Eagle's claws so sharp that not only will we win this war, but that never again shall America be insulted, that never again shall free people be threatened.

But later on, when the war has been won; when the American Eagle is again secure against all "comers"; when once again it can be "business as usual" in the coin machine industry, then, "RECOGNITION" again will be our industry's goal. Perhaps, at that time, it shall be a not-so-distant one.

## DESTROY NAZI-JAP PAGANISM IN A CIVILIZED WORLD!!

BUY U. S. DEFENSE BONDS AND SAVING STAMPS—FOR DEFENSE!!

-- SEE -- UNIVERSAL'S LATEST "DEFEND FREEDOM"—ALL PRIZES PAYABLE IN U. S. DEFENSE Bonds and Savings Stamps—In Newest Box O'Do Style!!

A Net Total of . . . . . 20 BRAND NEW HITS IN KEEPING WITH UNIVERSAL'S Established Original Ideas—IN LATEST LEATHERETTE JEWEL BOX—4-Color VANITY CASE AND GADABOUT BOX—Box O'Do Style—The Most Sensational IMPROVEMENT EVER IN TICKET GAMES!!

"V FOR VICTORY" IN SPECIAL RED, WHITE, BLUE SYMBOL TICKETS!!



Takes in 1380 Tickets @ 5¢ . . . . . \$69.00  
Pays Out (Average) . . . . . 39.75

Profit (Average) . . . . . \$29.25

HITS—PROFITS GALORE—"DEFEND FREEDOM," "V FOR VICTORY," "UNITED WE STAND," "PACIFIC PATROL," "PRIVATE JOE," "DARK HORSE," "HIT THE PILL," "HUNTER'S PARADISE," "BIG CITY," "BIG BINGO," "WHIRLING BELLS," "DO OR DON'T," "ROLLN' DOUGH," "BINGO JACKPOT," "BOOM TOWN," "THE SCOREBOARD," "AROUND THE WORLD," "TAKE IT OR LEAVE IT," "MYSTERY REELS," "SMACK THAT BALL"—WHY DELAY!!!—ORDER TODAY!!!

Universal Manufacturing Company, Inc.  
405 E. 8TH ST. KANSAS CITY, MO.  
Dept. BB-45  
"WE MANUFACTURE ONLY"

## FOR SALE!

50 COIN OPERATED SILENT MOTION PICTURE MACHINES

Can be furnished with either 1c or 5c coin chutes. Capacity, 200 feet of 16mm. silent film. Can show 40 feet for 1c or 100 feet for 5c. Operates on AC current. Large supply of standard films available, such as Charlie Chaplins, Joe Louis Prize Fights, Comedies, News Reels, etc. Machines have handsome phonograph style cabinets. Easy to place in saloons, hotels, restaurants, candy stores, etc. Film cost is about 10c per week for each machine.

Operators' Price. . . . \$149.50 Each

Original cost over \$250.00 each.

Do not reply unless you have the cash and can come to New York to see the machines.

D. ROBBINS & COMPANY  
503 W. 41st Street New York City



MAX LEVINE, head of the Scientific Machine Company, New York.

# DO YOU WANT IT?

## FINANCIAL SECURITY NOW

and

### FOR YEARS TO COME—

*Assured* with the **WORLD'S GREATEST MONEY MAKERS!**

**Keeney's**  
**SUPER BELL Console**  
The triple appeal console that triples profits. Player wins on 1, 2 or all 3 rows.  
**2 Way SUPER BELL**  
It's **PROVEN** a gold mine. 2 coin chutes, 2 can play. 1, 2 or all 3 row appeal.  
**4 Way SUPER BELL**  
Greatest of all consoles. 4 chutes, 4 play at the same time. 1, 2 and 3 row appeal.

