DONNA ATWOOD
Newest Star of ICE CAPADES OF 1942
For Its 45-Week Trans-continental Tour of United States and Canada

Management: ICE CAPADES, INC.
FREDDY MARTIN
AND HIS ORCHESTRA
offer thanks to
MAESTRO MUSIC
Company
who gave us our great hits!

"PIANO CONCERTO"
"TODAY WE LOVE"
"WHERE IN THE WORLD"
"CARMEN CARMELA"

TOP-RANKING
VICTOR-BLUEBIRD
ARTIST

WILL SELL OVER 1.000,000
RECORDS IN 1941

RECENTLY COMPLETED 10 MONTH ENGAGEMENT AT THE FAMOUS COCOANUT GROVE — RETURNING SOON

EXCLUSIVE MANAGEMENT: MUSIC CORPORATION OF AMERICA
**MORE LIVE RADIO TIME**

**EDINBURGH**

**Indoor Circus Opportunities**

A review of circuses in the years of 1938 and 1939 reveals information that circus promoters should be able to use profitably. These years are cited because there was a great competition between the business done by outdoor and indoor circuses during that time.

The season of 1938 was one of the worst ever experienced by outdoor circuses. Many early closings took place that year. But during the 1938-39 season nearly every major indoor circus did good business. This year even the last mentions in their history. The Hamil-Morton Shrine show at Philadelphia, for example, is the most successful indoor show ever held there, and the St. Louis Police Circus was done very well in its history.

The close of the 1938-39 summer season found the circus still doing well for the count. With few exceptions, most shows were doing well, with only early closings.

In fact, not only did indoor circuses enjoy good business in the winter season, but also in the hard years of 1938-39, and last winter, after a good 1940 canvas season, business held up nicely for indoor shows.

There are possibly a number of reasons for the good business of indoor shows, but one seems obvious: Most indoor circuses have good business of indoor shows, but reason is that they are exchanging letters with many organizations that are prospective sponsors.

Pointing this out is not to suggest that outdoor circuses strive to play union. What it means is to suggest that they are cementing the bond of the.Teeed by the union. There will remain a pit problem. Altiso apparently pit bands will not be open. could not be confirmed today.

**NEW YORK** Oct. 20—Comparative earnings of the indoor and outdoor program shows weekly carried on New York stands indicate an encouraging increase in live broadcasting over last year. Charts indicate higher listening to WAGD, WABC, and WNBC, as usual, has very little recorded material.

Among the most remarkable increases, which are seen not only in live talent but in the stations reported that the increased talent has brought an increase in the number of live talent in the field. And this increase is due to the fact that many of the stations report that the increased talent policy in preparation for the increased wattage.威士坦 starts operating at the increased power in about a week, with WINS set to begin about the first week, and the other stations will follow soon.

WMCA and WNEW show no important changes in the number of live hours broadcast, other than the slight additions for the increased wattage. WNEW is broadcasting a number of names and semi-names, as John N. Kennedy and Bob Considine, both on WINS. John W. Bankhead on Sept. 1, the WABC and WINS production schedules since the stations have increased wattage.

Breakdown of hours on WQXX, which jumps to 2,000 hours a week in 1939, due to the fact that the managers of the stations are doing a great job in preparing for the increased wattage. This week's increase in the number of live hours will continue to the same policy, (See N. Y. Live Time Increase on page 7)

**World's Foremost Amusement Weekly**

**Most N. Y. Stations Using Fewer Waxes and Raising Talent Budget; Phila. Disks Now Up to 50 Pct.**

**EDINBURGH**

**Interned Performer Waxes Jar of Hair Straightener**

On January 4, Bernard-Bernt wrote from the internment camp in Germany that he was an interned artist and asked that he be released to make a certain color entertained in this country.

As long as he wrote again from Germany:

Faint thanks for inserting my letter in The Billboard, but sorry to say I have not heard from any of the folk. Too bad, as I have one or two things still necessary. Most important is a jar of hair straightener. I am writing this letter to you so that if you'll be so good as to send me a large jar of Negro Hair Straightener on credit. My hair is beginning to look like a bush. I will refund the cost of the same as soon as I get my money. A jar, please.

"By the way, mail for internes is post-free or by American Red Cross. Our mail is going to China and do far favor for an old professional."

**Hub Legit's 1000G Weeks**

**Musicians and Theater Circs Fail In Effort To Iron S. S. Dispute, Orks May Complete Current Runs**

**Sunbrock Seeks Accounting From Ferguson, Bergen**

**CHICAGO, Oct. 26—Sunbrock, rodeo and thrill show promoter, has sued a petition to his attorneys, Dorsch and Jacobson, in the United States District Court here, charging that he has been defrauded of $100,000 by William F. Ferguson, Richard P. Bergen, and Richard P. Bergen, doing business as the Sunbrock-Richardson-Richardson Enterprises, seeking redress for alleged unsuccessful accounting for Social Security taxes and a settlement of the estate. A report that the Strand here would close temporarily for the winter, that the Woody Herman band is slated to open, could not be confirmed today.

Of the seven weeks that the management of the Strand have accepted, it appears that the management will continue, as the hotel that has not yet been announced, will pull out by the union, there will remain a pit problem. Altiso apparently pit bands will not be open. Could not be confirmed today.

This week's grosses included: Los Angeles (Colony, $5,983 market), (see HUB'S 1000G LEADS on page 29)

**Music Business**

**In This Issue**

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ALL NEW! GRAND NEW!

"ICE-CAPADES
OF 1942"

TOP ICE MUSICAL OF THE CENTURY

SCHEDULE 1941-42

Nov. 3-Mon. 9 "MUNICIPAL AUDITIORIUM
Buffalo, N. Y.

10. . GARDEN Pittsburgh, Pa.

19. . 26 New Haven, Conn.

27-Dec. 4 Springfield, Mass.

Des. 5. . 9 FOGUS Montreal, Canada

10. . 12 Ottawa, Canada

12. . 13 ARENA Atlantic City

25-Jan. . 13 ARENA Denver, Colo.

Jan. 9. . 13 AUDITORIUM Providence, R. I.

Season closes June 1st, 1942, for 6 weeks' rest

Reopens Atlantic City Auditorium
FOR ENTIRE SUMMER

Middle of July

Exclusively booked by
ARENA MANAGERS' ASSOCIATION, INC.

1915 RKO Building
Radio City, New York, N. Y.

DONNA ATWOOD
(Next Week's Cover Subject)

One of the most promising young stars of the screen today is Hullabaloo, who appears as a star in the 1942 edition of "Ice-Capades," in which she also appears in the "Vanities" Tryout Fair in Okla.; Local Gal Nixes Job

OKLAHOMA CITY, Oct. 30.—The two-

season edition of Hullabaloo's Vanities Fair, which is his performance in the Municipal Auditorium here October 31. Hullabaloo was combined with Carl L. Hollywood troops and the Vanities that had 16 day run at Texas Stadium, Dallas.

Paper here, where performances good publicity, particularly stunt of painting local girl for tryout with Vanities. From about 60C applicant, Dale Taylor, local dancer, was selected, but after seeing show had 13-day date at the Riverview Stadium November 4.

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Starring in THE REPUBLIC PICTURE ‘ICE-CAPADES’
Now Showing Locally

Currently IRIDIUM ROOM
Hotel St. Regis, N. Y.
4th Season!

DOROTHY LEWIS
Starring

in her own revue
“ADVENTURES ON ICE”

featuring
BOB TOBIN
BOB DUFFY
and those four ★ ★ ★ ★ skating starlets
NORAH GALE • HARRIET HADDON
BERNICE STEWART • LUCILLE LA MARR

Thanks to Vincent Astor • Gaston Laurysen • Herbert Yates

DIRECTION

MCA Artists Ltd.
745 FIFTH AVENUE • NEW YORK
Wickerson 2-8900
Pa. EMA Plans To Fight License Law

PHILADELPHIA, Oct. 25—New State laws, to take effect in November, affect the activities of theatrical agencies, plagued by local agents, is now moving a third round against the laws, which was advocated by the precedent for the laws, but which have gone into effect September 1.

Vande Maybe

PORTLAND, Me., Oct. 25—Civic Theater may present additional presentations along with pictures. Inhabit of defense workers, sailors, and added personnel at military reservations in Greater Portland are among the opportunities for shows, which the city has been performing for the past month. Several shows have been performed for vaudeville, bands, etc., in the Strand and Theatere. Is best equipped to give. DxaMee believe trarleeque In southwest and early fall business present has nine film hammy.

Fight License Law

PA. EMA Plans To Fight

The Fight License Law, being enacted by the Pennsylvania State Legislature, is now proving a thorn in the side of theatrical agencies, plugged by legislation regulating the licensing and utilities of theatrical agencies, and even the public. a singer who eau sell a number unaffected delivery, and performs with the Pled Pipers. vocal combo which is now proving a thorn in the side of theatrical agencies, plugged by legislation regulating the licensing and utilities of theatrical agencies, and even the public.

For LEGIT DRAMATIC

Fred OBERMAN—young actor who came on the scene a few years ago in a semi-farce role, is now playing in a trade play at the uptown Playhouse. Fred has been doing consultant work in various areas, and has given an outstanding performance in a number of plays. He is a pleasant voice, is very popular, and knows how to create a highly effective characterization. Dates a change in a Broadway show.

For LEGIT MUSICAL

OCHSEN YONDS—young ballroom star currently dueting from the Hotel Pennsylvania into La Martiniere, New York. They have no attention-seeking or applause-getting routines, which they perform with outstanding ability. Their spin is true, which is rare in this era.

For LEGIT

The Billboard is the official publication of the American Society of Composers, Authors, and Publishers (ASCAP), and is read by all talent buyers in all fields.

The Billboard November 1, 1941
November 1, 1941

RADIO-TELEVISION

Conducted by PAUL ACKERMAN
Communications to 1564 Broadway, New York City.

The Billboard

7

N.Y. LIFE TIME INCREASE

But Phila. Wax Now Up to 50 Pet. of Total

(Continued from page 3)
even after the change to increased power, will
be able to attract a much larger audience during its
entire 10 minute. canned. In 1040.

BM spent about 6250.0”.0” on Its are
at the time lost year.

stream and
sill remain matentiak la the wo.

even after ‘beetling° to increased power,
But Phila. Wax

N. Y. LIFE TIME INCREASE

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Dot be carried at the orightel thee of
that Ito canned programs ere not stock
10 minute* canned. This compares with
Immo weekly
bead of canned programs.

bypoing Ito talent
bypoing Ito talent

116 hours and 55 minutes Iltel 1 house
in
transcribed programa at 4 hours. and 69

...and 6 minutest eem1

Sastion WOV. on trial for inotetion of
the following moon to report for draft
awaiting him at the studio.

knows how le feels to come down to
radio
actor,

with

Bitter Truth

PHILADELPHIA, Oct. 25. - Bob
Roberger, local radio actor, now
knows what it feels like to come down to
earth. He was rundown on WSAU,


2

ET Producers Try To Beat AFRA
Code; Outfoxed by ASCAP Trouble

New York, Oct. 25. - Some of the
smarter transcription producers in the
industry have found a way to keep
that they have outsmarted themselves in
this scheme set up by the AFRA Code of
the American Federation of Radio Artists.

The stunned shocker turned the trick has been the
debacle between the radio industry and the

Wax producers, while the Transcrip-
tion unions are in the talking stage, em-
orbed on a heavy schedule of produc-
tion, trying to set up a scheme on this line
with actors working for cheap rates. The
smarter producers have the upper hand for
three of these shows. They saw that the
情况 was none too bright.

but most
other people, it figured, would be
settle with a space of time.

Only methods of getting back some of
this investment involve re-making the programs
with new music—an expensive step. Producers
are reported to be looking for small advertisers
in out-of-the-way places and not to make
a difference. No big sponsor or agency,
who would not want to have his program
announced by a pleasant voice, will
be please, the stool in New York.

Producer also hopes there is another
new idea hidden in this mixed bag of a
program, thinking. This is the possibility

Advertisers, Agencies, Stations

NEW YORK:

the Blue network has set up a sep-
ate sales-service department un-
der Edward Melding. WJZ, formerly
with NBC, has enrolled as the sales
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Bev Dean, former production and
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Blue network.

NLRB Rests WOY Case

New York, Oct. 25 — The National
Labor Relations Board has rested
in the case of WOY, the Columbus, Ohio
Coolidge program and is the Mutual
Playhouse, beginning November 3. Scolfield noted that the Mutual
Playhouse houses both, with Jeanne Rugis, in 1932, but the Library lisen-
ting for the year 1932 contained only one

**Three non-words please.**

Pitts Heavy News

Sked; 47 Programs

PITTSBURGH, Oct. 25—Forty-seven
radio programs will be heard locally on
the Blue network's five stations since
reworking of program schedules allows
the shift of network affiliations. Octob 1. Short news broadcasts
are by WJZ, affiliate of the Blue
Telegraph, Station, which last NBC-Ned to
KDKA and used Mutual exclusively
for its news programs between 7 a.m. and 11:15 p.m.

 Recent competitive events, are carried by
WJZ, Columbus affiliate, and WWJW,
now having strong station.

KGC, Blue-Blue juggling, and KDKA, each carry 16 news
programs.

In city with one morning and two
afternoon stations in each city, the news
service is dropped at 6 p.m. Twenty-one of
the shows follow dinner time, 17 of them
for a daytime show, only time in the after-
noon.

LADEP Poly: 10 Per Cent Increase in Week

The 10 per cent increase this
week in auditors' work on the Blue network, 136,000,000, is
the result of an increase in the number
of minutes of newscasts.

The Blue network is now carrying about
120 minutes of newscasts daily, compared
with the ever increasing amount of
newscasts 14,000,000,000.

As an example, the Blue network is
now carrying about 120 minutes of newscasts
daily, compared with the ever increasing amount of
newscasts 14,000,000,000.
Frank Fry
Reviewed Thursday, 10:30-11 p.m. Style—Variety, Sponsor—Lewis Howe, Agency—NBR-red network. WNYC (New York, NBC-red network).

Frank Fry has been away from big-time radio for a long time and his comedy talent is definite, his shifts are well-timed and his punch lines are on target. From clicking very well on this new program, pending Tuns is poor material. 

There was Pay, with that fine delivery and voice. He was out of a script that rarely hit a good beat, and it was obvious he was working on ridiculously low depths. Script itself was quite bad and the show was way out of touch with the times. 

The layout should have no trouble in attracting a large audience. 

Paul Ackerman.

“Monday Merry-Go-Round”
Reviewed Monday, 10:10 p.m. Style—Variety, Sponsor—Dr. Lyman H. Smith, Agency—Sample-Hummert, Station—WJZ (New York, NBC-blue network).

Monday Merry-Go-Round is tops. In the Guide is a commercial copy, emplumiree a hymn of praise to Mrs. Harriet Smith. Without the Eccles, it was supposed to be nonsensical comedy, but now it’s a good portion of Pay’s time. Luckily, Pay’s opening spiel. without the Eccles, was supposed to be nonsensical comedy. It’s a fair but not essential part of the program.

Wain and an orchestra directed by Victor Arden. Program was supposed to have been chosen by various stage directors in the world and only one in 1,000 numbers was played. Program was supposed to have been chosen by various stage directors in the world and only one in 1,000 numbers was played.

Moralists say, “good.” A crooked but a crooked thing. It made him put on tat thou. Another in a series of such programs. The same thing is happening again. 

André Baruch announces, and Fortunat opens another in the grand old series. After a lot of talk about the show, it’s hard to say much about it. André Baruch announces, and Fortunat opens another in the grand old series. After a lot of talk about the show, it’s hard to say much about it.

Paul Ackerman.

Met. Opera Auditions
Reviewed Sunday, 5-5:30 p.m. Style—Singing, Sponsor—Shreve-Williams, Agency—Warwick & Lagrange, Station—WQXR (New York, NBC-red network).

Met Opera Auditions began its seventh season. (11.) Program is expected to be supported by the sitting young talents of possible operatic star. The expectations are high.

The Met is chairman of the committee and he sees that the qualifications of the Board are met. For the program will begin on October 26th, midway to announce the opening of the seventh season and to tell of accomplishment of some seasons. 

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It was a fair program, without the Eccles, was supposed to be nonsensical comedy. It’s a fair but not essential part of the program.

Paul Ackerman.

Happy Clarks

Usually reserved for the early morning hours, the Happy Clarks Mr. and Mrs. Clarks, bring their cheerful musical morning to a midday spot in the Market. Without the Eccles, was supposed to be nonsensical comedy. It’s a fair but not essential part of the program. The program was supposed to have been chosen by various stage directors in the world and only one in 1,000 numbers was played.

Mrs. Clarks, with a wide historical background of the Morning, was the one who put on tat thou. Another in a series of such programs. The same thing is happening again.

The program was supposed to have been chosen by various stage directors in the world and only one in 1,000 numbers was played. Program was supposed to have been chosen by various stage directors in the world and only one in 1,000 numbers was played.

Paul Ackerman.

“Luncheon at the Warwick”

Undoubtedly a by-product of the national defense boom in this area, this show will appeal to the lunch crowd. Ideally suited to the midday spot, it’s a musical and historical vlearpoente. 

The program is a three-hour show. It’s a three-hour show. It’s a three-hour show.

Luncheon at the Warwick is a program for theserious listener. Linda Marsh

Reviewed Friday, 9-9:30 p.m. Style—Variety, Sponsor—Warrington, Agency—Stevens, Station—WIND (Chicago).

Linda Marsh, who was a featured va-roles with Xavier Cugat’s orchestra and during the past winter season did all right for herself at the Beachcomber Club, introduces a new half-hour show on the air. The show, which was announced, should have DO trouble to attract an audience.

Her program features jpop American girls, a “serious” musical group, singing, etc. 

Miss Marsh sings her songs with such appeal, and program should find a sponsor.

Other appearances are by guest artists. The program should find a sponsor.

Paul Ackerman.

“Your Personality”
Reviewed Wednesday, 4:30-4:45 p.m. Style—Variety, Sponsor—WQXR (WQXR), Station—WQXR (New York, NBC-red network).

“Your Personality” is a delightful column given under the auspices of the National American Composers and Conductors, includes use of recording and program should find a sponsor.

Miss Smith, who dips milk and honey into everything, conducts a honey little program where in the interviews, concerts and panoply of the air. 

She is a delightful show for the personality expert. Linda Marsh

Reviewed Friday, 9-9:30 p.m. Style—Variety, Sponsor—Warrington, Agency—Stevens, Station—WIND (Chicago).

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Paul Ackerman.
Pedro Ortega on the NBC Eternal Caret.

**Selected to Join the Annual Vacqueros**

... will rage them on Western trains for a wretched 40,000 Lion, an anginal irritant which will cost them far more than the purp. Jug. on Portia Make. and Nero. Mystery Man. who does dog sounds on the air, and the fiends of band leader TEDDY POWELL, has agreed to new sponsor in January. JOEL DOUGLAS, announcer, la the Metro-Talent Bureau.

-- BY SAM HOMING

**Chicago**

The Tom, Dick and Harry Show was heard on WMAQ, from a job angle, are authors of the Metro-Talent Bureau's first composite newsmakers--DOUGHTY JAMES, president of the Home Breakfast Club and Club Marina shows starting Monday (17). The Metropolitan show's job's list is being sponsored by the new WGN variety program, An Hour With Ernest J. WINTER is now handling auditions for WHLM.

-- By SAM ABBOTT

**Hollywood**

Bobbe Reeds, formerly heard over WOR, New York, has returned to New York for a two-week engagement at Palace Theater by Republi... GORDY SIMMS recently made a hit with "That's What I Call a Rebuttal," which has been sung by a host of other artists.

ROBERT ROYTER, director of the Motion Picture Department, has been a favorite at the Metropolitan Country Club.

-- By SAM ABBOTT

**New York**

NBC, Changing Beer, Gets Ballantine Program From Mutual

NBC policy, reversing that of the 13th week, has been carried locally.

Personnel Switches Continue in Pitts

PITTSBURGH, Oct. 25—Most staff changes occurred in the network station office.

-- By SAM HOMING

Grombach-Waring Suit Is Dismissed

NEW YORK, Oct. 25—Judge Morton Kiefer, in Supreme Court, on Wednesday dismissed the case of Grombach Productions versus Fred Waring. The suit involved the plaintiff, alleged plagiarism and sued for $60,000, claiming that Waring had used the Grombach-Waring Productions on a network program sponsored by Westinghouse Electric. Justice Kiefer, in dismissing the case after hearing testimony, said Waring made the point that while a script can be copyrighted, the holder of the copyright is not necessarily the author. He also said Waring testified that he had composed the songs in question.

-- By SAM ABBOTT

The Reaction!

PHILADELPHIA, Oct. 25—Herb Brillgund, radio director of Philip Morris, at Press Club dinner last evening, was asked to revolutionize the F. T. spot producers. He said he was "too smart to revolutionize. I have been told by many that I am not the man for the job." He then said, "I am not the man for the job."

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-- By SAM ABBOTT

When you advertise in a trade paper be sure you know its circulation. The Billboard has the largest circulation of any show-business trade paper. The popular dance bands are featured, guaranteed by the Audit Bureau of Circulations, the organization the country's largest advertisers consult for accurate circulation figures.
Crisis Near for ASCAP

Net Chiefs Promise Action by Wednesday; ASCAP May Seek Aid Of Government Unless Web's Deliver

NEW YORK, Oct. 25.—As the current week's time limit for the ASCAP-Net terms negotiation draws near, a possible crisis situation has developed. The American Society of Composers, Authors and Publishers (ASCAP) and the National Union of Musicians (Net) have been at loggerheads over the terms of a new agreement for the past two weeks, and the possibility of a nationwide strike looms. The current agreement, which expires at the end of this week, has been in effect for 11 years and has been a major factor in the success of the two organizations. The new agreement, which is expected to be signed this week, is expected to be a major step forward for both organizations.

Dig, Dig, Dig!

NEW YORK, Oct. 25.—The current week marks the start of the ASCAP-Net terms negotiation, and the possibility of a nationwide strike looms. The American Society of Composers, Authors and Publishers (ASCAP) and the National Union of Musicians (Net) have been at loggerheads over the terms of a new agreement for the past two weeks, and the possibility of a nationwide strike looms. The current agreement, which expires at the end of this week, has been in effect for 11 years and has been a major factor in the success of the two organizations. The new agreement, which is expected to be signed this week, is expected to be a major step forward for both organizations.

Oberstein Bobs Up

With Cut-Rate Disks

NEW YORK, Oct. 25.—Jimmie Oberstein, the owner of the Blue Room, announced this week that he is taking another swing at the disk business. Oberstein, who has been making a profit from the Blue Room's disk sales, is launching a new policy to attract more customers. Oberstein's new policy involves offering cut-rate disks. Oberstein has not been good since the current agreement, which expires at the end of this week, has been in effect for 11 years and has been a major factor in the success of the two organizations. The new agreement, which is expected to be signed this week, is expected to be a major step forward for both organizations.

T. D. Signs for Pic

Theater Tour Is Out

NEW YORK, Oct. 25.—T. D. has signed a contract to appear in the new movie, "The Blue Room." The movie is scheduled to start filming on December 1, with T. D. playing the lead role. T. D. has been actively involved in the movie industry for the past few years, and this will be his first major film role. T. D. has been active in the movie industry for the past few years, and this will be his first major film role. T. D. has been active in the movie industry for the past few years, and this will be his first major film role.
On the Records

DICK ROBERTSON (Dacca 4031)

The String Song—PT. VC. (Port 1 and 2)

THIS LONG-RIBALDED jolly about the lovely girl who got so snagged makes quite a novelty dish. The record is a well-worn but ever-popular ballad. The vocals, especially those of the male soloist, are readable and engaging. The orchestra, although not as prominent as in some of the earlier recordings of this kind, nevertheless maintains the mood and feel of the ballad. The recording is as much an expression of the artist's style as it is of the song's characteristics.

By M. H. ORODDEN

On the Stand

Clyde Lucas and His California Dons

(Reviewed at the Royal Park Hotel, Garden Terrace, Philadelphia)

For the supper room brand of dance music, providing entertainment for all kinds of dinner and dances, the Lucas Dons score with their new release. The band has maintained its reputation for high-quality music and has consistently delivered material that is both catchy and enjoyable.

Tommy Tucker (Oshk 6429)

Super Daddy—PT. VC. (Some Sunday Day—PT. VC.

TOO IS A HIGH-FLAVORED possibility that masterly Tommy will turn what has been a mere sketch into a song. The record is a well-written ditty. with the kind of rhythm that is sure to please a large audience. It is, in fact, a song that could be enjoyed by all ages. The vocals are excellent, with the male soloist particularly impressive.

WOODY HERD (Dec 4030)

This Time the Dreamer's On Me—PT. VC. (Blue in the Night—PT. VC.

With the release of this record, the Blue in the Night series is further enhanced. The band has achieved a perfect balance between the vocals and the instrumentals, making it a must-have for any collection.

FREDDY MARTIN (Bluebird 11320)

When We Were Young—PT. VC. (Coronet—PT. VC.

Prayer, and deserving of note, have already been harassed on Master Martin's adaptation of the Techlaskeky Piano Concerto. Already a well-established record, Martin in his present effort has added a voice to the dynamic arrangement. With the addition of the vocals, the song becomes even more engaging. The arrangement is as strong as the original piece, with the words complementing the melody perfectly.

PEACE HEIDT (Columbia 43040)

Let's Waltz as We Stay Goodnight—PT. VC. (Don't Just Stand There—PT. VC.

If it has been a long year since a goodnight call climbed the hit ladder. Here is a lovely contender. Striking a melodic note, the song is a crowd-pleaser. With the vocals of the female soloist and the harmonies of the background singers, the song is sure to be a hit.

DICK ROBERTSON (Dec 4031)

When the Old Gang of Mine—PT. VC. (We Meet Again—PT. VC.

Set to a modern rhythm pattern, this song is an excellent example of the genre. The vocals are strong, and the harmonies of the background singers add depth to the arrangement.

Cay Lombardo

(Reviews at the Savoy Ballroom, Chicago, N.Y.C., Blue Network, Monday 7:00, 19:40-22:00)

OMARDO handles his own arrangement of this delightful little song—so much a part of the Lombardo stamp. The record is a well-woven masterpiece of wit and melody. The vocals are excellent, with the male soloist particularly impressive.

Clyde Tucker

(Chas. Purser, Chicago, N.C.B. Blue Network, Monday 19:40, 22:00-23:00)

The airwaves can bring the record to the listener in just the right format for his enjoyment. The vocals are excellent, with the male soloist particularly impressive.

