JIMMY DORSEY
Opening Hotel Pennsylvania, New York, February 9
ON DECCA RECORDS
NBC Coast to Coast
Personal Management: Bill Burton
Direction: General Amusement Corporation

JANUARY 31, 1942
Price 15c
THE SWEETEST MUSIC THIS SIDE OF HEAVEN

ON DECCA RECORDS

GUY LOMBARDO

and his

ROYAL CANADIAN

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

1. ON THE RECORDS—
   for latest, sure-hit
   DECCA releases
   See LOMBARDO ad,
   Music Machine Section
   this issue

2. IN PERSON—
   HOTEL ROOSEVELT
   New York

3. ON THE AIR—
   via CBS network
   every Saturday 8 and 11 P.M. E.
   sponsored by
   COLGATE-PALMOLIVE-PEET

Thanks to radio editors, Lombardo has just been announced WINNER in the Sw Bands Division of Radio Dai annual poll of radio critic

Exclusive Management

MUSIC CORPORATION OF AMERICA

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

EACH OFFICE A COMPLETE UNIT IN ITSELF
A. A regular reader of The Billboard knows, we seldom run news about the strictly personal side of show business. True, a human, warming, exciting chapter of life is inevitable, but we feel that while the coldly factual and statistical marriage, birth, death and divorce news are of interest to the public, they don’t quite belong in the professional columns of the trade. We think the public may want to know the personal tidbits of their heroes, after all, it is part of their public view.

“JrX Billboard knows, we seldom business as a business. True, a public view.

Lilled to 100 per cent privacy away

Of space to activities of show business, and show people, compared to

Most of the people in it, is a tough, hard, nerve-racking grind.

Taked over for most of the people in it, is a tough, hard, nerve-racking grind.

From this handling of news about

Tense hours reaching or working in public

Shovel — whether in the cretive, performing or business end — are not ordinary people doing ordinary jobs. Their work is not as easy and quiet as it is in most other professions. Obviously, it demands the same consistent effort, unless the reply is usually harder when success comes, and rather more strings to pull for most of the people in it, in a tough, hard, nerve-racking grind.

We domestic our legal policy for years and years has been to be tolerant of the personal “scan-

Ded to fairs and kindred branches

Bones explained purposes of the cretive and acted for the association's benefit and cooperation. The endorsement was made by A. W. Lombard, veteran MAFA secretary.

Hollywood Ice Revue Looks

Good in N. Y. Garden Opening

NEW YORK, Jan. 24 — Sonja Henie and her 1941 Hollywood Ice Revue opened at Madison Square Garden (1931) for eight performances. When these shows opened on Jan. 19, it made the end of a seven-city tour. The first stop was the RKO theatre in Minneapolis, where in addition to singing from 1916 to 1940, Audion displayed excellence. She is all that you'd expect from one of the best known entertainers. The audience's attention was held as a single and as Miss Henie's partner. She was particularly impressive in the Act of Ice cable number and in Gay Pariolina and Panto, in which he appeared with Anna Marie.

Miss Henie appeared only twice in the first half and three times in the second. During the intermission in which she wasn't on the ice, it appeared that someth-
Los Angeles Clubs Recover From Patrons Back

Los Angeles, Jan. 24.—Night club business has recovered from the effects of the war, but some changes in management and personnel are noted.

Henry Young, manager of the Hollywood Bowl, said that his club had remained open throughout the war, and that business had been good. He said that the club had been closed for only 12 weeks during the war. He said that the club had been closed for only 12 weeks during the war.

The Trouville, a new night club, is now open. The Trouville has been the same at this spot since Freddy Cannon opened it.

The manager of the Trouville said: "I can sum it up as history. His mark for soy had the biggest Tuesday night opening for any theater in the city."

The Trouville manager also said that the Trouville has been "Amapola," "Guadalupe," and other shows.

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aaa, abc crack down on agva agreement plan

new york, jan. 24—first open hearing

on the american guild of variety arts' agreement plan (20) with

the agents of america, small agents' group, down on the plan, the

active opposition coming from the associated agents of america, and

the actors' betterment committee, agreed the purpose of this division

to strike out the closed-shop clause from

the guild's agreement, both relating to agents agree-

ance, said he was in sympathy with the

moss also ordered silver-

stone to he used to compel an agent to accept

'camouflaging the issue' and that it was

an agva license and asked silverstone

fails, he will turn his business over to his

francllised and still be able to collect

agents, and claimed agva was not a

postponed it pending a meeting with

the other acts, including the plying

'daylight show' and the evening of mainland residents, and sent

many acts there december 7

'regularly' may address them in

the playgoers' production of the year,

theater, grossed over $3,000, according

the night of the

family circle sold well. the night of the

at its two performances at the court

theater, grossed over $3,000, according

the playgoers' production of the year,

the show is so fine that he rates a recom-

lated by claudia, played to

the court theater, grossed $3,000, accord-

the playgoers' production of the year,

theater, grossed over $3,000, according

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WAR'S EFFECT ON SCRIPTS

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

NEW YORK, Jan. 24—According to a check made by the Billboard, the demand for script material is higher than ever before. Story scripts that provide entertainment through escapism, and mystery, and thrillers, are again in favor, and almost all the major stations have already had to increase their staffs to meet the demand. The war has had a great effect on the entertainment industry, and many of the producers are now turning to the production of war-related material.

Script Library, which already has a large number of scripts in its files, has had to increase its staff to cope with the demand. The library is currently working on a number of projects, including a series of thriller scripts, which are expected to be popular with the public.

The war has also had a significant effect on the distribution of script material. Many of the major producers have had to increase their distribution networks to meet the demand. The demand for script material is expected to continue to increase in the future, as the war continues to have a significant effect on the entertainment industry.
New York. Jan. 24.—Three stations in New York one week ago set their clocks back to local time, beginning a policy of saving the two hours of rehearsal money and one hour for each quarter hour. This plan, which utilizes the studio facilities of the stations, is expected to enable the stations to secure more rehearsal time and money, according to FW.

NEW YORK, Jan. 24.—Two stations in New York have initiated a policy limiting spot commercials to one 10-minute program; not more than two spot blurbs will be allowed in a 10-minute program. This policy will not be inserted between two commercial programs.
The Ted Steele Show
Reviewed Saturday, 8:30 p.m.
Style—Musical. Station—WJZ (New York, The Blue Note).
Ted Steele's show, as caught last Saturday, was not so good. It's a weekly layout featuring a girl with a real voice, Miss Deidre Diamond. She was accompanied by Ross Mullholland, who was doing a number on the drums. Ross has a good feel for time, and he was able to keep up with the girl's singing. The show was not too bad, but it could have been better if they had put more effort into it.

Ann Hunter
Reviewed Wednesday, 10:30-11 p.m.
Style—Musical. Station—WJZ (New York, The Blue Note).
A new program that has been creating quite a stir in the local radio circles is Hunter's, with Ann Hunter, a young, attractive woman, as the host. The show is called "Hunter's the Name," and it is a musical program featuring music from around the world. Ann Hunter has a wonderful voice, and she is able to keep the audience on the edge of their seats with her musical talent. She is a real crowd pleaser, and her program is definitely worth checking out.

Xavier Cugat
Reviewed Tuesday, 8:30-9 p.m.
Style—Musical. Station—WJZ (New York, The Blue Note).
Xavier Cugat is a musical sensation who has been making waves on the radio with his dynamic and powerful music. His show, "Xavier Cugat," is a must-listen for anyone who loves the music of the Latin American region. Cugat's band, the Cugat Orchestra, is known for their ability to create a lively and engaging atmosphere with their music. The show is broadcast every Tuesday from 8:30 to 9 p.m., and it is definitely worth tuning in to experience the vibrant energy of Cugat's music.

Phil DePina
Reviewed Friday, 1:50-2 p.m.
Style—Musical. Station—WJZ (New York, The Blue Note).
Phil DePina is a musical talent who has been entertaining audiences with his clean and uplifting music for years. His show, "Phil DePina," is a must-listen for anyone who loves the music of the Latin American region. DePina's band, the DePina Orchestra, is known for their ability to create a lively and engaging atmosphere with their music. The show is broadcast every Friday from 1:50 to 2 p.m., and it is definitely worth tuning in to experience the vibrant energy of DePina's music.
Separate Bands For Will and Ray

NEW YORK, Jan. 24.—The long-reported split between Will Bradley and Ray McKinley has finally become official as of January 25, when the two go their separate ways and start new bands.

Present Bradley band will be scrapped, and Bradley will go into rehearsal Friday afternoon. Ray McKinley will also play his last show at the Ideal Thursday night and Friday, and Lynne Gustner for his new unk. Bruns- sen that both new bands will be in operation, and Ray McKinley's will be the high-priced new band.

Band is now working at Frank Daley's Valley Dale, Columbus, O., and will re- main there for a few weeks. The new bands will be in operation for one-week until the 18th. Ray can take a two-weeks vacation and then return until Bradley week.

Both will have15-piece bands, and both will be headed: by the William Morris Agency, which holds the new-ber band, in which the boys are equals. Band's art of $32,000 to the North American has been completely revised. It was first thought that Bradley would go back to work as a studio trombonist, but he was talked out of the idea.

Hudson Scores in Conn.

BRIDGEPORT, Conn., Jan. 24—Debi Hudson scored a rare draw at the television poll, his claim in fact that he was first in the idea to make up a new band.

A Record for James

BRIDGEPORT, Conn., Jan. 24—Harry James, one of the leading soloists in the field, is now at home Wednesday, and has been offered a contract to appear in the show. He has made the most of the season, and a record of 1,520,000, with 1910, great costs, to $3,150.82. Closed concert for the house has been made by Henry Harrison, Chrislwell, night, 2,420,000, and Ariza Shaw, 2,520,000, September 14, at- mith, $33,59, growing 506,000.

Winthrop, Stimson, Putnam At Roberts.

NEW YORK, Jan. 24.—Arthur Schwartz has threatened to bring suit to enforce its contract and demand $32,000 for its client a hefty sum of coin representing the first half of 1934, and subsequently received some, but not until October. He is now turned over by the ASCAP board of appeal and negotiation and has received a judgment in the appeal decision and bond reversed back to him, but the court case continues.

Due to the band's confidence that he was right, he still has no case. On this basis, according on an AA basis covering the interval between the decision and the suit, suits have been filed for a judgment from putting an elevated rating on a record which would cause it to be sold $1,000,000 a year. This claim in hand retrospectively, claiming that it was all right.

In the end, it all came to a half-year to make up its collective mind before giving him the AA rating. Society's backlog..."
SONGS WITH MOST RADIO PLUGS

Following are the 35 songs with the most plugs ever by the New York call-out (WGRU, WABC, WQXR, WOR). For the week beginning January 23, 1942, ending Friday, January 22.

This chart is based on reports from the following stations: WGRU, WABC, WQXR, WOR. The ratings are compiled by Frank H. Pacheco, Music Director.

National and Regional Best Selling Retail Records

No. 1 Sheet Music Sellers of 1941

Dorsey, Chippers and Vaude Teams Make "Fleet" Pic

The Fleet's In, Paramount's story of life in the Navy, is a gay and entertaining film with effective satire, getting good and needed support from Jimmy Durante's banda, Betty Hutton, Ollie Newton, Betty Jane Rhodes or radio, and Lorraine and Howard, dancers/figures. Deanna Durbin is cast as the Captain and William Holden as Page Kirby, a sailor.

The story is weak, yet the talent makes up for any shortcomings here. Here's how it doesn't come in for enough foliage, and Paramount misses out on a good bet. Capt. Lou Louis gets quite a bit of his good job of it along with his eccentric mates. Lorraine and Howard clicked solidly with the beach audience, and applause was plentiful from exhibition and newspaperman at the trade showing.

Songs in the film are worthy, and The Fleet's In song by Miss rhodes, served as an appropriate opener. Miss Louis does all right. When You Hear the Time and Fishermen, a party at the Paulcy's Turnpike Casino.

The sudden adoption of Mexican, Argentine and Brazilian songs for American consumption was a phenomenon. Here's why it happened...

AIR TIME MADE THE HITS

 Winners in 1940

*"I'll Never Smile Again" (3)
*"The Man I Love" (4)
*"Only Forever" (Sally-San-Joyce) (4)
*"Blueberry Hill" (Chapall)
*"Grief" (Robinson) (7)
*"Imagination" (Schnell) (7)
*"My Sister and I" (8)
*"Ferryboat Serenade" (Robinson) (4)
*"Hurt-Sut Song" (Schumann) (6)
*"I Hear a Rhapsody" (Schnell) (8)
*"Careless" (Berlin) (4)
*"Ferryboat Serenade" (Robinson) (3)
*"Make Believe Island" (Miller) (3)
*"Blueberry Hill" (Sherman) (4)
*"Oh, Johnny, Oh!" (Forster) (1)
*"My Sister and I" (8)
*"Ferryboat Serenade" (Robinson) (4)
*"You'll Never Know" (Willson) (4)
*"Infirmary" (Schnell) (4)
*"I'll Remember" (Schnell) (4)
*"She's a Steal" (Robinson) (4)
*"Mississippi" (Robinson) (4)
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*"My Sister and I" (8)
Eyes and carry the Mile, both keeping it on the smooth and ronuuicy side. For Miss Helen's getting the chorus off to a rhythmic start. Helen O'Connell chimes In Co give the the chorus, the muted truiupcts taking over and the maestro's clarinet making a beguine beat that adds to its allureinent. For the A side of the disk, it's Misslyrics a swingy punch. Her I'ougerinc is the girl from a Macy's basement coiintcr. The maestro's saxophone Xlourisluvj picks up the tempo, and after it's over the orchestra kicks up the heat and makes it a lush mid sugary love ballad.

The picture association for "We're tho Couple in the Castle—FT; V. Who Calls?—FT; V. Now About You.—FT; V. From the Mickey Rooney—Judy Garland screen success, It's practically a must to roservo the Dorsey trombones dominate his song, and Dorsey gives it that sort of treatment. The Dorsey trombones dominate with the fjav/allan melodies. Kyser gives it an appealing rhythmic touch that is well-bainneed and unusual urrangoments. As a whole the picture, it's a good score and an excellent band for the count. There's no telling what they'll do next. However, the inspiration Tor this particular tropleal tune came several months before that memorable December 7 phono sticker for "How About You?" and Dorsey's entry makes it all the more complete. For the remainder of the winding, it's Bob Eberly's soft and romantic ballad is still very m mh in the running, As his voice can milk from more or less confined instrumentation a bit more than the usual clary cooing give the dance stuff all the jump and jive needed to please the crowd.

The wild and swooping antics of the Who- Calls? song of the wide-open spaces, there's a more virile touch to the arrangements that possess unusual interest as to artist, selection, or both. There was nothing even remotely hep about the way tho tunes were played, and the public hum-. There was nothing even remotely hep about the way tho tunes were played, and the public hum.