*And THE GUN THAT TRIPLES YOUR PROFITS ON EVERY SPOT!*

**Keeney's SENSATIONAL SUBMARINE**  
Actually shoots ball bearing bullets in rapid fire action. Get yours now!

**J.H. Keeney & Co.**  
6630 S. ASHLAND AVENUE  
CHICAGO, ILLINOIS

## NATIONAL VALUES

<b>5 BALL FREE PLAY GAMES</b>	Anabel . . . \$27.50	Lancer . . . \$26.00	Rockola Deluxe, Rockolite . . \$169.50	Wurlitzer 500, Piano Keybd., Slug Rej., Without Rej. \$179.50
Brite Spot . . 27.50	Limelight . . 27.00	Rockola '40 Jr. Console on Std., Bullt InSpkr. 109.50	Wurlitzer Counter Model 61 . . 79.50	
Big League . . 27.00	Lite o Card . . 27.50	Rockola Imperial 20, Illum. Sides & Grilles . . 89.50	Wurlitzer 616, Illum. Sides & Grilles . . 79.50	
Bowling Alley. 24.50	Mascot . . . 27.50	Rockola Imperial 20, Reg. . . 79.50	Wurlitzer 616, Reg. . . . . 65.00	
Big Town . . . 24.50	Oh Boy . . . 24.50	<b>ARCADE EQUIPMENT</b>		
Bally Beauty. 24.50	Playmate . . 37.00	Scientific Bat. Practice . . \$149.50	Keeney Anti-Aircraft . . \$59.50	
Congo, 1 or 5 Ball . . . . 27.50	Polo . . . . . 27.50	Keeney Air Raider . . . 114.00	Chicken Sam . . 44.50	
Dixie . . . . . 27.00	Powerhouse . 29.00	Evans Ten Strike . . . . . 79.50	Bally Lucky Strike, Bowl. 39.00	
Double Feature 30.00	Punch . . . . 27.50	West'n Baseball 79.50	Daval Bumper Bowling . . . 35.00	
Follies, '40 . . 24.00	Summertime. 24.50	Rockola Ten Pins . . . . . 69.50	Texas Leaguer 34.50	
Home Run . . 29.50	Speed Demon. 29.00	Write for List of Late Reconditioned Phonographs. Terms: 1/3 Deposit, Balance C. O. D., F. O. B. Chicago.		
Jolly . . . . . 24.50	Three Score . 32.00			
	Yacht Club . . 22.50			

## NATIONAL COIN MACHINE EXCHANGE

1411-13 DIVERSEY BLVD. (Phone: BUCKingham 6466) CHICAGO

### A NEW RED, WHITE AND BLUE JAR DEAL

2048 Tickets: Takes in \$102.40  
Pays Out \$ 72.00  
Profit: \$ 30.40

Sample Deal - - \$ 1.50  
Dozen Deals - - \$15.00

Jobbers, Write for Quantity Price

We Manufacture a Complete Line of Jar Tickets, Tip Books, Baseball Dailys, Etc.  
Write Us for Prices.

**MUNCIE NOVELTY CO., Inc.**  
P. O. Box 823, 1416 S. Walnut St., Muncie, Ind.

## PALISADES NOVELTY DISTRIBUTORS

655 PALISADE AVE. CLIFFSIDE PARK, N. J.

**SPECIALISTS** In Evans Keeney & Bally **AUTOMATICS**

We Buy and Sell All Free Play Games! Write for Our Prices—Quote Us Your Prices.

**Fun for a Penny**

**WRITE TO-DAY**  
FOR COMPLETE INFORMATION  
about these  
**SUCCESSFUL EXHIBIT CREATIONS**

**48 YEARS IN THE ARCADE BUSINESS**

**BUY DEFENSE BONDS**

**EXHIBIT SUPPLY CO. • 4222-30 WEST LAKE STREET • CHICAGO**

## EVERYBODY'S BUYING NOW!

**FREE PLAYS**

Zig Zag  
Crystal Gazer  
Jungle  
Super Chubbie  
'41 Majors  
Snappy  
Play Ball, Belly  
Barrage  
Boontown  
Silver Skates  
Belle Hop  
Click  
Wildfire  
Sport Parade  
4 Diamonds  
Gold Star  
Velvet  
Stars  
Selute  
Zombie  
Flicker  
Attention  
All American  
Metro  
Paradise  
Big Chief  
Bandwagon  
Line Up  
Fleet  
Sparky