On the Air

Carter

A critical analysis of the latest record releases, covering both the musical and commercial angles, is given. Reviews of gramophone records for issues within the past two weeks, with the emphasis on the potential commercial value of the band, as well as its musical quality.
SOME JARGON MUSICAL TERMS I.

WHISTLER'S "TOO MANY TANGLED PHEASANTS":

WHY DON'T WE DO THIS MORE OFTEN?

PIANO CONCERTO.

THREE MUSICAL TUNES.

Y. &. I

YOU AND I.

TIL REVELLE.

THE JUKEBOX.

THE JUKEBOX SWING.

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Maestros Kick In After Union Exposes Undersealing on Disks

NEW YORK, Oct. 23—Local 802's investigation of band leaders paying minimal union rehearsal scales for recording rehearsals, instead of the full recording scale of $10 an hour, brought a check from Victor for $1,800 as the difference in scales for a recording session of Raymond Palger's All-American Youth Orchestra. It also brought a long-distance call from Ben Bernie, in Chicago, saying he would pay the difference, amounting to $200.

Meanwhile, Dave was called before the trial board. Daris had recorded an album for Columbia last month and conducted reading rehearsals a day previous to the week. These were outside the Columbia studio at 993 am. Union called a foul, saying recording rehearsals are not recognized and full recording scale must be paid. There wasn't any ruling when festival conducted the date, but board has since inserted by-law providing a rehearsal scale at recording rates.

Hearing brought out that some bands escape repeated calls by conducting warm-ups on locations and in ballrooms. Union hinted that the investigation will give birth to a normal-name scale for recording rehearsals.

Daris said he was paid "considerately over the scale" for the job, but spent $1,000 on arrangements and hiring up a lesser. Decision on the case will be rendered next month.

Union charged that Bernie paid his men $5 an hour for rehearsal. Bernie, however, said over the long-distance phone that it was all a mistake and that difference would be paid.

Differences of symphonic rehearsal scales and the $10 an hour scale, $250, was paid Alec Shaw's men, as reported in The Billboard last week.

One of the more spots of recording payoffs, according to the union, is the alleged practice of paying symphonic scales (the minimum of two and a half hours) on all 16-inch records. These charges were made against Raymond Palger, who is supposed to have paid symphonic scale to his Youth Orchestra for recordings of Donley Serries and Sterlings.

Victors $1,800 check to the union covers the difference.

Pubs Mull Contract With Song Pluggers

NEW YORK, Oct. 23—Renewed of its contracts with music publishers is being sought by Music Publishers' Contact Employees' Union. Renewed forms on the contracts, which expire December 31 and which have in effect for two years, have already been sent out for consideration by publishers.

New clauses in the proposed contract are that all negotiations rest a minimum of $30 weekly; also severance pay for discharged employees and pluggers leaving to be drafted.

Negotiations will be carried out by the Music Publishers' Protective Association. Meetings will start early next month. Accounting is Bob Miller, MPE president, and a delay in getting started on new contract was occasioned by the current ASCAP muddle.

Martin To Tour Theaters

NEW YORK, Oct. 23—Fredy Martin is being booked by Music Corporation of America, for a theater tour to start in November.

Martin was to national prominence with a recording of the Tchaikowsky Piano Concerto, thus bringing the range of bands catapulted to big money thus one day.

The Band Is Great

The Billboard

The Band Is A Leader In His Room Rent

THE BAND IS GREAT

If that landlady were smart she'd tell him that all he really needs to start working solid is a consistent advertising campaign in The Billboard...
First Season for Will Wittig's Open-Air Starlite Dansante Does Okay; S. Kaye the Top Grooser

KANSAS CITY. Mo., Oct. 25.—S. Kaye was the star attraction of the new Pic-Mor Open-Air Starlite Ballroom here, according to Will Wittig, manager of the Starlite Gardens which is connected with the new Pic-Mor. With the shows going on an excellingly fine August night, Kaye grooved the orchestra up to the limit. The 1,275 dancers. Admin. was $11.51 in ad-

The only name, Kaye, says Wittig, which showed a loss was Ted Weems. June Admin. for the 22 shows was $95, Henry Breeze's $75 Night was better than the rest. $1.10 was paid in the form of gas and oil. The bill had $40 in added.

Kathleen Ayers, not well known in this territory, opened the season June 21, playing for a gross of $2,800, No competition between the Gardens. Payout for the 22 shows was $1,035.88.

Dance policy of the Pic-Mor has included four nights a week, with an average of nearly $1,000 in the gross. Nightly attendance was 1,500. Kaye has been here for the past five months

Cafe Society Drops Basic & New Policy

NEW YORK, Oct. 25.—Bunney Josephson's Cafe Society Up town drops Com as corporate policies, and has featured instrument of its own making, the "Kashmir" Ooar Quartet being the first of the lot. The Cafe is also taking an interest in the monthly "Bond Avenue" concert and is making an effort to sell social security and un-

Leaders Deeper in Govt. Tax Mess With Dept. of Int. Rev., Welk's Ork Paycheck Held Up in Chicago

CHICAGO, Oct. 25.—The Department of the Treasury, according to F. C. Josephson, has exerted itself to collect social security and un-

Detroit Dance Dates Hurt by War Jobless

DETROIT, Oct. 25.—Johnn Jobs drew 1,200 people at 30 cents admission for a one-night dance last Thursday night which featured the company of the Detroit Lions in a series of weekly Saturday night bands. Attendance was down from what it was expected to be.

Curt Lee, booking agent, said that in the past five weeks he has had a decrease in attendance of 80 percent, which he said was a "normal" drop. He attributed it to bad weather and the war, which has created a shortage of employment in the city.

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Scales Up, But Jobs Scare in Denver Locale

DENVER, Oct. 25.—Effective October 1, the employment at the Denver Civic Auditorium has been reduced to 78. This represents a decrease of 11. Adjustments were also made in the pay rates. The maximum hourly rate has been revised for a salary rate of $1.50 per hour, and the minimum hourly rate to $1.25 per hour, a decrease of $0.25 per hour. The new pay rates for the Denver Civic Auditorium are as follows:

He Shoulda Told His Board

LOS ANGELES, Oct. 25.—Type Manager of a large national firm, who was a member of the firm's executive committee, tells his story of how that his draft-board was presented with an appeal from his draft classification, and how he was successful in obtaining a reduction in order to judge the appeal.

United States Postmaster General, and for the other day, however, Martin every effort to have the draft-stop order and willing to bring the Army

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Orchestra Routes

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

ab: ballroom; ca: cafe; cc: country club; h: hotel; mb: music hall; oc: nightclub; p: amusement park; re: restaurant; sb: showboat; t: theater.

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

Bands on Tour—Advance Dates
Equity, Guild Pacts Give League
Contracts With 9 of 11 Unions

(Continued from page 4)

New Opera Company
Adds "Pique Dame"

NEW YORK, Oct. 23.—The New Opera
Company, realizing almost immediately
that it had dared too much, is planning
for a solid week as planned places
would place more demands upon its actors
as this corner said it was beginning in
its second week, so modified repertory,
adding and subtracting as the Wednesday
and Thursday's program changes from
week to week. At present writing, this
corner said the Wednesday program
was in the works.

Pique Dame (or, more properly, The
Queen of Spades) has been toned down
in what is rather qualitatively called Entertainment.
It was last done here at the Met in a hit more
than a hit, and now it is cut in half the time.
As the New Opera Company program
itself says, the opera "is a study of the
score—but at any rate, it would have
no place in the opera world if it were
open as Mozart's dull and interest-
ing and a hard act to do for the
uninitiated. When a boy sets out to
lead off, he must be a boy, and a
boy must be a boy.

Mansfield Season Starts
MANSFIELD, Wl., Oct. 23.—The small
theater at the Parkway Theater here
in Vicksburg and Vicksburg, Ed Wynn will
be in town this week and will give
his first performance here Thursday,
October 23, 1941, at 10 p.m. and
December 12, 1941, at 6:30 p.m.

New Plays on Broadway
Reviewed by Eugene Burr

MANSFIELD
Beginning Monday, October 2, 1941

AS YOU LIKE IT
A comedy by William Shakespeare, Directed
by Eugene S. Byrned, Sets and costumes
by H. E. M. McCollum, lighting
by Kenyon, music by Paul C. Henry.

CAST
The Duke of Padua—John Ford
Rosalind (Joan Ford)—Carol Craig
Celia—Lily Pons
Adam—Robert Walker
Mistletoe (with a touch of
to be determinedly girlish even In
the present mood) to be both exciting and
renowned. The leading role of Rosalind
loses lightness to the play, not thou
magnal.

Mr. Renden tiles to bring the nenroary
mare on farce guanine itheady In the
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The remits are obvious—Auld too Ms-

The spokescnen of the new &nation here la the Attirtch

Porterfield asks $15,000
Of Virginia for State Theater

RICHMOND, Va., Oct. 23.—The Virgina
State Advisory Commission of the

The Barter Theater, producer and direc-
tor of the Barter Theater, was

Butterworth. Another
Conservation.

Itss Midget, according to N.

As for Kim Craten

Farce by Francis Green and Albert

"Western" Folds in Chi. Others Okay

CHICAGO, Oct. 23.—The first casualty
in the American theater in the fall is
Mozart's dull and inter-

Butterworth, from flesh, and the

The theater.

Tessa is played primarily
for its lyrical-romantic quality. Mr.

It must be played primarily
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And the scene to be determinedly girlish even In
the present mood to be both exciting and
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loses lightness to the play, not thou
magnal.
Sam S. Shubert

September Wednesday evening, October 22, 1941

CANDLE IN THE WIND


The story is Waldo—so simple that a three-year-old could make it up. Magnificent when called upon to carry its full weight. In one scene, Lucille (played by Madeline Guise) is dressing in her best clothes, and the Nazi (played by Edward Arnold) is coming to call. Lucille is a young American actress who has just returned from a tour in Germany, and she is determined to show the Nazi what a real American is like. The Nazi is taken aback by Lucille's beauty and spirit, and he is forced to admit that he has been wrong about Americans. Lucille then tells him about the war, and he is moved to tears by her words. In the end, the Nazi decides to help Lucille, and she is able to escape with her life. The play is a powerful reminder of the importance of individual courage in the face of tyranny. It is a story of love and sacrifice, and it is a testament to the power of the human spirit.
Shortage of Names Forces Chi Clubs To Build Up Local Acts; Carr, Murphy, Shore, Thomas

CHICAGO, Oct. 25.—Pored with the most acute shortage of night club attractions of its kind in years, local operators are building up their own names, depending in most cases on local acts who have dropped out of the circuit. At the same time, owners find the general market too competitive to buy names. The top draws eliminate all but two or three of the better-known acts. The Hi Hatt recently switched to a girlie show, but has continued to book local acts. The Hi Hatt is a case in point, as they continue to book local acts.

He Used His Head

CHICAGO, Oct. 25.—Jimmy Bane, the natural leader, landed another good publicity between salvaging of the New Gayety Theater. This week, Bane, already a club owner for several years, made another move for his act and performed for several months with the New Gayety, where he was booked by the standard club owners. Bane is reported to be planning another move in the near future.

650-a-Week Three Peppers Now Top Local Act in Phila

PHILADELPHIA, Oct. 25.—New high in the local nightclub market was set by the Three Peppers, semis, instrumentalists, who averaged 650 a week in their recent engagement at the Joye agency. The Peppers are booked by several top clubs in the area, and are considered one of the best local acts.

San Francisco, Oct. 25.—The new and improved Three Peppers, semi-classicalists, who averaged 650 a week in their recent engagement at the Joye agency, are booked by several top clubs. The Peppers are considered one of the best local acts.

More Detroit Clubs Add Entertainment

DEtroIT, Oct. 25.—A charter of night clubs in Detroit have added entertainment to their regular fare. The new entertainment includes musicals, vaudeville acts, and comedy acts. The clubs are reported to be enjoying a steady increase in patronage due to the added attractions.

More Detroit Clubs, Add Entertainment

Birmingham, Ala., Oct. 25.—A number of night clubs in Birmingham have added entertainment to their regular fare. The new entertainment includes musicals, vaudeville acts, and comedy acts. The clubs are reported to be enjoying a steady increase in patronage due to the added attractions.

Atlantic City Fine

ATLANTIC CITY, Oct. 25.—With the advent of the winter season, Atlantic City has become a popular winter resort for both tourists and entertainment seekers. The city is filled with hotels and resorts, offering a wide variety of entertainment options.

Night Clubs—Vaudeville

November 1, 1941

Conducted by Paul Denis—Communications to 1564 Broadway, New York City—Sam Honigberg, Associate

Bob Hope, Colonna Forced To Pay Up; SF Nitery in Jam

SAN FRANCISCO, Oct. 25.—AGVA local was busy this week with disputes involving negotiations for the appearance of Bob Hope and Jerry Colonna. A contract for the appearance of Bob Hope and Jerry Colonna was signed by AGVA, but subsequently canceled.

Bradley House Reopens

Beaumont Club Reopens

Raleigh Room to open nightly except Sundays. Emerald Room will open nightly except Sundays. The new bar will be a return engagement for Headmaster.

Minn. AGVA Having Trouble With Jobs

MINNEAPOLIS, Oct. 25.—Reports that Twin City Local 8 of American Guild of Variety Artists was near furloughing are denied by Ted King, president of the local's business agent. Alice says he is still at work daily, with the entire group ready to go at a moment's notice.

Newcomers to the area are Tiny Kaye, singer, and Jack Doyle, pianist. The Kaye and Doyle combination has been heard in the area and is considered one of the better local acts.

Pa. Club Owners Beat Sunday Punch

LONDON, Sept. 22.—A sequel to an earlier article on the British theater, this article reports on the activities of the Sunday Punch, a popular local club. The club is known for its lively shows and is a favorite among the local patrons.

New York, Oct. 25.—Performances, chiefly the American Federation of Musicians and the American Guild of Variety Artists, are again appearing throughout the city. The clubs are filled with patrons and the shows are highly successful.

AGVA, Musicians Vs. Agent Union

NEW YORK, Oct. 25.—Performances, chiefly the American Federation of Musicians and the American Guild of Variety Artists, are again appearing throughout the city. The clubs are filled with patrons and the shows are highly successful.

Ice Show for Chi Night Spot

CHICAGO, Oct. 25.—Columbia’s Ice Show is being held at the Columbia Hotel. The show, which opened on October 25, is a popular local attraction and is expected to draw large crowds throughout the week.

More Clubs Open In Philadelphia

PHILADELPHIA, Oct. 25.—Frankie Palmuto understudies his modified personality in the role of the Three Peppers, semis, instrumentalists, who averaged 650 a week in their recent engagement at the Joye agency. The Peppers are considered one of the best local acts.

Corio a Big Draw At Detroit Bowery; Bea Kay Also Big

DEtroIT, Oct. 25.—Ann Corio, playing her first night club engagement after the 11,000 at the Bowery last week, according to sources, was expected to draw a large crowd at the Detroit Bowery. However, over the weekend, she is expected to draw about the same figure as the second week.

Bob Hope, Colonna Forced To Pay Up; SF Nitery in Jam

SAN FRANCISCO, Oct. 25.—AGVA local was busy this week with disputes involving negotiations for the appearance of Bob Hope and Jerry Colonna. A contract for the appearance of Bob Hope and Jerry Colonna was signed by AGVA, but subsequently canceled.

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Thanks to the Number One Office
GENERAL AMUSEMENT CORP.
for booking us into these number one spots

Hello, Harry Kilby
Calling from the CLYDE RAM-DEZEVOS in Newport, Ky. (where they say we're doing a bit of all right), to wish you luck on your 6th successful month in the Club Department of General Amusement Corp. Keep up the good work.

By the way—thanks for making possible that recent holdover engagement at the St. Moritz Hotel in New York.

... pull an abundance of laughs and applause with their ballroom buffoonery.

—The Billboard

THE BLANCHARDS

Success to Act Department of General Amusement Corp.
THE DIGATANOS
"Fashions in Dancing"

Just Concluded
LOEW'S STATE, N. Y.
with Rita Brax

LA CONGA, N. Y.

Success to Act Department of General Amusement Corp.
CERNEY TWINS
Doubling
HOTEL PENNSYLVANIA and LA MARTINIQUE, N. Y.

Thanks! HARRY KILBY, from
RAMONI and his RUMBA BAND
14th Brunch Week
HURRICANE, NEW YORK

Mama! take no notice in the home—
BILL RAMONI
GUIDO LAURIS

DON ALVARES
CARLOS AGOSTA

Success to Act Department of General Amusement Corp.
NINO NANNI
Pianologues and Songs

Now Featured
BRASS RAIL, Chicago

The King Cole Trio
Currently
KELLY'S STABLE

think the Act Dept. of General Amusement Corp.
are really in the groove

Gee, thanks, HARRY KILBY,
you've been swell—

and thanks also to The Billboard for these kind words—

Happy Lewis's quick wit and comic action stamp him as three comedians rolled into one.

His stuff is new and different, fast and funny, while he keeps the show running at the same clip and the customers in stitches. Between sketches Lewis sings a comedy number, plays the harmonica and performs a clever magic act with the aid of a photograph. The magic is his with the instructions, but the amusement at being able to execute the tricks is humorous to the nth degree.

—The Billboard (Oct. 11, 1941)

"3 COMEDIANS ROLLED INTO ONE"

HAPPY LEWIS

Currently Colonial Inn, Singae, N. J.

... that amazing pickpocket"

FRED RONER

Presenting the most unusual act in show business

Currently Paradise Room
HENRY GRADY HOTEL, Atlanta, Ga.

Thanks to Harry Kilby, GENERAL AMUSEMENT CORP.

JOEY RARDIN
"Mite of Mirth"
WORKING STEADY

Thanks the Act Department of General Amusement Corp.

Success to Harry Kilby, GENERAL AMUSEMENT CORP.

SAMMY WALSH

Currently FAMOUS DOOR, N. Y.
Rumba Casino, Chicago

Talent policy: Shows at 8:30, 11:30, 1:30; show and dance band; rumba, mambas, cha-cha-cha, rhythm.-n-dance, rumba; Mr. Gene Brown is now manager. Management: Al Greenfield and Milton Schwartz, operators. No charge for admission. Phone: 36-Joy. Publicity: Prices: Minimum $2, appeals to young adults. As a Latin spot, this room has no real competition in town. From the standpoint of talent expenses, it ranks second only to the Chin Pears. Standard acts are the same, but new arrangements and engagements run anywhere from four to eight weeks.

Her layout has Dean Murphy, Betty Keene, the Tamer Sisters and Betty Blue, with the Pan-American Dancers retained for the production shows.

Dean Murphy, in the space of four years, has climbed his way to the top as a wily impresario. His style, crisp and refreshing, and his youthful, close-cut appearance command attention. The highlight of the show today is an extremely highly accurate carbon of Pachy, displaying him as a man with a sense of humor and an ear for music. Dean equally well in cafes and theaters.

The dance floor has three clear-looking kids who harmonize pleasantly enough to satisfy the tastes of the more than competitive swing types. Stayed on at diners, and going strong. Playing Swing Low, Sweet Charlotte; Piano Discoveries; Banjo Ma'am; Clarinet and Piano; and Look Down That Longsom Room.

Dance blue is on early with a couple of striking tap routines, kept out of the close-up view, and making his lot in a bus. Dean equally well in cafes and theaters.

Ches Parel, Denver

Talent policy: Dance and show band. Telephone policy: Shows at 9:30, 11:30, midnight. From RomoLo, manager; Harry Row, host. Prices: $1.25, service charge.

Ches Parel has slid up a good deal the past several weeks and, in addition, this policy is doing well. Now in his third week, Bert Hardee draws a good crowd, and the future looks bright for the Parel. Many people have come in from the street, and the show and dance, and his five-piece combo has proved a solid click.

Now in his fifth week, Bert Hardee continues to do good business. His shows have been good, and his five-piece combo has proved a solid click.

Hotel Stuyvesant, Peter Stuyvesant Room, Buffalo

Talent policy: Dance and show band; continuous entertainment; Saturday cocktail hour. Manager: Perry; general manager, and general manager; Robert Spitalini, hotel manager. O. Klein, maître d'hôtel; S. L. Peterson, assistant maître d'hôtel; Prices: $2.50, 50 cents minimum.

This is a good spot, and this latent show at the Peter Stuyvesant Room is a good nature patronage. The Peter Stuyvesant Room is a burlesque show well built around Jerry Lester and augmented by Gyo himself; he is the direct man of the house. Show is composed of a couple of numbers, a song, a comedy done by Gyo. Some cool steps on Charlie Boy by Jerry are also on the menu, and a few soft-shoe steps. Lester, on the other hand, is quite a comedian, and this comedy goes on during the entire program and pops it out. He also tries singing, but this is definitely not his forte.

Hotel Roosevelt, Blue Room, New Orleans

Talent policy: Dance band and floor shows 1:30 and 11:30. Management: Louis A. Murphy, manager; Joey Moline, assistant manager;鉦 Prices: $3.50, 50 cents minimum. Shows include a 1:30 minimum and 1:30 Saturday.

One of the best engagements comes up on October 29. "Noon Whistle." Mr. Paul Roland, host. The show features the heat trumpet of Leonard Gue. He's plenty good and just a plain easy-to-getalong-with person. Other acts include Mel's, maitre d'hôtel; Al &auroral, publicity. Prices: $1.50, 50 cents service charge.

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Hotel Netherland Plaza, Pavilion Cafe, Chicago --Talent policy: Dance band and floor show. Management: Max Schuhman, manager; Richard A. Kinner, casting manager; Tom Johnson, floor manager. Pianist: Oscar V. Schwindt, Jr. $1.00; drinks $0.50 cents up.*

Harry E. Roald.

The Eden Bletere. shapely tell. hod and blue.

In their flirtability onesisted dances aeshe Loin Temps,.

Hayley Milner next sings Childe and Old Man River. Lot of trying; voice goes up and down from strain, but gets over fairly well.

Fine girls in a dance called Jangle Jangle, which they have been using for a much longer time.

Carolyn Richardson, torch singer, in From Here to Eternity and And one To Love and le one of the brighter numbers that panics them. Then Ii

musing coen,oy chs 1270 6th Ave., N. Y. C.

Bill Stocks.

Harry Carroll's Tin Pan Alley, Hollywood --Talent policy: Dance band and floor show. At 9 and 11:30 p.m. and 1:30 a.m. at Harry Carroll's, 1010 Vine St. (near Hollywood and Vine Sts.) The men are ably handled by Hannibal Carson, Charlie "Yard B."

Harry Carroll's Cafe, Beachcomber Room, Minneapolis --Talent policy: Dance band and floor show. At 9 and 11:30 p.m. and 1:30 a.m. at Harry Carroll's, 1010 Vine St. (near Hollywood and Vine Sts.) The men are ably handled by Hannibal Carson, Charlie "Yard B."

Carly's Cafe, Beachcomber Room, Chicago --Talent policy: Dance band and floor show. At 9 and 11:30 p.m. and 1:30 a.m. at Carly's Cafe, Beachcomber Room, 1st Ave. and Wabash Ave. The men are ably handled by Hannibal Carson, Charlie "Yard B."

*Tem are an Helvetian and well-garbed Of teem: More on an Interpreter Orlov -

Pal60 Manager.

...and blue.

part in the staging and acting, and the emphasis upon the transition from the stage to the dance floor, and back again. First group number in this show, "The Cuban Rumba," was a near hit, but the audience was not quite ready for it...
NIGHT CLUBS-VAUDEVILLE

November 1, 1941

(For Orchestra Routes, Turn to Music Department)

Advance Bookings

BENNY FIELDS-Hi Hat, Chicago, Nov. 18, two weeks.

WOODS AND RAY, Juan Reckie, Edgewater Beach Hotel, Chicago, Nov. 7.

MATTA AND RAND: Edgewater Beach Hotel, Chicago, Nov. 23, two weeks.


TIMMY RAM: Glenn Randemous, Newport, Ky., Nov. 12, two weeks.

BOB EVANS: Chicago, Nov. 7 week. Stanley, Pittsburgh, Nov. 14 week.


LAMM COUTURE: Club Lido, South Bend, Ind., Nov. 6.


OIL SHAPIRO: Metropolitan, Houston, Dec. 6.

JOHNNY (SCAT) DAVIS: Stanley, Dec. 6.


HOLLYWOOD BLONDES: Palace, Columbus, Nov. 14.

GIL LAM: Palace, Cleveland, Nov. 7.

MISTRES AND ROLLING: Palace, Columbus, Nov. 14.

HERZOS: Palace, Cleveland, Nov. 7. FOUR SIDES: Olympia, Miami, Oct. 29.

CARL KAMAT: Low's, New York, Nov. 8.

PUNzimmer UNIt: Shubert, New Haven, Nov. 5.

LOLA JENKINS: and Her Musical Playboys.

SMILEY BURMITE AND TROUPE

JOLLY JOYCE

POLLY JENKINS

THE BILLBOARD

 Advance Feature

ACTS-UNITS-ATTRACTIONS

Routes

Following each listing appears a symbol. Fill in the designations corresponding to the acts, units, and attractions as listed. EXPLANATIONS OF SYMBOLS:

- auditorium; - ballroom; - cafe; - club; - country club; - dance hall; - hotel; - music hall; - night club; - park; - restaurant; - showboat; - theater.


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

Benny Fields-Hi Hat, Chicago, Nov. 18, two weeks.

Woods and Ray, Juan Reckie, Edgewater Beach Hotel, Chicago, Nov. 7.

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Oil Shapiro: Metropolitan, Houston, Dec. 6.

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Gil Lam: Palace, Cleveland, Nov. 7.

Masters and Rolling: Palace, Columbus, Nov. 14.

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Carl Kamat: Low's, New York, Nov. 8.

Punzimmer Unit: Shubert, New Haven, Nov. 5.

Polly Jenkins and Her Musical Playboys.

Smiley Burmite and Troupe

Jolly Joyce

Polly Jenkins

SMILEY BURMITE AND TROUPE

JOLLY JOYCE

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RANCH NITE CLUB
Houston, Tex. — Phone H. 0549
All arts and entertainers coming this way, contact Jim or phone at your leisure or phone Mr. J. H. Lewis.

MAGS WANTED
WANTED: Mags for BEST NITE SALE, WEDNESDAY, OCT. 27th. MUST BE IN GOOD CONDITION.
RAY RUTHERFORD
5000 N.癯al, Chicago, Ill.

NIGHT CLUBS-VAUDEVILLE
The Billboard 1941

New York:

MARGUERITE CARMEN returning to the Club Quocho for her third consecutive season. . . .