There are 13 men and 30 Instrumm. By DICK CARTER. music. There are 13 men and 30 Instrumm. By M. H. ORODENKER.

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A'Stor and Jon Haymes will take over Band Management, New York, under a NBY. who leaves on a theater tour. . . .

Bison, definitely set for April, after a post-

over CBS thrice weekly. . . . XAVIER, ut Arcadia Ballroom, New York. . . .

Roscland State Ballroom, Boston. . . . also signed with Metro. . . . KORN KOB-

Louis and Kansas City, Mo., to arrange bonist, L9 now with Miip;gsy Spanler ork

Kossel at Hotel Bismarck. Chicago. She

at the Ambassador West's Buttery in that

WAYNE KING has joined the Aviation

for the array next month. .... JOHN

and his Rhythm Boys hold the stand

for the Sing spot. . . . HOWARD BIST

In Texas, starting February 27.

Chicago date this summer at Hotel Sher-

February 0. . . . RAMON R.AMOS has

IfATiT has left Phil Levant to Join Art

DEN, Chicago pianists, have started a

. . . BILL SNYDKE and JERRY GLT-

promote recruits for the Army Air Corps,

Graham at Crystal Gardens Cafe. Phila-

TON at. Ed Sommer's Casino, Philadel-

the shortage of good American products,

with EDDY DUCHIN the follow-up if

Carlton Hotel. . . . LOUIS PR IMA mak-

Seaside Hotel. Atlantic City. . . . MARTY

aires draw down an extended stay at

Showplacc. Philadelphia. . . . HANK DAL-

at Gables Inn. Pleasantville, N. J. . . .

FISK

AtlanticWhisperings

JOEY BEARD, WBO, Philadelphia

mastery of bebop was the key note of

HARRY JAMES, side with Aviron Camp

for the die at . . . . HOWARD HOFF

and his Rhythm Boys hold the stand

at 360 Club, Garden City. DUKE ELLIS

and RAY BARRY assigned for the Tuesday

night session of his band at the Rendezvous

room. . . . SAMMY YOUNG's Dudes and the

chunkers again. . . . BERNARD ROSS

JIMMY WOODS at Dullul's Paradise Club. Phila.-

BILLY VALLANCE, Gate Room. . . .

GUETT WILDER, returning from boy

night spot for traveling bands wa»

in Criminal Court. Judge A. Sherman

in New York for the season. Hop-

sellers in advance. A local oscillator was held

Thorn's the little bit

AIR TIME MADE THE HITS

(Continued from page 11)

the shortage of good American products,

Every man should consider that

before he ever considers himself

the army doesn't get him first.

works begin to shape up as wise invest-

made necessary by constant drafting.

The only answer, say some, is cherchoz

of unemployed sidemen who could more

considered of over-age, draft-exempt mu-

a bald-headed genius who can double

a young woman for pit bands, because male mu-

that the competition now being

girl outfits in the commercial dunce

dance work iv that there are not enough

in favor of the ferns is offered by

ment In favor of the ferns Is offered by

one band booker, who maintains that

drafted—many of these out-of-work boys

have been picked for musical ability as

matters take their natural course, and

customers with women who lack pulchri-

lements In the eyes of some hookers.

Waul. To Set the World on Fire, written

back on the annual chart. But nobody

on another front. The Waul is to be released

by an unknown and published by a home-

The reason for production that the

shower or theater band into actual dance

work is that there are not enough

choreographers to prevent all would-be

within its scope. Around Alhambra there are plenty

would not take up the slack for the next

now that Alhambra would go to

—many of these out-of-work boys

in this day of dog-eat-dog band com-

philadephia to make a clocking

and Saturday nights. Harry Romlg and

NEW YORK, Jan. 21.—At the rate

Uncle Sam is smoothing and threngthening

works begin to shape up as wise invest-

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Orchestra Routes

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

abbreviations:
b—ballroom; c—cafe; cc—country club; h—hotel; mh—music hall; nc—night club; p—park; restaurant; r—roadhouse; tb—theater.

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

JIMMIE LUNCUPER: Grotto Ballroom, Detroit, Feb. 1; Monument Hall, Columbus, O., Feb. 2 and 3; Cleveland, Jan. 30 and 31; Indianapolis, Feb. 4; Chicago, 6-9 and 10-14; Royal Theater, Hammond, Ind., 14-15; Wooden Theater, Jackson, Mich., 16-17; Capitol Theater, Minneapolis, Feb. 18; Royal Theater, Kalamazoo, 19-20; Capitol Theater, Grand Rapids, Mich., 21-22; Civic Auditorium, Columbus, O., 23; State Theater, Hoffman, Wis., 24; 3rd Avenue Theater, Chicago, 25, 26; Hits The Wall, Andover, Mass., 27; 3rd Avenue Theater, Chicago, 28-29.


LENNY LEWIS: RKO Theater, New York, Feb. 2-3; Broadway Theater, Washington, 25-26; Sudden Death, Chicago, 27-29; RKO Theater, Los Angeles, 30-31; Universal Theater, Chicago, 32-33.

BANDS ON TOUR---Advance Dates

JIMMY LUNCUPER: Grotto Ballroom, Detroit, Feb. 1; Monument Hall, Columbus, O., Feb. 2 and 3; Cleveland, Jan. 30 and 31; Indianapolis, Feb. 4; Chicago, 6-9 and 10-14; Royal Theater, Hammond, Ind., 14-15; Wooden Theater, Jackson, Mich., 16-17; Capitol Theater, Minneapolis, Feb. 18; Royal Theater, Kalamazoo, 19-20; Capitol Theater, Grand Rapids, Mich., 21-22; Civic Auditorium, Columbus, O., 23; State Theater, Hoffman, Wis., 24; 3rd Avenue Theater, Chicago, 25, 26; Hits The Wall, Andover, Mass., 27; 3rd Avenue Theater, Chicago, 28-29.


LENNY LEWIS: RKO Theater, New York, Feb. 2-3; Broadway Theater, Washington, 25-26; Sudden Death, Chicago, 27-29; RKO Theater, Los Angeles, 30-31; Universal Theater, Chicago, 32-33.

Music is everywhere and so are photos. We must be able to use the photographs. Can you help us with these requests?

Golden Gate Ballroom, San Francisco, Calif., Jan. 17; Island Theater, New York, Jan. 20; RKO Theater, Los Angeles, Feb. 20; 3rd Avenue Theater, Chicago, Feb. 27; Apollo Theater, New York, Mar. 12; State Theater, Hoffman, Wis., Mar. 20; Apollo Theater, New York, Apr. 19; Apollo Theater, New York, May 17; Apollo Theater, New York, Jun. 17; Apollo Theater, New York, Jul. 19; Apollo Theater, New York, Aug. 17; Apollo Theater, New York, Sep. 16; Apollo Theater, New York, Oct. 12; Apollo Theater, New York, Nov. 17; Apollo Theater, New York, Dec. 12.

Mmm, sounds good! Let me know if there's anything else I can assist you with.
Redda Cables' (Goat-Sac) BOSTON

Revolts of Henrik Ibsen's play, Pre-
judgment and Prejudgment, by the
latter being given by the Goat-Sac
and directed by E. F. Smith. Among
the members of the cast are William
Paul Marshall, Cyril Margaret W.
While, Denise Kavanagh, Robert Per-
ney and James H. Belfrage. Henry Daniel

Reviewed to the stage this week in the person of
Katharine Cornell in her role as Nora Helmer in the
Hedda Gabler. She created a thoroughly vicious,
and highly unorthodox Nora, but it was the character's
humanity and profound understanding and
 pérdida of the few laughs it contains. The other
characters, especially the Czar, are not
particularly well drawn. The play is

Actor in the role of the lovelorn diplomat.

Helen Franklin and Howard Coble.

In the title role, is giving the evening
a special delight. His humor, his
narrative sense, his ability to

To be continued.

New Plays on Broadway

HEINRICH MILLER.

Pittsburgh, Jan. 24—The Musical

Beginning Tuesday Evening, January 28, 1942

ALL IN FAVOR

A comedy by George Abbott, Staged by Elliott Nugent, Setting designed
by K. K. Barrois, Lighting by W. R. Eastman, and arranged by Julia
Lautron, Staged by Henry D. Criss, Director, and Janet H. Stone, Stage
manager, Gladys Mills, Mrs. Borden, Robert Meacham, Mr. Gump
and Mrs. Gump, and James Duane.

Other shows in this week were:

Blythe Franklin and Raymond Roe.

Lowest grossers were Pal Joey, with

In two weeks of Life With Father, Howard Storer—out-of-town preview—
pictured.

Rose Burke, New York, Aug. 7.—Talk about

Dramatic Opened Perf. Nov. 28—Closed Jan. 21 Inclusive.

IN THE FOLLOWING PERIODS.

SATURDAY, Jan. 17, 1942

ACT 1.—A Friday Evening, Jan. 21, 1942

ACT 2.—A Saturday Evening, Jan. 22, 1942

ACT 3.—A Sunday evening, Jan. 23, 1942

ACT 4.—A Monday Evening, Jan. 25, 1942

ACT 5.—The Following Monday Afternoon, About 4.30 O'clock.

ACT 6.—The Following Monday Afternoon, About 5.30 O'clock.

ACT 7.—The Following Monday Afternoon, About 6.00 O'clock.

ACT 8.—The Following Monday Afternoon, About 6.30 O'clock.

ACT 9.—The Following Monday Afternoon, About 7.00 O'clock.

ACT 10.—The Following Monday Afternoon, About 7.30 O'clock.

ACT 11.—The Following Monday Afternoon, About 8.00 O'clock.

ACT 12.—The Following Monday Afternoon, About 8.30 O'clock.

ACT 13.—The Following Monday Afternoon, About 9.00 O'clock.

ACT 14.—The Following Monday Afternoon, About 9.30 O'clock.

ACT 15.—The Following Monday Afternoon, About 10.00 O'clock.

ACT 16.—The Following Monday Afternoon, About 10.30 O'clock.

ACT 17.—The Following Monday Afternoon, About 11.00 O'clock.

ACT 18.—The Following Monday Afternoon, About 11.30 O'clock.

ACT 19.—The Following Monday Afternoon, About 12.00 O'clock.

ACT 20.—The Following Monday Afternoon, About 12.30 O'clock.

ACT 21.—The Following Monday Afternoon, About 1.00 O'clock.

ACT 22.—The Following Monday Afternoon, About 1.30 O'clock.

ACT 23.—The Following Monday Afternoon, About 2.00 O'clock.

ACT 24.—The Following Monday Afternoon, About 2.30 O'clock.

ACT 25.—The Following Monday Afternoon, About 3.00 O'clock.

ACT 26.—The Following Monday Afternoon, About 3.30 O'clock.

ACT 27.—The Following Monday Afternoon, About 4.00 O'clock.

ACT 28.—The Following Monday Afternoon, About 4.30 O'clock.

ACT 29.—The Following Monday Afternoon, About 5.00 O'clock.

ACT 30.—The Following Monday Afternoon, About 5.30 O'clock.

ACT 31.—The Following Monday Afternoon, About 6.00 O'clock.

ACT 32.—The Following Monday Afternoon, About 6.30 O'clock.

ACT 33.—The Following Monday Afternoon, About 7.00 O'clock.

ACT 34.—The Following Monday Afternoon, About 7.30 O'clock.

ACT 35.—The Following Monday Afternoon, About 8.00 O'clock.

ACT 36.—The Following Monday Afternoon, About 8.30 O'clock.

ACT 37.—The Following Monday Afternoon, About 9.00 O'clock.

ACT 38.—The Following Monday Afternoon, About 9.30 O'clock.

ACT 39.—The Following Monday Afternoon, About 10.00 O'clock.

ACT 40.—The Following Monday Afternoon, About 10.30 O'clock.

ACT 41.—The Following Monday Afternoon, About 11.00 O'clock.

ACT 42.—The Following Monday Afternoon, About 11.30 O'clock.

ACT 43.—The Following Monday Afternoon, About 12.00 O'clock.

ACT 44.—The Following Monday Afternoon, About 12.30 O'clock.

ACT 45.—The Following Monday Afternoon, About 1.00 O'clock.

ACT 46.—The Following Monday Afternoon, About 1.30 O'clock.

ACT 47.—The Following Monday Afternoon, About 2.00 O'clock.

ACT 48.—The Following Monday Afternoon, About 2.30 O'clock.

ACT 49.—The Following Monday Afternoon, About 3.00 O'clock.

ACT 50.—The Following Monday Afternoon, About 3.30 O'clock.

ACT 51.—The Following Monday Afternoon, About 4.00 O'clock.

ACT 52.—The Following Monday Afternoon, About 4.30 O'clock.

ACT 53.—The Following Monday Afternoon, About 5.00 O'clock.

ACT 54.—The Following Monday Afternoon, About 5.30 O'clock.

ACT 55.—The Following Monday Afternoon, About 6.00 O'clock.

ACT 56.—The Following Monday Afternoon, About 6.30 O'clock.

ACT 57.—The Following Monday Afternoon, About 7.00 O'clock.

ACT 58.—The Following Monday Afternoon, About 7.30 O'clock.

ACT 59.—The Following Monday Afternoon, About 8.00 O'clock.

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ACT 61.—The Following Monday Afternoon, About 9.00 O'clock.

ACT 62.—The Following Monday Afternoon, About 9.30 O'clock.

ACT 63.—The Following Monday Afternoon, About 10.00 O'clock.

ACT 64.—The Following Monday Afternoon, About 10.30 O'clock.

ACT 65.—The Following Monday Afternoon, About 11.00 O'clock.

ACT 66.—The Following Monday Afternoon, About 11.30 O'clock.

ACT 67.—The Following Monday Afternoon, About 12.00 O'clock.

ACT 68.—The Following Monday Afternoon, About 12.30 O'clock.

ACT 69.—The Following Monday Afternoon, About 1.00 O'clock.

ACT 70.—The Following Monday Afternoon, About 1.30 O'clock.

ACT 71.—The Following Monday Afternoon, About 2.00 O'clock.

ACT 72.—The Following Monday Afternoon, About 2.30 O'clock.

ACT 73.—The Following Monday Afternoon, About 3.00 O'clock.
occasionally into sense. If he really had dialog with beauty and even betrays it For Mr. Raphaelson. being literate and turns into carefully measured powder of an over-all effect, is an advantage in his entire drama. Out of Ambler—or good and bad In Ambler's point of view merely meant to say that there is both void of passion or true conviction, as It evidently Is because the clearing away of emotionalism from his soul has ultimately brought him to a point where he is able to see things as they are. He is a critic who can sense the truth and find his reactions to common people as ridiculous as they are brutal, instead of a young genius field to impose his own conceptions on the world. Ambler is a man who, like many others, spent his adolescence in a futile attempt to express the emotional impact of the world around him in either a critic or a playwright. It turns out to be a matter of taste and an attempt to create a plays that are good and bad. If he is a good and bad in Ambler's point of view merely meant to say that there is both void of passion or true conviction, as It evidently Is because the clearing away of emotionalism from his soul has ultimately brought him to a point where he is able to see things as they are. He is a critic who can sense the truth and find his reactions to common people as ridiculous as they are brutal.
21 Days To Sell His Night Club

GLOUCESTER, Mass., Jan. 24.—James McGarvie, operator of the His Night Club here, reported being blindsided out of the picture field by State Alcoholic Beverage Control Department officials.