**CONSOLES**

Super Bell  
Mills Jumbo  
Late Head  
Watling Big  
Game  
Flashing Ivorys  
Pace's 1939  
Saratoga, 5¢  
Jenn, Fastime  
Liberty Bell  
Triple Entry  
Good Luck  
Evans' Gallop-  
ing Dominoes  
Jungle Camp  
Pace Races  
'41 Lucky Lucre  
Square Bell

**PAYTABLES**

Grandstand  
Grand National  
Hawthorne  
Long Shot  
Kentucky  
Pacemaker  
Santa Anita  
Sport King  
Thistle-down  
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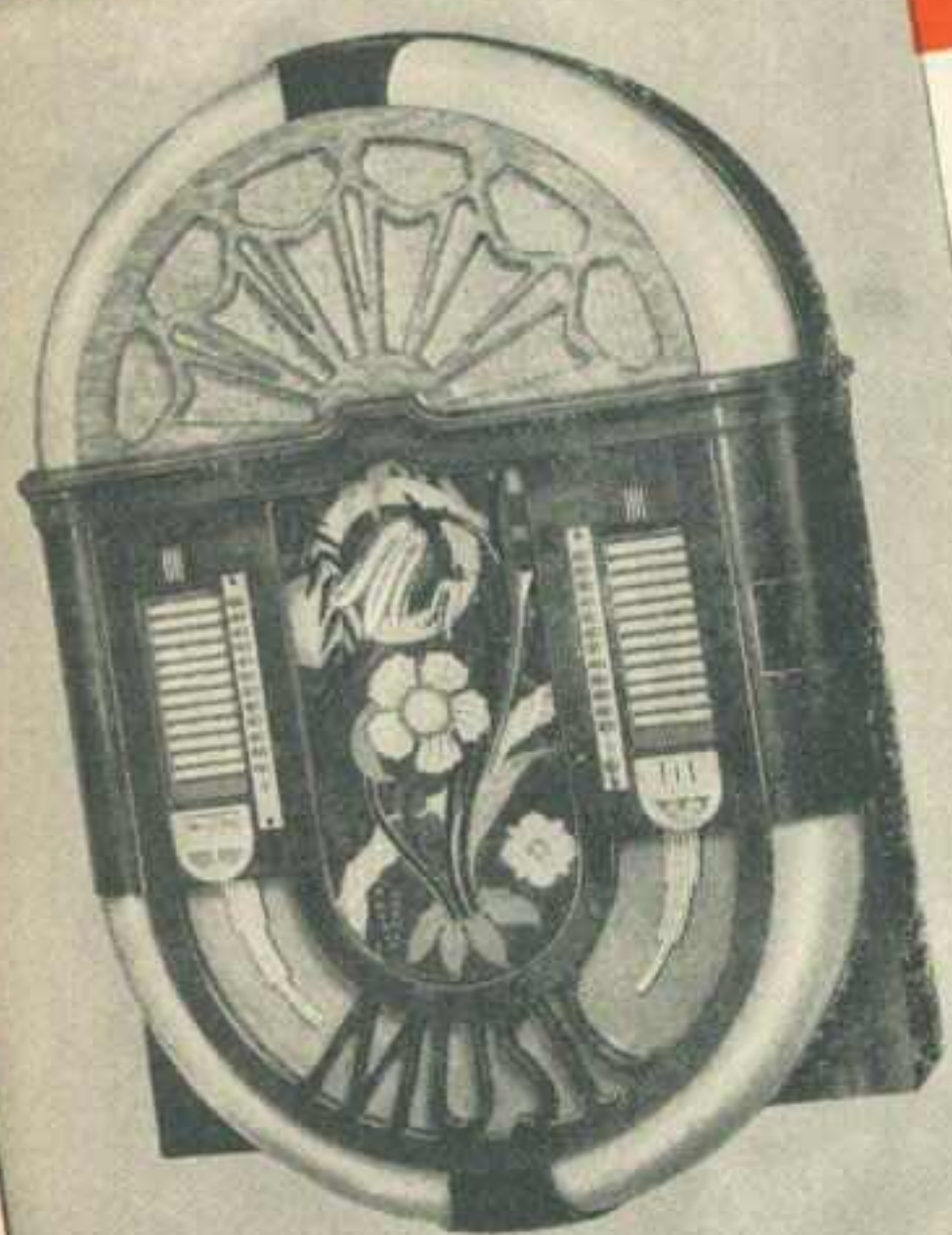
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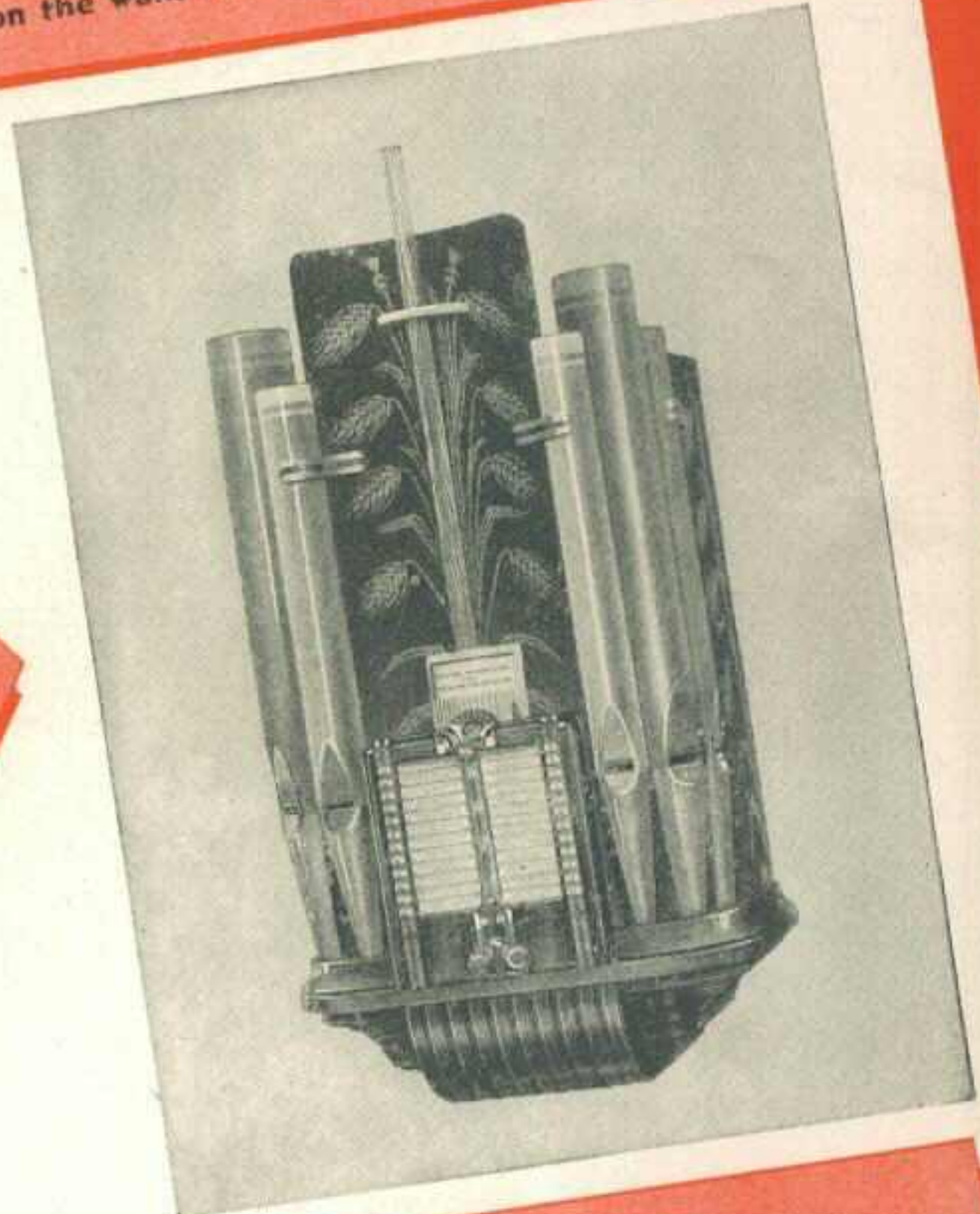
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