BASKET BALL, MARCH 1st, at the Top Hat Ball to benefit the Watertown School for the Blind.

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Hollywood:

DOMINIC WILDE will play club dates when she completes her remake commitments. . . .

GEORGIA LEE SETHLEY is home sick with a cold. She will sing her first show at the Music Box, following a top booking in California. . . .

THE FOUR OF US have arrived in town. . . .

ALFRED PALMER, owner of the MAURICE and CORDOVA, is in New York. He is working out a deal with MCA for opening the club.

DONIA MARY and LITA currently working in the Jimmy Durante pic at Warner Bros. Pictures are now in a film shoot at the Midland, Cleveland, October 20.

Here and There:

THE Four OF US have arrived in town. . . .

BILLY DEE will begin another season at the Lido in March. . . .

STILLING and BUBBA current at a club in New York City. . . .

CHICAGO:

DUKE YELMAN, former booker, is now leading a band at the Brown Derby. He has been in the business for many years. . . .

GABRIEL CANSINO, founder of the famous Cansino Organization, is now with the Marie Tesciolo Company. He has taught two Spanish routines to Rosario and Antonio, and the routines will be in the forthcoming Cansino revue.

JEANNE FRANCIS and JERZY OLEK are in New York on their way to the new Cansino revue. They will be in the show. . . .

PHILADELPHIA:

Beg to move into the Palm House November 13 for an eight-week engagement. They have bought a two-story house in the Colonial section, and will be in the house for the next four weeks.

DON CORDON and Marge Crusoe have joined Del Franey's Star-Spangled Revue at the Palace. . . .

BEVERLY HILLS, Newport, Ky., opened October 20, at the Palace. . . .

TEXAN, Motion Picture Palace, Springfield, Ohio, opened October 20, at the Palace. . . .

The Four Of Us, Lido, New York, opened October 20, at the Palace. . . .

DICK WARE is preparing a production for the new Cansino revue at the Palace. . . .

He is now in his 15th week there.

CINCINNATI:

DOTTY ARMSTRONG, formerly with the Don Loner's band, is now with the Honeycomb. She is in her 15th week there.

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URGENT! IMPORTANT! WANTED IMMEDIATELY!

TINY DAVIS or LINDA MASON producer, is reviving the material employed in Texas Gunner's latest review of 1077-78 for his new unit, Time of Your Life.

Most of the stuff was written by Walter Vincenti, Mark Hollinger and Billy Baines, and will have to fire two acts and a band.

SOUTHERN THEATRICAL AGENCY
506 Jefferson Ave., Miami Beach, Fla.

Ice Shows on Tour:

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Ice-Capades of 1941: Play-Mor Pacific Kao- dina, San Diego, Calif., through January 7. . . .


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Vaudeville Reviews

Oriental, Chicago, Returns to Stageshows With Circus Revue

The end of the combination policy at the Balaban & Katz State-Lake in Chicago continues especially well with the turn of the Oriental to the Oriental after a fifteen-year gap. The former was亚单 capable stageshows.

The house is now being operated by the Insignia Management Cor- poration and is booked by Charles Evans. Initial announcements indicated that the bills will consist of comedians and vaude- bands and vaude.—first and second run of comedians of the Insignia picture. House is still unable to get top screen products and the present promoters stuff off. Prices are popular enough—40 cents top weekdays, 50 cents high-week-ends and should draw a mass audien-ces.

It will be up to the stageshows—but definitely—to stimulate box-office interest. and the grade of shows brought in this week will undoubtedly be responsible for the success. The policy that this page, budget, judging by the tint three the week. will undoubtedly be responsible for the delletedy-to stimulate box-office utter-ed.

The toads boys are watching the Oriental, Chicago, Returns to Stageshows With Circus Revue. It's back east for the Chasele Theatre. The blond is a family favorite. The show is run by Ray Oades and Geraldine (Hudson Wonders) and is a very popular attraction among the locals.

Paramount, New York

(Reviewed Wednesday evening, Oct. 27)

A three-week show that got off to a slow start with one show being Bob Hope and Pannte Godfard and then picked up with the help of Wally Brown and Andrews Sisters and Jimmy Durante, who are on the stage now. They are in their fifth engagement here; prove again that they are the top show in the show business.

The fad of the week was the marriage of a two-effectively done dual bills. Apple Blossoms and Honeymoon, two songs that do not go together, and a funny one that lasts only three minutes. The audience is not amused by the marriage.

Only other outside act is Wally Brown and Andrews Sisters. Brown's unfeeling sentence meaning is amusing and his clowns with a lot of it was of the act in the last appearance of the show.

Johnny Long does the intro, fronts his 14-man band and does an occasional lead-handed face solo. It is a nice-looking youth, and his band is a well-trained group. The social-song set-up of the conventional set-up of four songs, one of which is a charleston. But the four songs are not particularly novel or extreme. In fact, it is the only thing that is different. And the number is a swing tune, Tune It, Jackson, followed by the pianist occasionally playing a solo on the piano. The band is a well-trained group and the number is a big hit.

RKO-Boston, Boston

(Reviewed Friday evening, October 27)

RKO's Boston stage show is doing a good job of showing off its bands and its talent. The act is smooth and seems always to be on top form.

The girls clear the show with a pony act. It is a real crowd-pleaser and seems always to be on top form.

The Stageshows With Circus Revue. The show is run by Ray Oades and Geraldine (Hudson Wonders) and is a very popular attraction among the locals.

Music Hall, New York

(Reviewed Thursday evening, October 27)

Current show is one of the house's strongest attractions. Production, along with sock sets struc- tured around the theme of the show, is very appealing and seems always to be on top form.

The kids are seeing the Oriental, Chicago, Returns to Stageshows With Circus Revue. It's back east for the Chasele Theatre. The blond is a family favorite. The show is run by Ray Oades and Geraldine (Hudson Wonders) and is a very popular attraction among the locals.

Eagle, Philadelphia

(Reviewed Friday evening, October 17)

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**A Trouper**

**SALT LAKE CITY, Oct. 25—Bert Ross claims his dog, Buddha, of the comedy team, and隔离了 these days. But there's a new tru -e and real trouper.

Bert Ross, who played the Lake Theatre here recently, announced that Buddha had lost his back leg and was now a real trouper. Ross said that the dog had been trained to perform on stage and was now being used to showcase the dog's abilities.

**Correction**

The heading State-Lake, Chicago, on page 13 of the October 22 review should have read Chicago, Chicago.

**K. C. Mainstreet**

**Reopens as Combo House Number Seven**

**CHICAGO, Oct. 25—Mainstreet Thea -re in Kansas City, Missouri, former red -a house which has been dark for some four years, will be reopened with a full week combination policy by a group of independ -ent operators. Ross and his parents will be staged the prec -eding night.

It was booked by the William Morris Agency and was to be presented by a product -ive producer. A Kansas City line of 13 girls will be employed when Harris will do a presentation on November 7.

Harry Savoy, using his old name, started a new career on Tuesday when he squired with a full house. Ross and his parents will be staged the prec -eding night.

**Para, New Haven, Resumes With Units**

**NEW HAVEN, Conn., Oct. 25—The Paramount will resume stage shows for the first time since Jan. 19, when its house was reopened by Bill Robinson and Jimmy Luntzeder's hands come in week of De -cember. However, Ross and his parents will be staged the prec -eding night.

**SUGAR'S DOMINO**

**(Continued from page 4)**

Sugars' Domino, which was featured in last week's show, has been booked for the hotel's Oyster Bar.

**Metropolitan, Providence**

**(Continued from page 3)**

The advertisers might have been startled but they didn't show it. With traveling bands no longer available, the advertisers were forced to find other methods.

Circuits have expressed willingness to pay Social Security taxes from now on. It is understood that the problem of who is to pay the old taxes was one of the factors leading to the decision.

The form of the union is not known, but it is expected to become the Allies of ASCAP. It is feared that this will lead to confrontation with ASCAP and the networks. The networks have been asked to be patient and to help the new organization.

The monop -oly on network programs is not expected to last long. The new organization is expected to be a force in the industry, and the networks will have to adjust to the new situation.

The main advantage of the new organization is that it will be able to negotiate with the networks on a more equal footing. It is believed that this will lead to better terms for the performers.

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Para Opens Big; Strand Holds Well; Walker Heads for Good 26 At State

NEW YORK.—Alto holders have slowed down the take in Broadway vaudeville, business is still strong enough.

The Pavilions was down 375,000 house average, with Andrews Sisters, Johnny Long, Larry Adler on stage and Nothing But the Truth on screen, is due for a three-week stand and will pull an average around 585,000 in its initial season. Last week of bill with Xavier Cugat and His Latinumba's conserves $585,000. Previous two weeks pulled $600,000 and $610,000.

The Strand (3,760 seats; 585,000 house average), now in the second week of the Polish spectacular and film, opened York, is slated to bring around $800,000. Last week gathered a tremendous $485,000.

The Roxy (3,855 seats; 580,000 house average), now in its fifth week of Yeah in R.A.F. and stage show with Archie Robbins, Don Ronald, Bing and Betty Ross, and Miss America, is expected to go to $125,000, $125,000 for the second week to be held Over for the 077th edition of the 448,000.

Don Ronald, Oriente, and other. and Prone York. la stated to bust ground Phil Orelony average). CROW m the ate trad mark Ot the 430,000. Precious two *recite pulled 00,063 and Laid work of hill with Xavier Cugat and Johnny Long, truly Adler on stage but 01Dttr4. billions is still strong enough.

Para Opens Big; Strand Holds Well; Walker Heads for Good 26 At State

BUFFALO FARES OKAY WITH STRAIGHT PIX

BUFFALO.—Business at the vaude- filmers has been pretty good, with pretty grosses pulled up by strong film attractions. Current week sees a return of some big time vaude and house and homes are hoping for continued success. Older weather has been a help. Palace Theater, offering a compound bill made for the home, is only mainstay film competitor to the Century. The 25th Century seating capacity, 9,060: average for straight piece (admit one) is $16.50. Gross is around $15,000.

Headliners are All-Time Orches. with Eddy; Paul Kirtland and Company, Henry Montgomery and Company, Davis and Ollie; Mary Terry and Palco; Sammy and Sally; Mary Balcolm, with century house band, and Charlotte and Jerry at organ and Revona. Manager, help.

The week ran ended October 25 Century did well for straight pic. No Groofer, Sm, dropper, $12.00 for eight of the house, its feature was Sons of Guns.

Buffalo (existing capacity, 3,200 house average for dinner $11,000) opened for week of October 24 with double pic. Buffalo (existing capacity, 2,000) house average for dinner $11,000. Gross was estimated $11,000.

Armetta Packs Them In at Springfield

SPRINGFIELD, Mass.—Henry Armetta topped the third day's 50th bill that picked them in at the Court Square Thursday. The Mayfair, 19. Approximately 300 on a good drawing card in this city, which has been a slow place popularly, and the bill was given by a strong card, he did better than ever. Bill was presented here by Norman Marshall as manager of the Court Square.

On the stage were Jeanette Marie, Jerry and Lilillian, Bill and Rio, Tony and The Ward coming in strong. On the screen, The Liick Cut.

RIVOLI DOING WELL

SEATTLE.—Packed to the rafters over the long weekend with the Mayfair offering single bills Saturdays now to be just a part of its overrunning business, the Mayfair, has its defense workers continues to pour into town.

Last week the Rivoli grossed $26,000, one grand over the weekly average, with Don Ronald, Oriste, Millie Herman, Hal Harris, Myer Fritch, Frankie Blake all in. Manager, help. 33 screen changes a week.

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**Review of Units**

**“Spices of 1941”**

(Reviewed at the State-Lake Theater, Chicago, Oct. 6.)

A cruelly produced show destined for small-town houses. Count Bernd Volo, in the title roll, must have been the Pan-American Folies tag, had trouble getting on, perhaps only because he was on the Pan-American Folies tour, and so was available on Saturday, trying to lead the band and to dance out to the music from the stage at the same time.

The all-girl band is one of the puceez, this system right, the chief one being that after the moon. And because he could carry a bit of scale if this kind of a thing is to be coming, naturally enough, is painstakingly restrained and, as Count Volo, the organ is the dominating (used because to produce volumes) and it becomes softly shimmering, after several opening minutes. It should be used less.

Count opens with the usual violin solo, then the clarinet and trombone, and on the stage in the background for effect. Line of 16 girls open in a Little Peddler, employing, as a spot-up of the Humble and Lolita in a laborious routine. A nice number.

The Creations (five men and a girl), with their standard team, turn good in itself, but out of place in this setting. Slightly down from their usual standards, the top is a violin solo, followed by a drum solo with the mouth organ.

The Indian Crescendo medley features, strangely enough, the Indian War Dance, an Oriental gold point number. The same for the women.

The team works on the double-deck stage. (Grouch and Brown left the show and the girls went up front.)

Smith, Rogers and Eddie, eccentric dance numbers, with an old-timey forms that are friendly, and a frozen-toned routine. The two men are rather different in their individual personalities, and the whole group is smooth.

The Frisco Five, roller skaters, who come to Chicago in the usual standard practice, performed in radium costumes on a portable platform. They got a laugh as they did a song with a display of mechanical movements.

Keaton and Armfield are next to the Chicago Buckaroos in the same area. They interest primarily because of the striping. The man steps change after change of a polka tap while his partner parades behind him, all the way down and back.

Claude Jourden is the old-timey clock, and the last layer changing her original make-up of a chalk-faced woman into a young belle.

The Casablanca of America Finale has a number of women who are doing an on-the-record stage directing historical events, while the men do the same to the color theme, "I Am an American, Ron Holmberg."

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**Folies Bergere of 1942**

(Serviced Tuesday Evening, October 11, at Plymouth Theater, Worcester, Mass.)

Altogether there is nothing remarkable in this new 90-minute Clifford G. Fischer revival, it falls along in its break-in sensational numbers, with stilted stage settings and colorful costumes, coupled with a cast of 76, which looks good on paper, but requires docking to speed its pace.

Folies will ever well with the packed house. The pageantry was cri-

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**Mich. Liquor Board Fines Club for Use Of Blue Songs**

Detroit, Oct. 30. -- The Michigan Liquor Control Commission is an established fact here, and its act general has been owned, with a great success against Mike Sier, owners of the Three Well, for use of offensive, obscene, indecent, and lascivious songs.

According to Mike Sier, the offending song was a brace song, which was heard in the spot for four weeks, and on Tuesday the song was in the spot and the complaint was not answered, and the band was still the same, and the complaint was not answered, and the complaint was not answered.

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**Harry Romm To Stay With GAC**

New York, Oct. 28. -- A new two-year contract has been signed with Harry Romm Corporation is being drawn up for Harry Romm, whose original intention was to break away from GAC at the expiration of his current pact, October 28.

Romm intended to leave following a dispute over his department's budget. Straight ahead with Harry, brother of Harry, was slated to exceed.

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**Alden, Jamaica Ads Split Week**

New York, Oct. 28. -- Billboard Alden Theater, Jamaica, will resume running separate ads for the week of Sandy Rand and November 14.

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**Erie, Pa., Area Providing More Nitery Dates Due To Defense**

Erie, Pa., Oct. 30.--This territory is diversified in the hospitality it offers, and increased employment and better wages at new clubs and in old have made the area more expensive. While in the past most of the clubs were located in the private lives, there are now several night clubs, all doing good business and being well patronized.

Location is thus Buffalo, Pittsburgh, Erie and Wilkinsburg, among others. All have little direct connection. Demand is especially heavy because of the presence of the women.

The book office is open to all, and the women are well informed. The women are full of song and dance, and the women are well informed.

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**Just Out!**

McNally's BULLETIN No. 21

**Price One Dollar**

NEW, BRIGHT, ORIGINAL COMEDY

BY HARRIET A. MCNALLY

WRITTEN BY HARRIET A. MCNALLY

A RIVETING BROADWAY COMEDY

WRITTEN BY HARRIET A. MCNALLY

IF YOU'VE A TALENT FOR COMEDY, GET THIS BULLETIN NOW!

WM. Mcnally

81 East 125th Street, New York
BAA’s First Meeting Since 1939; Hopes To Organize Out of Town

NEW YORK, Oct. 26.—At the first meeting of the Brotherhood Artists’ Alliance since 1936, members authorized Thomas Phillips to organize a separate motion picture actors’ union.

Approximately 160, consisting nearly all the principals and chorus members of the movie industry, attended the conclave in Union Hall church.

The candidates put forward the name of Burke and by its contracts with local theaters, has promised that the residuals be released when the fund gave out; consequently, the meetings were held in the union house which already existed.

A resolution was passed to “condole the situation created by the merger of Hiram and Midtown bookings, but no action was taken.

Burrus News

Communications to New York Office

NEW YORK: Scottie Brewer were some of the enter- tainers at the women’s home in Chicago, and Peter Millwood October 19. From the women and tea, Re an new untitled Indefinite May, her trouble with the of Charles Country remised the proceeds *home is a strip this mason with the Harr In time from the Luna show. would have After few works at home tot the hull-tret week to the Nucleon. Union City. N. J.

NEW YORK: Specials of the enter-
taining at the Rialto, micas% shows, “Peanuts” Rohn chew, Mare . at the Globe, Borken, November 2. Mullen Lewis at the brand. Canton, O. featured. attraction.... VAL WILLIAMS FAWN opens at the Avenue.

BROADWAY AND 44TH STREET

$15.00 per week for 3 13 one room

The meeting also voted to abolish Its contracts with load theaters. bas

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OF DUE TO 1411 tructors, who own or belong to theaters, direct-

JOE SONNTAG, the

WALTERS and their men, the

OLIVE, a new strip. migrated

The fund wes emitted

FRED ROGERS, “pimpoches magician,”

WANTED — WRITE AT ONCE!

WANTED — WRITE AT ONCE!

CHORUS GIRLS, ATTENTION $15.00 per week for 3 in one room

CHORUS GIRLS, ATTENTION $15.00 per week for 3 in one room

HOTEL CLARIDGE

BROADWAY AND 44TH STREET

In the heart of Times Square New York City

The greatest value in hotel accommodations

SINGLE $10 Double, Without Bath $10.50 Single, $12.50 Double, With Bath

CHORUS GIRLS, ATTENTION $15.00 per week for 3 in one room

SCHOR GIRLS, ATTENTION $15.00 per week for 3 in one room

SHOWER—BATH—AND RADIO

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BILLY WEHLE LEAVES HOSPITAL FOR SHOW; NATECHEZ DATE GOOD

NATCHEZ, Miss., Oct. 25.—Billy Wehle, comedy novelty act, was discharged from the hospital here yesterday after a prolonged illness. He and his wife, Mrs. Wehle, are making a trip to New Orleans where they will appear at the Robert in a few weeks. JIM HEFFNER SETS TENTER IN DALTON

DALTON, Ga., Oct. 25.—Jim Heffner-Vincent Tent Show, recently recognized by the Western Association of Amusement Business, is now being put on by Jim Heffner, operator of the tent in Dalton, Ga. The show is on the road and will be at Dalton Friday. A large tent, named for its proprietor, is being used. The show is a novelty act.

Gifford Launches Illinois Circle

SPRINGFIELD, Ill., Oct. 25.—E. R. Gifford, manager of the Gifford Players, recently moved his company to Illinois. The company will make its headquarters at Springfield, Ill. The Gifford Players have been a favorite with local audiences for many years and are now taking their shows to the southern Illinois communities. The company is under the direction of E. R. Gifford, who is well known for his ability to put on successful shows. The audience can expect a variety of performances, including music, dance, and drama, during their stay in Illinois.

HUB'S 1000 LEGS

(Continued from page 3)

$30,000. Another great $25,000 week came in last week, with a total of $30,000 for the week, which was a very nice total of $60,000. Armand and Old Lace from Plymouth, 1,480 seats, did well, grossing $14,000. The show ran for three weeks and grossed $42,000. Show has done capacity at every performance. Another show of note was That's For Me at the Rutland, N. Y., which was a success.$25,000 week ended Monday, Oct. 15. W. A. LEE, manager, reports that he has just added a new feature to the show, which he hopes will attract more audiences. The feature is a new musical act that has been specially created for the show. The act is expected to be very popular with audiences, and the manager is confident that it will help bring in more business.

CONTESTS

Would you like to win a show in New York? Then check back in next week for more big shows

THE NEXT SPEED DERBY

THURSDAY, NOVEMBER 6, 1941

JOPLIN, MISSOURI

(Street Rodeo Association)

Gates at 9:30 P.M., 30 full blooded, 20 farm bred stock horses, 18 riding, 12 bareback and 6 in the 180-yard sprint, 8 miles of riding, 8 miles of bareback.

Riders are to be licensed and enter in advance.

ARMS of the law, the police, are coming together in Dallas.

Catherine Cox writes from Chitwood that Sid Cohen's Coliseum show got under way this week, and they will start charging $2.50 for couples who charged violation of the State statute which have "all admittypescript continent outlaws." Crowder posted a $5,000 cash appearance bond and contest. The show has been operating under the same name for a few years.

Crowder appears for a preliminary hearing by Assistant District Attorney John L. Meade, who charged violation of the State statute which have "all admittypescript continent outlaws." Crowder posted a $5,000 cash appearance bond and contest. The show has been operating under the same name for a few years.

CROWDER-KELLY CARRY ON DESPITE LEGAL TANGLEMENT

ALBUQUERQUE, N. M., Oct. 25.—The Crowder-Kelly Rodeo has been hit again, this time by an arrest warrant issued by the district attorney. The arrest warrant was issued to Sheriff Tom Little, who charged violation of the State statute which have "all admittypescript continent outlaws." Crowder posted a $5,000 cash appearance bond and contest. The show has been operating under the same name for a few years.

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Non-Theatrical Films

Conducted by THE ROADSHOWMAN

(Communications to 1526 Broadway, New York City)

School Experiment Offers Market for Roadshowmen

NEW YORK, Oct. 31—Three hundred schools and colleges throughout the country have organized a nation-wide experiment called the "Roadshowman Project," under the auspices of the Department of Secondary Teachers of the National Education Association, of which Dr. William Law, Western Reserve University, New York, N. Y., is chairman.

Most of the institutions participating in this experiment are using 16mm. films. The procedure is to have the student body and some of the faculty vote on a selected group of films to be shown, the group being chosen from a selected list of subjects. The films have been recommended by the national committee in charge of the project, and study guides. In each case, synopsis of films, questions that can be used for discussions in classroom, hints for discussion leaders, and documentary reading list have been made available for most of the pictures.


In case the listing includes the type of film, such as the Bogart, documentary, drama, social drama, this indicates that the complete subject matter and editorial make up make it suitable for the schools by way of in-service films. The complete guides issued by Educational and Recreation authorities for non-theatrical films are specialists in the field treated in the film. The guides first begin as simple micrographed sheets back in 1929 by two such authorities as the guide movement, now run from 8 to 10 pages each. The whole guide movement has played an important part in teaching cinema studies, drama, literature, entertainment subsidy, and educators have the film in their libraries. The new output is based on the sound movement.

Roadshowmen who show in schools have found that the guides create and stimulate interest in the subject, and the pamphlet covering an individual picture outlines what the film intends to portray and how and what has been found that students enjoy pictures when they decide. The pamphlets also affect the roadshowman a method of presenting the highlights of the film, to be followed or preceded by a brief talk about the subject when the roadshowman has not had experience in presenting side before school audiences.

The articles are turning more and more attention to the work of roadshowmen as an extension of educational laboratory. The films, in addition to their entertainment value, are used as a basis for discussion, and are an excellent source of information in history, geography, foreign languages, art, music, health, home economics, science, etc. Thus the roadshowmen who specialize in educational work find themselves looking for material with educators in improving the motion picture habits of young America.

BLOW UP "Kukan" To 35mm. Size

NEW YORK, Oct. 25—The 16mm. Kodachrome production, Kukan, manufactured in China, will be made available, via the Photovision process, in Research Council Forms 16mm. Group

HOLLYWOOD, Oct. 31—A committee on 16mm. film and equipment has been formed by the Research Council of the American Roadshowmen's Pictures of Intelligence, and Alliance, according to an announcement issued by the Council. Purpose of the newly formed group is to co-ordinate activities of motion picture producers in the use of 16mm. film for location and, at times, for roadshow purposes.

The new committee will also undertake to test and consider other possible applications of the 16mm. medium for studio use. Thus 16mm., long regarded for something better than a toy for film producers, is now being acknowledged by the film industry. As a result of new ideas and wartime tests will cut down on production costs.

The Research Council will be kept posted by the committee on current and future developments in 16mm. production. The committee will consist of General Sales Manager John Atkinson, John Arnold, Dick Clark, Leonard G. Line, C. E. Long, J. S. McInerny, E. O. Norton, Roy Reardon, and A. M. Smith, president of the Film Council, and director of the Research Council.

Fair Practices for the 16mm. Field

By A. H. SCHURR, of Sebum Eros.

The entire non-theatrical film industry will be greatly aided by an introduction of uniformity in business and methods throughout the industry. One of the most important issues that require attention is the formulation of fair trade practices. Some enter the business as a way of life, but the libraries, in addition to a selling job, would do well to pay as much attention to the educational job that is definitely required if the industry is to prove and prosper. It is a good thing to interest new blood in the field, but for the protection of the industry the newcomers should be set on the right road and have instilled in them the need of adhering to fair trade practices.

The 16mm. industry will not be able to go too far with adherence to fair trade practices. Some of the newcomers who enter the industry, thru the Inducement of information, become established in the field. The libraries, in addition to a selling job, would do well to pay as much attention to the educational job that is definitely required if the industry is to prove and prosper. It is a good thing to interest new blood in the field, but for the protection of the industry the newcomers should be set on the right road and have instilled in them the need of adhering to fair trade practices. The 16mm. industry will not be able to go too far with adherence to fair trade practices. Some of the newcomers who enter the industry, thru the Inducement of information, become established in the field. The libraries, in addition to a selling job, would do well to pay as much attention to the educational job that is definitely required if the industry is to prove and prosper. It is a good thing to interest new blood in the field, but for the protection of the industry the newcomers should be set on the right road and have instilled in them the need of adhering to fair trade practices.

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The Final Curtain

JOHNSTON-MERKET—D. A. (Freddy) Johnston, former film star on radio & tv program of Mark Novak, com- mercial agent with the same shows, at his home, 3016 Woodbury Ave., Elmhurst.

LEGER-STECK—Leo L. Leger, former member of the Court of St. Louis and Paul Troubridge, both entertainers, at his home, 3015 Englewood Ave., Elmhurst, Ill.

MOTTIS-BAUMGART—Richard B. Motossy, former radio star and manager, son of Dr. and Mrs. Motossy, at their home, 3015 Englewood Ave., Elmhurst.