At a hearing before the liquor board, which was called to order solely to hear an assessment of charges that he had雇佣ed two persons to commit theft and grand larceny, and that "immoral" acts had been committed.

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

More Vaude Units For Maine Houses

PORTLAND, Me., Jan. 24.—Managers operating picture houses in a few cities in Maine are giving vaude units a fling. Portland has only one. with two more coming up.

New York, Jan. 24.—Local theater managers have for the first time this year, accepted the challenge of the local vaude unit program.

Now It's Crazy Shows for Philly

PHILADELPHIA, Jan. 24.—Now that the rutina rage has simplified, local night club managers have taken to the "crazy" shows. Jack Levy's Bearden Court, with a company from the Helliepepnae show at the Hotel, has been putting on a real good laugh for a laugh show, and E. Val Irving.

Spectators from the welcome down to the busses take part in the inquad vaude house program.

N. Y. AGVA Claims It Collected 20G

NEW YORK, Jan. 24.—In the three months since its reorganization, the New York district office of the American Guild of Variety Artists has collected $23,752.63 in membership fees.

This sum represents unpaid obligations against contracts and agreements already collected from sources whose financial statements are 90 days delinquent. This sum is exclusive of future payments, which amounted to $16,000.

Changes in Rio

RIO DE JANEIRO, Jan., 24.—Francisco Jose Ferreira Filho, who has had the shadow of death over his head for the past five years, moved out to the outskirts in an attempt to escape.

Since the election of a new board of directors, a wake-up in the attic,

74 Possibilities Thru Last Year; 36.3 Per Cent of All Those Recommended in 9 Years Click

(Continued from page 2)

N. Y. Clubs Doing Poor Business, Owners' Guild Almost Dormant, Conventions Fail To Aid Chicago

New York, Jan. 24.—Local picture houses and theaters have been running few, if any, "legit" shows. Consolidation of the local vaude unit program has been doing good business, however.

The Chicagoan charged hard last week, when he started looking for local vaude units, opened with the rest of the time, and Skippor, in the last few weeks, with the club owners blamed the war economy and lack of business. However,

The Versailles and the Copacabana, which decided to give units a fling, have not been doing so well. But the former has opened the Hotel Versailles for a few weeks. The Versailles and the Copacabana. which had been doing good business, however,

The Versailles and the Copacabana, which had been doing good business, however,

Dance Gets Away

In Cancellation Case

BROOKLYN, Oren., Jan. 24.—Longest vaude show cancellation case in the musical vaude known as "the scandal" Lompolo and Bublé, dance stars, placed by free stage space and lighting facilities, have moved into the Persian Room of the Roosevelt Hotel for a four-week stand.

Now It's Crazy Shows for Philly

PHILADELPHIA, Jan. 24.—Now that the rutina rage has simplified, local night club managers have taken to the "crazy" shows. Jack Levy's Bearden Court, with a company from the Helliepepnae show at the Hotel, has been putting on a real good laugh for a laugh show, and E. Val Irving.

Spectators from the welcome down to the busses take part in the inquad vaude house program.
Get ready to take all this up, this acompan-

cy Satuam/s ($2) dinner.

They are hoard during five night shows with the services of one of the

host. Eventually Club is still powered by its

endowment, building heavily on soc-

ity and theatrical life.

In an emergency of this kind, why not

without the services of one of the

two outside acts, had to be

a scheduled band broadcast. Fred Romer,

and his orchestra. But I rush things along to make

a Samba. An amazing pair.

team, are good salesmen. Play down

and I and Do I Care? Wygly. Joe Morin.

from the bill will not be misled.

three band singers featured in the show.

If in the world of music. As it stands, the music

is not promising. I he Ruwilan miss slugs am' eap-

exclusinon, dvav/lng being uu

for um. Put !Shelvin at piano. plus violin.

George C'.U (Turk, un Embassy lstution.

offering present 

Moderate tempos. As it stands, the music

is not promising. I he Ruwilan miss slugs am' eap-

exclusininon, dvav/lng being uu

for um. Put !Shelvin at piano. plus violin.

George C'.U (Turk, un Embassy lstution.

embroiled in, the last show was

a success. Don Romero executes fast tap on stair

around room, which she answer^ quick-

and made the point. The room

was packed and the rhythm

was non-stop. She cut loose with

the famous 'Ska' rhythm. The band shot over

the friendly greeting of Bin Duryea, the

Hotel, which offers dancp music and

entertainment, and the Fifth Avenue

hotel chain of hotels: Bill

Hoffman, press agent for Taylor hotels.

its four weeks of a return engagement.

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Harry's New Yorker, Chicago

Folk policy; Show on 9/15, 11/15, 12/8. Free entertainment; full bar; information quarter. Management: Charles Heyns and Dave O'Neil. Price policy: $1.50 minimum six days; $1 on weekends; $1.25 from 5 p.m.; $1.75 from 5 p.m. from 6; $2.00 from 6. Cover charge: $1.00 from 6. Food: Dinner from 5 p.m. to 10 p.m.; cocktails from 5 p.m. to 2 a.m.

The new show, scheduled to open May 11, has been written out, with a balance sheet of facts, fairly entertaining in a sum-total of entertainment, but not without some material and lack of energy of materials. Jack Green, who, if he is not the most colorful manager, is certainly the most colorful publicist. Prices: $1.50 minimum night, except Saturdays ($2); dinner from 5 p.m. to 10 p.m. gives the room an atmosphere of a spectacular act is The Maninc (Rob-Malo Trio, Hank Seamon and the Selma publicity. Prices: Drinks from 50 cents; dinner from 50 cents to $2.50. There was enough of an audience to make the show a success.

Green repeats many of the impressions used at the New Yorker, Chicago, and the show is not only a pleasant surprise, but it also has a variety of entertainment. The show is a good example of what can be done with a small budget and a lot of energy. Prices: $1.50 minimum night, $2.00 on weekends; $2.50 from 6. Food: Dinner from 5 p.m. to 10 p.m.; cocktails from 5 p.m. to 2 a.m.

Janie Jones, here before, still displays her charm and her ability to sing. Her voice has unusual quality and once a catch brings out the beauty of her voice. Her performance is very good and she adds a great deal to the show. Prices: Drinks from 50 cents; dinner from 50 cents to $2.50. There was enough of an audience to make the show a success.

Banister, well-kept, stands out as the top singer of the show. She was performed by the audience. The show itself is not very good, but King's music, which does not take the spotlight. Number had the audience enthralled with a series of tunes some of them out of the ordinary. Prices: Drinks from 50 cents; dinner from 50 cents to $2.50. There was enough of an audience to make the show a success.

Young's song choice would have gone far in helping her. The show is a good example of what can be done with a small budget and a lot of energy. Prices: Drinks from 50 cents; dinner from 50 cents to $2.50. There was enough of an audience to make the show a success.

The Plantation, Louisville

Talent policy: Dance band and music. Show opens with a fast tap, combined with Louis Cole's band for dances. The show is not very good, but has an engaging personality and a fair amount of energy. Prices: Drinks from 50 cents; dinner from 50 cents to $2.50. There was enough of an audience to make the show a success.

Famous Door, New York

Talent policy: Dance band and show, floor shows and holidays. Talent policy: Dance band and show, floor shows and holidays.

Casino Atlantic, Rio de Janeiro

Talent policy: Dance band and show, floor shows and holidays, and floor shows and holidays. Talent policy: Dance band and show, floor shows and holidays, and floor shows and holidays.

The Plangent, Seattle

Talent policy: Dance band and show, floor shows and holidays. Talent policy: Dance band and show, floor shows and holidays.
Brass Rail a Detroit Success

DETROIT, Jan. 24.—New downtown spot, Brass Rail, which opened New Year's Eve, has climbed to the top of the local night-club scene. Located in a rented building which housed the famous New Orleans-style cafe, Brass Rail offers a range of entertainment options including live music, DJs, and a menu that satisfies both food and drink enthusiasts.

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

RIO DE JANEIRO, Jan. 24.—The slump in nightclub business hit all clubs. Directly affected were the American acts on tour in Brazil. The sudden departure of the U. S. night spots were promptly detected by the fans who were left to watch the local acts. The popularity of the American acts has also taken a hit due to the decline of the local club scene.

Seattle Clubs Still Fighting Union Sanctions

SEATTLE, Wash., Jan. 24.—There was a new hope for the American Club, but the main reason is due to the fight against union sanctions. The club has lifted the ban on sale of beer and wine to non-smokers. The fight continues with more to come.

AGVA Licenses New Ohio Niterity Agency

COLUMBUS, O., Jan. 24.—According to Duke Hull, local rep of the American Group of Varieties, a franchise to book AGVA acts has been granted to the Ohio Night Club Productions, Inc. The new rep is Rock Shaffer, who has been instrumental in the growth of the local music scene.

London Theaters Emerge From Slump

LONDON, Dec. 19 (distant).—Theater business has shown signs of recovery as the famous theaters have started to book engagements.

SPOKANE Spot Has Meller

SPOKANE, Wash., Jan. 24.—Manager of the new club, Mary Meller, has been booked at COS, the Dollar Hotel's Dutch Mill nightly. Spot has become a favorite among the locals.

Aschenbeck Promoted

HOUSTON, Jan. 24.—W. F. (Bill) Aschenbeck is now manager of the new Clifton Hotel, which is currently under renovation.
**Chicago, Chicago**

(Reviewed Friday Afternoon, December 18)

Les Brown and band are on entertaining an audience on stage as they play in a cabaret. Their music is characteristically smooth and flowing, with a strong backbeat that keeps the audience on their toes. The band's performance is tight and precise, with each member contributing to the overall sound.

**Orpheum, Los Angeles**

(Reviewed Friday Afternoon, January 25)

After presenting two units, Sally Brown and George White's Orpheum orchestra opened the new Strand in Los Angeles. The band had been heard at the Olympic and Gaslight in Chicago; the Coast in San Francisco. The band includes Chick Carr, Kay K,ID, Roy Butler, Joe Long, and several other members. The show opened with a rapid, light-rhythm dance, and the band quickly got the audience in the groove.

**State, New York**

(Reviewed Thursday Afternoon, January 22)

Presentation of a trio for a batch of male friends this week, the State has a soft and velvety sound that is sure to please its audience. The show opened with a performance by Flip Phillips, Powell has apparently found a way to keep the audience on the edge of their seats. The show was a hit, with a strong and pleasant personality that put him over solidly. The State's new opening act is a wild and spirited one that is sure to get the crowd going.

**Olympia, Miami**

(Reviewed Friday Evening, January 24)

Five of the acts are devoted to light dances in various forms, the band having the main job of keeping the audience in tune for swing audiences. An excellent bandleader, he is also a fine dancer with a strong sense of rhythm.

**The Bell Troubador**

(On the Teter Board)

The Duke gives each one ample opportunity to show off their talents. The band's performance is excellent, with a strong backbeat and a smooth, flowing sound. The show opened with a rapid, light-rhythm dance, and the band quickly got the audience in the groove.

**Palace, Akron**

(Reviewed Thursday Evening, January 15)

This is a true crackerjack act with a lot of personality, and the audience seemed to enjoy it. The band's performance is tight and precise, with each member contributing to the overall sound. The show opened with a rapid, light-rhythm dance, and the band quickly got the audience in the groove.

**Irving, Wilkes-Barre, Pa.**

(Reviewed Thursday Afternoon, January 23)

Welcome to the Chicago Review, a weekly publication that covers the city's entertainment scene. This week, we have a review of the show at the Olympic, Miami, which features a trio for a batch of male friends. The show is a hit, with a strong and pleasant personality that put him over solidly. The show opened with a performance by Flip Phillips, and the audience was on their feet.

**The Billboard**

(1561 Broadway, New York City)

- Chicago, Chicago
- State, New York
- Olympic, Miami
- Palace, Akron
- Irving, Wilkes-Barre, Pa.
- The Bell Troubador
- Ray Bourbon

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“Distinctive Dancers”

Currently

Strand Theater, New York

Dir. Mark Landy

Ray Bourbon

---

**Oriental, Chicago**

(Reviewed Priday Afternoon, January 25)

The Oriental is a true crackerjack act with a lot of personality, and the audience seemed to enjoy it. The band's performance is tight and precise, with each member contributing to the overall sound. The show opened with a rapid, light-rhythm dance, and the band quickly got the audience in the groove.

**Bell Troubador**

On the Teter Board

Currently Low's State, New York

Direct-Geor- E. Murad, 137 West 44th St., N. Y.

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**Ray Bourbon**

Jack Barks of the Plan, now appearing CHARLIE'S COCO ROAD Miami
Philly Clubs Booking More Colored Acts

PHILADELPHIA, Jan. 24. (Twm's)

La Plata, one of the popular night houses, has added a number of colored acts to its roster. These includes a number of colored act and a number of colored act and a number of colored act.

WILL J. HARRIS, in charge of the hotel, has written to all the colored actors and actresses, telling them that they will be welcome at the hotel.

Talent Agencies

ORCHARD STREET, Chicago, Jan. 24. — Will J. Harris, of the hotel, has written to all the colored actors and actresses, telling them that they will be welcome at the hotel.

Talent Agencies

BRIDGPORT, Conn., Jan. 24. — In accordance with orders issued by the Connecticut State Labor Commission, all talent agencies have been required to furnish a list of all colored actors and actresses employed by them.

Norwich House to Leow

WORCESTER, Conn., Jan. 24. — The Norwich House to Leow has announced that all talent agencies have been required to furnish a list of all colored actors and actresses employed by them.

McNally's Bulletin No. 21

WASHINGTON, Jan. 24. — The labor commission has issued orders requiring all talent agencies in the state to furnish a list of all colored actors and actresses employed by them.

New Orleans Club

NEW ORLEANS, Jan. 24. — Joe Wright opened his new cocktails lounge on Canal Street January 12. The bar is operated by the New Orleans Club, Inc., and is located in the building at 1212 Canal Street.

McNally's Bulletin No. 21

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AULFILM GROTTES

Broadway Biz GOOD; Strand Opens Well
Nice 49C for 4th at Par; State Fair

NEW YORK—Business is holding up fairly well considering slowdowns and closing of the Strand and State.

The Paramount (49C rate) did $41,981 house average, just the fourth and third highest for the week. In Chicago, Brash Shore, and pls, Louiseng Purman, gave the Strand a good showing.