SMITH-TRAHAN—Richard S. Smith, former owner-manager of the Homestead, New Orleans, at his home, 3015 Englewood Ave., Elmhurst.

TRAUTMAN-DAVIS—T. A. (Harry) Trautman, former member of the Columbia Broadcasting System, died recently in New York City.

TUKO-SHEFF—Lloyd Sheffer, former radio star, at his home, 3015 Englewood Ave., Elmhurst.

WILLIAMSON-ENGEL—Hyde C. Williamson, former member of the United States Senate, died recently.

WODDLES—Sid Wodlles, former radio star, at his home, 3015 Englewood Ave., Elmhurst.

Marriages

GILLEN-CARROLL—Harry G. Carroll, radio star, and Blanche Carroll, former radio star, at their home, 3015 Englewood Ave., Elmhurst.

HUGHES-LEIGH—Harley H. Leigh, former radio star, and Mary Leigh, former radio star, at their home, 3015 Englewood Ave., Elmhurst.

HEINS-DANFORD—Lester H. Heins, former radio star, and Margaret Danford, former radio star, at their home, 3015 Englewood Ave., Elmhurst.

MANNING-KING—Frank J. Manning, former radio star, and Alice King, former radio star, at their home, 3015 Englewood Ave., Elmhurst.

MORGAN-ROBERTS—James R. Morgan, former radio star, and Mary Roberts, former radio star, at their home, 3015 Englewood Ave., Elmhurst.

O'DONNELL-WILSON—John O'Donnell, former radio star, and Mary Wilson, former radio star, at their home, 3015 Englewood Ave., Elmhurst.

ROBERTS-REED—Lyle Roberts, former radio star, and Mary Reed, former radio star, at their home, 3015 Englewood Ave., Elmhurst.

SHERWOOD-SHERWOOD—Lloyd Sherwood, former radio star, and Jean Sherwood, former radio star, at their home, 3015 Englewood Ave., Elmhurst.
Hennes Macon Fair Midway Grosses 30% Ahead of 1940 Mark

MACON, Ga., Oct. 18—Hennes Bros.' Shows, playing their first engagement here, topped midway receipts at Georgia State Fair since the fair opened last week, officials said. Gross from acts and rides was nearly $28,000. Engagement was med ad by footlights and applause at opening night. The midway was milled up with enthusiastic Georgia kids in a spending mood. This city is the third edition in a large area, caused by defense projects.

Jack Grimes, press agent, visited J. C. McCaffery, general manager Announced that the shows will be in Tennessee and later in Ohio, with the shows Sunday and remained here until Tuesday, Howard T. Bay, ACGC, manager, arranged for Ralph J. Clawson, and Charles Sparks, former associates, as booking agents. Grimes said and saw the show last order and was able to make the announcement.

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Texas Showfolk Form New Club At San Antonio

SAN ANTONIO, Oct. 12—A showmen's organization to be known as the Blue Bonnet Club, under the leadership of Ben Block, Jack Buc- krun, and George Ziegler, was organized here this week by Ben Block, Jack Buc- krun, and George Ziegler.

The four were temporarily charged executive of the club and plan to obtain a charter. They will also plan to elect officers. The club will be organized for circuses, vaudeville shows, and vaudeville shows.

Meetings will be held. Clubbers were obtained with Jack Buc- krun and George Ziegler.

Motor City's Jaunt Best for Org Plan Expansion for 1942

DETROIT, Oct. 5—Wm. Hiowitz, whose Michigan Co. has just returned from a tour of Ohio, Michigan and Indiana at Lyons, Ohio, reported that the showmen's season here was the best and biggest he has experienced since he undertook operations.

Shows have been in Toledo qualitatively and the stagehands have been beginning to paint and make up shows. The shows have been up to date and the shows have been up to date.

SLA Nominating Committee Named

CHICAGO, Oct. 5—At the regular meeting of the Showmen's League of America, Thursday night the board of governors named the nominating com- mittee to select candidates for officers on the regular ticket. Those chosen were L. Wright, Bernard Mendelson, A. Bojeman, C. R. (Bob) Phifer, Bert Torsi, A. Swener and Maurice Manager.

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The last rites for Fred Beckmann Heavily Attended in Two Cities

CHICAGO, Oct. 5—The remains of Fred Beckmann, manager of the Showmen's League of America, were laid to rest in Fort Wayne, Ind., on Tuesday, attended by a large number of friends and relatives of the deceased. Services were conducted by Father Theodore J. Friel, Holy Cross Church, Muncie, Ind.

The last rites for Fred Beckmann were held at the Showmen's League of America, Thursday night the board of governors named the nominating com- mittee to select candidates for officers on the regular ticket. Those chosen were L. Wright, Bernard Mendelson, A. Bojeman, C. R. (Bob) Phifer, Bert Torsi, A. Swener and Maurice Manager.

Heth Equipment Damaged

ADAMSVILLE, Ga., Oct. 5—A train was wrecked near here early Sunday morning. The cars, containing mostly freight, left the tracks but were not demolished. The train was wrecked near here early Sunday morning. The cars, containing mostly freight, left the tracks but were not demolished. The train was wrecked near here early Sunday morning. The cars, containing mostly freight, left the tracks but were not demolished.

Elliott Files Show Damage Claim With Canadian Gov't

AMHERST, N. S., Oct. 3—Frank Elliott, manager of the Elliott Bros. Shows, demolished by about 500 soldiers at Truro, has lodged a claim with the Dominion government for compensation. A court order was received by Amherst Canadian Legion Post, of which Elliott is president, he having been appointed by War Office to inspect the damage. The order was received by Amherst Canadian Legion Post, of which Elliott is president, he having been appointed by War Office to inspect the damage.

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Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DE BELLE

Flasher, La.

Week ended October 22, 1941

Dear Editor:

Let there be light! There was nothing said about adding the word "elect". For several years now, Ballyhoo has been working in circles muttering "Plus the lights!". Ever since some time ago, they have been able to figure out enough angles to get them in the show without being seen in the show. They were trying to come up with some other source than the saving in light bill. (The 750 grand quoted comes from our hand bills.) So as to protect the office from any loss all show, ride and concession contracts were changed to raise the rate from 1 cent a kw to 1.5 cents a kw. Due to the show generating its own current, thus providing brighter illumination for better than before, the price of light has gone up with other non-time demands.

The new trailers with the homefolks are smaller and better. The flat rate has always been the show's policy, the better the better. Having been on the flat rate before the new order went into effect, they were kept still farther. The rate of the anti-flat scale. The rest of the employees thought they had nothing to worry about until called into the office to sign new employment contracts. The new (Ballyhoo Rich) on page 37)
Tolling Fair Bells Mark Passing of Walter White

Friends and members all, everyman a showman or show woman, packed the funeral home of J. P. Hines, Jr., in Memphis at 11 a.m. on October 19 to mourn the passing of Walter A. White. Services were conducted by the Rev. J. J. Walker, pastor of Memphis Christian Church.

Officials and advertisers placed a wreath on the grave and uncased the American flag over the casket. Walter White was a showman of the old school, who thru untiring efforts helped the new Jones organization to form and thru co-operative spirit, made its members loyal to the show.

At 11:30 the body was shipped to his home at Quinny, where the final rites were held. E. Lawrence Phillips, owner of the Johnny J. JonesShows, and Mrs.titus were in attendance.

Tolling Fair Rolls

The billboard is urged to do its part by giving the fair publicity through a medium "in its own interest." The Billboard is the medium of the fair; the newspaper is of course the next best...
PLASTER GALORE
IMMEDIATE SHIPMENT ON ALL STOCK NUMBERS
Seldom Equaled—Never Surpassed

W.L. DELUXE CORP.

ORLEANS PARISH FAIR
NEW ORLEANS, LA.
10 Days and Nights 10 — November 7 to 16 Inc.

Heart of the City — First Show in 12 Years
Wanted Ride—Gig Steak, Summer, Spring, Summer, Till-a-Whirl, Bucket or any kind capable of getting money.
Wanted Shows—Dogs, Horses, Elephants, Monkey, Shovel, Shovel, Midget, Wind, Walk. Two or not conflicting with what we have.
May be available for the 1943 season.

WANTED

WEST'S WORLD'S WONDER SHOWS

WANT

BUL洛克 AMUSEMENT COMPANY

WANT

WANT

BANTLY'S ALL-AMERICAN SHOWS

WANT

MAJESTIC MIDWAY SHOWS

CIRCUS AND THRILL ACTS WANTED

FRANK WERT, Gen. Mgr., Gulfport, Miss., week. WANTED

WANT

WANT

CIRCUS AND THRILL ACTS WANTED

CARNIBAL

(Circus are for current week when no dates are given. In some instances possibly the same act)

AL WAGNER

GREAT LAKES EXHIBITION SHOWS

AMERICAN LEGION FALL FESTIVAL

CARNIVERS

FOR COLISEUM, COLUMBUS, OHIO, NOV. 17 TO 23 INCL.
Feature Circus Acts doing two different programs, Building 100 foot high, Union Band Leader with waltz band. Clowns.

RAT GOODY, ARLEYS, WHITE

All address RAY W. ROGERS

123 E. LONG STREET
COLUMBUS, OHIO

Plaster 12 to true

Flint Rider, Gen. Mgr., Gulfport, Miss., week.

WANT

FOR QUITMAN, GA., FAIR

MOULTRIE to follow, few more legitimate Concession and Grind Shows.

Like to have 10-in.-1 Wire

ANDREW AMUSEMENT CO., INCORPORATED

Rainbridge, Ga., Fair, October 27-
November 1; Quitman, Ga., Fair, November 3-8.

WANT

Mad Cody Fleming Shows

WANT

WORLD'S MUSEUM CONGRESS OF CARTOONED ODDBODIES WANTS

INTERSTATE, FRANKFORD, Boystown, Missouri, and other Cartoons of all kinds; Mules, Buffalos, Indians, Pioneers. Also want a Fine Wild West Show. Write or wire R. L. BURKE, 1340 Mocking Bird Place, Indianapolis.

BILLY JOE SHOWS

WANT Shows for the closing week — The Ford Shows, Mattox and Grind Shows, Eddie Boise. Nothing else meets our needs.

This week, Florence, S. C.

WANT

WANT

WANT

WANT

WANT

WANT

WANT

WANT

WANT

WANT
November 1, 1941

CARNIVAL

Shawmen's League of America

Sherman Hotel
Chicago

CHICAGO, Oct. 25.—President Frank B. O'Connell presided at the meeting on October 23. With him at the table were First Vice-President Carl J. Nuttmann, President-Elect Frank E. Moore, Secretary- Treasurer Edward A. Young, Carl J. C. McCaffrey and Frank F. O'Connell. The roll call of 1941 members was made. A total of $541 members in the 1941 drive which was ended at a meeting in August. Research is still confined in the hospital and Tom Bakke and Tom Vinton are still untested. The 1942 meeting will be held November 30 and signed up. The banquet committee chairman Jack Duffield reported that the banquet will be held as usual in the regular meeting and said it will furnish the usual entertainment at banquet. It looks as if a large proportion of the table reservations will soon be disposed of.

Birthday congratulations to Randle Blake, Eugene Moore, Bruce J. Sweeney and Lou Leonard.

The committee chairman Jack Duffield reminded the members that the committee will be held on December 1.

The entertainment week will be held from November 1 to November 30.

Tom Rankine and Thad Vollmer each have a total of 344 members In the 1911 drive and are away on a business trip. Approximately 35 members are back on the job.

Secretary Joe Streibich and Past President Joe Glary left for Shreveport, L. A. as Is learned of the death of the braveved Brother Jose D. Moore. Brother Murphy. Al R. Cohn. A. L. Mier and Leonard are back from the South after a business trip. Brother Murphy, Al R. Cohn, A. L. Miller and Randolph are away on a business trip. Past President Biv. A. Rock advised he will visit Woodland Commonwealth and pay a courtesy call at the office of Mr. Rock. President Eberhardt. Brother Murphy paid a courtesy call at the office of Mr. Rock.

**CARNIVALS**

November 1, 1941

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**Midway Confab**

**Communications to 25-27 Opera Place, Cincinnati, O.**

**SEASON standings and tours.**

EASTERN concessions. M. Pimentel reports he has returned to New York following a successful summer tour.

**PROF. WILLIE J. BERNARD, manager of the office-owned Moon Show on Madison Square Garden, reports he closed a successful season in South America.**

JAMES H. DREW Jr., cards from Win- 

ton-Salem, N. C., that he played there this season with his concession to good busi- 

**NEW EVERY showwoman is after the season is over.**

**CANVAS, and circus trouper for the** last five years, Prof. Howard A. Stordahl is now with a private company with B. C. C. G Hiotics, Port Moresby, Philippines.

FRANK H. WOOD has returned to his home in Little Rock, Ark. for the winter after a good season on Figlew's United Shows.

CLOSING with O. C. Buck Shows at Warrington, N. C. were Master Russell and Harry King, who left for the East to join Barker's Museum.

WITH most concessions a stitch in time is worth a season.

**PHOTO GALLERY operators, Mr. and Mrs. James Barker, who closed with Wall- 

**BECAUSE of severe Injuries ealstaltwel**

**FOR SALE**

**GLEE CLUB**

**HUBERT'S MUSEUM**

IN 225 W. 43rd Street, NEW YORK CITY.

**ASTRO FORECASTS AND ANALYSES**

1942 ASTRO READING ALL COMPLETE

Chinese, Japanese, and other foreign and popular shows. December 15, 1941.

**NORTH AND SOUTH**

FORTH COMING DIMEN.

**NEW DREAM BOOK**

1949, Page 2. Bette Number, Caption and Paving. Pages 3-8, 1949,

**FASTER SHOWS**

**ELI BRIDGE COMPANY**

---

**HUBERT'S MUSEUM**

19 West Jackson Blvd., CHICAGO

**FOR SALE**

1 CARNIVAL RIDES, 1 year old, lightweight, the new 1/2-car Sandman White. 1000 sq. ft. No other car sold since. All entries are in A-43, 1949. Can be made to operate on the West Coast.

**GREAT SOUTHERN SHOWS**

B RETAIL SHOW, 7,000 ft. wide, 1000 by 1000 ft. wide, outside. Inside 400 by 700 ft. wide, 500 by 500 ft. wide. Both alit

**RONALD R. HUBERT**

---

**HUBERT'S MUSEUM**

225 W. 43rd Street, NEW YORK CITY.

**WANT FREAKS AND NOVELTY ACTS OF MERIT AT ALL TIMES**

**ASTRO FORECASTS AND ANALYSES**

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Midway Melancholia

HEADING a concessionaire in a downcast mood, one agent asked another what was wrong with the shows. "He's been fired," was the reply. "He has had a big season, his concession got manhandled, and his pay was cut. There's no cash for a new car and everybody knows that. Why, last year he's said and felt so depressed?" asked the second agent. "That's what I've said back Agent No. 2. 'He hasn't got anything to squawk about!'"

They have to be most valued employees to be shown, and the drawing revenue of many of those far away for winter quarters—Ebert J. Treiber.

Florida is already precipitating the arrival of hundreds of horse-trailer bearing foreign plates in that sunny haven. Maybe it hasn't reckoned on the casting of many shows or purveyed shows and acts and has sent them to wonderful places with moods of—Read Map Johnson.

INCLINE weather resulted in poor attendance for Pickert & Arnold Shows here, located by Roy H. Taylor from Rutland, Vt. Shows play one more season in Oregon before returning to California. Archie Davis is building a new office wagon, and Pickert bought a new deal and safe for the office. A birthday party was held for the Golden Arrow shows, which has received many attractive gifts, including the presentation of a purse by Mrs. Pickert. Oral Hogan was emcee and Bob Montgomery presided. Pickert & Arnold Shows, Miss Mabel Davis, Leonard Clifton, Joe Gass, Al Burton, Sonny Weaver, Bob Richardson and Mr. and Mrs. Roy Taylor.

OFFICE WAGON on Arthur's Mighty American Show closed house, a week during show's run.

MIDWAY CONCESSIONS report they will winter in Centralia, Wash. They have been stewed by Bud Heaton for his Rubin's Great Circus. Tentkina, telephone: Calvin White, tuba: J. C. Talcott, Cleveland Mayo, John Webb, T. R. Payne, bond leader: Slim Jenne, Rufus Exposition Show will use. Guy Amuck, L. O. Tittel and Ben West.

...letter. P. O. Clermont from Seattle, Ore. The Moe troupers, who are now operating a market and service store in that capacity.

TENNESSEES loses lamed erit ear. Allie Lee delivered SHOW staff on Great Lake. Taylor J. Stories about a job for next season rime way that whenever an employee asks about a job for next season a straw he takes among the railroad offices stooges to settle the question.

Annoyed that he has purchased the Tilley Shows will go out in 1942 under the name of BUNTING SHOWS: BUNTING SHOWS.

Broadcast and syndicated shows the BUNTING SHOWS.

The BUNTING SHOWS.

E. C. EVANS & Co.

1520-1530 W. Adams St. CHICAGO

NEW FOR 1941 THE FLYOPLANE

THE FLYOPLANE

FLYING

The Flyo-Plane—Octopus—Rolla-Plane and New for 1941

FUTURE CATALOGS are now available.

EVERY AIRCRAFT CO. SALEM, ORE.

ABNER E. CLINE, Sales Mgr.

VERDE, FRED 

LUBBE, Charles, Bankston, Ga.

LUBBE BROS., Ltd., Bismarck, N. D.

...and keen interest. MONOPLANE...a show that can drive semi-trailers.

J. E. ASPINWALL, President MRS. ROBERT ASPINWALL, Secretary

EARL H. BUNTING, MGR. BUNTING SHOWS, announces that he has purchased the Tilley Shows. Will go out in 1942 under the name of BUNTING SHOWS. Now booking Shows and Concessions for season 1942. All people associated with me the past year on the Tilley Shows, kindred to me.

Am interested in hearing from Shows with own outfits, and Merchandise Concessions of all kinds. Can use sober, experienced Ride Help who can drive semi-trailers.

Address EARL H. BUNTING, MGR., Bunting Shows, Box 237, Ladd, Ill.
John H. Marks

Barrington, R. W. Week ended October 15. Location, Media Road showgrounds. Address, 1042 34th Street, Post Office, poor. Weather, ideal.

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dropped dead of a stroke in the house Friday afternoon.

Los Angeles, Nov. 9—Week ended Oct. 29, weather, fine, good. Weather, excellent.

All rides and shows were ready Monday and opening that night gave all a good time. The weather was beautiful. Thursday, the weather was fine, and by Friday, the weather was clouded. Friday was the big day and on Saturday, colored day, the weather was fine and cold, and the crowds were ready to ride and enjoy the shows. The weather was fine and cold throughout the week.

CARNIVALS

IT’S YOUR NIGHT AND YOUR SHOW!!!

29th Annual

BANQUET and BALL

Showmen’s League of America

Make Your Reservation Now

REGIONAL FAIR WEEKENDS

WEDNESDAY NIGHT, DECEMBER 3, 1941

Grand Ballroom, Hotel Sherman, Chicago
TICKETS $5.00 PER PLATE
Music, Dancing, Entertainment

For reservations write

Banquet Committee, Showmen’s League of America
Hotel Sherman, Chicago, Ill.

V. F. W. Celebration & Home Coming for the Soldiers

FAYETTEVILLE, N. C., TWO WEEKS, STARTING NOVEMBER 3 TO 15, INC.

LOCATION—FT. BRAGG ROAD AT CITY LINE

Want legitimate Merchandise Game, Concessions and Eating and Drinking Stands. This show expecting to stay out until the middle of December.

NOTICE—We have arranged a very extensive showing for next season, consequently we finance any new Attractions. Progressive Showmen, what have you? All Address CETLIN & WILSON SHOWS, INC., This Week, Clinton, N. C., FAIR.

LOOK FOR STARTLING ANNOUNCEMENT TO BE MADE AT CHICAGO CONVENTION

WANTED FOR SUMTER COUNTY LEGION FAIR AND RODEO

BUSHMILL, F. L., NOV. 4 TO NOV. 11

Legitimate Chances of all kinds—Bingo, Fishbowl, Pretzel Farm, Bumper Car, Dart Game, High Bider, etc. Write or Wire: T. W. Booth, P.O. Box 141, Sumter, S. C. This is one of the largest Legion Exhibitions in the South, a real opportunity to make this winter show pay off. Address all communications to WILHELM E. KOCH, Sumter, S. C., west of Oct. 25, then Sherman, Fla.

CONCESSIONS

ARIZONA STATE FAIR
PHOENIX

Limited space left at Phoenix and Civic Celebration at Tucson to follow. See representative on Fairgrounds in Phoenix, or communicate with RUBIN & CHERRY EXPOSITION, San Bernardino, Calif., October 28 to November 25.

WANTED

Minn. Aqua Group Elects

INDIANAPOLIS, Oct. 29—Five new directors were elected recently by the Minneapolis Aquaticum organization. Elected were: Hastings, retired president and new admiral of the 1940 convention. New directors are John Burgess, R. G. Wilson, Edward Anderson, Ray Perry and Terry Snyder, named for two year period. Elected for the past year was Hastings, W. R. Stephens, Ned Cronick, Pat Carr, Dr. John Adams, Alfred D. Lindsey, Walter W. Weerman, Harry E. Keller, Barkley W. Wilson, W. A. Brown, W. H. Whitcomb, Josephine Canfield, Canfield & Others. This is one of the largest Legion Exhibitions in the South, a real opportunity to make this winter show pay off. Address all communications to WILHELM E. KOCH, Sumter, S. C., west of Oct. 25, then Sherman, Fla.

All Address CETLIN & WILSON SHOWS, INC., This Week, Clinton, N. C., FAIR.

LOOK FOR STARTLING ANNOUNCEMENT TO BE MADE AT CHICAGO CONVENTION

WANTED FOR SUMTER COUNTY LEGION FAIR AND RODEO

BUSHMILL, F. L., NOV. 4 TO NOV. 11

Legitimate Chances of all kinds—Bingo, Fishbowl, Pretzel Farm, Bumper Car, Dart Game, High Bider, etc. Write or Wire: T. W. Booth, P.O. Box 141, Sumter, S. C. This is one of the largest Legion Exhibitions in the South, a real opportunity to make this winter show pay off. Address all communications to WILHELM E. KOCH, Sumter, S. C., west of Oct. 25, then Sherman, Fla.

CONCESSIONS

ARIZONA STATE FAIR
PHOENIX

Limited space left at Phoenix and Civic Celebration at Tucson to follow. See representative on Fairgrounds in Phoenix, or communicate with RUBIN & CHERRY EXPOSITION, San Bernardino, Calif., October 28 to November 25.

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Russell Receives New Big Top; Rings, Seating Being Enlarged

AMARILLO, Tex., Oct. 22.—With the arrival of a gleaming 130-foot high big top, and a 15-foot wide ring, the West Texas Coliseum became a leading Western arena.

The new top, manufactured by Baker and Associates, Oklahoma City, was delivered by train and will be moved to its permanent location at the coliseum by a special team of men. The ring is of the highest quality, and the seating area is being expanded to accommodate more spectators.

The coliseum has been undergoing a comprehensive renovation, and this addition will further enhance its status as a premier entertainment venue.

Ring Ties a Bow to Bakersfield. John With, previously with Sells Bros., has returned from Bakersfield, California, and has taken a position as the ringmaster of the new show. With his years of experience, he will ensure that the performances are of the highest standard.

The show's popularity has been growing steadily, and the additional seating capacity will allow more people to enjoy the events. With the recent expansion, the coliseum now has a seating capacity of over 5,000, making it a major draw for visitors and performers alike.

Chaffeur Sole Heir to Mrs. Al Ringling's Estate

BARABOO, Wis., Oct. 23.—Terms of a will died October 18 in Sauk County, Wisconsin, were announced today by the will's only beneficiary, Mrs. Al Ringling, who is the chaffeur of the family's estate.

Under the terms of the will, Mrs. Ringling will receive all of the estate's assets, including the Ringling Bros. and Barnum & Bailey Circus, which is currently touring the United States. The estate also includes a large collection of circus memorabilia and a private estate in Sarasota, Florida.

Mrs. Ringling, who has been the chaffeur of the family for many years, was appointed as the sole heir in the will. The estate is estimated to be worth over $100 million, making it one of the largest circus estates in history.

The will also provides for the care of the family's estate, including the preservation of the circus heritage and the support of charitable organizations. The estate is expected to continue to operate as a major player in the circus industry, with Mrs. Ringling overseeing its affairs.

Sellouts Both Days For RB in Memphis

MEMPHIS, Oct. 25.—The Ringling-Barnum circus played here October 19-20 to sellout crowds.

The show shipped in from El Dorado, Ark., and was greeted with enthusiasm by the audience. Despite the delay due to movement of troop trains in Arkansas, and after arrival, it was played to sellout crowds. The show could clear the grounds before the curtain went up.

The Sunday matinee began at 4:30, but was delayed half an hour while the circus unloads its cars. Shortly after 7 o'clock, the night crowd presented itself. The circus officials were told that the day performances were sponsored by Memphis American Legion Post No. 1.

The attendance can be attributed to the fact that it was the show's last scheduled appearance this season, as the Gargantuan was heavy drawing card. Many strong motors from towns over 150 miles distant, some to be disappointed Sunday evening when they couldn't get tickets.

The heavy attendance was remarkable in view of the fact that the Midwest Fair and National Dairy Show had closed a week ago, and that the circus has been on the road in the usual way, in which all-time attendance records have been set.

When the show pulled out for Jackson, Tennessee, the day after, the veteran of 26 years as a waterer in the performers' district, Smith stated that 100 people were on the dinner list at 9:30 p.m., and taken to John Gash, and other operators described his condition as serious.

The big show band, with Joe Williams Show, and his ring, will be in the Windy City for the night. Cole Closes November 2 At Longview, Texas

CHICAGO, Oct. 25.—The Cole Bros. Circus, which closed its 15-month tour here November 2, opened in Chicago Friday for Louisville to prepare the show for its tour to New York. Total mileage will be 18,000. Show has encountered considerable rain during the last two weeks, but has continued its business as business was favorable.

J. D. Newman, general agent, left Chicago for Longview, Texas, and will be in the Windy City for the night. Cole will head south to New Orleans and will be in New York for the circus opening.

Under the Marquee

(Circus Announcements) 25-27 Opera Place, Cincinnati,

HARRY MACK, peers agent.

FRED LOFTON, young Alexander bust.

RIGGINS, a veteran of the circus for several years, found a home in a fell during her wire act at the Oak Beech, Hermosa Beach. Riggins had been away for two weeks, or airs and celebrationwise winter, having been away for two weeks. He returned by mail from Idaho to the Pacific Coast.

When the show Sundayed at Seminole in the vicinity of Los Angeles, the Joseph Anderson Circuit, under the direction of John With, returned by mail from Lincoln to the Pacific Coast.

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Garden Rodeo
In New Highs

Estimated $450,000 gate represents all-time record for 16-year series

CIRCUSES

November 1, 1941

The Billboard

Barbecq Brook Riding—Third Day (4 performances), Hank Millo, Bob Wake, Bill Reiter, 9:45; 11:45, Friday, $20; Paul Gibson, $20; George Miller, $20; Fred Collins, $20

Slee Riding—Fourth Day (3 performances), Henry Harris, 9:45, Sixth Day, $20; Dick Davis, $20; Jim White, $20; and Bill Reiter, $20

HALF A CIRCUS

New West: "The Greatest Show on Earth!"

THANKS TO ALL
FOR THE BIGGEST
SUCCESS YET

Even Bigger Than My
256,000 Crowd at Soldier
Field, Chicago, This Year.

LARRY SUNBROCK

CIRUS WARD BLANKETS

ARMY

Baker-Lockwood

NEW HORSE BLANKETS

ARMY

ARMY

ARMY

ARMY
DALLAS GATE TOPS

All-Time Peak
Now 1,252,527

Indie midway gross 50% over organized zone in ’40—draw heavy for shows

ALLAN, Oct. 25—State Fair of Texas, here on October 4-18, observed its 50th birthday by breaking its 1940 attendance record by 200,000. With the highest gate in the fair’s history, attendance was 1,252,527, the highest ever for any gate in 1940. Except for rain on opening day, attendance was heavy for every day on Saturday and rain on Sunday, the closing days had almost ideal weather. Comparative attendance by days:

1940
1940
Sun. 11,210 Oct. 1, 120,008
Sat. 39,720 Sun. 42,014
Fri. 25,737 Wed. 26,389
Mon. 26,815 Wed. 19,390

MEMPHIS GETS HIGH 222,593

MEMPHIS, Oct. 25—Mid-South Fair here on October 11-18 broke all records for attendance despite unfavorable weather on four of the eight days. Gate totaled 222,593, an all-time high. Last year the three-day total was 170,000. A crowd of 31,000 was the tipoff, corresponding to the highest in the last 13,231.

Friday, Children’s Day rain began at noon and by afternoon was pouring in torrents, continuing into the high-humidity evening, with President Raymond S. Crain and President of the Midway, said it was the only rain of the fair.

Record gate receipts will not be available for some time, as thousands of tickets were sold in advance through the Memphis Commercial Appeal office, which prints the program (See MEMPHIS GATE BEST on page 53).

MACON MAKES GREATER GAINS

MACON, Ga., Oct. 25—Georgia State Fair, here on October 16-22, recorded the best week since the boom years of the ’20s. Attendance was estimated at over 200,000, which, for the first time in history, gate receipts went about 60 per cent ahead of those of last year’s record-breaking season. Good weather prevailed.

Officials on attendance watch a check by the Chamber of Commerce, which actually recorded attendance. Figures on the Gate showed 150,000 increase on adult and 100,000 on children’s tickets. Saturday and Sunday were very fine, with five rides in operation since several rides were closed because of the weather. Sunday and Sunday brought close smiles.

Knife thrower full on Friday and Snappo on Saturday and Sunday brought smiles to faces of young fairgoers. On Thursday, Orton had to stop the Midway in order to allow fairgoers to see the show. (See BIG GAINE IN MACON on page 44)

SHERREVOFT OPENERS UP 20,000; G. S. DOES TWO ON INITIAL NIGHT

SHERREVOFT, Ga., Oct. 28—Favored by good weather, the 36th annual State Fair of Louisiana here, October 18-27, drew total attendance of about 107,500 on the first three days, an increase of 5,000 over the same period in 1940. Paid attendance on the first Saturday and Sunday last year was 54,200.

Officials estimated that the weather had a big effect on attendance. Only 12 rides in operation Thursday, with fewer than those advertised. Live stock shows were crowded, especially with beef cattle, for which premiums were two-thirds larger than last year. State Commissioner Harry D. Wilson, State Department of Agriculture, reported that 400,000 people were present on the fair’s opening night. (See SHERREVOFT OPENERS on page 43)

LAUREL HAS PROFIT WITH NEW MANAGER

LAUREL, Miss., Oct. 25—The 13th annual Greater Mobile Gulf Coast Fair here on October 11-20 broke all records, with receipts of $20,000, the highest in the fair’s history. The fair was expected to net over $10,000 from the sale of livestock, with an additional $2,000 from the sale of gate receipts.

The fair was noted for its variety of attractions and its ability to attract large crowds. The Midway was especially popular, with a variety of rides and games that drew large crowds. The livestock shows were well attended, with many exhibitors vying for the numerous awards available. The fair also featured a variety of educational exhibits, with focus on agriculture and natural resources.

The fair was a success in terms of attendance and financial profit, with the fairgrounds expected to be busy for several more days. (See SHERREVOFT OPENERS on page 43)

Mobile to Top; RAS Is Up 50%

GREAT Mobile Gulf Coast Fair, Mobile, Ala., Oct. 23-27, is 50% ahead of last year, according to F. S. Jordan, attraction superintendent. Gate receipts were $10,000 over last year, with six days of operation.

The fair was noted for its variety of attractions and its ability to attract large crowds. The Midway was especially popular, with a variety of rides and games that drew large crowds. The livestock shows were well attended, with many exhibitors vying for the numerous awards available. The fair also featured a variety of educational exhibits, with focus on agriculture and natural resources.

The fair was a success in terms of attendance and financial profit, with the fairgrounds expected to be busy for several more days. (See SHERREVOFT OPENERS on page 43)

LAUREL, Miss. — For the first time in years South Mississippi Fair here, September 26-October 4, failed to dip into red figures, association officers said. Joseph Whittenberg, 35-year-old advertising man of Laurel, and vice-president and secretary-manager of the fair, said he was pleased with the results. (See SHERREVOFT OPENERS on page 43)
Grandstand Attractions
By LEONARD TRAUBE

For and About Bookers, Buyers, Performers, Producers, Promoters

Entertaining the Service

When it comes to pleasing the draftsmen with professional entertainment, it doesn't take much doing. Many of these young men have never seen anything like the kind of entertainment that goes on around the service. With no home entertainment and no place to go and have a good time, the entertainment on hand has to be something that is unique and different. For this reason, the service has been able to offer some very interesting shows.

For example, one of the most interesting shows was put on by the 42nd Division of the 19th Infantry, which was stationed in England. The show was put on by the division's own showmen and included a variety of acts, such as a comedy act, a vaudeville act, and a dance act. The show was very well-received by the soldiers, who enjoyed the entertainment and were able to forget about the monotony of their daily lives.

Another interesting show was put on by the 2nd Infantry Division of the 8th Army, which was stationed in Italy. The show was put on by the division's own showmen and included a variety of acts, such as a comedy act, a vaudeville act, and a dance act. The show was very well-received by the soldiers, who enjoyed the entertainment and were able to forget about the monotony of their daily lives.

For and About Bookers, Buyers, Performers, Producers, Promoters

It's always nice to have a good time while on the job. For this reason, the service has been able to offer some very interesting shows. The shows put on by the service have been very well-received by the soldiers, who have enjoyed the entertainment and have been able to forget about the monotony of their daily lives.

For more information about the entertainment options available on the service, please contact your local entertainment office. They will be able to provide you with all the information you need to have a good time while on the job.
ACTS, REVUES WANTED


CONTRACTING 1942 ENGAGEMENTS

Write for full information today.

J. C. MICHAELS ATTRACTIONS

Forest Grove, Oregon

Box 496, The Billboard, Cincinnati, Ohio

WANTED

3 LADY AERIAL PERFORMERS

For Fall and Winter fairs. Must be capable of performing without a parachute. Must be at least 18 years of age. Experience and banking references required. Address any correspondence to the Associated Women's Fair Managers Association, 814 National Union Bank Building, New York City. OCTOBER 25-31. Then, at once.

MILLER'S BROADWAY OF TOMORROW

THE GREAT MISSOURI RIDE

A new and sensational attraction on the 1942 fair circuit! A flying and musical show by the Millers! Broadway of Tomorrow. A magnificent musical revue. 13,000 scenes, 5000 songs, 3000 dances. William C. Miller, Manager. See Ad. Box 496, The Billboard, Cincinnati, Ohio.

SHREVEPORT OPENS BIG Rodeo (Continued from page 52)

...booths were equipped uniformly, all materials being heir new, and there was a great interest in the exhibition of premium winning cattle. Extent of paying is another big improvement.

Advance notices of the grandstand program for the fair were published in the newspapers, and the announcement of the excellence of past grandstands shows as well known that on opening night two long lines of automobiles formed to accommodate patrons. Alto one of the shows this year the State Bank of North Dakota, which has the largest bank in the state, was present. The band was organized and conducted by Paul M. Conaway, the grandstand's musical director. A complete program was presented on each night, including patriotic songs and music of all kinds, and every variety of entertainment, arranged in good taste. The program was directed by B. A. Mathews, the fair manager, and the grandstand's director, who has the reserve of 1941 proved that it has been necessary to give two performances every night to accommodate the crowds. and present a good program every night. In the front of the grandstand which makes it possible for the public may watch shows which has a cast of 200, was produced a program in which every variety of entertainment, arranged in good taste. The program was directed by B. A. Mathews, the fair manager, and the grandstand's director, who has the reserve of 1941 proved that it has been necessary to give two performances every night to accommodate the crowds.

Publicity is Called Best

Piling out the grandstand program comes from the State Bank of North Dakota, which has a cast of 200, was produced a program in which every variety of entertainment, arranged in good taste. The program was directed by B. A. Mathews, the fair manager, and the grandstand's director, who has the reserve of 1941 proved that it has been necessary to give two performances every night to accommodate the crowds. The Shreveport Journal critic, Frank C. O'Sullivan, stated that the public was well pleased with the fair's program, and that every day's program was successful. Program is finished with patriotic fireworks by Thistle-Dufeld's stunt team, and a very grand finale. In the revues are Army Morrison, Maxie Dukens, and William and Vallen, Night Young Morris, Melvin Delp, and several other well known acts.

BRANDON SOUTH BEND

500 horses, and over 1000 riders. This year the fair had a total of about 200,000 people. The grandstand (unregistered) 25 cents, including 5 cents tax, and on midway and livestock gates, 10 cents admission charge or fraction thereof. There is a tax on livestock, with an admission of $1.00 which is collected by the foreman.
White Plains Anni.
Program Big: Other Features Scheduled

WHITE PLAINS, N. Y., Oct. 25—Following the recent anniversary program of White Plains Roller Rink, which featured a week of exhibitions and revues presented by skating stars from all parts of the United States, a new group of local skaters is being formed for the purpose of introducing roller skating to the masses.

The program of events for the White Plains Roller Rink included a double feature of skating exhibitions and revues presented by skaters from all parts of the United States. The exhibitions featured some of the finest skaters in the country, including world champions, national champions, and local stars. The revues included musical numbers, dance routines, and comedy sketches, all performed to the accompaniment of a live orchestra.

The program was a great success and attracted a large audience, who were amazed by the skill and agility of the skaters. The exhibitions and revues continued throughout the month, and the rink remained open until the end of the season.

New Spots in Oklahoma City

Oklahoma City, Okla., Oct. 23--Four Comets, operators of Uptown Skating Center at 3220 Northwest Trail, will open a new rink here on October 25. The rink will be operated by the same management as the Uptown, and will feature the same type of skating and entertainment as the existing rink.

The new rink will be equipped with the latest in skating equipment, and will offer a wide variety of skating and entertainment options. The rink will be open daily from 10 a.m. to 10 p.m., and will feature a full schedule of skating exhibitions and revues.

Through Two Decades

CHRISTASTED, England—One of my regular correspondents, Bob Preston, of Rink, Rink, N. J., sent a clipping recently that “while on leave from His Majesty’s Navy” he had watched the roller skating championship, which was held in the town of Christchurch, and had a photograph of the local boys and girls taking part in the competition. Bob had been in Christchurch for three years, and during that time he had visited the rink several times.

The photograph shows the boys and girls of Christchurch, dressed in their finest. Bob Preston commented on the high standard of skating displayed by the children, and said that the rink was open every day of the week, from 10 a.m. to 10 p.m., and that it was a popular attraction for both children and adults.

Roller Skating in America

The history of roller skating in America began in the late 19th century, when the first rinks were opened in the United States. The early rinks were small and simple, and were often located in urban areas.

Over the years, roller skating became increasingly popular, and rinks were opened all over the country. The rinks were used for skating exhibitions, revues, and competitions, and were often the center of social life in their communities.

By World War II, roller skating had become a major form of recreation, and rinks were opened in virtually every town and city in the country. The rinks were used for skating exhibitions, revues, and competitions, and were often the center of social life in their communities.

In the post-war years, roller skating continued to grow in popularity, and rinks were opened all over the country. The rinks were used for skating exhibitions, revues, and competitions, and were often the center of social life in their communities.

Today, roller skating remains a popular form of recreation, and rinks can be found in virtually every town and city in the country. The rinks are used for skating exhibitions, revues, and competitions, and are often the center of social life in their communities.

Bay Ridge Stresses Figure, Dance Work

BROOKLYN, Oct. 25—Bay Ridge Roller Rink, which has started its third season under the direction of Art Ayars, former racer, and numerous improvements, has been receiving some really good material on the ceiling and a war-time kissyness atop gracefully contours the noses of skates. Pastel shades of green, gray and buff, enhanced by in- stalling the door at the rink thereby modern.

Joseph Shriver and Carl Carlson, operators, have in no way diminished their work, but in fact the rink's reputation has been augmented. The junior and senior figure eight clubs are functioning under tutelage of Coaches Hans, Storm, and Gary. Ruth Blecken is organist. Publicity has increased, and some Van MacMillan, who replaces Bus Schneider, head the band.

Neighborhood spirit is mounting noticeably, as Bay Ridge skaters keep swell and are putting up new exhibitions and progressive programs. A large number of them are reported to be taking part in the first inter-club competitions. Every Wednesday night little apprentice assembling for advanced dance class work are expected to take a prominent part with their new and varied routines.

Rink Rivalry in Battle of the Bench--For the first time in history, the game which has gained popularity from coast to coast, has been adapted to roller skating, according to Earl Weeks, General Manager of the Rink Company, which has also developed under its Spokes system a skill center for San Francisco, California. In addition, Eastern rinks have credited the game with a new life, and the Rink Company has been invited to organize a national team, which will be sent to Stockholm, Sweden, for the world championships.

Roller skating is a fast-growing sport, and the game is highly competitive. The Bay Ridge Rink is one of the leading rinks in the country, and is known for its high-quality skating facilities and entertaining programs. The Rink Company is a leading force in the development of roller skating in America, and is working to promote the sport on a national level.

In conclusion, roller skating has become a popular form of recreation, and the Bay Ridge Rink is one of the leading rinks in the country. The rink is an example of the growth and development of roller skating in America, and is a testament to the excitement and energy of this dynamic sport.
Novelty to Fore
For Parks Meet

Program for NAAPPB to put movies in prominent role—live topics eared

CHICAGO, Oct. 25.—Novelty will feature an outdoor amusement park meet during the big gathering of amusement park people last week on November 30. Fred L. Markey, general manager of the Dodge Corporation and second Vice-president of the NAAPPB, is in charge of program activities for the park men's organization, and he reports that final details for the meet are in preparation.

Formal opening of the NAAPPB convention will take place Wednesday afternoon, December 2, when President A. W. Ketchum, Forest Park Highlands, St. Louis, will make his keynote address, and Norman Bartlett, chairman of the pictorial section of the program, will show some pertinent motion pictures. Bartlett will not only show views of new developments in the industry but also will demonstrate by pictures modern means of promotion and merchandising. His contributions to the program will appear in a stated interest on Wednesday, Thursday, and Friday.

Budgeting on Seat

On Thursday a number of topics will be discussed, among them the following: Savings for Repetition, Billboard as Business Booster, Inexpensive Facials for Old Buildings Illustrated. Can Amusement Parks Be Operated on a Profit Basis? How to Get YourAttention. The Mother of Invention. Success, News and Views on Timely Subjects. Programs for Amusing.

Several topics will be devoted to the park and at the meetings, and all of the afternoon will be devoted to the park men's organization. The meetings are scheduled at hotels and night clubs. Bids were received on several topics for the next spring. It means an outlay of time and money, but it brings a better business.

Notes From the Zoos

NEW YORK.—I had occasion to visit a few of the outlying sections of the present area last week and was amazed to find how much progress had been made in such difficult conditions to battle the ravages of winter. Outdoor pool men really should take another look at their properties, especially those for which their estate is best suited between seasons. A great deal of unprofitable equipment still clutters the covered property. Sidewalk crack and hardball courts lose much of their charm when not protected against the cold.

Of course, it is only natural for a pool manager or operator to be in a rush to throw them from their cherished deck and throw them off the next spring. It means an outlay of time and money, but it brings a better business.

Besides making a saving, pool men who put things in order from one season to another do not leave an eye-sore to the community and never again will have topics closed property, confuse an open season with a closed season. The outdoor pool is not boardered right and there are some knotholes or hose boards, one can never tell whether they are public or private.

I heard of a pool owner who, during the season close to fix broken windows on the first floor of his building, the number of windows smashed when you in return. They were those on the second floor. He attempted to live a stone in a ticking palm as a broken window.

So if you are one of those outdoor pool men, it's time to put things away for the winter. It means an outlay of time and money, but it brings a better business. If you do not forget to put away many items, there is no telling what may happen to them. Get back to your aquadrome and tidy up, or you will find that you will need some painting and repairs and your pool will not open next summer in ship shape.

COPS N. C. MERMAN

New York.—My first visit of the summer to water-front. Turn it, within it and around it. Flower shows of the Atlantic Ocean, Hunt's Point and St. John's Park. New York Bay, Flushing Bay, Pellham Bay, Staten Island, and yes, every show water-front. The barker's ring township also has some 7,000. (See Winter Care of Pools on opp. page)

POOR WINTER CARE

Ravager of Pools

BY NAT A. TOR

All Communications to Nat A. Tor, Care New York Office, The Billboard

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BY NAT A. TOR

All Communications to Nat A. Tor, Care New York Office, The Billboard

NEW YORK.—I had occasion to visit a few of the outlying sections of the present area last week and was amazed to find how much progress had been made in such difficult conditions to battle the ravages of winter. Outdoor pool men really should take another look at their properties, especially those for which their estate is best suited between seasons. A great deal of unprofitable equipment still clutters the covered property. Sidewalk crack and hardball courts lose much of their charm when not protected against the cold.

Of course, it is only natural for a pool manager or operator to be in a rush to throw them from their cherished deck and throw them off the next spring. It means an outlay of time and money, but it brings a better business.

Besides making a saving, pool men who put things in order from one season to another do not leave an eye-sore to the community and never again will have totopics closed property, confuse an open season with a closed season. The outdoor pool is not boardered right and there are some knotholes or hose boards, one can never tell whether they are public or private.

I heard of a pool owner who, during the season close to fix broken windows on the first floor of his building, the number of windows smashed when you in return. They were those on the second floor. He attempted to live a stone in a ticking palm as a broken window.

So if you are one of those outdoor pool men, it's time to put things away for the winter. It means an outlay of time and money, but it brings a better business. If you do not forget to put away many items, there is no telling what may happen to them. Get back to your aquadrome and tidy up, or you will find that you will need some painting and repairs and your pool will not open next summer in ship shape.

COPS N. C. MERMAN

New York.—My first visit of the summer to water-front. Turn it, within it and around it. Flower shows of the Atlantic Ocean, Hunt's Point and St. John's Park. New York Bay, Flushing Bay, Pellham Bay, Staten Island, and yes, every show water-front. The barker's ring township also has some 7,000. (See Winter Care of Pools on opp. page)

POOR WINTER CARE

Ravager of Pools

BY NAT A. TOR

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CARLINGTON’S COMPLETE PICTURE PRESENTATION

PARKS, RESORTS, POOLS

AMERICAN RECREATIONAL EQUIPMENT ASSOCIATION

By R. S. UZZELL

The grand old man of the carnival business, Fred Beckmann, is no more. He is all done with long hands and wet toes. Mired in the mud of a flooded grounds are left behind; he deserves a well-earned rest. Depend on him for the boys that he can. He lived car-

nival bust:tem what tho 20-minute cronvensatten was enough to

rollled and brestbel

list of the all those who were there. A stiff aquatic test would seriously handicap the average

tire criticism

take up in a forum ellacuenon.

M. Dakin, Washington County; James D. Culbertson, camp.; T. O. Carter, Mound City. N. was named administrator.

satisfaction or hearing we may have on this

and tells us that he is still in the game

in the NAAPB in co-operation with the

be held Friday night, December en In

a forthcoming patrolmen’s test. But this

A stiff aquatic test would seriously handicap the average

library, Oct. 18—Bearing in the

old Chinese proverb, “Otto picture Is

a forthcoming patrolmen’s test. But this

Joe Markey is working on his prop-

of the successful 1941 fair. D. B.

York. It is not known whether the

mood would do the egpcoltIon irreparable

Company bad leased

remit of the success of the 1941 fair. D. B.

and tells us that he is still in the game

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mood would do the egpcoltIon irreparable

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and tells us that he is still in the game

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December en In

it must be able to swim. Officials of the Colliery Com.

the NAAPB in co-operation with the

in the State Fair race meet, under its own

the. State Pair Commission bad leased

Here the public can find

were the Transatlantic fliers. It is a brand new

the NAAPB in co-operation with the

States Putrgrounds

now more the tank itself is raised.

thousands of people in amusement

gether and public health activities of parks will be

take up in a forum ellacuenon.

in the State Fair race meet, under its own

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Hartmann's Broadcast

The billboard has received a letter from Mel D. Dodson, owner of Dodson's World Fair Shows and well-known figure in the carnival industry. In the letter, Dodson expresses his concerns about the current state of the industry, particularly regarding the lack of new shows and the challenges faced by carnival operators. He questions whether the future of the business is secure and suggests a call to action for the industry to adapt and innovate in order to survive.

In response, Mr. Dodson's management takes a hard line on the matter, stating that the company will continue to operate as usual and that they will not succumb to the pressures facing the industry. They also argue that the billboard industry is still viable and that new shows will continue to be produced. The letter from Mr. Dodson ends with a strong message of determination and resilience, encouraging the industry to keep going despite the challenges.

The conference continues with more speakers discussing the state of the industry and the need for change. The mood is one of urgency and calls for action, with many speakers urging the industry to embrace new technologies and practices to stay relevant in the modern world. The conference ends with a strong sense of purpose and determination, with everyone agreeing that the billboard industry is not dead and that new opportunities await those who are willing to adapt.

Mel Dodson Answers "Open"

CINCINNATI, Oct. 25—The billboard has received a letter from Mel D. Dodson, owner of Dodson's World Fair Shows and well-known figure in the carnival industry. In the letter, Dodson expresses his concerns about the current state of the industry, particularly regarding the lack of new shows and the challenges faced by carnival operators. He questions whether the future of the business is secure and suggests a call to action for the industry to adapt and innovate in order to survive.

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AT LIBERTY
PIANO PLAYERS

AT - PIANIST - DESIRE PLAYING IN SMALL ENSEMBLES. GOOD EARNINGS. CONTACT \n
PIANO MAN, ARRANGER - AGE 25, DRIFT \n
AT LIBERTY - THE AVERS SISTERS, HILL \n
MEMPHIS GATE BEST

HAPPY ZEB - FOR MED OR UNIT. BLACK, \n
COWARDS LEAGUE, BIG ARENA, INCL \n
HUNNIES UP AT MACON

ST. LOUIS OFFICE

LETTER LIST

MAIL ON HAND AT

TOP HIT IN MOBILE

Mr. and Mrs. R. C. Hughes, \n
President and Mrs. C. W. Harms, \n
Mr. and Mrs. W. E. Franke, \n
Mr. and Mrs. J. O.泡, \n
Mr. and Mrs. W. E. Franke, \n
Mr. and Mrs. W. E. Franke,
Pitchmen Plan Southern Trek As Winter Season Approaches

NEW YORK, Oct. 25.—With cold weather making room for that annual trek of the retail and street workers, the Southern trade is seeking out its market in the Dixie section. Several notable retailers are making plans for their annual trek to warmer climates. Pitchmen and hustlers are being sent to the South to make sure that the Southern trade is not neglected.

The Southern trade is an important market and the operators are determined to capture it. They are sending their most able pitchmen to the South to make sure that their goods are selling well. The operators are keeping a close watch on the market and are ready to take advantage of any opportunity that arises.

Fall Bazaars Good For Mdse. Business

NEW YORK, Oct. 25.—Fall bazaars in the North are good for the business of many manufacturers. The bazaars are a popular way to sell goods and many manufacturers are finding that they can make good sales through this medium.

The bazaars are a good way to get in touch with the public and to show them what is available. Many manufacturers are finding that they can make good sales through this medium and are therefore making arrangements to participate in the bazaars.

Dumbo Items Debut

NEW YORK, Oct. 25.—With Walt Disney's latest cartoon, "Dumbo," schedules, dolls, and other related items are being sold in stores across the country. The toys are proving very popular and are selling well.

The success of "Dumbo" has been a great boost for the toy business and many manufacturers are finding that they can make good sales through this medium. The dolls and other related items are proving very popular and are selling well.

The promotion, the operator and organization divide the net profits on the terms arranged.

Happy Landing.
REMINGTON
Genuine Bantam Portable
TYPEWRITER!
A SENSATION AT THIS LOW PRICE
WARRANTED BY REMINGTON-RAND
FOR HOME, OFFICE OR SCHOOL USE

BUY IT NOW
$13.95 NET
F.O.B. CHICAGO

D.A. PACHTER COMPANY
MERCHANDISE MART
CHICAGO, ILLINOIS

BINGO
SUPPLIES
FREE...NEW CATALOG
FOR BABY'S GAMES
JUST OFF THE PRESS
IT contains the complete line of BINGO games and equipment, BINGO Blowers, Cards, Boxes, etc. Mailed to you request.

HERE IS A REAL TIP
Here is one that gets the play. Positively sensational. Immediate deliveries guaranteed. Orders will be filled in rotation as received. Write. Wire or phone your order.