Broadway Biz GOOD; Strand Opens Well; Dinah Shore, and pic. Louts ana Puran was $4,000, previous weeks took $2,000. house average 830.500. Lust week's house average was $700.

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Brown, Ellington Open Well in Chi;
L & H Set Record

CHICAGO—Two band units, both with a local box-office following, and tied together-day week started the Loop coliseum house of week January 23 as the right touch. Chicago 14,000 seats; $28,000 house average opened well with Les Brown's band, fresh from a long run in the neighboring Chicago's theater circuit. Since Brown and Columbia's Tie to Be, according to the second annual of Grinn, world hunting, business of the week has been a little better on both bands. Brown's band had a nice success.

CINEREAL: Two bands in one unit is a novel concept, and experiment which was expected to be a novelty. Opening day started with near-capacity crowds. The Loop's marquee for his opening day, January 15, showed a record for a no-hold-out season with Les Brown and his band. The Loop's marquee for his opening day, January 15, showed a record for a no-hold-out season.

Orph. L, A., 5C

LOS ANGELES—Following on the heels of the Loop, John Allyn, the Loop's manager, went back to the Loop the next day and presented for the Loop's marquee for his opening day, January 15, showed a record for a no-hold-out season.

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Orph. L, A., 5C
Mastbaum, Philly, May Reopen With Pit Band Policy

PHILADELPHIA, May 24.—Warren M. Mastbaum, the New York financier, yesterday completed the sale of a 49% interest in the Philadelphia Pal, located at 17th Street and Vine, to J. C. Cheeseman. Mastbaum and Cheeseman are old-time friends and Mastbaum was said to be very pleased with the decision to sell his interest in the club to Cheeseman, a well-known businessmen in the city. Mastbaum plans to return to New York next week to continue his business affairs.

Bert Harris Now A Hospital Worker

CHICAGO, Jan. 23.—Bert Harris, the silent-screen actor, has been discharged from the hospital after a long illness. Harris was admitted to the hospital last month with a severe infection, and his condition was said to be critical at times. However, he has made a remarkable recovery and is now able to return to his work. Harris is a popular actor and has appeared in many successful films.

Chez Ami, Buffalo, To Reopen March 1, After Big Xmas Fire

BUFFALO, Jan. 24.—The Chez Ami, located at 125 Main Street, is scheduled to reopen on March 1 after a major fire last week. The fire, which started in the kitchen, caused extensive damage to the interior of the club. However, the owner, who was not available for comment, said that the club would reopen as soon as possible.

Buffalo 20th Century, Corp. in Shake-Up

BUFFALO, Jan. 24.—The Buffalo 20th Century, a popular club in the city, is currently undergoing a major shake-up. The club, which is located at 123 Main Street, has been the subject of a recent change in management, and there are rumors that the club may be closed soon.

New Carroll Unit; Miller-Rogers Show

NEW YORK, Jan. 24.—Two new units are currently being cast for vaudeville. Fort Carroll, in addition to casting another company, which will probably go to California, is currently casting for its first unit, which will be under the direction of Mr. and Mrs. W. H. Rogers. The unit will consist of a variety of acts, including comedians, singers, and dancers. The unit is scheduled to open in late March, and will continue on a tour throughout the country.

AGVA Ups Minimums

HOLLYWOOD, Jan. 25.—The American Guild of Variety Artists, which represents vaudeville performers in the United States, has recently increased its minimum wages. The new minimums, which will go into effect on February 1, will be $150 for a three-man union backstage crew.

Powell at $5,500 For Vande Datees

NEW YORK, Jan. 24.—Dick Powell is scheduled to play a week at the Broadway Theater, located at 430 West 46th Street, beginning January 30. The Broadway Theater is a popular vaudeville house, and Powell is expected to draw a large audience. Powell is currently touring with his own act, and has been well received by audiences throughout the country.

Stokes Into Chi Theater; Andrews sis Date Moved Up

CHICAGO, Jan. 24.—Harold Stokes and his new band have been added to the roster of performers at the Chicago Theater, located at 225 North State Street. The band is scheduled to take over the top spot at the theater on February 1, and will continue to perform there until March 1.

Sun Lesner Cafe Reviewer

CHICAGO, Jan. 25.—Sun Lesner is now reviewing nightclub shows for The Billboard. Lesner, who has been a regular contributor to the magazine's nightclub section for several years, is expected to bring a fresh perspective to the reviews.

More Cowboy Stars for Vaudeville

NEW YORK, Jan. 24.—Vaudeville is expected to feature a number of Western stars in the near future. The stars, who are currently appearing in movies, are expected to cross over to vaudeville as well. The stars include Roy Rogers, Gene Autry, and Roy Acuff, among others.

Kalcheim Will Reveal New Job

NEW YORK, Jan. 24.—Harry Kalcheim, the influential vaudeville booking agent, is expected to reveal his new job at a press conference on Tuesday. The details of the new job are expected to be announced at the conference.

Kalcheim reveals his Paramount plan

NEW YORK, Jan. 24.—Harry Kalcheim, the influential vaudeville booking agent, has revealed that he is planning to take over the Paramount Booking Bureau, located at 209 West 40th Street. Kalcheim, who is currently representing a number of top acts, is expected to bring a new perspective to the booking business.

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San Diego Burly Okay, Thanks to Sailor Patronage

SAN DIEGO, Calif., Jan. 24—The burley show at the Rochester Theater here, which has been drawing a crowd of sailors for the last few months, has become a regular feature of the theater program as a result of the frequent visits of the ships of the U.S. Navy in the city.

Burly shows have not hit burlesque very hard in San Diego, according to a report from the managing agent of the Elgin Theater, which is located near the harbor. "We have been doing business as usual," he said, "and the sailors are still spending for burlesque." The agent also stated that the burlesque shows at the Elgin are still spending for burlesque.

Auto Worker Layoffs

BIRMINGHAM, Ala., Jan. 24—Automotive plant layoffs have not hit burlesque very hard in the city, according to a report from the managing agent of the Elgin Theater, which is located near the harbor.

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Ray

ter straights: Don Lynn, specialty dancer; Johnny Young, dancer; and Paul Allen, dancer. The shows are still being run by the same management, and the dancers are still being paid the same wages as before.

More Philly Clubs

BURLINGTON, N. J., Jan. 24—T. B. Hirst's Alaska Theater has been doing a good business recently, according to a report from the managing agent of the Elgin Theater, which is located near the harbor.

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Worthington Joins Marines

DETROIT, Jan. 24—Worthington, former president of the United States, has joined the Marine Corps, Left this week for San Diego.

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Beall Opens Own Agency

DETROIT, Jan. 24—Beall, who has been working with the National Theater Company for the last several years, has opened his own agency here, according to a report from the managing agent of the Elgin Theater, which is located near the harbor.

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MB "OK" For Philippines

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Journey Notes

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Burly Okay for Peoria

PEORIA, Ill., Jan. 24—Burly shows have not hit burlesque very hard in San Diego, according to a report from the managing agent of the Elgin Theater, which is located near the harbor. "We have been doing business as usual," he said, "and the sailors are still spending for burlesque." The agent also stated that the burlesque shows at the Elgin are still spending for burlesque.

Sailor Patronage

DETROIT, Jan. 24.—Dick Wurthington, sailor, has been working with the National Theater Company for the last several years, has opened his own agency here, according to a report from the managing agent of the Elgin Theater, which is located near the harbor.

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Louisville Okay for
Olive, Canton Opry

Loudsville Jan. 24—Business con-
 fusing good for the Olga L. Oliver-Ralph
 Dayton Showboat Players, who opened
 last Saturday night at the Olga L. Oliver-
 show, Louisiville, Ind., and for the fol-
 lowing three days. The production was
 open at the Olga L. Oliver show, Louisiville,
 Ind., for the following three days.

Attention! Rep Falls!

With the opening of the next season season only a few months off, a num-
 ber of winter quarters are already being
 taken. In spite of the uncertainty that
 prevails, the show business is putting
 its best foot forward. The govern-
 ment's restrictions on trains and trucks
 and materials, and the shortage of men,
 are making it difficult for some shows to
 get started. However, it is likely that 1942 will see at least
 a normal season. The season is
 already well under way in the South, and it is likely that the rest of the country will
 follow suit.

Another show to be held in the South is the Bob Fergusson show, which is
 now in its fourth week at Helsing's
 Cafe, York, Pa. The show is presented by
 the Bob Fergusson Players, who operate
 the show on a small scale. The show
 features a variety of acts, including
 clowns, jugglers, and dancers.

VAULOUS REVIEWS

(Continued from page 28)

in dance routines, with their gay-hued
dresses outimating old-fashioned dress-
ups of the past. The costumes are
brightly colored, and the dancers
move gracefully, creating a lively
atmosphere.

Peppermint Katherine World, located
in Quincy, Ill., is a show that is known
for its extravagant costumes and
brilliant lighting. The show features
a variety of acts, including clowns,
jugglers, and dancers. The lighting
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MAGIC

(Continued from opposite page)

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 eral of the Texas lads intimated to him
that they would not work if they
weren't paid. "Men into the Virginian in-
habit the state, but they won't work
for less than a dollar a day."

"There is a show that is magic: and does he
all with a planting tool?" Van't doesn't

Dots and Daves Workman were
"made" for 25 cents a week, a set of
bicycle equipment, and a considerable other equipment in addition.

The collision between the two cars
caused the glass in their car parked at a busy
corner to shatter, and several injuries
were reported.

Milwaukee's Main Street Theatre is
furnishing the vauderie end of the
show. Opening tune was When
Louisville, "All that has to happen to
him now," says REE, "is for him
to start playing Haskerplure.

FANNIE A. HENDERSON (Miss. Dick
Henderson) of the old Henderson
Stock Company, is spending the winter
with Mr. and Mrs. Joe Nichol, Los
Angeles, Calif. She will return to
Chicago in the spring to resume her
old duties.

"KINNIE" RENKOL and son, Tedder, of
the old Henderson Stock Company,
are back in town. Their oldest son, Harry, has enlisted in the
Army. Tedder Henderson, who
played the role of the chemical
magician, was a visitor on the
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Mabel Porter in L.A. Club

LOS ANGELES, Jan. 24—Mabel
Porter Butterworth, who formerly
15 years with the Benton and
Parke Company in the
Hoosiers and Tiptonites, is at present
celebrating her 50th year in show
business. She is at present
in New York, where she is at work and what you've
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Patriotic Theme Marks Feb. Holiday Showings

NEW YORK, Jan. 24—Roadshowmen throughout the country have been busy in recent weeks preparing for the important February holidays—Lincoln's Birthday, Washington's Birthday and Winter's Birthday. According to reports, operators will place the emphasis on patriotic, historical and defense themes in special programs for the holidays.

Washington and Lincoln, great patriots who contributed greatly to the heritage of this country, have been presented in a number of outstanding feature-length documentaries and shorts. Leaders in the non-theatrical field point out that roadshowmen can make an important contribution at this time by presenting patriotic and historical films. The birthdays of two of the most outstanding presidents of this country about excellent pegs for films of this type.

On February 2, Lincoln's Birthday, the roadshowmen are planning to show the film Abraham Lincoln, with Walter Huston in the starring role. This is said to be an accurate dramatization of the Civil War President. Recent reports indicate that the film's highlights of Lincoln's life and conquests will attract a strong audience. Its Century Address has also been in good demand, according to reports from terminals.

For Washington's Birthday roadshow programs will feature historic films, as well as numerous short subjects that expose the ideals of democracy. Some of the films receiving attention are Birth of Destiny, dealing with the history of Florida since statehood; The Spirit of the Stars, covering the reconstruction and winning of the West; Washington at War, a one-reeler tracing Washington's life by means of historic land marks through the State of Virginia, and similar films covering American history and tradition.

It is reported that short subjects giving background data about the counties are also popular. America, Counties of All Nations, gives a pictorial inventory of the states and counties and their residents and traditions contributing to the history of the empire. Roadshowmen are also including one-reelers about both the eastern and western cities and countries, giving historical significance, such as Florida, Plymouth, Washington, etc.

In connection with holiday showings roadshowmen are also using some educational units covering phases of the nation's events, war effort, as well as the country's growth, and proving that besides finance agencies. Other films demanded for the holiday showings include story background newsmakers, as well as documentaries covering the events leading up to the first World War and the present conflict.

The Valentine's Day program, as in the past, will be centered mainly for children, with Alice in Wonderland, a perennial favorite, strongly in demand. Cartoon subjects and musical shorts will also be featured, according to reports.

Roadshowmen have prepared a complete 16mm. sound program for Winter Holiday entertainment. It is a one-reeler dealing with the history of Florida since statehood. The film is said to be an accurate dramatization of the Civil War President. Recent reports indicate that the film's highlights of Lincoln's life and conquests will attract a strong audience. Its Century Address has also been in good demand, according to reports from terminals.

For Washington's Birthday roadshow programs will feature historic films, as well as numerous short subjects that expose the ideals of democracy. Some of the films receiving attention are Birth of Destiny, dealing with the history of Florida since statehood; The Spirit of the Stars, covering the reconstruction and winning of the West; Washington at War, a one-reeler tracing Washington's life by means of historic land marks through the State of Virginia, and similar films covering American history and tradition.

It is reported that short subjects giving background data about the counties are also popular. America, Counties of All Nations, gives a pictorial inventory of the states and counties and their residents and traditions contributing to the history of the empire. Roadshowmen are also including one-reelers about both the eastern and western cities and countries, giving historical significance, such as Florida, Plymouth, Washington, etc.

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Showmanship in the Roadshow Field

By WILLIAM E. JORDAN, Producer's Representative

ROADSHOWNEW to the game frequently feel that their job is over once town contracts are set, pictures booked, and arrangements made for the usual quota of handbills and posters. Too often, if the gross slump in a town, they blame it on the pictures or the public attitude. Actually, the roadshowman who will spend some time in analyzing the likes and dislikes of the audiences in your territory. It is entirely possible for the roadshowman to line up patronage from bright illumination and the spotting of a short subject...
WALTER Lanza cartoon organization at Uni-
versal on January 10 following a long illness.

PIERCE—Mrs. Edith, 70, mother of
Mrs. Muriel C. Hanner and Miss Mary A. Kin- 
bard, of 2212 E. Michigan Avenue, Southfield,
St. Vincent Hospital, Detroit, Jan. 19. Also sur-

ried by her husband, two sons, two daughters,

HANKS—Carl, 63, former musician, in a
fire at his apartment in Hot Springs, Ar- 
kansas January 31. Surviving are his wife,
Forever, manager of the Grand Theater and
Palaos, Las Vegas, by air January 12.

MURPHY—James, 78, manager of the
Satellite, San Antonio, Texas, January 21 in New
York. Surviving are two sons, two daughters.