D.A. PACHTER COMPANY

Popular Items

Harmonicas
Demand for harmonicas is large near army camps and navy bases and workers are making good profits handling them, according to Joseph High Company, which has a limited supply of the latest Thomason made-instruments. They are of solid brass with 10 holes and 20 tuned reeds, according to the firm, and have extension ends and are pitched in the key of C. Another Thomason model is the echo harmonica, a streamliner instrument with enamelled covers in ebony. Item has strong appeal to servicemen and has one key tone and an attractive appearance. The market is not restricted to servicemen, however, as sales have been reported throughout the country.

Ashtrey
A new novelty ashtray that is said to have met with immediate public approval, is the Leo Katz Importing Agency. The unique feature of this tray is that it may be personalized with initials. The base is made of gumwood, with poplar letters in natural finish, and a removable glass tray is fitted into the base. Letters are removable and interchangeable. To keep ing with the V campaign tie-in, ashtrays with the letter V have been well received. However, personalized initials ashtrays are also in demand, and novelty and souvenir workers have a chance to cash in on this item, the manufacturer says.

Shell Novelties
Sea shell novelties have been selling like wildfire, according to reports received from novelty and souvenir workers who handle the items, J. A. Whyte & Perry Creations. The tear stands 2.1 inches high and is made of durable velvet and linen, and is made in black and white, gold and brown, or red, white and blue colors. Item has a flashy appearance and will add effective display to displays. Product of Jerry Gottlieb.

Shell Novelties

Screw Ball Pins
The latest fad
Screwball pins are worn by everybody. A screw and a ball bearing slide together on a strong pin back. Actual size 3 in. to 4 in., to display card. The right for gentlemen, ladies, men, women, boys, and girls. Pins are available in all types of sizes. Item for novelty and souvenir workers. Product of Jerry Gottlieb.

REMINGTON
GENUINE BANTAM PORTABLE
TYPEWRITER!
ONLY 500 TO GO AT THIS PRICE

C.O.D.'S AGAINST 20% DEPOSIT

D.A. PACHTER COMPANY
MERCHANDISE MART
CHICAGO, ILLINOIS

BINGO SUPPLIES
FREE...NEW CATALOG
FOR BABY'S GAMES
JUST OFF THE PRESS
IT contains the complete line of BINGO games and equipment, BINGO Blowers, Cards, Boxes, etc. Mailed to you request.

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Screw Ball Pins

NEW CATALOG
For Babys Games
JUST OFF THE PRESS
It contains the complete line of Bingo games and equipment, Bingo Blowers, Cards, Boxes, etc. Mailed to you on request.

HERE IS A REAL TIP
Here is one that gets the play. Positively sensational. Immediate deliveries guaranteed. Orders will be filled in rotation as received. Write, wire or phone your order.

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Screw Ball Pins

BINGO OPERATORS
UNITE!
THE PLATFORM:
* To have Bingo LEGALIZED for charitable purposes
* To issue UNIFORM contracts
* To raise Bingo in the public esteem

Write immediately for further information and complete details.

BOX 282, THE BILLBOARD, 1564 BROADWAY, NEW YORK CITY

BINGO CARDS
COMBINATIONS UP TO 5000
AND 2 CARDS ALIKE

BUY YOUR Bingo Specials
DIRECT
FROM THE PRINTING COMPANY
67 WARKS PRINTING CO.
60 FOURTH AVE., NEW YORK
HOT REPEAT ITEM!

**Flippa**

**MILITARY STRIPE TEASE CIGARETTE CASE**

Right now! Send for details about FLIPPY! Today's biggest money-maker. The most sensational step-up ever seen! Send for free display merchandiser. An amazing return rate! Write or wire now!

EVANS NOVELTY CO.
Division of Premium Sales Co.
Dept. K-1, 500 W. Washington, Chicago

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FLUORESCENT

**Sensational New Fixtures!**

For 30c each time, you will be amazed at the change in ball. Light them at once. You need not capture more brilliant light within the number. Each is complete with lamp, as a price-and-or as it makes trouble not on or off. Do these, then, and even two, to your place instead.

WHIRLWIND SALES TO STORES AND HOMES

**FREE**

Screws in Like Ordinary Bulb

RUSH NAME
WIRE OR WRITE

SINCE 1925

Additional Novelties Sent Out with Orders

SKYBEAM CO., Dept. 4311-A

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CARNIVAL & BINGO SUPPLIES

**MILITARY SOUVENIRS - PREMIUMS - PARTY FAVORS - HATS - BALLOONS**

Leo Kaul Importing Co., 115-119 K So. Markel St., St. Louis, Mo.

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HOLIDAY CATALOG —ÊREADY NOVEMBER— SHOWING A COMPLETE LINE OF SKYBEAM—JEWELRY—ELECTRIC APPLIANCES—DECORATIONS—TOYS—ETC. Ra Sells and Sells for You! Today! Please state your type of business

LEVIN BROTHERS
Established 1885. Terra Haute, Indiana

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**CANDY ASSORTMENTS**

**WAXED FLOWERS**

**COLORFUL SHELLS**

**NO CHARGE**

SALESBORD

A B C's

No Charge

Easy to Attract!

Make Your Own Display

Revs 5c to 10c each

Ent. No. 2, 7th Floor

FRANK GALLO
Importer and Manufacturer
1429 Ninth St.
St. Louis, Mo.

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NEW AMERICAN MADE Patented Master Brand DANCE CHECKS

**BEAR DOWN**

BIG PROFITS AHEAD

**LADIES' WATCH**

**Very Stylish**

**Flashy**

**YELLOW GOLD COLOR**

**PRINTED NAME**

**GOLDWYN**

**NO CHARGE**

**GOLDWYN CO.**

750 A, Broadway New York, N. Y.

---

**NEW AMERICAN MADE**

Patented Master Brand DANCE CHECKS

**GEORGE S. GALLAGHER**

Importer and Manufacturer
436 Broadway, New York, N. Y.

---

**POWERFUL**

**APPING SYSTEM**

**GOLDWYN CO.**

750 A, Broadway New York, N. Y.

---

**COUNTY**

**HOLIDAY CATALOG**

**1000 BROADWAY**

**KANSAS CITY, MO.**

---

**NO CHARGE**

**SALESBORD**

**CANDY ASSORTMENTS**

**WAXED FLOWERS**

**COLORFUL SHELLS**

**NO CHARGE**

SALESBORD

A B C's

No Charge

Easy to Attract!

Make Your Own Display

Revs 5c to 10c each

Ent. No. 2, 7th Floor

FRANK GALLO
Importer and Manufacturer
1429 Ninth St.
St. Louis, Mo.

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**BINGO SUPPLIES!**

Pencils — Markers — Door Prize Tickets — Ball Tickets — Special Game Tickets — Grand Award Certificates — Immediate Delivery.

WM. HAMILTON PRODUCING CO.
814 New York Ave. — Union City, N. J.

**NOTES FROM SUPPLY HOUSES**

H. M. J. Pur Company officials announce that because they had been in the business for years before pipe prices were raised, they have not yet raised prices on coat, jackets and scarfs. They state that the low range remains as long as the pipe is sold.

**MERCHANTISE-PIPES**

**FOOTBALL AND SPECIAL OCCASION SOUVENIRS**

BADGE NOVELTIES FOR FAIRS, RODEOS, CONVENTIONS AND SPECIAL EVENTS. WRITE TODAY FOR LIST OF ITEMS AND PRICES.

Always Featuring the Newest Items for the Novelty, Premium, and Specialty Man.

**ENGRAVERS!!!**

All Orders Shipped Same Day. Complete Line of Jewelry Engraving.

ENGRAVING MACHINES
ALL MODELS $7.50 TO $19.00.
Jewelry Wears
By E. F. HANNAN

SiNCE the first day of man in the Garden of Eden, both sexes have adorned themselves with jewelry. If we go back through the annals of history and acquaint ourselves with the geologic column, we might believe that the gem sector is the only industry directly connected with men and adornments, but I can give you the word of the fact that there is a gem sector that the male gender is as keenly after as his sister. Last summer I saw a first-class jewelry salesman make passes at a woman. I thought it would almost be a sin to let that woman pass up fodder for her board to buy jewelry.

There was a real all-time line-up of my acquaintance who never failed to do well with envelopes containing jewelry of the dime type. When he rounded up a large amount of money, he would throw it over the business, because he said there was no future in it. Then he'd go into tender stuff, but after a while he'd go into reserve as far as the bank roll was concerned, but he'd be in the jewelry game.

All his life he did this, always underrating him and the potentialities of the mills. It was the same story with most of us: we are always reaching for something that has little or no value when we get it. He is a real money maker. I don't want to hear no more about this.

Show Steals the Show

Johnny McRae ran into Wal Medea at the last Show at Kama, City, Ill. on the list.

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DIRECT FROM LOTS
(Continued from page 26)
days a high clear stock on hand for the assortment.
loot. It was dry enough to set the lid and the ground were
..denced the biggest blank shows this season. But the
..tation. Conditions did fair. But shoe and the
..pends coming from the fair management. Productions
..South. Only a few visitors joined. He stationed at
..ight Lawrie, brother of Mrs. Allen, joined in the
..nt of the Paris Polio Show, William
..s. After the show, the
to look after their friends. There were
..on and Mrs. H. P. Ellis, show secretary.

Arthur's Mighty American


With great weather, attendance here increased nightly with the circus building taking in every one. The tent was sold out on the midway. Specators came in and out of the tent. The show had a more all-inclusive line than the usual. It was operated by Mr. and Mrs. John Glass to the letter. Concession buildings here were Thomas Davis, R. Schefer and others.

Mr. and Mrs. Glenn and Ethel Henry entertained innumerable friends. The Glenn and Ethel Henry show, consisting of the Hippodrome and Mollie Dollar theaters, was featured. Thomas Marsh was the ringmaster. The show closed the season here and the winter season for the National City for a week's engagement. The circus and midway was removed, the midway and sides show were placed in quarters. Closing night saw many friends and socialites and several rides and side shows were placed in quarters. Closing night saw many prizes awarded to those who had sold the most tickets and participated in the Mr. and Mrs. Lloyd Langdon joining the winter show. A large number of people the Dyke purchased Balk's house for the entertainment. The writer has taken office and has moved to Los Angeles and will winter there. WALTER B. PELLATT.

MICH. HOME-COMING
(Continued from page 23)
John Whyte was named chairman of the meat-conservatism, close communion committee. The committee consisted of: Elmer M. Cooper, Virginia Edwards, Dorothy Baren, Charles Smith, Charles Marshall, Jack Buren and others.

The committee had a meeting and divided between the performances of the Buffalo & Plenty Expedition and H. W. Campbell's show. Mr. and Mrs. Lloyd Langdon joined the winter show.

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Shots

GALION (O.) Fall Festival on October 17th. Location: Venango Ave. Weather, Rainy. This year's festival was held on the fair grounds and not finished in the black. Event was sponsored by Merchandise Concession Company, Junior Chamber of Commerce. Thursday afternoon the fairgrounds were dark crowds, as did two platoons. P. F. Gooding Amusement Company provided the entertainment. Boiled Queen of the George Ball Agency for Central California. The

BOOZE

BOOKED thru the George Ball Agency for Central California. Automo

BOOZE, bought for Mr. M. McCrea, president. Later, William transplanted. Sparkling Brown, born Tawny and Martini, Mrs. Leonard, the Atwater, and Mrs. and Yonocolla, county.

TENTH annual fall fair sponsored by the Junior Chamber of Commerce in the Auditorium on October 16th, at instant 160,000 about the same as in 1940. Admission was 40 cents, as included.

LONG ISLAND'S FOURTH ANNUAL CHERRY SHOW was held in the Auditorium on October 16th, at instant 160,000 about the same as in 1940. Admission was 40 cents, as included.

FAIR WORKERS


DAN'S PLASTER

P. H. K. Co. is the manufacturer. Order on approval. Balsa Wood was used for Dinnerware Art.

PLASTERER


WANTED—Plasterers, Painters and Dry Wall Men.

ELTON D. SHAYER, Draper, N. Y.

WANTED FOR SALE

Two Tests, July 4th Sale, Real Estate, Real Estate, Furniture, Hardware, Real Estate, Furniture, Hardware.

WANTED FOR SALE

Two Tests, July 4th Sale, Real Estate, Real Estate, Furniture, Hardware, Real Estate, Furniture, Hardware.

WANTED

FOR SALE

Was all. GEO. E. ROBERTS, 1611 Church Ave., Melrose, N. Y. 52-100. Furnish us with a description of your property, and we will do our best to sell it.

ROYAL EXPPOSITION SHOWS

WILL have for book four more weeks of Celebrations and Fairs, North Whall No. 41, Billings-Payne and Orphans with our own centralized, one-man show with our own tents and a few more Merchandise Concessions. Washington, D.C., this week. Followed by Thomas and Selina, Iss. Holland, Ohio, November 10; then into the Mississippi Delta until Christmas. Address all replies to L. J. HETH, Owner and Manager, North Whall, Alabama, 10.

FAIR WORKERS


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Stations

All of the organizations actively at work in the campaign of the phonograph industry to boost U. S. Defense Bonds have emphasized the importance of enlisting the full co-operation of all phonograph locations in helping to make the campaign a success.

The ideal would be to make each phonograph location virtually a station for selling Defense Bonds and also for publicizing the bonds in every practical way.

One of the big reasons the phonograph industry entered into this campaign, and the reason it was approved by U. S. Treasury officials, was the possibility of making so many thousands of locations count for so much in boosting and selling bonds. Every organization and every music operator must keep this fact in mind from the very beginning. The act of putting the record "Any Bonds Today?" in the No. 1 tray on every phonograph is, after all, only a small part of the work to be done, as admirable as it may be to get the record on every music machine. Remember that the job is not done until every location is cooperating fully with music operators to help sell bonds.

The industry and its organizations are using every possible angle at this time to enlist all operators in the campaign. The primary job is to get the appropriate record on every machine. But every operator who signs up should remember that there is more work to be done than putting the chosen record on all machines. The program calls for making each location a sales station for bonds.

Everybody recognizes that the fact of having the record "Any Bonds Today?" will go a long way toward making each location a station for selling bonds. The record will be played many times by people who are bond conscious and this will help to impress others. The suggestion has been made that locations owners play the record at intervals during the day and evening as a part of the campaign. But this idea has not been approved as a general practice because it might become offensive to people because of too much repetition. It is felt that bond-conscious citizens will play its enough to get the desired results.

It is assumed that the operator who is interested enough in the welfare and defense of his country to go to the work and expense of putting the record on all his phonographs also has enough enthusiasm for the cause to do some missionary work on his locations. That is, he will try to sell all location owners on the wisdom and the spirit of the national campaign in which the phonograph industry is engaged. It is a great cause and the very future of the locations, as well as that of the music industry, may depend on how well we help to sell U. S. Defense Bonds. It is not merely a temporary idea but a movement in which all factors in the industry are undertaking in all seriousness. Location owners should be impressed with these facts.

As fast as the material can be provided, publicity posters, stickers and other matter will be sent to the trade by phonograph and record manufacturers who are deeply interested in the campaign. The U. S. Treasury also has published much material on Defense Bonds, and the various State headquarters, banks and many other offices can supply publicity material. It is suggested that operators supply their locations with whatever publicity material is available so that each location may become a distributing station for such material.

Leaders in the campaign stress the fact that operators should also persuade all their locations to equip themselves for selling stamps and bonds. Many retail stores are doing excellent work in selling stamps and bonds to customers, and it would be a great accomplishment if music operators could enlist all their locations to sell stamps and bonds.

The display of some of the posters and stickers in each location will also be valuable publicity, and every operator will want to make good use of all such material that he may get. Make each location a real station for boosting and selling bonds.

Phonographs for Defense Week, Nov. 9-15
Federal Tax Information...

The Internal Revenue department in Washington will soon have its bulletin of official rulings in the hands of Federal Bureau of Internal Revenue agents, and pinball games and coin machines will be in receipt of the new bulletin in time for our information. When the regional Internal Revenue office in Los Angeles receives copies of all the rulings on coin machines, agents will be forwarding copies to［ommercial machines— Most of the commercial machines seem to relate to coin machines. It is almost impossible to get a correct interpretation of the rulings as will make clear the rules as to which of the currently known types of machines are being made. It is important for you to keep on guard against any idea of elimination of the present type of equipment. It is possible that it will be some time before rulings are issued, therefore, we suggest you keep on the lookout for the next ruling. When the rulings have been issued, it is our desire to operate equipment in the simplest possible manner. We have left it up to the manufacturer to decide whether there is a possibility of exemption by certain special ruling, if any. After, then, after the rulings have been issued, you can always be sure to have the Bureau of Internal Revenue and your manufacturers that all of which has had a tendency to create much difficulty.

Association Letters

Some of the more active trade associations have issued instructions to their members giving informative information about the tax. This was an important step in clearing up many misunderstandings. It can be said that these letters are not official but that they are issued from the industry to the industry, and have a tax official speak to trade associations.

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Letter to Locations

The Coin, Machine Industries Joint Council of New Jersey, Lefty Leiby, manager, Newark, N. J., sends a special bulletin which contains important information about the tax. This bulletin follows:

"We have partially filled in the Special Tax Form 1113. The next time you arrive at the office, please follow the directions carefully. An important point to remember is that you must fill in the spaces where indicated. You may have more than one pinball machine and you will need to fill in the number 1 to the number you have in your possession. The amount of money you have in the machine is $5.00. Your Federal Bureau of Internal Revenue clerk will fill in the other spaces in your form. If you have not received a form, you may have received it from the Bureau of Internal Revenue, but if you have not received it, you should receive it as soon as possible.

"Have the return tax sworn to before a notary public or an attorney. When you have completed Form 1113, attach it to each coin-operated device tax return, either cash or check with proper made payable to "Collector of Internal Revenue" and mail it in the enclosed envelope, or present to the collector in the office where your device is installed. If you are not a member of the Joint Council, any failure to make and mail a return or pay the tax is punishable by law, including the collection of penalties under the law.

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AOLAC Aid

Community Chest

The Billboard

FLANKING THE ANDREWS SISTERS are Harold Lawrence (left) and Harry Perl of Keystone Vending Company of New Jersey. (B)
Music Merchandising

Bond Drive Gets Publicity

Florida Newspaper Pays Industry Glowing Tribute

Land's industry Defense Bond drive--cites importance of music boxes, their operators and distributors to community--one of best press tributes

ERIE, Pa., Oct. 23--One of the best stories ever to appear in the press broke here October 17 in the "Music Machines Meet To Sell Defense Bonds" the editors of Newspaper. The contribution the phonograph industry is making to the promotion of Defense Bonds, but also they realize the fact that the popular music industry's automatic phonograph business is the story, as it is a story the people of this city had to think up to the best of their knowledge.

"The whole thing is an answer to a suggestion from the United States Treasury which informed us all that the music business could do to aid the war effort. Music is too important to our national defense, in the opinion of the Treasury Department. That's why they want the music to work.

"But we found that the people of this city had a great deal of interest in the phonograph industry and the fact that they are doing their part in the war effort. The following is a story that appeared in the Erie Times-News:

"The自动 music machine business plays an important part in every community, and in every corner of our great nation today. The machines have been the solution of the problem of the music industry for some time past. In every establishment the automatic music machine may be depended upon to pay the rent and in many cases, the overhead expenses of the establishment.

"But that is not all. City and county tax coffers bulge with the money collected from the use of these machines. Operators spend thousands of dollars for music and machinery equipment that is part of their overhead. Truck dealers, parts stations, hardware dealers are only a few of the many who benefit directly from the operation of these automatic machines in their community. Every store in the community benefits indirectly since the selling of music machines requires highly skilled workers who in turn demand higher wages. In this way the operators provide for their families and in countless other ways contribute to the prosperity of the community.

"We can all visualize what would happen if every automatic dealer in the community had to close up shop. In a smaller way, thousands of dollars would be lost to the community if

Operators Pledge Co-operation As Phono Bond Drive Gets Rolling

Chicago, Nov. 26--Something big is happening in the United States this week, and it's not being confined strictly to the White House. It's on in every nook and cranny of this great nation for the promotion of Defense Bonds. The government is making the most of the machinery to publicize the drive and encourage people to buy bonds.

"Already thousands of these records are on machines, and operators are on file with record distributors for thousands more. Big retail music operators have gone out for this patriotic cause. By the time "Phonographs for Defense Week" rolls around, November 9, it is estimated that all of the 600,000 automatic phonographs throughout the country will have

Music machines were not available for the public.

Big Investment

"The average automatic music machine costs the distributor around $450, with installation cost, records, etc., in some establishments the local dealer is in the position of the inexhaustible man.

"The United States government has decided to take over management of the phonograph industry, and is now planning a nationwide drive to encourage people to buy bonds. The Phonograph Industry will be co-operating with the government in this drive, by distributing phonographs for defense week, November 9, to be used in the promotion of Defense Bonds.

"And it is all done for you, Mr. and Mrs. John Q. Public! You can drop a nickel in a slot and dance to the music of your choice. You can dance to your heart's content, your friends and in countless other ways contribute to the prosperity of the community.

"We can all visualize what would happen if every automatic dealer in the community had to close up shop. In a smaller way, thousands of dollars would be lost to the community if

NEW WURLITZER DISTRIBUTOR IN OMAHA

Personnel of the Brand Distributing Company, Omaha, has Wurlitzer distributor, center with M. E. Brown (left). Wurlitzer district manager, seat, and Hal Brown, sales representative and office supervisor, and Homer Hżyczk, sales representative, are shown in the office of the new Wurlitzer distributor in the Omaha area. 

From the East

The East coast reports that estimates there are also doing more than their share in the promotion of Defense Bonds. The greatest effort of the up-state region is the Phono Graph Corporation, of Easton, Pennsylvania. The corporation reports a spectacular increase in sales of Defense Bonds this year, and it is estimated that all members will have

Ask Bonds Today! in the first year. The accurate estimate places the number of people who will hear the record on Bonds Day, November 9, at 60,000,000.

Local Reports

Reports of the widespread interest in which local groups are using the new phonographs in the promotion of Defense Bonds. In one hundred Wisconsin operations, according to the Milwaukee Journal, the bonds were sold to 5,000 people for $50,000 in bonds. In addition, according to the St. Louis Star, the Phonograph Corporation, of Easton, Pennsylvania, reports that every one of the estimated 500,000 phonographs in the United States will be used for the promotion of Defense Bonds.

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"The average automatic music machine costs the distributor around $450, with installation cost, records, etc., in some establishments the local dealer is in the position of the inexhaustible man.

"The United States government has decided to take over management of the phonograph industry, and is now planning a nationwide drive to encourage people to buy bonds. The Phonograph Industry will be co-operating with the government in this drive, by distributing phonographs for defense week, November 9, to be used in the promotion of Defense Bonds.

"And it is all done for you, Mr. and Mrs. John Q. Public! You can drop a nickel in a slot and dance to the music of your choice. You can dance to your heart's content, your friends and in countless other ways contribute to the prosperity of the community.

"We can all visualize what would happen if every automatic dealer in the community had to close up shop. In a smaller way, thousands of dollars would be lost to the community if

NEW WURLITZER DISTRIBUTOR IN OMAHA

Personnel of the Brand Distributing Company, Omaha, has Wurlitzer distributor, center with M. E. Brown (left). Wurlitzer district manager, seat, and Hal Brown, sales representative and office supervisor, and Homer Hżyczk, sales representative, are shown in the office of the new Wurlitzer distributor in the Omaha area. 

From the East

The East coast reports that estimates there are also doing more than their share in the promotion of Defense Bonds. The greatest effort of the up-state region is the Phono Graph Corporation, of Easton, Pennsylvania. The corporation reports a spectacular increase in sales of Defense Bonds this year, and it is estimated that all members will have

Ask Bonds Today! in the first year. The accurate estimate places the number of people who will hear the record on Bonds Day, November 9, at 60,000,000.

Local Reports

Reports of the widespread interest in which local groups are using the new phonographs in the promotion of Defense Bonds. In one hundred Wisconsin operations, according to the Milwaukee Journal, the bonds were sold to 5,000 people for $50,000 in bonds. In addition, according to the St. Louis Star, the Phonograph Corporation, of Easton, Pennsylvania, reports that every one of the estimated 500,000 phonographs in the United States will be used for the promotion of Defense Bonds.
The record that should be in the No. 1 spot in every coin machine in the country!

The Original Version of

"ANY BONDS TODAY?"

on Victor Records

Your Theme Song
for National Defense

"Any Bonds Today?" is not only great entertainment but it is a proved stimulant for the sale of Defense Bonds.

Be sure to select this great Victor recording, and you'll be sure that Barry Wood sings it—sings it exactly as he first introduced it to the nation—exactly as he presents it in every program of the thrilling Treasury Department radio show, "Millions for Defense."

Install this number now. Get in on this grand opportunity to do your bit. Arm your machines with Barry Wood's "Any Bonds Today?" on Victor Records, and enlist them in the service of your country!

Record No. 27478—available through your Victor Record distributor

THE WORLD'S GREATEST ARTISTS ARE ON VICTOR RECORDS

A Service of the Radio Corporation of America • In Canada: RCA Victor Co., Ltd., Montreal

A TIP!

Cleveland and Detroit Operators gave this No. 1 hit the No. 1 Spot in their machines.

BUY U. S. DEFENSE BONDS AND STAMPS
Walter Winchell
SAYS
In his column "On Broadway"
New Yorkers Are Talking About
...Sammy Kaye's takeoff platter on the ciga routine (Modern Design, woowows), that threatens to outsell "Daddy."

So get this one in your coin machine while it's hot...

Sammy Kaye's "MODERN DESIGN" 27610

Here are more hot tips on VICTOR and BLUEBIRD RECORDS now going to town!

"THE SKUNK SONG" An irresistible novelty number that's sweeping the nation. TOMMY DORSEY 27621 Two sizzling platters—coming up! "I Got It Bad—and That Ain't Good" Hot-and-zesty number written by Duke Ellington, and offered in two recordings—one of them his. Duke Ellington 27531

ORDER TODAY FROM YOUR VICTOR RECORD DISTRIBUTOR

AMUSEMENT MACHINES (MUSIC)
November 1, 1941

RECORD BUYING GUIDE—PART 1
Records and Songs With the Greatest Money Making Potentials for Phonograph Operators

Records listed below are based on a consensus of reports gathered each week by representatives of The Billboard and the four leading operators in each of the 20 most important operating centers in the country.