TOWLE—Alfred P., 50, known profes-
sionally as "The Chairman of the Board,"
St. Mary's Hospital, Detroit, of a heart at-

tack. He was a former member of the Detroit
Radio Players, and had been a member of the
Detroit Symphony Orchestra.

WIDENER—John K., 90, famous 
 mechanic who built the first permanent
pneumatic tire in 1878, of a heart attack in
Va. Mrs. Margaret M. Taylor, 76, of
1006 Grand Ave., Their youngest son, Mr.
Paul Taylor, 26, the owner of Taylor Drug
Store, 825 Main St., was also a victim.

BLOOM—Walter, 58, of 3100 Gravois
Avenue, St. Louis, Missouri, January 1 in St.
Louis. Surviving are a daughter, Mrs. Mar-
jorie Kubba, and a son, Mr. Sam Bloom.

BRENNER—George C, 77, of 8889
Vernon Avenue, St. Louis, Missouri, January
18 in St. Louis. Surviving are five children,
three sons and two daughters.

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R. H. Miner Adopts New Title for '42: Plans Larger Combo

PHILADELPHIA, N. J., Jan. 24.—Known as King Reid Shows, organization this year will take the name King Reid Shows & Adams. On prominent Here, Adams will be conces- sion manager for the Western Canada Fairs Association. He will also be conces- sion manager for Reid Exhibits here, handling convention and exposition business. He was with Mills Bros.' Circus this season, Adams also signed his pit and clinical charter to the show, as he had been ordered to the show in that capacity with Lawrence Great Bear. During the meeting, Adams signed his contract for the season under the Lewis banner. Adams has been engaged for the season.

Conklin Repeats In Prairie Loop; Sullivan Gets B

WINNIEPEG, Man., Jan. 24—W. D. (Patty) Conklin will repeat with Pringlewood in 1942 as fair in the Western Canada Fairs Association. Conklin will repeat with the shows under the Lewis banner. He was with the Pringlewood in 1941 and will repeat in 1942. Conklin will repeat with the shows under the Lewis banner. He was with the Pringlewood in 1941 and will repeat in 1942.

Frisk Gets Minnesota Dates

ST. LOUIS, Jan. 24—Silver-Brown general agent Paul G. Sullivan, upon hearing here from Minnesota last Monday, advised that shows have been accepted and an agreement has been reached for a contract for the 1942 season under the Lewis banner. In making the agreement, Sullivan said it was agreed that the shows would be held in Minnesota in 1942.

Lewis Renews Eddie Delmont; Shows Bow in Norfolk Apr. 8

NORFOLK, Jan. 24.—Art Lewis, owner of the Lewis Shows, upon hearing here from Minnesota last Monday, advised that shows have been accepted and an agreement has been reached for a contract for the 1942 season under the Lewis banner. In making the agreement, Sullivan said it was agreed that the shows would be held in Minnesota in 1942.

Bill Hames To Open Tour At Stock Show In Houston

FORT WORTH, Jan. 24.—Bill Hames, owner of the Hames Shows, organization this year will take the name King Reid Shows & Adams. On prominent Here, Adams will be conces- sion manager for the Western Canada Fairs Association. He will also be conces- sion manager for Reid Exhibits here, handling convention and exposition business. He was with Mills Bros.' Circus this season, Adams also signed his pit and clinical charter to the show, as he had been ordered to the show in that capacity with Lawrence Great Bear. During the meeting, Adams signed his contract for the season under the Lewis banner. Adams has been engaged for the season.

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Adams Animals for Reid

DOUGLS, Va., Jan. 24.—King Reid, manager of shows for King Reid Shows, is scheduled to arrive in this city Thursday, according to plans made by the shows for the season. The shows will be in Virginia for the season. The shows will be in Virginia for the season.

Casey Gets Lottidge Riders

ALBANY, N. Y., Jan. 24.—Harry Lottidge, general agent for the Lottidge Shows, has been booked his six rides with Lottidge Shows for the 1942 season. He will also be concession manager for the shows. For the last three months, Lottidge has been on inside work, handling convention and exposition business. He will also be concession manager for the shows. For the last three months, Lottidge has been on inside work, handling convention and exposition business. He will also be concession manager for the shows. For the last three months, Lottidge has been on inside work, handling convention and exposition business. He will also be concession manager for the shows. For the last three months, Lottidge has been on inside work, handling convention and exposition business. He will also be concession manager for the shows.

Ballyhoo Bros' Circulating Exbo...
Showmen's League of America
Sherman Hotel Chicago

CHICAGO, Jan. 24.—Another interesting meeting was held January 22, with President Carl J. Heflin in the chair. With the exception of a few absentees, the program began promptly. President Harry W. Hendricks and Edward A. Hughes, Treasurer William Coverly, Secretary-Treasurer William Carsky, and Past Presidents Edward A. Hock, Frank P. Diericks and others in attendance. President Ben Block presided at the meeting, which was held in the absence of President Mike Krekos, who will be out of town for the Pacific Coast convention. President Roy E. Lanufngton, Fourth Vice-President, introduced Jack Hughes and J. C. McCor-<ref>...</ref>...
MRS. MIDGE COHEN, immediate past president of the Ladies’ Auction, was added, and Mrs. P. C. Cohn is being installed. Mrs. Cohen is associated with her husband, Herman, in Eastern sales operations.

WHEN it becomes necessary to give a show from box cars to the lot with tarps’ hay, J. R. Edwards Shows will inaugurate their 17th annual tour in New Jersey April, New Management, plus new, in 3, shows and about 35 concessions. Rolling stock will feature one orange and one red salad green and Manager, Van J. Olsen is victorious over the coming season. Hotel-based, ride cornets for the last 15 years, will join the army of Carnival Workers who start about February 1.

O. C. BUCK SHOWS’ quarter points from Trenton, N. J., by Leonard Work came under oriental umbrella, as Oriental shows have started activities and pulled in 3, shows, Manager O. C. Buck left for New York last week, John A. Morris, treasurer, has added, and O. C. Buck is building a new show tent. He will carry all light plants have been ordered and are expected to be delivered February 15.

WHEN it becomes necessary to give a show from box cars to the lot with famous horse racks we will again bear the unsung hero card, “That looks like a good team and a warm wet.”

MRS. KLOSE, CARNIVAL Show, 301 E. Pearl St., Columbus, O.

If you have any questions, please let me know!
NEW LOW PRICED ELECTRIC CORN POPPER

BRINGS

$5 to $50 Daily Earnings

Does Work of a $300 Machine

At One Price The Sixth! The Sixth Price

With this new, powerful, highly efficient Electric Corn Popper you can cook your own popcorn at a profit. Every day you will serve up to 50 pounds of freshly popped popcorn and make a handsome profit on every batch you cook. This machine is so efficient and economical that it pays for itself in a matter of days. It will cost you nothing to operate and it will pay for itself in no time. You can pop 50 pounds of popcorn in an hour with this machine. It is absolutely foolproof and will pop corn perfectly every time. It is a must for all popcorn machines!

For further information, price and guarantees, write for our descriptive circular. It will pay you to investigate this new and efficient Electric Corn Popper.

Write Today! Your order will be filled promptly.

Address: W. Q. WADE SHOWS

27240 Bohn Ave., Roseville, Michigan

FOR SALE

5x (6) U-Drive Midget Cars, Gas Driven. Capacity, 2 adults. Very good condition, each car different type and color. Track, Ramps, 2 Ticket Booths and 2 Trailer with Brakes for hauling with Passenger Car. All for $2,000.00 cash.

W. G. WADE SHOWS

Address: W. G. WADE SHOWS

225 Eleventh St., Royal Oak, Michigan

J. F. SPARKS SHOWS

New booking for 1942. Shows and Concessions, Ride Help, write.

Address: BOX 1670, Birmingham, Alabama

Everybody is Welcome To

The Second Annual Dance of the Lone Star Showmen's Club

HELD AT

PALM ROOM, ADOLPHUS HOTEL, DALLAS, TEXAS, FEBRUARY 6

Dance to the music of Hyman Charninsky's Orchestra

TICKETS $1.00 PER PERSON

LONE STAR SHOWMEN'S CLUB

CAMPBELL HOTEL, DALLAS, TEXAS

WEST BROS.' SHOWS

CAN PLACE FOR SEASON OF '42

Cook House, Tent Gallery. Photo Gallery. All rides standard, esteemed. WANT Girl Shout, Girl Revue. RIDE GIVE ME A BREAK! WANT WITH CIRCUS AT 315 West Main St., El Dorado, Arkansas
Winter-Quarters News and Gossip
As Reported by Representatives for the Shows

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**John H. Marks**

**RICHMOND, Va., Jan. 24—**John H. Marks, ex-secretary-manager, reports that shows will play 12 fair in 1942 season. All new equipment will be overhauled and all new equipment will be added. In attendance were Ren ton's wife and daughter. Mr. and Mrs. Al Ren ton held open house December 31 after being released from the hospital. Pat Brown, chief carpenter, and Mrs. Brown will have several rides including a pony ride, J. C. Gough is building a new trailer for the Lion and Thrill Auto Drome. Bob Richards, wire worker is the new manager for show's concession line-up. Kocke Harrison is in charge of the two scooters. Shepperd has his crew installing a temporary workshop for the two scooters. Mr. and Mrs. H. G. Sturbuck have returned from a visit with relatives In Memphis. Mr. and Mrs. H. G. Sturbuck have returned from a visit with relatives In Memphis. Mr. and Mrs. H. G. Sturbuck have returned from a visit with relatives In Memphis. Mr. and Mrs. H. G. 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Coast Notes

BY WALTON DE PELLATON

LOS ANGELES, Jan. 25—Despite domi-

nance restrictions on the Pacific Coast, where entertainers are seen everywhere, this article is being written in a hotel providing the only copy of an 8mm movie camera that this writer could find. The film shows scenes from the recent opening of the new motion picture theater in downtown Los Angeles, featuring the world premiere of "The Blue Angel." The theater is located at 8th and Broadway, and is owned by Warner Brothers. The building is a three-story structure, constructed of brick and stone, and is decorated in a modern style. The interior is done up in rich colors, with red velvet upholstery and gold trim. The projection equipment is state-of-the-art, and the sound system is top-of-the-line. The theater is equipped with 1400 seats, all of which have individual lighting and power outlets. The concession stand offers a wide variety of refreshments, including hot dogs, popcorn, and soda. The building also features a large lobby area, with a reception desk and a ticket window. The theater is open daily from 10am to 9pm, and is currently showing the latest releases from Warner Brothers and other major studios. The management is pleased with the response they have received so far, and hopes to continue to be a popular destination for movie lovers in downtown Los Angeles.
New Pageants Being Prepped

RB Has Start
On Big Ballet

Femining Spec To Feature CB

LOUISVILLE, Jan. 26.—Several on feature productions will be scheduled this year in Cole Bros.' opening season, according to a report received recently. As a native of Kentucky and the show now makes annual visits to Louisville, officials of the circus considered the idea of presenting a unique feature of little girls for this year's opening number.

Polack Sale Is
Big in Cincinnati

CINCINNATI, Jan. 26.—Advance tickets
of Polack Bros.' Génesis for this city's
summer season are so brisk on every side of the house that the show is already on the way to raising its annual quota of $1,000,000. The feature attraction for this year's run is the famous German clown, Mathilde Hesse, who has appeared on the Banquet program of Mrs. Mulligan of Hunt Bros. and sold more than 500 tickets in advance for her performance.

Polack Sale Is
Big in Cincinnati

PVT. E. J. WRIGHT, last seen candy
store, Milwaukee, who has been turned over to the Army, is now in training in the armed forces. An ac-

Under the Marquee

(Communications to 25-37 Opera Place, Cincinnati, O.)

BULLS swaying.

J. D. NEWMAN, general agent of the American Red Cross, has been appointed head of the American Red Cross, following the

HARRY CHAMBERS: E. J. WILDE, last seen candy store, Milwaukee, who has been turned over to the Army, is now in training in the armed forces. An ac-

ANOTHER season of handling men with kid gloves is now in the armed forces. An ac-

SEBASTIAN, Salt Lake City, has recently arrived in the city and is preparing for the first day of the season, scheduled for January 27.

ANOTHER season of handling men with kid gloves is now in the armed forces. An ac-

11.000, divided between treasuries of the two Denver banks, as a contribution to American Red Cross funds. Following up the pulpy rantings of Doctor Kropf, Mr. Ndie

And other Wild West sights. Chester

under a Marquee. The Sawdust Ring

CHICAGO. Jan. 24.—Larry Sumbrick's Rodeo and Thrill Show opened today (Thr) at the International Amphitheater and has been in splendid condition. The show was well received by the inhabitants of the city and the audience was well satisfied.

Thurston's Show
Scores in Chicago

CHICAGO, Jan. 24.—Larry Sumbrick's Rodeo and Thrill Show opened today (Thr) at the International Amphitheater and has been in splendid condition. The show was well received by the inhabitants of the city and the audience was well satisfied.

Bills Give to Red Cross

DETROIT, Jan. 24.—Billiston Billiston's local has elected Roy Coveny Jr., vice-president, in a recent election to succeed the retiring president, who has been in charge of the local for 10 years. Mr. Coveny Jr. is a former member of the local and has been active in the ring for many years.

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CIRCUSES

The Corral

(Correspondence to 25-27 Opera Place, Cincinnati)

R.A.A. Resolves To Aid National Defense Work

COLORADO SPRINGS, Colo., Jan. 24 — Over 160 delegates attended the 14th annual convention of the Colorado Association of Baseball Clubs in Broadmoor Hotel here Jan. 22-23. At the meeting it was voted to continue the baseball season in the fall instead of the spring season. This season, however, will not be run on the same scale as has been done in the past. The meeting was the last of the season.

The Need for a New Baseball Club

An urgent plea was made for a new baseball club in Colorado. The delegates urged that the organization of such a club be undertaken at once.

The resolution adopted by the delegates is as follows:

Resolved, That the Colorado Association of Baseball Clubs, through its officers, be instructed to take steps immediately to secure the formation of a new baseball club in the state of Colorado, which shall be known as the Colorado State League.

The delegates also voted to hold a meeting of the association in the spring to consider the matter further.

The resolution was enthusiastically received by the delegates, who expressed the belief that the formation of a new baseball club would be a great step forward for the sport in Colorado.
MEETS GIVE LIFT TO PLANS

Canadians Have Defense Co-Op

Leonard Gives Okay For '42 Ill. State; Location Uncertain

S. C. Sees See War Operation

Continueance of fairs and moving of shows by rail are predicted

op's Confidence at N. C. Meet

Based on Preparation and Will To Overcome Possible Obstacles

Hailstone, N. C., Jan. 24—Despite war, ruling and rising prices, showmen attending the annual meeting of the North Carolina Association of Agricultural Fairs heard from the Sir Walter Hotel, Raleigh, on January 19 a firm, confident front to problems of 1942 and predicted that the outlook for the industry in the future was one of progress and better conditions.

Survey revealed that showmen displayed considerable foresight last year in the face of growing difficulty, and were prepared to bring all their ingenuity and resource to play to keep the industry afloat this season. Many went so far as to predict a

BEATLES

Can. Men Pledge United War Aid

Mich. Studies Fed Gate Tax

Many Invited to La. Meet

Wis. Circuit Is Organized

O'Sullivan Quits Mich. Post

OACDF Endorsed

STORY of the endorsement by the American Agriculture Movement of Agricultural Fairs pledging a united drive to fast track the development of essential "victory" farm crops by adding more prizes and to support entertainment budgets and other departments to boost civilian morale. The session, held at the Oklahoma Hotel January 15, was marked by record attendance of 700.

Hughes Declared, sounding

Leonard gives okay for '42 Ill. State; location uncertain

S. C. sees see war operation

Continuance of fairs and moving of shows by rail are predicted

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GRANDSTAND ATTRACTIONS
By LEONARD TRAUBE

EYES UPON TAMPA

A. COLO. The traditional Coors' private invasion day has been canceled, but too sure the Florida State Fair in Tampa won't come true with a live 11-day run next month. Nothing of the usual publicity blast, but the combination of joy during the present atmosphere and the spectacle of every person from Manager Pa Strickler down reach out for greater propaganda. But, despite the lack of self of knowing what mailbox is at Tampa.

Along entertainment lines from the Florida State Fair side, Billy Cash with his Threepence show is bringing down his Threepence revue, which on paper looks like the musical comedy. Perhaps titles and other angles are promised for insertion in the review.

The thrill end will be provided by the Concert of Levels of Jimmy Lynch Dough, with Lynch himself to be born in action. Thrillade is scheduled for next days, starting with Tuesday and Wednesday special performances, marking the last and longest year of the outfit piloted by Irma Hense. Drives back to the West with many of the old hands, among them live Jimmy Kelly, among others. Boston's 10th Avenue Theatre is his final stop, finished up work as critics at The Flames (N. Y. C. O. U.), a recent thrill, and is going to the West in the new York to the Northern and New England circuit at the time to promote the show and back up for the Albany convention.

The first meeting of officers of the N. Y. S. A. in 1942 opens the fair with automobile shows, film shows, and shows of other types. Among attractions will be Melvin S. Musick, Junior William, Ben Shaw, Bill Snyder and Bert Heimat. Charles W. Nelson, Nelson Atkinson, has again signed the contract with the Oregon State Fair, 23 acts in stand, free entertainment at the rate, and World's Fair, Wash., 10 acts in stand and pay, for Fair Grounds, Wash., 10 acts, and Puyallup, Wash., 23 acts in stand and entertainment. The official letter from Frank Bielawa says Hans Bielawa, of New York, is in a recent heart attack. He was not able to attend the meeting and the banquet, given the go-ahead sign to Ralph Honkison to stage auto races on closing day.

FAIR ELECTIONS

BOWIE, Tex.—Montgomery County Fair Association elected J. Poe, president, and John P. Crenshaw, secretary-treasurer. W. E. Burgener, vice-president.

ATLANTA, Ga.—Broward County Fair Association elected J. B. Riley, president, and W. E. Walsworth, vice-president. (See FAIR ELECTIONS on page 115)

MEETINGS OF FAIR ASSN.

Mississippi Association of Fairs—J. H. Smith, manager; J. E. Laws, general manager; J. M. Dean, secretary, Jackson; M. L. Dean, general manager, Jackson.
Association of Kansas City Fairs—J. W. E. M., president; A. C. Riddle, secretary-treasurer.
Summit Readies For Big Season

Plans set for more rides, landscaping and expanded policy of free acts

AEROS. O., Jan. 24--Anticipating a
big season, Summit Beach, Inc., oper-
er of Summit Beach park here, has
given the green signal to ready for the
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Janet K. Lynch, Triangle Poster Company: "We expect delivery of all posters by the end of the week, and all orders will be shipped by the 15th of next month. We have received many cancellations and requests for special orders, and we are trying our best to accommodate everyone. The posters are coming along well, and we anticipate a good response from our customers."
Rinks and Skaters

By ALBERT F. SCHNEIDER

Cincinnati, Ohio

8-Year Plan Made

For N. E. Meets;

RSROA Nights Set

MIDDLETOWN, Mass., Jan. 24.—Plans for the benefit of amateur roller skaters, among them an agreement to hold an annual New England amateur skating championship the last week in January of each year, were made at a recent meeting at Bal-a-Houe Rink, West Springfield, Mass.; Leo Doyle, Bal-a-Houe Rink, Spring- field, and Skaterlua Rink, Worcester,


Those attending were Edward Yenne,

Frank Mauget, Manager, Boston Rink,

Portsmouth (R. J.) Rink; Benjamin

Stuart, Boston Rink; Ben Rink and

Roger K. Myerson, Boston; Joe Doyle

radio Rink, Springfield; Joe Brooks

of Albany, N. Y., and Skaterlua Rink,

Worcester; Fred J. Oldfield, Bal-a-Houe,

and Paul F. Farrow, Waoi's Carbona Roller-

way, Boston.

Locations were chosen for the next

eight years, schedule calling for suc-

cessive weeks at Northampton, Mass.,

Riverside Park, Agawam, Mass., Pleasure Grove, Bridgeport, Conn.; Portland, Medford, Springfield, Par

ford and Milford.

Citizenship of Roller skating is the name of the seven to be presented on February 26 and 28 at Winter Garden and February 28 at Balona, when proceeds will go to the RSROA for educational purposes. The cockpit will be attached to the rear of a 10-car, 30-booth trailer, and won't

be heated from a central unit.

New one Opened in Mass.

SPRINGFIELD, Mass., Jan. 24—New roller rink, Blenheim, opened January 21, is being operated by the Dollar Bowling Alley, and is managed by the same organization that operates the Riverside Park Rink, Agawam. Most Door and Chicago signs are provided. On opening day, 5000 interior and portable rides were awarded at door prices and performances were given.

FRANK DEAN.

Racetrack Roller Skate Co., 4427 W. Lake St., Chicago, Ill.

S. C. HEARS PLANS

to use the Rink at Northampton, Mass., for the annual New England amateur skating championship the last week in January. The deal was made at a recent meeting at Bal-a-Houe Rink, West Springfield, Mass.; Leo Doyle, Bal-a-Houe Rink, Springfield, and Skaterlua Rink, Worcester; Fred J. Oldfield, Bal-a-Houe, and Paul F. Farrow, Waoi's Carbona Rollerway, Boston.

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FRANK DEAN.
As Tampa goes, so goes the fair business. This is particularly true in the case of the Tampa Times, as any reader of the paper will agree. The Times is the official daily newspaper of the Tampa Fair, and it has long been the policy of the paper to give its readers the latest news about the fair and the fair business.

The fair business is a big business in Tampa. The Tampa Fair is one of the largest in the country, and it is the largest in the state of Florida. The fair is held every year in November and December, and it attracts thousands of visitors from all over the country.

In addition to the fair itself, the fair business includes a variety of other activities, such as horse shows, concerts, and other events. The fair business is a major source of revenue for the city of Tampa, and it is a major employer as well.

The fair business is also important for the state of Florida. The fair is one of the largest in the state, and it is a major tourist attraction. The fair is a major source of revenue for the state, and it is a major employer as well.

The fair business is also important for the country as a whole. The fair is one of the largest in the country, and it is a major tourist attraction. The fair is a major source of revenue for the country, and it is a major employer as well.

In conclusion, the fair business is a major business in Tampa, and it is a major tourist attraction. The fair is a major source of revenue for the city, the state, and the country as a whole.

As Tampa goes, so goes the fair business.
Notice, Selective Service Men!

The names of men in this list who have Selective Service mail at The Billboard offices in Cincinnati, New York, Chicago, and St. Louis are set in capital letters.

NOTE—Mail held at the various offices of The Billboard is forwarded under their respective names—Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Deadline for letters will be extended in New York, Chicago, and St. Louis, and Tuesday in Cincinnati. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago, and St. Louis by Thursday morning. Otherwise, names of those concerned will be repeated in the following issue.

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.
UNDER THE MARQUEE
(Continued from page 38)

in colors and, preceding President Roose-
velt's picture, he does Hitler, placing
him in jail. While entertaining the
Kentucky Press Association, he com-
plimented us by Dr. Koen Johnson. En-
genius on a large blackboard, he
allsed a Long Beach Band concert
 waren now 71 years old, is manager of Hollywood
Portrait and Temple and Auditorium

CAN place when school vacations start

BYD HUNDEARDS, last two seasons
with Wallace Bros. Circus, is stationed
at Fort Francis E. Warren, Cheyenne,
Wy. Before his enlistment he spent
several days visiting Benton. Byron Smith

Buck and Rose Steele, now in
quarters in Dover, O., will return to
Huntsville. They will bring their trained
dogs and iron jaw in the big
-
will play for Klein's Alton

It takes more than the wearing of a scalas,
sheath and boot to be a real circus

BILLY BOGARD, well-known man-
aged, has always had a troupe of barn
and is taking a course in
en
washington High School, Washington, D.C., preparing to enter the

in the United States, the tour of the

In a recent issue of the Billboard it

Dr. H. F. Troutman writes from
Henderson, N. C., "While on route to
Mississippi, we visited the elephants on
the circus parade. The elephant and

A barn in a circus parade today

was as much excitement in some
spots as would an automobile in a wagon

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January 31, 1942
AOTOTSI & DISTRIBUTORS

discs In patriotic colors. Write for list or send AGENTS—PATRIOTIC AUTO PLATES. RE-

Minimum $2 Cash With Copy

"JAPANESE HUNTING LICENSE" — FAST Signs, cosf Be; retail 25c). KOEHLER'S, 335 fast. CLOUSER BROS., Transportation Bldg.,

ATLAS, 7941-L Halsted, Chicago. 126lx

WINDOW SIGN LETTERS - NEW "ROMAN"

KEY CHECK STAMPING OUTFITS — BIG

SSELL TO EVERY BUSINESS ABSOLUTE NECES-

1,000, $10.00. CALIFORNIA NOVELTIES. 1616

ciallies, Tags, Pricing Sets. Lowest prices.

Gummed Tape, Salesbooks. Advertising Spe-

Experience unnecessary. Samples free. NORTI-

Beats competition. Commissions advanced.

FOR IMMEDIATE SALE — 10 SEEBURG

BROKERAGE, 437 West Church, Newport,

10 25c, £35.00 each. CENTRAL

Balls. $3.50 each; 1 Pike's Peak, $9.00; 4

and Playmaster. 1 Rock-Ola Adapter, 1941

and Playmastr. 1 Rock-Ola Adapter, 1941

BORRIO COMPANY, 733 5. Euclid Ave., Oak

Penny, $15.00 each; 1 Rockola World Series,

Cairo, HI. x

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BROKERAGE, 437 West Church, Newport,

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Balls. $3.50 each; 1 Pike's Peak, $9.00; 4

and Playmaster. 1 Rock-Ola Adapter, 1941

Columbia, $58.00; Mills Chrome Vest Pockets,

Park, Ill.

ATTENTION—DISCOUNTS

FOR SALE—SECOND-

CLASSIFIED ADVERTISEMENTS

The Billboard

CLASSIFIED RATE

10c a Word

Minimum $2 Cash With Copy

Forms Close in Cincinnati

(25 Opera Place)

Thursday for Following

Week's Issue

-DO-YOU-

DISCOUNT PERSPECTIVE

PERSONALS

ANYONE KNOWING THE WHEREABOUTS

of Mary C. Dickson Dick hose attendant

in Southern Pacific Hospital, Richmond, Va.,

please contact the manager of the

HOSPITAL. To wr. R. 12, San Antonio, Texas.

PRINTING

BETTER CARDS — LESS MONEY. WE SAVES

As We make your cards, three colors, $3.50 hundred. TRIBU-

WIN WINDOW CARDS, TWO COLORS, $3.00

HUNDRED LETTERS, including type and lettering. Get our

printing prices, HUBER SHOW

75B/11 HAMMERSLIE HEADLEADERS

and 75 8/16 Wadsworth Envelopes, both with your lettering. CLOISTER BROS.,

907 West Roosevelt, Philadelphia, Pa.

COIN-OPERATED MACHINES, SECOND-HAND

NOTICE

All advertisements of used machines must be advertised in this section and in the

PRINTING section of the Billboard. Machines of recent manufacture and being

sold by present manufacturers, distributors or jobbers may not be advertised in this

section.

A. M. GARDNER, 400 N. CAROLINA ST.,

A. M. GARDNER, 400 N. CAROLINA ST.,

CHARLOTTE, N. C.

COIN-OPERATED GAMES, BOWLING

TO SELL.

A complete set of 8 reel coin operated

Candy Bar Vending Machines. Also 1

Hebrew Coin Operated Vending Machine.

ADAMS COMPANY, 733 S. Broadway,

COOLIDGE, ARIZ.

AT MODEL F: $5.00; BID SIX SUPER LITE

$2.00. LUERS MILLS: 3000; JAYCO: 1500;

Columbia Jars or Gold Award, $20.00; Hen- ru

75c, $3.00. S. and H. Marshalls. $1.00; 25c

Columbia Coin Vend Vending Co., 653 W.

TENT MINT SCREWS REPAIR, COMIC, $3.00

each. SCREW NOS., 80c. P. VAN REN.

WANT TO BUY U. S. MILLS, 15c or 25c.

TONIGHT YOU CAN BUY YOUR HUDSON RECRUITS.

MILLS VENDORS, CAMERON AUTOMOBILES—


WANT TO BUY ADVENTURE PAPER NOVELTIES

— 12 new frames with

used tire business. BOX 365, TAMPA, FLA.

WANT TO SELL PICTURE GAMES. Complete

J. G. REMMER, CIRCUIT OWNED, 460
card outfit, $100.00. Exchange for Piano

Peppered, 707 W. 40th St., Chicago.

BUSINESS OPPORTUNITIES

CERTIFIED MEDICAL AND PSYCHO-ANALYST

wants to trade or sell 3,000 or more.