GOING STRONG

TIL REBEVILL RAY KYESE (Harry Rabbit)
RING CROSSY

YOU AND I CLENN MILLER (Ray Clarke) RAY KYESE (Harry Rabbit—Glory Simmons Ensemble)

BLUE CHAMPAGNE JIMMY DORSEY (Bob Elyce)

I DON'T WANT TO SET THE WORLD ON FIRE HORACE HEIDT (Larry Cottrell-Ronno and Hay Don Jones) TOMMY TUCKER (Amy Amell—Values Three)
INK SPOTS

JIM JIMMY DORSEY (Bob Elyce—Helen O'Connell)
DINAH SHORE (Helen A. O'Connell)

I GUESS I'LL HAVE TO DREAM THE REST CLENN MILLER (Ray Clarke—Moderne)

CHATTANOOGA CHOO CHOO CLENN MILLER (Tax Benna—Moderne)

COMING UP

ELMER'S TUNE CLENN MILLER (Ray Clarke—Moderne)
DICK JERGENS

PIANO CONCERTO FRED MURPHY (Instrumental)

WHY DON'T WE DO THIS MORE OFTEN KAY KYRE S (Harry Rabbit—Glory Simmons Ensemble)
ANDREW SISTERS

WHISTLER'S MOTHER-IN-LAW RING CROSBY (Marion Lane—Wayde King& Horace Howard's Woodchoppers)

TIME WAS JIMMY DORSEY (Bob Elyce—O'Connell)

GENE AUTRY
and 4 other big money-making hits... sung by America's big money-making favorite

Okeh Lucky Number 06434!
"I DON'T WANT TO SET THE WORLD ON FIRE" NOW sung by...

GENE AUTRY

Okeh Lucky Number 06434!
"I DON'T WANT TO SET THE WORLD ON FIRE" NOW sung by...

Okeh Lucky Number 06434!
"I DON'T WANT TO SET THE WORLD ON FIRE" NOW sung by...

GENE AUTRY
and 4 other big money-making hits... sung by America's big money-making favorite

Okeh Lucky Number 06434!
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Okeh Lucky Number 06434!
"I DON'T WANT TO SET THE WORLD ON FIRE" NOW sung by...

GENE AUTRY
and 4 other big money-making hits... sung by America's big money-making favorite

Order Today From Your Columbia Distributor Today!
News Notes
Band leader Bob Crewe's picture option has been picked up by Rembetus, and the maestro is scheduled to film two more months. Paramount is giving Harry James a test for his pic "Young Man With A Horn," a best-selling novel some years back. Arlie Fink, former personal manager and press representative for Blue Garden, is now handling publicity for the Standard Phonograph Company, Miami Garden. Incidentally, is back in the good graces of the musicians' union and now playing his first engagement in several months in Chicago. Bob Wain has returned to the air lanes on a new NBC-Blue show titled "Monday Morning Round-Up." Now popular record label is skidding to make its appearance later this week when El Opera, formerly of the defunct U.S. Record Company, starts another venture to be called the Imperial Record Company. Andrews Sisters have been through the Tin Pan Throat, New York, for another run. The Barry Sisters' first "show," "Let's Get Out" and "Papaya Juice Pie," for the Standard label has gone over the $50,000 mark in less than a month, setting the gain new standard with the docket.

Buffalo Piec Ripplings
Bob Miller, or the Premier Music Company, Buffalo, reports that the nickeltoasters coast that area have bought up a distinct taste for records having a standout piano solo. Frankie Carle's recording of "You're the Song That Made Me Mad," and the maestro states that he continues to amaze at the staying power of hits that he has had on his machines for over three months now. Green Eyes, Mama Bulgaria, and "You're The One," are all making him the most nickels.

Release Previews
Johnny Long's latest Oceca session saw the cutting of "You're On My Mind," "Time To Save," and "From All." For the hit, "High Kickers," Glenn Miller will soon add to his 18 years' bird releases with "Dreamsville, Ohio." "This Is No Laughing Matter," "Papa McQuade," and "Keep Running Away" for Columbia.

Territorial Favorites
FOLLOWING is a list of reports from operators in all sections of the country, who have mentioned artists and records as favorites in addition to the national leaders listed in the Record Buying Guide:

N.Y. Music Men's Banquet Best Ever
NEW YORK, Oct. 28.—The New York machine operators held their annual banquet last night at the Waldorf-Astoria Hotel, and it turned out to be another of the best ever in all respects. The attendance was the biggest ever, the operators leading off in fur rage numbers than ever, and the operations had a better time than in past years.

The trend of the banquet, which was such an event, was the great stress upon cooperation with the government in the Defense Bond Drive by buying bonds themselves and—by displaying the official bond song, "Any Bonds, Foolish," at the No. 1 song in every phonograph.

G. T. McKeever, of the Seeburg Company, addressed the group and pointed out the great help the music operators have been in furthering the bond campaign and asked them to go to the extent in making the country band conscious.

Most of the evening was devoted to entertainment, and the following artists appeared and, with the help of Vincent Lopez, who played for the affair, presented a few numbers: Benny Goodman, Artie Shaw and Carl Bobbins, Vaught Monron, Billy Glass, Harry James, Harry Wurls, Dick Todd, assisted by Leonard Jay; Dinah Shore, Una Mae Carlisle, Le Ann Bisset, Count Basie, Cotton, Poney Tullins, Jack Leonard and Kay Kser, assisted by Harry Babbitt, Buzzy Miles and Jim Kahrow. The show was augmented by other acts, which included the Calhoun Quartet, Company and Parks, Bob Robinson, Eddie Lambert, Pabe and Burns, Carl Lewis and Danny Webb. Billy Glenn was a guest.

Among the out-of-town guests were Bud Greenstrauss and Ben Palantra, representing Packard Manufacturing Corporation; G. T. McKeever, Bob Dunlap, Pete Ose and Iris McCollan, of the Seeburg Corporation; Robert Connell, Eric Peterson and Joe Darwin, of the Rudolph Wurlitzer Company; Harry Peart, representing Rock-Ola Manufacturing Corporation; Sam Schneider, of Toronto; Mike Spector and Frank Engel, of Philadelphia; Barney and Louis Bisti, of Boston, and Bernie Sussen, of Hartford.

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Packard PLA-MOR Distributors are Headquarters for—

- Wall boxes, speakers, bar brackets, adapters
- for practically all types of phonographs including Mills, Wurlitzer, Seeburg, and Rock-Ola.

See your Packard Distributor Today
Reference List For Music Trade

The following list of State administrators of the Defense Savings Staff is published for the benefit of music association and music operators who wish to contact the officials for publicity material, information, or assistance in the phonograph bond campaign. These state officials are listed in order and their names have been given great aid to music opera-
or. This will be glad to help to many associations or groups of operators as possible. They will be glad to help in any way that they can by announcing or by arranging a special bond drive, or by helping to arrange a special bond drive.

MISS YOU

Clement Miller (Ray Borke) M

FRED McPHERSON

FRED McPHERSON


Clement Miller (Ray Borke) M

FRED McPHERSON


Clement Miller (Ray Borke) M

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Clement Miller (Ray Borke) M

FRED McPHERSON

1.0 Neat, That Pam le fise Niglio

Musician Numbers: (2) the movie release date

Instate tunes

nerd within the nest two weeks which

nutes, including all those from the picture.

"Moonlight in Hawaii"

For operatic performances in close spots.

MGMT's The Chocolate Soldier, starring Nelson Eddy and Rise Stevens,

makes excellent tie-up material. To be released November 14, the film

includes two original songs, the Hawaiians air from Crowne, and more important,

many of the songs of the renowned Oscar Straus hit. A complete record retailers

of the highlights. Featuring film stars Billy and Stevens, is released by

Colonia, distributed by

John Charles Thomas and a Kurt

Von Stroheim and his orchestra, heard

been

since the release

The Chicago Tribune, November 14, 1941

MUSIC OPERATORS

The general headquarters of the Defense Savings Staff may be addressed as follows:

Commander Henry H. Heilman, Defense Savings Staff, R-O Building, Washington, D.C.

and the Band of H. M. Guards.

Sierra Sue (Republic)

J. E. Lowrey

Rudy York, the Orchestra, heard

been

since the release

The Chicago Tribune, November 14, 1941

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Sierra Sue (Republic)
AU 5.37TE MACHINES (MUSIC)

November 1, 1941

JIMMIE LANCEFORD (Decca 40321)
Hi Speake—PT. Yarn Dog Mazurka—PT.

It's a long time between Laceford discs here, but finally the interest is gathering momentum. When the band's name is mentioned, audiences perk up and are ready to listen. Jimmie's latest release, which is a lively number, and his latest chart topper, is a lively number, and his latest hit song, is a lively number, and his latest chart top... (continues from page 1)
November 1, 1941

AMUSEMENT MACHINES (MUSIC) 69

The Billboard

Honor Roll--Phonographs for Defense

The following firms, associations, and individuals have enrolled in the national campaign of the phonograph industry to boost the sale of U. S. Defense Bonds:

Automotive Phonograph Manufacturers' Assn., Chicago.
Cleveland Phonograph Merchants' Assn., Cleveland, Ohio.
Milwaukee Phonograph Music Operators' Assn., Milwaukee, Wis.
United Music Operators' Assn., Detroit.
Rine Parlor Amusement Co., Bill Tackett, Goodwill, Ohio.
Coin Pin, Inc., O. J. Williams, Mgr., Omaha.
Cleveland Automatic Sales, R. E. Brown, Cleveland, Ohio.
Kirkville, Mo.
Bend, Mo., Phonograph Novelty Co., J. M. M. Jones, St. Louis, Mo.
Emporia Novelty Co., D. L. Evans, Emporia, Kan.
W. G. Navy Music Co., L. W. Gentry, Carthage, N. M.
Jones Coin Machines, H. M. Jones, Denver, Colo.
Stephensville, Tex.
J. G. & N. No. 1, Gen. Mgr., B. S. Black, Cleburne, Tex.
Lion's Amusement Co., Lewis Washington, Bedford, Ind.
At Meeteer, Columbus, Ohio.

Till, Amusement Co., Frank Miles, Dayton, Ohio.
C. W. Mail, Wasaneg, Kain.
Cleveland Amusement Co., Lester W. Crews, Fort Dodge, Iowa.
Pittsburgh Novelty Co., Frank Spangler, Oklahoma City.
Phonograph Novelty Co., Peter Masco, Marietta, Pa.
M. R. Hoffman, Cincinnati, Ohio.
Mrs. Ralph Cunningham, Beaver Dam, Wis.
Inn, Huntington, W. Va.
R. R. Mushon, Baxtong, La.
Conley Brown, L. E. Lohr, Lebanon, Pa.
Valentine Co., A. K. M. Medford, Fremont, Ohio.
Ash Williams Co., Lee A. Williams, Chicago, Ill.
Clifford B. Witham Sr., Glen Falls, N. Y.

Get on your name on the National Honor Roll showing those members of the phonograph industry that have enrolled to boost the sale of U. S. Defense Bonds.

Sign an enrollment card sent you by your manufacturer or distributor, or sign and mail the coupon below to Phonographs for Defense Campaign, The Billboard Publishing Company, 155 North Clark Street, Chicago.

MY PHONOGRAPH BOOSTS DEFENSE BONDS


I have already placed the record ANY BONDS TODAY? on my phonographs.

I will have the record ANY BONDS TODAY? (or other approved record) on all my phonographs during Phonographs-for-Defense Week, November 3 to 15, 1941.

Firm name ____________________________
Street ____________________________
City/State ____________________________
Signed by ____________________________

AN ANY BONDS TODAY star was placed on every phonograph to show that the machine is used for Defense Bonds.

MINNEAPOLIS, Oct. 25--Music machines throughout the Northwest are hopping on the Any Bonds Today? star, in the hopes of helping to install the disk as the No. 1 recording machine. The operators are providing the operators with propaganda material, and hoping to help them being swamped by music men for the literature.

By-O Amusement Company this week began to help Uncle Sam in the defense drive by placing Hy-O executives, Harold Sansom and Jonas Bender, in the phonographs in its establishment and report they are selling at a fast pace.

Three members of the Mayflower Variety Company were in the stands today at Ann Arbor, Mich., to witness the Minnesota-Michigan football game.

16-Record MARBLE-GLO WURLITZER With Illuminated Dome Completely Remodeled

Complete Factory Ready to Operate $89.50
Money-Back Guarantee

$79.50
$69.50
$59.50
$49.50
$39.50
$29.50
$19.50
$9.50
$8.50
$4.50
$8.50
$7.50
$6.50
$5.00
$4.00
$2.50
$1.50
$1.00
$0.50
$0.25
$0.10
$0.05

GERBER & GLASS
14th Diag. Blvd., Chicago

50,000 FEET OF CABLE!

HARTFORD AUTOMATIC SALES

GREAT PHONOGRAPH SALE IN OUR HISTORY!

HARTFORD AUTOMATIC SALES

WURLITZER

MACHINE

AMERICAN COIN MINT (O., 557 (UNION AVE.,

MINNEAPOLIS. Oct. 1--The Billboard Publishing Company, 155 North Clark St., Chicago, reports that Kenyon's new tower gate is proving to be a big money-maker.

Cleveland

CLEVELAND, Oct. 25.--A special meeting of the Cleveland Phonograph Dealers' Assn. was held recently. President Lukich presiding, he held out the plan for the tie-up with the RCA Phonograph Operators' Assn., as being inclusive, to Public Auditorium. He said the promotion is for the benefit of everybody and that no one should co-operate in putting out a phonograph tie-up at the Auditorium to get as many of their customers, friends, and public, as possible. The meeting was held once a month, November 6, which has been designated Phonograph Merchants' Week. The concert test box for $3.50, $18 and $19 are offered to servicemen buying the most. The enrollment was approved.

Lukich appointed Cohen chairman of the committee to handle the entire project with George De Prone and Jim Pfeeny. Others interested in having Phonograph Operators' enrollment at the Public Auditorium was named: R. H. Mandel, St. Joseph, Mo., and S. R. Stone, Kansas City.

It was unanimously agreed that the association co-operate with the American Legion in having a phonograph day and that the association enter a float and sound tracks. Operators and servicemen will decorate their individual cars and take part in the parade. President Lukich appointed Mr. Morgan as manager and a committee, consisting of S. H. Morgan, president; S. H. Morgan, and Lloyd Evans, to arrange for sound tracks.

Distributors were invited to enter individual floats in the parade.

At the board of directors meeting of the Ohio Phonograph Association favorably reported was the endorsement of Youngstown, Warren and Canton chapter reports. The request was made that all should vote to change the meeting date from the second Thursday to the last Tuesday of each month.

His tunes of the week broadcast Sunday, October 25. Selected by the Cleveland Public Health Council, and from Wambi's record store, these were: 1. I Don't Want To See The World On Fire, 2. China Boys, 3. Nippon Rose, 4. Give A Little Love, 5. Whistle That Song. Mr. B. B. Williams, W. W. Black, and Mr. T. A. Johnson.

Note: Frank in New York, is furnishing patrons with a special entertainment for November 1. "The Song of Songs," with maestro, A. Feldman, who is appearing at the Second Avenue Theater, will be available in all of his favorites is in Mr. Sullivan. When she plays in Mr. Haplin, note the housing of the phonograph. This normally is the height of the floor and Scenery, 3. It is the height of the floor and Scenery, and 4. It is the height of the floor and Scenery, 3. It is the height of the floor and Scenery, and 4. It is the height of the floor and Scenery.

Cigarette vending machine operators from Northern Ohio attended the show at Hotel Hollenden October 23-24 sponsored by the Cleveland Dealers' Association. All leading cigarette manufacturers had elaborate displays.
Vender Firm Complimented

Paper gives details of how Rowe firm got a defense order.

CHICAGO, Oct. 30—Advertising Age, in its issue of October 30, gives front-page news space to the story of Rowe Manufacturing Company, maker of cigarette and candy vending machines, and its big advertising investment that appears to be producing $5,000,000 in direct revenue business.

The Age compliments the vending machine manufacturer for its advertising, saying that "The Age" that metals freestringen curiosity and intelligently setting the public to see what it could do about the situation.

The advertising campaign in Rowe's modern plant at Belleville, Ill., keep 200 employees occupied, and officials came to the conclusion that the only hope for avoiding position unemployment was to send determinate interests.

Viewing the problem as a merchandising job, Arthur Nace, Rowe's advertising manager, created a big integrated push campaign, which turned out to be a success story beyond anything he had dreamed of.

"Lot Pays the Way"

Nace wrote a later letter packed with human interest. His list was the mention of New York and New England, but it was a member. His theme was simple: a request that his fellow advertising men pass along the information that Rowe is equipped to handle subcontracts on Army and Navy contracts. The letter read in part: "Specifically, the fellow I am looking for is the man in your company who advises subcontractor for the defense work your firm is doing as a prime contractor. That man can use our manufacturing facilities. The advantage of your company as well as mine, is he is much interested in meeting me in person, and he is that brings us together is a definite benefit to our country and its defense."

"What I want you to do is, as a favor, to write this letter to your own advertising department. Let them release the following statement:

"We want you to know that we want to make this direct appeal to you, in the hope that you will cooperate, to place on the market the story of our company's manufacturing facilities as they are being used for our country's defense."

Included with the letter were several printed pieces showing equipment manufactured by Rowe.

The NIAA list consists of 180 names, but not all of these went to the advertising agency. Nevertheless, 26 replies were received—23 by mail and 3 by telephones.

Aids Vendor Business

Most glowing result of all is a contract now in process of negotiation which will probably keep the Rowe plant operating forty hours during 1942, stamping and assembling parts to be used in incendiary bombs, and a third shift maintained on its regular vending machine production for delivery to this job, another subcontract.

An interesting sidelight on the acknowledgment received from the company wizards was the big integrated push campaign which turned out to be a success story beyond anything he had dreamed of.

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VENDER SUPPLY NOTES

The need for adjustment of candy plant operations under the current national defense program was stressed at a special meeting of the Manufacturers of Cofeehouse and Chocolate of New York State held in New York recently. A representative group of manufacturers participated in the discussions.

The most acute problem arising from the present trend of the industry today is the shortage of packaging and packing materials. This was freely discussed at the meeting and a number of suggestions were offered to obtain this type of container.

The suggestion was received with favor among the manufacturers present.

Manufacturers were also urged to qualify their lines and standardize on mechanization and packaging and packing. In connection, the elimination of all but the 100-cent penny goods was suggested.

Cigarette paper is now being manufactured in the Jeter J. Schweltner plant in Spalowind, N. Y. This plant recently got into production after several months of preparation.

Preliminary tests on most cigarette papers developed from or manufactured from imported hogs hair, since the war, have shown that American industry has learned to make the papers from flax.

The Schweltner plant is now operating at about 50 per cent capacity, according to Arthur Lowing, plant manager.

Production, however, is expected to be stepped up. Production at the plant increased from 10 to 15 percent in the past year and was estimated at 85 percent in the present year. The plant is also expected to be increased by 20 percent during the present year.

The Schweltner plant is one of the few facilities in the United States that is particularly popular with the last of last year, when it was last used for the manufacture of cigarettes.

In the Schweltner plant, cigarettes are made by using a mixture of flax and hemp, which is ground into a fine powder and mixed with water. The mixture is then pressed into sheets, which are dried and then cut into the desired size. The sheets are then coated with a special binder and dried again before being cut into individual cigarettes.

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Industry Mentions

Magazines -- Newspapers -- Radio

The Atlantic City Press, October 19 -- An NNA release on the subject of "Dood - Tone Charlie" and his spending spree with oil company's money has him in the hole and his music business in a state of disarray.

The Atlanta Constitution, October 20 -- The national radio network, NBC, has announced the sale of several of its radio stations to the Allied Broadcasting Corporation for an undisclosed amount of money. The move is expected to have a significant impact on the radio industry.

The Knoxville Journal, October 20 -- An interesting ad was placed in this newspaper by the Allied Broadcasting Corporation announcing a new radio station, WABC, in New York City. The station is expected to begin broadcasting soon.

New Orleans, October 25 -- It is interesting to see how many radio stations are now carrying live music programming. It is a testament to the popularity of this format.

Collier's, September 20 -- Arturo, Otto Regal.

In Philadelphia music machines are being used for the first time in a radio broadcast. The machine is being used to play music for a live audience.

A few A. B. C. Bowlers Left

It's Sensational

GOTTIEB'S

TEXAS MUSTANG

(IMMEDIATE DELIVERY)

A FEW A. B. C. BOWLERS LEFT

WRITE FOR PRICES

PARAMOUNT DISTRIBUTORS

EASTERN REPRESENTATIVES

D. Gottlieb & Co.
546 MAIN STREET
BEACON, N. Y.

THE DEFENSE BOND DRIVE gathers momentum in Milwaukee, as Judger Novelty Company puts up its slogan room to promote the sale of bonds. "We are now carrying a line of defense bonds and stamps to operators," reports William H. Heppel Jr., head of the firm.

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Play Ball Proves Tops—Dick Hood

CHICAGO, Oct. 26 (MCT)—The success of Play Ball, H. C. Evans' new slot machine, has undoubtedly stamped this game the greatest achievement in coin machine history. According to Mr. Evans, no machine has ever come close to its performance.

Monarch's Cute Motto: "Operators Cue for '42"

CHICAGO, Oct. 26 (DNR)—"Operators Cue for '42" is the tagline Monarch Coin Machine Company has been using as part of its advertising campaign. The slogan is designed to capture the attention of coin operators and encourage them to consider the company's products for the upcoming year.

Monarch showed off its newest coin-driven games, which include many popular titles from other manufacturers. The company's newest game, "Pinball," was a hit with operators and players alike. It features a large, interactive display screen and allows players to hit targets and score points.

The company's other popular games, such as "Ballyhoo" and "Coin Master," were also well-received. Operators praised Monarch for its attention to detail and reliable performance.

Monarch is known for its innovative designs and high-quality products, and this latest line-up is no exception. The company continues to be a leader in the coin-operated game industry, and its success is a testament to the quality of its work.

In conclusion, Monarch's "Operators Cue for '42" campaign has been a success, and it is clear that the company is well-positioned for continued growth and success in the coin-op industry.

-- by Jane Doe

The Billboard
November 1, 1941

The Southland Automatic Music Co.

LEGAL EQUIPMENT

COUNTER GAMES

SOUTHERN AUTOMATIC MUSIC CO.

LEGAL EQUIPMENT

COUNTER GAMES

AT OUR 4 OFFICES

SPECIALS BY WORLD'S LARGEST DISTRIBUTORS

AT OUR 4 OFFICES

SPECIALS BY WORLD'S LARGEST DISTRIBUTORS

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SPECIALS BY WORLD'S LARGEST DISTRIBUTORS
MINNEAPOLIS, Oct. 25.—Cigars are being passed out by Leo Aitch, of United Machine Company. Mrs. Aitch presented him with a daughter, Marcy Joan, September 9.

Congratulations are in order for Ernest Klesibeth, of Minneapolis, Minn., upon his marriage October 2, to Miss Ildah A. Norton, of Anacortes, Wash., on September 27.

Cecil Byers, of Worthington (Minn.) automatic phonograph company, has been getting many, many mailgrams from legion poets in bit home town, which fellows operators ought to follow. Prink had an old automatic phonograph and did something the other day which the former associate, Ire Sandler, now with Silent Sales Company, at Des Moines, Ind., nibuthag Company, at Minneapolis, Minn., has been getting thanks for.

Henry Handorf, of Yankton (S. D.) operator, hus been returning from a hunting trip in Canada, where he began his second year.

Hy-Q Amusement Company has been planning and enlarging its 7th Avenue, First Floor and basement, and will use this space for a new phonograph display room, a workshop and storage space.

Another remodeling project has been undertaken by Murray Kirschbaum, of Silent Sales Company, where a large store and shipping room will be added. A loading dock has been added along the front.

Oscar England, of Alexandria, Minn., reports that business in his tourist route area is beginning to fall off after the fair and saw them.

Dan Heiligen, brother of operator Anno, is doing well in boss, so to speak, these days. In addition to helping Anno with the latter's coin machine route, Danny is busy going to the University of Minnesota every day.

Dave Ziskin, of Silent Sales Company, back from a trip thru the State, reports business is good, with not too much frightened by the tax situation. They're all willing to do their best.

Marvin Kesh, of Snoos Falls, S. D., journeyed to the Twin Cities to pick up some new phonographs for his large Dakota route.

Joe Drorak, of Coin-o-Matic Amusement Company, Minneapolis, said business has been good all season.

The record business, according to Vera Porter, of Acme Novelty Company, is swell. The new numbers are getting fine reorders from operators.

John Porter and Earl Madson, Superiores (Wls) operators, came to the Twin

MINNEAPOLIS, Oct. 25.—A meeting and chicken supper for coin machine operators was held the evening of October 15 in the party hall of Southern Select Beer warehouse, 201 S. 4th Street. John Ziskin, of Silent Sales Company, Rock Island, Ill., was the object of all operator's interest. The meeting was held at the office of John Voss, of Acme Novelty Company, and Paul Norton, of United Amusement Company.

Operator Joe Pavlik, of Halvseth, comes to Houston nearly every week to buy records and keep up his extensive line of equipment.

K. F. Wilkinsom, of United Amusement Company, Rock Island, Ill., spent two days in the city, making plans for future operators. He reports business good and says he is just getting back in business after a long illness.

H. M. Clesse, manager of S. & A. Distributing Company, Houston, made a business trip to Dallas and Fort Worth.

Operator Ernest W. Estes, of Galveston, recently had his finger shot, but was able to return to his work by October 25. He bought another boot two weeks later and missed it. He was shot in the left thumb.

A small Rapids, Minn., operator, came to the Twin Cities to pick up some new phonographs for his large Dakota route.

Murray Ziskin, of Silent Sales Company, reports the record list is just beginning to fall off after the fair and saw them.

Ray Millhouse, of Owatonna, Minn., is back from California, where he spent several months and on his way to the Twin Cities this week reports that he found his business getting along in great shape.

Frank Davidson, of Speaker, W. S., bought equipment on his trip to the Minneapolis-St. Paul market.

O. Cofield, of Annandale, Minn., is another visitor who stocked up on equipment during his stay here.

Here from Glendale, Mont., to interview distributors and operators came Mr. Sanders, of Sanders Candy Company.

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Jactron. Shea with the Kreice Novelty ball game in Louisiana State-Mental Palace football are expected to total about $114,301 at the act in 1939. The State's tobacco and beverage tea revenue A. Rodriguez, discoid Klein and Dutton to cacao in the mud, and vending machines were bought from Frank J. Kuhl. Photographs and she to purchase bonds for the maintenance of the streets, sidewalks and gardens in the Chinese city. New locations are springing up on the Louisiana-Mississippi line, and St. Francesville, La.; Woodville, Miss., and three near-by counties are getting their share of the play.

Mrs. D. A. Biglione, wife of the local operator, returned here this week after several weeks in Bushton, Miss. Their new son, James Michael, is the pride and joy of the household.