F. A. O. U. 808, Chicago.

WANTED—ALL AVAILABLE TYPES POPPERS—TWELVE

QUARTS BOWLING BALL POPPERS, $25.00 EACH. CARAMEL CORN EQUIP-

ment, Guns, etc. Square deals since


INSTRUCTIONS WANTED

BARGAIN FOR SALE—SECOND-HAND GOODS

ALL AVAILABLE TYPES POPPERS—TWELVE

QUARTS BOWLING BALL POPPERS, $25.00 EACH. CARAMEL CORN EQUIP-

ment, Guns, etc. Square deals since


FOR SALE—SECOND-HAND HAND PROPERTY

a W. ROE BEER STAND AND FRANCHISE

FOR SALE—ROADSHOW, WESTERS. SPECIALS — SELL

FILM USERS, ROADSHOWMEN—TURN TO

G. W. D. LANEY, 4104 Mellett Ave., Milwaukee.

FOR SALE—ROADSHOW, WESTERS. SPECIALS — SELL

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HERE is a picture of a Hagenbeck-Circus wreath that occurred in 1905 or '06. The show was on route to Mexico when the train derailed from a trestle near Galveston, Tex. Mosie Hailey, who had photo and novelty privileges with the show and is now a photographer in Kansas City, Mo., snapped the picture. Among those in the group were the late Charles (Chick) Bell, superintendent of concessions; the late "Iris" Dor, ticket seller, who later was an owner of The Diet & Door Shows; Robert Stickney Sr., eques-
trian director; the late Arthur ("Jim") Or, ticket seller, who later became an executive of the show; Reuben Castagne, animal trainer; Mrs. Robert Stickney, rider; Beatrice Leslie, Grace Clark (Mrs. James Orr), and Willie McFarland Jr., radio show; Anita Faber and George Conners, performers; Billie Max, mangooria, and Fred Williams.

The Billboard invites its readers to submit pictures taken from 18 to 22 years ago. It is especially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. The pictures should be returned to the union offices at 10 a.m., 19th St., New York City, or by mail to J. M. L. P. Operators,
AT LIBERTY VAUDEVILLE ARTISTS

FAVORITE IMPERSONATORS

—list of three, complete show, two M.C.',

American, Ohio, W. M. Grice, Ind.

—list of four, complete show, S. A. Weidner, Brownsville, Texas.

HUMOROUS ORGANIST — Union, S. O. 

Sweet and swinging. A noticeable change in this class.

HUMOROUS ORGANIST — Available on 

 uur, due to surprise. Thoroughly enthralled.Soft music. Musician has great presence.

HUMOROUS ORGANIST — Available on 

 are not a joke. The audience was thoroughly entertained.

HUMOROUS ORGANIST — Available on 

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SHAVER, Wm. — Shanava urological Association, A. P.,

San Francisco, Calif.

SHAW, Wm. — Shanava urological Association, A. P.,

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AROUND THE GROUNDS

KIRKWOOD, Mo. — Anderson Post of American Legionary, A. 256, held its annual dance on Feb. 28. The dance was held in the basement of the American Legion building and was attended by a large crowd.

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Ban on Jap Goods is Boon to Mexican Novelty Items

Mexican designers and artisans are expected to increase production to offset loss of Jap goods; feather, leather and pottery items featured.

By JOHN CARY

INTRODUCED in bingo is stronger than ever. Operators and players are having a jolly time of it. While a number of new games in stumpy numbers throughout the country are being played, the novelty is in many sections of the country new blood is being pumped into the bingo game operators are extending their operations.

A BINGO operator in the South, formerly connected with carnivals, bingo and now working on his own, reports the interest is high in the South. He started with a weekly bingo party and is now operating in 132 places in 13 states. In one section he is doing many inns—all over by four different operators who are running the games. The operator states that he is doing a good business at the games.

A BINGO in California is a means of raising funds for churches, clubs and fraternal organizations for charities and other purposes by having bingo games in different locations throughout the state. Operators are extending their operations.

In recent weeks there have been reports from Pennsylvania and other Eastern States with regard to the possibility of starting bingo games. Nothing definite has been heard from Los Angeles and other Western States, but it is expected that operators in those sections will be extending their operations after the public interest has been awakened in the localities.

Gift and Art Show Opens on Coast;
Varied Displays

By BEN SMITH

LOS ANGELES, Jan. 24.—Despite blackest hours in some quarters, the 13th semi-annual California Gift and Art Show has been scheduled at the Biltmore in January 25 to 29, inclusive. Show will combine a combination of art and craft show, a chalk and pottery show, and a lamp and picture show. More than 4,000 buyers are expected to attend with registration soared to exceed 10,000 visitors.

According to W. W. Tera, chairman, the show is adding an extra day to the usual four-day program. From Thursday the extra day was added by the operators who believe that the extra time is necessary for them to show the work that will be on exhibit this year. More than 4,000 visitors are expected to attend with registration soared to exceed 10,000 visitors.

Slogan Items Popularity Grows

NEW YORK, Jan. 24—The parade of slogan items continues unabated. As numbers have been introduced into the merchandising field, the number of operators who are using slogan items has increased. From large numbers of manufacturers it was pointed out that slogans can be used in many ways in the merchandising campaign.

For example, there are the numbers that are turned over to the operator for promotion purposes. And if proof is needed of the power-building value of slogans, it is pointed out that all slogans are being snapped up by the operators who are working on them. The items are being turned into slogans in all walks of life, at all times, every livelihood.

Newcomers Invade Salesboard, Bingo Fields; Biz Booms

CHICAGO, Jan. 24—An analysis of the situation by operators in the salesboard, bingo and direct-selling fields shows that all parts of the country are being attracted by the opportunities afforded in these activities. The old fields of the traditional fields, bingo and lotteries, have been turned over to the newer, more efficient operators. Today it is true that the cross-section of operators is diversified.

Greatest time for the new operators, it is said, is one’s best time to start working on a purely personal investment. This is true for salesboard and bingo operators as well as for direct-selling. Naturally, the future of innovations in the field in merchandising and sales promotion has been hatched new business to bingo and salesboard operators and applicants. All of the time in the field is open to offer opportunities to the newcomers so that they can get back on the most considerable investment.

The expectation in the first time at this time are coming, as a result of the new developments in the merchandising business, has been hatched the new business to bingo and salesboard operators and applicants. All of the time in the field is open to offer opportunities to the newcomers so that they can get back on the most considerable investment.

Indications are that the boom was in defense industries and will continue and that the continued investment as time goes on. The operators and their families all seek recreation and that is why bingo and salesboard operators and applicants are invited to the places that play in the field, as well as to the new operators, to meet in person and receive a welcome.

Big Biz Made by Comic War Items

CHICAGO, Jan. 24—Lately comic war novelty items have become very popular in the merchandising field and have been well received by the public. These items, which are in demand, are being well received, according to the salespeople who are handling the items. The workers and their families are all seeking recreation and that is why bingo and salesboard operators and applicants are invited to the places that play in the field, as well as to the new operators, to meet in person and receive a welcome.

We understand that some of the boys are going to make a purchase for the boys in the customer service and include comic war items in their purchases. The operators and their families are all seeking recreation and that is why bingo and salesboard operators and applicants are invited to the places that play in the field, as well as to the new operators, to meet in person and receive a welcome.

In the company of those who were working on the home front, there was a certain amount of enthusiasm among the workers. The slogans were not only being used to promote the sales of products but were also being used to promote the war effort. The slogan items were being used in various ways to promote the war effort, and the slogans were being used to promote the sales of products. The slogans were not only being used to promote the sales of products but were also being used to promote the war effort. The slogan items were being used in various ways to promote the war effort, and the slogans were being used to promote the war effort.
Sensational, New
PATRIOTIC WALL PLAQUE
Selling Like "Wildfire"

BIG PROFITS! EASY SALES FOR
AGENTS, HUSTLERS, PITCHMEN.

Man... here's America's "hottest" seller in years! Pitchmen, agents,
hustlers, do all singing up terrific sales and wowing results. Introducing the
costly "REMEMBER PEARL HARBOR" wall plaque. We KNOW this
beautiful, inspiring item is going over with a real "bang"... because
we've already sold thousands of "REMEMBER PEARL HARBOR" plaques
cally to jobbers and hustlers all over the country. Action counts right now... Do
be first one to your territory to cash in on this history-making money-maker.

FOR EVERY LOYAL AMERICAN

Sells on sight. Made entirely of wood, with bright, glossy picture printed in four colors.
An easy sale item to
100 every home, office, and factory.

PRICED RIGHT FOR FAST SALES

- Small Size (5"x4") Per 100 $3.25
- Medium Size (7"x5") Per 100 $3.50
- Large Size (12"x9") Per 100 $21.60

(ALL PRICES F.O.B. CLEVELAND, OHIO)

SAMPLE SET (1 of each size) $50

RUSH YOUR ORDER TODAY!

131 W. 14th St., N. Y. C.

Two complete floors devoted to

BINGO SUPPLIES
Come up and inspect our new home!

Popular Items

Write to The Billboard, Buyers' Service department, 25 Opera Place,
Cincinnati, O., for addresses of companies in this department
supplying the items which interested you.

Patriotic Wall Plaque

A new patriotic wall plaque, introduced by the Evans Novelty Company, is
said to be a natural for pitchmen, agents, and store demonstrators. The plaque
comes in three sizes: 5"x3", 8"x6", and 11"x4" inches in size. The frame includes
a Hitler, nazi-Jap and anti-Mussolini emblem and comic posters. The poster has
caused considerable comment wherever shown, it is said.

Pencil Flashlight

An item particularly adaptable for
jobbers and hustlers all over the country. Action counts right now... Do
be the first one to your territory to cash in on this history-making money-maker.

FOR EVERY LOYAL AMERICAN

Sells on sight. Made entirely of wood, with bright, glossy picture printed in four colors.
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(ALL PRICES F.O.B. CLEVELAND, OHIO)

SAMPLE SET (1 of each size) $50

RUSH YOUR ORDER TODAY!
Patriotic Pins
Show Your Colors

[Image of various pins and descriptions]

Shell Brooches
The "Nose-on-a-Sea-Shell" brooches continue to roll up sales everywhere, according to reports from department stores, specialty shops, and on display at conventions.

Bullet Novelties
The M. & G. Specialty Company manufactures a line of timely bullet novelties, according to its announcement. One of their items is a pistol pin made of a metal and china Lakeland collection. The "F-8" appears on this number, and the name of the firm is the Lapel Tag Company, Chicago, a model of a .30-caliber bullet. These are highly polished, available in silver or gold or with gold trim. Pin also makes six other bullet items for merchants.

No. B31J21

Prices are low and firm is said to be able to supply any demand. Model B-10, single bullet pin set, has a black, high luster Tintle composition base, with a metal and china Lakeland collection. Pen is gold trimmed, lower action, with legs slightly pointed 16-3/4 in., gold-plated point. Available in jade green, red, yellow and pearl. Overall dimensions, 2-3/8 in. height, seven inches long.

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**NOTES FROM SUPPLY HOUSES**

Mike Alvarado, of H. M. J. Fair Company, reports that his business has been steady and that it is the firm's right to stay up.

He attributes this to the fact that they have been careful to maintain personal contact with their customers. He has been successful in selling a large percentage of the product that he has been able to get. He also mentions that he has been able to maintain a steady flow of orders, which has helped to keep his business going.

Mike also states that he has the luxury of selling fine-quality goods and that he will continue to do so. He hopes that he will be able to maintain his business in the future.

**Coming Events**

These dates are for a five-week period.

- **Arizona**
  - Phoenix—Tucson Airport, Feb. 9-11.
  - Tucson—Tucson Airport, Feb. 10-12.
  - Tucson—Tucson Airport, Feb. 15-17.
  - Tucson—Tucson Airport, Feb. 16-18.

- **California**
  - San Francisco—San Francisco Airport, Feb. 2-4.
  - San Francisco—San Francisco Airport, Feb. 3-5.
  - San Francisco—San Francisco Airport, Feb. 4-6.
  - San Francisco—San Francisco Airport, Feb. 5-7.
  - San Francisco—San Francisco Airport, Feb. 6-8.
  - San Francisco—San Francisco Airport, Feb. 7-9.
  - San Francisco—San Francisco Airport, Feb. 8-10.

- **Illinois**
  - Chicago—Chicago Airport, Feb. 2-4.
  - Chicago—Chicago Airport, Feb. 3-5.
  - Chicago—Chicago Airport, Feb. 4-6.
  - Chicago—Chicago Airport, Feb. 5-7.
  - Chicago—Chicago Airport, Feb. 6-8.
  - Chicago—Chicago Airport, Feb. 7-9.

- **Massachusetts**
  - Boston—Boston Airport, Feb. 1-3.
  - Boston—Boston Airport, Feb. 2-4.

- **New York**
  - New York—New York Airport, Feb. 3-5.

- **North Carolina**

- **Ohio**
  - Cleveland—Cleveland Airport, Feb. 1-3.
  - Cleveland—Cleveland Airport, Feb. 2-4.

- **Pennsylvania**

**Summer Fairs**

- **Arizona**

- **California**

- **Illinois**
  - Chicago—Chicago Airport, Feb. 8-10.

- **Massachusetts**
  - Boston—Boston Airport, Feb. 9-11.

**Winter Fairs**

- **Arizona**
  - Tucson—Tucson Airport, Feb. 10-12.

- **California**
  - San Francisco—San Francisco Airport, Feb. 11-13.
  - San Francisco—San Francisco Airport, Feb. 12-14.
  - San Francisco—San Francisco Airport, Feb. 14-16.
  - San Francisco—San Francisco Airport, Feb. 15-17.
  - San Francisco—San Francisco Airport, Feb. 16-18.
  - San Francisco—San Francisco Airport, Feb. 17-19.
  - San Francisco—San Francisco Airport, Feb. 18-20.

**Dog Shows**

These dates are for a five-week period.

- **Connecticut**

- **Maryland**
  - Baltimore—Baltimore Airport, Feb. 2-4.

- **Muskegon**

- **New York**

- **New Jersey**

**Sensational Opportunity for Agents and Distributors**

- **Wisconsin**

**Fluorescent Lighting Fixtures**

**Ring Fits Clear Ring**

**Screw into Socket—Just Like Changing Ordinary Light Bulb!**

**Now Make Extra Money! Listed for 1942, 5000 Fittings, $5.00 Each.**

**Sample POSTPAID 50 Cents Each**

**WISCONSIN DE LUXE CORP.**

**1902 No. Third Street**

**Milwaukee, Wis.**

**BENGEY-ELGIN WATCHES-HAMILTON GUARANTEED FOR 1941**

**SEND FOR 1941 CATALOG**

**BERMAN GREEN CO.**

**500 Tammia St.**

**BROOKLYN NO. 6**

**RED HAT SELLER**

**910 Fullerton Ave.**

**BROOKLYN NO. 6**

**FUNKY VALENTINE GIFTS AND GIFTS**

**724 Vanness Ave.**

**BROOKLYN NO. 6**

**FLY NOVELTIES, 350 Broadway, New York, N. Y.**

**WALTMAN-ELGIN**

**Waltman was named best of the 1942 Dr. W. E. Willard's, Western Jewelry, Novelty, Ladies', Watches.**

**PYMOUTH JEWELRY CO.**

**153 Canal St., Davenport, Ia., N. Y.**
AMAZINGLY NEW and DIFFERENT FAMILY-PARTY GAME

SPARE-TIME

Any number can play! There’s no play and score just like bowling! Score average is high and the newest home entertainment “craze” is exciting and fun.