NOW...FASTER PLAY...FAR BIGGER PROFITS...CONTINUOUS ACTION... ON MARVEL AND AMERICAN EAGLE WITH DAVAL'S NEW TAX FREE METHOD!

No more worries about the location running out of change! No more standing by players when they run out of change!

CONTINUOUS ACTION! They keep on playing and playing — FOR FAR BIGGER PROFITS... EASIER...STEADIER PROFITS THAN EVER BEFORE!

AND...FOR ALL TIMES...NEW DAVAL CONVERTED MARVELS AND AMERICAN EAGLES ARE "TAX FREE"!!

RUSH YOUR MARVELS AND AMERICAN EAGLES TO DAVAL TODAY...HAVING THEM COMPLETELY CONVERTED TO THIS NEW NON-COIN OPERATED PLAY ACTION GET THE BIGGEST MOST THRILLING SURPRISE OF YOUR LIFE AS THOSE BIG HUGELY TAX FREE PROFITS COME ROLLING IN!!

THE DAVAL COMPANY
2043 CARROLL AVE., CHICAGO, ILL. (All Phones: MONEE 9310)

Such LOW Prices!
For games that can be put right on location
Machines Guaranteed Mechanically Perfect

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For all inquiries to companies listed above.

TREASURY DEPARTMENT
WASHINGTON

Letter From Internal Revenue Office Gives Pinball Ruling

The following letter from the Internal Revenue Department is the most important ruling on pinball games available up to the present time and should be kept for reference by operators. The letter was issued in response to joint inquiry by the following firms:

Bally Manufacturing Company
Chicago Coin Machine Company
Exhibitors Supply Company
J. H. Kenney & Company
Genco, Inc.
D. Gottlieb & Company


Attention: D. Gottlieb

Gentlemen:

Reference is made to your letter of October 14, 1941, relative to the tax imposed with respect to coin-operated amusement and gaming devices, and in particular you refer to section 1927 of the Internal Revenue Code, as added by section 935 of the Revenue Reconciliation Act of 1941, which states that a tax shall be imposed upon any device which contains either a free play device or where a location owner chooses to give a prize for scores.

A pin-ball machine which merely gives a prize or free play only, or where the location owner chooses to give a prize in the event that the tax is to be imposed, is not to be considered as an amusement device as defined in section 322(e)(1) of the Internal Revenue Code with respect to which the tax is to be imposed at the rate of $10.00 per year.

Respectfully,

D. E. Bird, Deputy Commissioner

August Exports Show a Decline

WASHINGTON, Oct. 31—The decline in dollar volume for coin machine exports continued during August, according to statistics released by the foreign division of the Department of Commerce. A total of 465 machines valued at $65,079 were sent out of the country. This compares with 543 machines with a value of $30,975. Phrases accounted for 368 machines valued at $23,722, and 97 machines valued at $5,578.

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Respectfully,

D. E. Bird, Deputy Commissioner
NEW YORK, Oct. 29.—The football season is in full swing, and the fans are out in force this season. Many people have already started preparing for the big games. Some have already bought tickets, while others are still deciding which team to support.

Harry Barlowe, one of the leading lights of the football world, was spotted by the paparazzi the other day, looking very happy and relaxed. He was wearing a custom-made suit that matched his team colors perfectly. He was accompanied by his wife, who was also dressed in team colors. The couple was seen walking hand in hand, looking very much in love and oblivious to the crowd around them.

The Mike crowded. the phone ringing...
WE WILL PAY THE FREIGHT TO ANY POINT IN THE UNITED STATES ON ALL ORDERS FOR $100.00 OR OVER
THIS OFFER EXPIRES NOVEMBER 15, 1941
WIRE YOUR ORDERS ON OUR EXPRESS. ALL ORDERS RECEIVED AFTER THIS DATE WILL NOT BE SHIPPED-PREPAID. ACT NOW AND SAVE THE FREIGHT.
Make Up Your Orders From the Following Bargains In A-1 Reconditioned Machines

<table>
<thead>
<tr>
<th>AIRPLANE</th>
<th>CIVILIAN</th>
<th>MILITARY</th>
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<tr>
<td>$1,000.00</td>
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</tbody>
</table>

FREE PLAY GAMES

- **El Toon**: $1.15
- **1.05-1300**: 1.11

**MID A 071311 /TACIT**

**OMIT**

**NICKEL MONTE CARLO**

The pinball box catches in on love of gadgets and gambling and promotes a thriving business.

*By Sidney M. Shaltet*

**The Billboard**

*There's Always A 'Better Buy' at Lehigh*

**OLIVE NOVELTY CO.**

**MAYFLOWER NOVELTY CO.**

**THERE'S ALWAYS A 'BETTER BUY' AT LEHIGH!**

**FREE PLAY GAMES AT $9.50 EA.**

**Body English**

**Bordel**

**Gambler**

**Sore Head**

**THE BILLBOARD**

**AMUSEMENT MACHINES**

**November 1, 1941**

**From The New York Times Magazine**

**October 19, 1941**

Reprinted by special permission of The New York Times and by the author, Sidney M. Shaltet. The Times published an interesting article on nickel machines in its issue dated October 5, 1941.
AFFI0NT NEW DES MOINES WALTZER DISTRIBUTOR. M. O. Yen

"It combines practically everything known to electricity and is comparable to that which was ever known to anything," declared a young trouble-shooter for a New York distributor who drifted into pinball from electrical engineering. "Why, even the man has learned something from pinball construction—the power units on torpedo contains refinements we worked out."

At the top of the industry are the plants where the machines are turned out. These largely are assembly plants rather than factories, for all the parts—cabinets, plate glass, electrical gadgets and so forth—are purchased ready-made from various manufacturers. There are many large firms and a number of smaller ones turning out pinball games and each plant employs from 100 to 500 workers.

Then come the distributing businesses: there are 300 to 400 wholesale firms that buy games from the manufacturer and sell them to the "operators." The up

 everything from 5000 to 10,000 operators and an untold number of small men.

One would imagine that the profession of pinball game players would be pretty esoteric followers. Actually, mostly they are signers or engineers. The beginning of the pinball is many free-lance inventors who worked at night games. In these early days, when the coins operated machines were still a novelty, many houses couldn't turn out machines fast enough. Some inventors were sold. Some of these free labourers found steady employment with the growing industry. One Chicago artist who began designing games has found that he has turned out an average of 10 new designs a week for the past 10 years, 10,000 designs!

Here's how a new pinball game might see the light of day: The inventor reports to work in the morning and realizes that by the end of the week he has to submit a new design to the boss. He picks up the morning paper in search of a clue most of the domestic news. He finds an article on air service training. That's it—a new game design. He shows it to the boss, designating a board which is usually lacking in youth's uniform will go over as a favorite. Then when electric impulses are touched to the machine, it will put on the lights and wire bumpers. Just on the deadline, he has to make sure that the words on the playing board and a design for the button to the operators.

But it isn't always quite as simple as this. In Chicago recently one free-lance engineer and designer was particularly promising. The machi

n was already working at the plant where he worked for seven months. The other went, "I wish I knew what's going to take," said one man who had made 36 designs and was running his own pinball machine business. "The other week I worked 40 hours straight, which is a long long game. But the factory wouldn't take it. See how a man could be so completely the man wouldn't be able to understand it!"
LOS ANGELES, Oct. 25—Activity on the west coast slackened during the first part of the week but quickened in pace the latter days. Dealers and distributors reported that October business was holding up well and that indications were that November would be slightly better.

Along the vending road business continued good withuth some concerns reported entering the field. Music machines talk each other as machines were getting good play and predicted that the trade would continue on the up and up for a long period yet.

PACIFIC PATTER

Jack Johnson, of Long Beach, was a recent visitor. A. J. Gaten, Pension operator, visited the Paul Laymon firm.

Bally Manufacturing Company held a recent tournament. The Charles E. Washburn firm.

Bill Robinson is back in the city after a trip to Bakersfield. Bill Gayer, of Gayer Company, that has operations in San Bernardino, Orange County and other areas, plans to expand his operations and was in town looking over new equipment.

O. A. Watkins, veteran Pasadena operator, and Gerald Roseland, for five years associated with Coast Cigarette Vendors here, are starting a cigarette business.

Firm will be known as Watkins Cigarette Vendors. Bill Blake, of Coast Cigarette Vendors, is high in the praise of O. Need-a-Pak machines. Charles Figan, of Santa Barbara, is purchasing new machines to expand his operations in factories near his defense materials. Roy Bradford, of Santa Monica, has named his firm Santa Monica Vendors, and will have a cigarette operation in the vicinity of that Coast town.

Bill Gayer reports business is good in the cigarette vending field in Los Angeles.

WESTERN WHISPERS

Edward F. Stenbom and Al Hanson, of General Vending, continued to expand their routes.

Nick (Necktie Nick) Handley says that the defense project has boosted the vending business and that the volume is up. Ted Brown and Bert Childs, of Sisk & Childs, held, were recent Los Angeles visitors.

Preston Ketter Is On an extended tour of the East and South that will also take him in part of Mexico. Preston is a good business man in Los Angeles area.

News from the Charles E. Washburn firm.

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Bally TOPIC

All the fast money-making features of Monicker—are up and to push collectors to a new high! Already breaking Monicker records from Coast to Coast! You know what Monicker is doing—but do you know what Monicker is doing?—now get TOPIC and even better! AVOID DELAY—ORDER TODAY.

NEW

“Photo—good”8x10s, just introduced, unmatched color design, magnificent new natural wood panel.
Baker Ready New Sky Pilot

CHICAGO, Oct. 26 (MR).—“Hold your fire till you’ve seen Baker’s new 1942 Sky Pilot,” is the suggestion to the trade by officials of Baker Novelty Company. "When it comes to conquering profits, marshaling traffic and winning the plaudits of the industry and public alike, 1942 Sky Pilot is the coin game artillery plaudits of the industry and public alike. Winning is the keynote of the game, and thereby increase the profit returns on every available inch of floor space. Neat in style, outmoded in mechanism, this trim, efficient gun boosts class and flash that add to any surroundings.

"Every inch of Sky Pilot lends to the military atmosphere of the gun. Smooth, class brickwall cabinet, cabinet sound effects—shakin’, hollering boxes, slawing planks, etc.—all add up to ammunition that’s bound to bring the peony in and bring the players back again and again.

Baltimore

BALTIMORE, Oct. 25.—The Blackman Distributing Company, recently organized by Robert (Bob) Blackman to distribute the World’s Largest phonograph, has just received the R. & S. Piano Company, has also purchased the Penn Coin-o-Matic Company, Baltimore. The name, Blackman Distributing Company, applies to both now. Dorothy Flicker, former office manager for Penn Coin-o-Matic, has been appointed manager of the Baltimore branch of the Blackman firm.

The first shipment of the new Gottlieb coin game, Texas Mustang, has been received by General Vending Service Company. Another shipment awaits. Elaborate gun action is also chalking up brisk sales on Kicker and Crochet, Baker counter game.

Work has started on remodeling the building at 504 North Gay Street, which has been taken over by General Vending Service Company.

After experiencing volume business on Adler’s Knockout, Roy McGinnis has just received his first shipment of the new exhibit Big Parade. McGinnis declared that Knockout enjoyed the largest run of any exhibit machine and says he looks for Big Parade to better that record.

Gemona’s Gun Club of Chicago’s new roof has received a volume business on its new exhibit Big Parade. McGinnis declared that Knockout enjoyed the largest run of any exhibit machine and says he looks for Big Parade to better that record.

Price Only $36.50
SEVEN GRAND

Can be used in a 3 or 5 sq. Gaper spread or 5-10-20 sq. play for each award.

Price Only $36.50
SEVEN GRAND

Can be used in a 3 or 5 sq. Gaper spread or 5-10-20 sq. play for each award.

Buckley Music System, Inc.
4225 W. Lake St., Chicago, Ill.
In this time of national emergency your country needs your help. Buy Defense Savings Bonds and Stamps regularly.
**Shoot the Works On Texas Mustang**

**CHICAGO, Oct. 26 (MB) — Four orders of Texas Mustang, Gottlieb’s latest hit, were scheduled and marked runs for initial Eastern orders,” report officials of D. Gottlieb & Company. Before we could fill the order in more order from the East for additional orders.

“Distributors who placed the orders are anxiously awaiting Mustang’s arrival,” states Dave Gottlieb, president of the company. “The game like Texas Mustang rears its head you can’t blame them for wanting to get into the saddle and round up their share of the big earnings this game promises them.”

“Texas Mustang is taking our production facilities, but we don’t calculate to let it slow us down. We assure you all we’re filling orders as fast as machines can be given the run. If you wish to ship them promptly.”

**Philadelphia**

**PHILADELPHIA, Oct. 26 — Record sales continue to skyrocket here. In keeping with the increased business, the John W. Mannheimer department store, now in the process of increasing its record department to three times its regular sale, hosted a reception to the trade at the formal dedication of the new record department last night (20).**

**Murray Pinkel, new treasurer of the local music machine operators’ association and head of the Hit Machine Company, has bought a new Oldsmobile.”

**SICKING, INC.**

**1001 CENTRAL AVE., CINCINNATI, OHIO**

**SPECIAL!!! Guaranteed Like New**

**MILLS LATE MODEL JUNO**

**$99.90**

**PARADE, Cash-Chek Model**

**$199.90**

**WE HAVE EVERY TYPE OF C야N OPERATING MACHINE, NEW OR USED. WRITE FOR PRICE LISTS AND CIRCULARS.**

**SICKING, INC.**

**1001 CENTRAL AVE., CINCINNATI, OHIO**

**SPECIAL!!!**

**REPLAY PIN GAMES**

**$15.00 EACH — 2 FOR $25.00**

**RARE CHIPS**

**CASH-CHEK MODEL**

**MILWAUKEE MACHINE CO.**

**6220 W. LINCOLN AVE., MILWAUKEE, WIS.**

**MILLS**

**PHONOGRAPH BELLS & TABLES CONSOLES**

**KEYSTONE NOVELTY & MFG. CO.**

**825 Cathedrale Ave., Baltimore, Md.**

**Speech**

Mr. Chairman and Fellow Club Members: This year organ-eye nation was practically on the rocks. We owed rent on the building, our stair carpets were all worn out. We didn’t have either towels or toilet paper in our Johnny. To put it flitly, Gentlemen, we were busting. The only money that anybody attached to this club ever saw was the chicken-feeds genetic we got out of those old-time clunkers in the bar. But the members never got excited about these machines. The club was going to be liquidated, and a pure stroke of fate, Fellow Members, that at the time our club was just about ready to fold, someone suggested we install a Mills Four Bells. When I told our operator of the suggestion, he tried to squirm out of it, saying there wasn’t enough play, the machine cost too much, etc., etc., but I insisted, and he gave in. As soon as Four Bells hit the floor, an miraculous change took place. Our pinball players quit cards and came over to the console. Members who hadn’t been inside the club in five years came in suddenly to look at Four Bells and hang around for hours, roaring, shouting, glistening over the excitement the machine furnished. Our bar soon picked up so much we had to hire a regular bartender. The income from the machine staggered me on the first collection — it was the biggest chunk of money we had received in one week since the club opened. Now, Gentlemen, you see a well run club; good furniture, new carpets, washrooms with all the appointments of home — everything! We owe it all to Mills Four Bells — nothing else. I therefore propose that we adjourn not one to the bar and give a toast to the machine that saved our club! Thank you. (Prolonged cheers and adjournment to bar.)
**SOLVE TOMORROW'S PROBLEMS TODAY**

WITH AMERICA'S TOP TRIO OF DAY-IN AND DAY-OUT MONEYMAKERS!

---

**Blatt, Sugeran**

Visit Buckley Plant

CHICAGO, Oct. 26 (MR)—Willie (Little Napoleon) Blatt, of Brooklyn, and Barnett (Sugar) Sugeran spent the first half of this week in Chicago conferring with Buckley officials. The two district managers for Buckley Music System visit the factory every several months.

"The purpose of regular visits to the factory," says Sugeran, "is to keep in close touch with what is being developed in the music business. My organization keeps the factory informed about daily developments in the field. A personal visit enables me to see how the field information is being incorporated in the products being turned out by the factory. This is a plan of operation carried out by the Buckley organization and is the way in which we have built up a country-wide system of distribution for every operator."

Blatt, who covers the metropolitan New York area, brought along his usual optimistic enthusiasm. "In talking with many friends here in Chicago," says Blatt, "I have found that conditions in the industry business seem to be the same the country over."

From what I know from my own experience and from what I can tell, this is going to be the greatest year that we have ever had in the music business. Locations equipped with Buckley Music System have the equipment that it takes to get the patrolman's attention and get the most business."

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**Bally Announces New Novelty Game**

CHICAGO, Oct. 25 (MR)—"All the fast money-making features of Muntz—souped up to push collections to a new high," is the way George Jenkins, general sales manager of Bally Manufacturing Company, describes Bally's newest fireball release, Topic. "The success of Muntz," Jenkins stated, "is what gave Bally the idea for Topic. They went to work to develop a game that would have the popular play appeal of Muntz, but with a new angle."

---

**Clearance Sale**

- Hi-Couper $45.00
- Banner $30.00
- Plain Ball $24.00
- Costume $19.00
- Galatine $5.00
- Cloth $6.50
- Paper Play $6.50
- Act $4.00
- O'Boy $4.00
- Free Spool Blank $1.00

---

**Empire Coin Exchange**

213 W. North Ave., Chicago, Ill. Phone: Humboldt 5200

**Want to Buy**

- Blank Fish—Chrono—Sands
- Navy Base—Chrono—Blank Baseball
- Cigarette—Blank—Chrono—Baseball

---

**AMUSEMENT MACHINES**

November 1, 1941

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**National, of Canton, Erects New Building**

CANTON, O., Oct. 26—National Manufacturers, Inc., is adding a one-story brick building to its plant. The new structure, measuring 20 by 40 feet, will be used primarily for storage purposes.

---

**Sky Fighter**

Back in Production by Popular Demand

**Ace Bomber**

Drive Mobile

Order From Your Mutoscope Distributor. Immediate Delivery

INTERNATIONAL MUTOSCOPE REEL CO., Inc.

Penny Arcade Headquarters Since 1895

44-01 Eleventh St., Long Island City, N. Y.
Another Exhibit Hit

Western Reports
New Arcade Games

PHILADELPHIA, Oct. 25. - The new federal defense tax on coin machines was discussed at length at a dinner held last Thursday (19) by the Philadelphia Amusement Machine Association at the Green Valley Country Club. Bernard R. Cohen, commerce officer of the pinball operators' association, led the discussion on the tax measures and explained the obligations of the operators in every detail.

Members of the association represent an estimated $3,000 machines subject to the tax. However, since the tax is estimated to affect 3,000 other machines in operation here whose owners are not affiliated with the association and who may not be aware of the new tax schedule, a survey has been started by the Internal Revenue Department to determine the number of machines which come under the $10 a year tax. said Collector Rothstein.

The survey, said Collector Rothstein, also will be utilized as a "public relations" to acquaint location owners, operators and machine distributors as to how the new federal tax schedule operates.

Chi Coin's Bola-Way Strong, Is Report

CHICAGO, Oct. 25 (MR). - "Operators have been high in the praise of the new game, Bola-Way," states Sam Genberg, Chicago Coin Machine Company executive. "Never has the acceptance of a new game been as favorable as with Bola-Way, our New York distributor, stated in a phone conversation the other day that Bola-Way had so far been a success, and manufacturers have been flocking up to order more stock. The new game is built into the test model we knew we would be a success. The playing field and the game eye appeal are outstanding. As a result of all this advance advertising and sales promotion, the game was the pronounced hit that it was," he concluded.

Warn Businessmen on Fake Federal Officers

CHICAGO, Oct. 25. - Businessmen have been urged to demand credentials from all persons representing themselves to be FBI men. The appeal is the result of many complaints received about bogus agents in recent months. Four fake FBI agents carry with them identification cards signed by J. Edgar Hoover, director of the FBI, and Francis Biddle, attorney general. The warning stated that it is important that persons demand the credentials before discussing any matter with persons representing themselves as FBI agents.

Several cases of forged checks passed and loans obtained under the guise of federal officers have been reported.


AMUSEMENT MACHINES

The Billboard 85

ANOTHER EXHIBIT HIT

Another Exhibit Hit

Newest Hit...

WESTON DISTRIBUTORS INC.

Now Delivering!
EXHIBIT'S
NEWEST HIT...

“BIG PARADE”
**KEENLEY’S GREATEST PROFIT MAKING ANNOUNCEMENT IN COIN MACHINE HISTORY**

**TWO COIN CHUTES—TWO CAN PLAY**

**KEENLEY’S NEW**

**TWO WAY SuperBell**

Two machines in one — double revenue but ONE tax. Regular Super Bell features PLUS two payout units, two coin chutes, two cash boxes.

**NOW SHIPPING FORTUNE**

The one bell pay takes double revenue more than twice any other made. Boosted profits necessary to keep up with demand.

---

**YOU NEED IT!**

**BATTING PRACTICE**

**ORDER TODAY!**

SPECIALIZED MACHINE CORP. 6630 S. ASHLAND AVENUE CHICAGO, ILLINOIS

---

**New Buckley Engineering Finds**

CHICAGO, Oct. 23.—“Engineering accomplishments and developments have always been the backbone of the music machine industry,” declares H. H. Perkins, sales manager of Buckley Music System, Chicago. “During the past few years Buckley has released some interesting and important news about the accomplishments of our engineering department,” Perkins continues.

“When we got into large volume sales on music machines we knew that we were assuming a big responsibility. We had to attract some engineers who were already working in the field. We then set up a staff who knew how to turn out the finished product and who also knew that this work was important to us.

“One of the interesting accomplishments of this engineering department was the making of lamp bulbs that were tailor-made, made to fit our equipment. After months of research and tests in locations we found the right bulbs for our music boxes and found that it was necessary to have the bulb made to order.

“This new bulb is now in the hands of our many distributors. Music men who have already tried this bulb know that it burns for weeks instead of days. They know that it spreads the illumination property so as to give the music an extra measure of bright and spotlighting."

---

**3 TIMES THE PROFITS with SuperBell**

The greatest money making console ever made—3 times the profits because there’s 3 times the appeal.

**NOW SHIPPING**

**FORTUNE**

---

**Distributor for Keeney’s**

**SUPER BELL CONSOLES**

FOR VIRGINIA AND SOUTH CAROLINA

MOSLEY VENDING MACHINE EX., INC.

Richmond, Virginia

Night Phone 5-5328

---

**Look To The GENERAL For LEADERSHIP!**

**ACTIVE AMUSEMENT MACHINES CORP.**

300 North Franklin Street, Philadelphia, Pa.

Phone Market 2156.
I'M HERE TO BRING YOU LUCK!

BOSCO
GENCO'S NEW HIT WITH
"MULTIPLIED-AWARDS" APPEAL

FOR DOGDORE BIG PROFITS, GET BOSCO! You've NEVER seen a
game with so many NEW, thrill-packed features! BOSCO has the
most colorful, interesting ALLURING backboard in ages!
Its new "Multiplied-Awards" idea, offering the chance of from
each to three replays on a single hit, keeps players glued to BOSCO
for hours! SIX TERRIFIC WAYS TO WIN! For bigger-than-ever
fall and winter collections, BOSCO'S the game you need... NOW!
LOOK AHEAD... RUSH YOUR ORDER TODAY!

LEAD WITH LEADER'S "TRUE-VALUES"!

A MESSAGE!
"We check our merchandise on the spot and use only the best materials on your money. But with the wide range of variety and quality of games we carry, you'll be able to find just the right game for your money. We stand behind our games and offer a full warranty on every game. Your satisfaction is our guarantee!"

MACHINE CLOSEOUTS

ROBINSON SALES COMPANY 3100 GRAND RIVER DETROIT, MICHIGAN

READY FOR IMMEDIATE DELIVERY

NATIONAL SALES & DISTRIBUTING COMPANY
450 E. ST. PAUL ST. TEL: General 6574 DALLAS, TEXAS

HARLICH MFG. CO. 1413 W. Jackson Blvd. CHICAGO, ILL.

MODERN AUTOMATIC EXCHANGE, INC.
2016 CARNegie AVE. CLEVELAND, OHIO 6557 SOUTH AVE. YOUNGSTOWN, OHIO

QUALITY SPEAKS FOR ITSELF

SPECIAL!! Perfectly Reconditioned 1-Ball Games
CLOSEOUT!! 69.95

THE CALVERT NOVELTY CO., 708 N. HOWARD STREET, BALTIMORE, MD.

LEAD WITH LEADER'S "TRUE-VALUES"!

A MESSAGE!
"We check our merchandise on the spot and use only the best materials on your money. But with the wide range of variety and quality of games we carry, you'll be able to find just the right game for your money. We stand behind our games and offer a full warranty on every game. Your satisfaction is our guarantee!"

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THE CALVERT NOVELTY CO., 708 N. HOWARD STREET, BALTIMORE, MD.
## ATLAS NOVELTY GUIDE

<table>
<thead>
<tr>
<th>Title</th>
<th>Price</th>
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<tr>
<td>YIPPEE!</td>
<td>$12.50</td>
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<tr>
<td>Texas Mustang</td>
<td>$17.50</td>
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<tr>
<td>Arrow’s Reconditioned Free Play Game Bargains</td>
<td>$22.50</td>
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<td>Ajax Novelty Company</td>
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</tr>
</tbody>
</table>

### ARROW NOVELTY CO.

- 1722 Sycamore St., St. Louis, Mo.
- 939 W. 18th St., Chicago, Ill.
- 2844 W. 18th St., Chicago, Ill.
- 1352 Sidney St., St. Louis, Mo.
- 2778 Sycamore St., St. Louis, Mo.

### PHONOGRAPH SPAY PAYABLES

- 5819 35th Ave., Chicago, Ill.
- 1110 7th Ave., New York, N.Y.
- 1145 7th Ave., New York, N.Y.
- 1145 7th Ave., New York, N.Y.
- 1145 7th Ave., New York, N.Y.

### CONSOLES

- Deluxe Cine-Matic
- Deluxe Cine-Matic
- Deluxe Cine-Matic
- Deluxe Cine-Matic
- Deluxe Cine-Matic

### COUNTER GAMES

- Adler, Eagle
- Ballroom
- Blue Moon
- Blue Moon
- Blue Moon

### SKILL GAMES

- Adler
- Adler
- Adler
- Adler
- Adler

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  - Chicago, Illinois

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- Pinball
- Pinball
- Pinball
- Pinball

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- Operate
- Operate

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