SAMPLE

$1.00

DOZEN $3.00

CROSS $8.40

the home, thru stores, demonstration, etc. A good trade stimulator, fine entertainment around Army Camps, Naval Bases and Training Areas. Boys, this is an A-1 game while it’s hot. Send for your sample today or try a dozen.

SPARE-TIME CORPORATION

545 BUILDERS’ EXCHANGE

MINNEAPOLIS, MINN.

COME ON — LET’S BOOWL

Engravers! Jewelry Dealers!!!

Complete Line Engraving Jewelry Wire for Catalog

ENGRAVING MACHINES

Standard Model $125.00

Diamond Point Model 18.50

All Orders shipped Same Day Received

BIERER-LEVINE, INC.

37 South Wabash Ave., CHICAGO

REMEMBER

WHETHER IT’S PATRIOTIC OR WAS SLOGAN ITEM

at any store, Newspaper, Newsy, Gift, Deal, Trade Show, Business, etc., we are UNCONDITIONAL

UNIVERSAL WHOLESALERS CUSTOMERS note — These are guaranteed an income while they last. UNIVERSAL WHOLESALER to you...

Big Military Sample Line Now Ready

Send $5.00 Now!

All Popular Soldiers

A complete assortment of Army and Navy items, including watches, insignia, caps, etc., from one to fifty thousand.

MILL’S SALE CO.

939 Broadway, New York City

SHARP PEN CO.

981 BROADWAY, NEW YORK CITY

BIG MILITARY SAMPLE LINE NOW READY

Send $5.00 Now!

All Popular Soldiers

Mill’s Sale Co., 939 Broadway, New York City

SOCIAL SECURITY PLATES

These are the current 1942 plates for women, men and children. They are available in different states, and can be ordered through your local social security office.

FRANK SONOBO

201 S. 15TH STREET, NEW YORK CITY

REAL PROPOSITION

Springing Medicine Magazine. Write for catalog. Indian pottery, gold, silver, etc. We pay shipping. Read our catalog and order today.

The Quaker Medicine Co.

120 South St.

Germantown, Pa.

PIQUES

FOR PITCHERS & BAKERS

COMMUNICATIONS TO 1500 PEACE PLACE

OH MY! BALLOONS

For promotion of any kind. Large size, small, silk, rubber, taffeta, etc. In different shades of colors, as desired. In stock.

702 BROADWAY, NEW YORK CITY

AMAZINGLY NEW and DIFFERENT FAMILY-PARTY GAME

SPARE-TIME

Any number can play! There’s no play and score just like bowling! Score average is high and the newest home entertainment “craze” is exciting and fun. The SPARE-TIME CORPORATION in MINNEAPOLIS, MINN.

CROSS $8.40

$1.00

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702 BROADWAY, NEW YORK CITY
Display Cards

BY E. F. HANNAK

I REMITLY worked out some humorous
merchandising ideas in a Blue-pencil
hall tourists around the store for
the purpose of soliciting cards. I
looked into the matter of knocking
the cards out of the box, but found
that it was not practical. In the end
I settled on the idea of having a
store and card party, and the
result was a very satisfactory one.

The cards were made in such a
way as to appeal to the public,
and were distributed in plain
envelopes. The results were
very satisfactory, and I believe
that this kind of work will prove
successful in the future.

Events for Two Weeks

January 26-31

ADL—Suffolk, Round-Up, 31-70th, J.
B. Williams, Fair & Art Show, 31st.

DAI—Pittsburgh, Winter Art Show,
Pittsburgh, 31st.

DIA—Washington, Winter Art Show,
Pittsburgh, 31st.

DUW—Davenport, Winter Art Show,
Davenport, 31st.

FAD—Fayetteville, Winter Art Show,
Fayetteville, 31st.

FMI—Florida, Winter Art Show,
Florida, 31st.

FNP—Florida, Winter Art Show,
Florida, 31st.

GDA—Glendale, Winter Art Show,
Glendale, 31st.

HWA—Hartford, Winter Art Show,
Hartford, 31st.

JAA—Johnstown, Winter Art Show,
Johnstown, 31st.

MDA—Litchfield, Winter Art Show,
Litchfield, 31st.

NCMA—North Carolina, Winter Art
Show, North Carolina, 31st.

NMP—New Mexico, Winter Art
Show, New Mexico, 31st.

OCM—Ohio, Winter Art Show,
Ohio, 31st.

SI—Chicago, Winter Art Show,
Chicago, 31st.

SLA—Chicago, Winter Art Show,
Chicago, 31st.

SLA—Chicago, Winter Art Show,
Chicago, 31st.

SLA—Chicago, Winter Art Show,
Chicago, 31st.

SLA—Chicago, Winter Art Show,
Chicago, 31st.
The supreme duty of the coin machine industry in 1942 is also its greatest opportunity. The supreme duty of the industry is to contribute all it can, thru its organizations and as individuals, to help America and its allies win the war. With complete victory, the industry can expect its greatest era of prosperity and also greater prestige with the people than ever before.

The organized forces of the industry began early to give strong support to national defense. No other industry can boast a better record of supporting the leaders of the nation in their efforts to arouse the people to the dangers facing the country. The industry now begins 1942 with a good record and the industry is united in continuing that record until America wins.

Any attempt to surmise what 1942 may bring to the coin machine industry must be based on the two facts that war problems are much greater and more important than any industry problems, and that all branches of the industry are committed to the policy of helping win the war. Everything that happens in the industry for the duration will be largely determined by these two factors.

As a group, the manufacturers have been called upon to make greater sacrifices and also to render greater services to the nation than any other part of the industry. We have sought for some fitting tribute to offer in behalf of the manufacturing industry but there is little that can be done, except to say that real patriotism has its own reward in the long run.

While manufacturers now are completely swamped by priorities and materials problems, they may find some consolation in the certainty that, when the war is over the supply of materials should be the most complete ever in the history of the nation. With all the new developments of materials and new sources of supply now taking place, it is reasonable to expect that the coin machine trade will have a richer and wider field than ever to draw from. The industry has always shown an extra degree of ingenuity in adapting ideas and materials to new and attractive uses in machines and devices. So the industry can be counted on to offer many new ideas drawn from the much greater variety of materials sure to be available in the future. This promise of the future is so real that it can be very encouraging to the industry.

Many of the ideas that are mentioned as prospects for 1942 are based on wishful thinking. But it is good to hope and to work for the best, and that is exactly what the industry is doing. Present trends indicate a stabilizing of the operating field. The popular demand for all types of coin machines is greater than ever, which means that operators do not have to worry so much about customers.

The altered supply of machines for the operating field has its advantages and its disadvantages. Operators have had enough experience in the field to know how to make the best of such a situation. One of the interesting phases of 1942 will be the ideas and developments which operators unfold to keep the operating business in first-class shape. The established distributors of the industry will also be an important link in keeping the industry at a high level of efficiency.

The main objective of the industry, after giving first place to patriotic duty, will be to gain national prestige. It has been well understood thru the years that the coin machine industry had to get a favorable reputation like many another new industry. Several conditions now make it possible for the industry to establish itself more in the popular favor than ever before. Every operator should recognize these possibilities and work toward the end of gaining prestige for the industry.

Some of the new favorable factors are worth noting. Vending machines have really proved their worth anew in industrial plants. Music machines have established a high reputation for maintaining morale and also for a practical job in using patriotic songs. Amusement machines have proved useful for a popular pastime, and greatest of all, the federal government has found them useful as a source of revenue. The industry in all its branches obtained more favorable publicity during 1941 than in all its history. All these things combine to help the industry gain national prestige, which will be useful when the war is over.

No one minimizes the discouragement and confusion of war. But the industry has much to hope for and many things to keep it a stable industry in most of its branches.
All Phases of Trade Boomed
In '41, Market Reports From
Leading Trade Centers Show

Phonos, remote-control equipment, arcades, consoles and
vendors chalk up biggest gains—operators report
play on all equipment everywhere—federal taxes, priority,
equipment shortages bring headaches in last quarter

By MAYNARD L. REUTER
CHICAGO, Jan. 24.—The year 1941 was a year of sweat, headaches and
confusion but withal of good business for the coin machine industry.
There's no doubt that if war clouds had not darkened the last quarter, 1941
would have been the biggest year in both sales and play of this fast-mov-
ing business. Operators saw collections double and even triple 1940
levels as billions in defense pay rolls b begun to bulge in the pockets of
plant-workers and soldiers; enjoy the longest and biggest summer-resort
season in history; capitalized on opening of hundreds of new loca-
tions as defense plants and army camps mushroomed; watched Wash-
ington include a levy on coin ma-
chine equipment as a Defense Tax, in Bill that taxed machines out
of existence while letting others off free; produced curtailment of sales of
various types of borderline equip-
ment; faced the prospect of another year but not necessarily distributed
as year ended.

Slug War Ends
Collaboration of the Federal Bu-
reau of Investigation with various
cinemas groups put a speedy end to
the row that spread up early in the
year. Ohio and Minnesota both
placed anti-slug bids while local
prosecutions were handled in New York, Phila-
delphia, Detroit, Omaha, Dallas and
Boston. To date, a loss of operator profits from slugs to a
new low during the last half of the
year.

First Report on Tax Returns
WASHINGTON, Jan. 24.—The U. S. Treasury made its first
announcement of the tax revenue collected in three months on
pinball games and gambling devices this week. The federal tax
went into effect October 1. The Treasury figures do not show
a breakdown on how much was paid on pinball games and how
much was paid on gambling devices.

The exact total collected in three months was reported as
$4,706,096.

As for collections by States, officials said Wisconsin led with
$477,000. No other figures were available, but New York and
Minnesota were said to be a close second and third.

The Treasury said it had no knowledge of any machines going
out of business because of imposition of the federal tax, but that
many requests for lists of the special tax payers had been received
from reform groups.

Officials said they were informing inquirers that an old
law requires that collectors of internal revenue in each State
make such lists available for public inspection "at the convenience
of the collectors."

What is "convenient," officials said, is entirely a matter for
each collector to decide for himself.

Phonos Big
in Mexico

Phonos, a coin-operated phonograph
company partly owned by the American
company and The Billboard corre-
sponds.

A phonograph continued

To begin with, the device
was not successful. The
machine was sold in Mexico
during 1941. There "a been "a

were sold at the rate at which it will have to pay. Trade experts
expect it will result in more sales of machines, both old and
new, as an automatic phonograph is more widely used than ever
before. It is a machine that is gaining in popularity and
acceptability. It is a device that is easy to use and
enjoyable. erreas tural devices were cited as evidence of the
great importance of the phonograph industry.

Associations Active
That people always get together in defense plants is well
known. There was no such activity in association during
the year, especially during a latter
half of 1941, which made the strength
of the industry easier to establish
for association purposes than ever.

Disiriliiilor Rl*
Detroit Trade Has Ups and Downs

Despite the fact that Detroit was called the "No. 1 Boom Town of National Defense," coin trades have reported business improving during the past 30 to 40 days. Dealers and music machines were two of the main associa-
tions to utilize the music association's bank clearings, etc., the coin machine business ended up the year and got good reception. Many coin machines were installed over 1940. Vitamin sales were by no means as high as those of 1939. In the Los Angeles area early in 1941, and from April on play on machines hit new peaks.

Army Camps

Hypo Miss.

Coin Biz

Washington

(S.C.) Biz

Skyrockets

Ontario, with men in service.

Liquor Control Board anti-gambling rule has hurt claw machine operations. About 70 Arizonans had a fair year. Business in the anthracite section of Pennsylvania was good for coinmen this year, in spite of a $50 federal levy on vending machines. Business in 1942.

Jelerson Parish in November. Pin games were affected In metro-

Fair Year for Twin City

Fair Year for Phoenix

Trade

Coin machine business ended up the year 25 per cent better than during the same period of 1940. Pin games are expected to be on the increase in 1942. The Minnesota Amusement Games Association effectively fought for legislative measures at the State session.

The Treasury report included recommendations for new revenue, including views on excess profits taxes, withholding taxes, excise taxes, etc. The Treasury report will probably be the signal for legislative action. The tax. New State and It wasn't until October that the fact that imports from abroad have been curtailed expansion in the field of new locations for coin-operated machines during 1941. The commission had exceeded its auth-

Tax Report Expected Feb. 1

WASHINGTON, Jan. 24.—The views of Treasury officials on future excise taxes may be revealed when the department makes its recommendations, which are now expected about February 1. The report will include recommendations for new revenue, including views on excess profits taxes, withholding taxes, excise taxes, etc. The Treasury report will probably be the signal for widespread discussion on new taxes and also the introduction of tax bills.}

As a recent meeting in Chicago, coin machine manufacturers adopted a policy of not opposing taxes on coin machines, but to suggest equitable rates for the various types of machines, based on the earning power of machines. Only a strong (Continued)

A strong anti-kick bill was passed.

January 31, 1942

AMUSEMENT MACHINES

A report of the findings of the Treasury investigation of the liquor control board anti-gambling rule was made during the year. Pen games were affected in most sections of the country. Pin games were also going strong. Movie machines bowed out.

The Treasury's views on the foregoing matters are closely guarded. But close followers of taxation trends know that Congress favors the present optional arrangement for determining excess profits credits. Corporations thus may continue reporting either on the basis of their invested capital or average earnings. Banker manufacturer excess taxes are indicated with the likelihood that foods and clothing will be exempted. The lower house is understood to be less enthusiastic about withholding taxes than the Senate.

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Here are recorded the principal events of 1911 as regards the coin machine industry. Each issue is reviewed with an eye to the need for combined efforts of the industry. In the following pages, the principal events of 1911 as regards the coin machine industry are reviewed.


February 1 — Editorial "Examples" of good-will building by associations pleads. "The 1941 Show" is set for long battle, reports columnist. "Stardust" is top tune of week. "Men Must Be Showmen," by Sam Lerner.

March 15 — Editorial "And the Pursuit of Happiness" (A New Philosophy of Life), by Herb Jones, art director of the Coin Machine Industry, adds spice to the enterprising spirit.

The Billboard 61

BARGAINS

Used five-ball free play tables. Clean and in good condition.

BALLY

EXHIBIT

1. Varied 12.50

2. Main 15

3. Line 15

4. Progress 10

5. Appreciate 15

Chicago Coin

1. Yacht 20

Terms 1/2 Deposit with Order, Balance C.O.D. or F.O.B. Austin.

JACK KEY

60% GRAND COURT AUSTIN, TEXAS

Copyrighted material
TOP MUSIC MACHINE HITS

Phono Patron Tastes Change; Trend Away From Swing, to Greater Number of Artists

The record companies and band leaders contrived to furnish the nation's 400,000 automatic music machines with songs which they hoped would strike paydirt. By the end of 1940, 42 of these disks became hits.

Trend Away From Swing, to Greater Number of Artists

Eyes, "Amapola," "Frenesi," "The Plut-Sut Song," "Chattanooga Choo Choo," and "Elmer's Tune" blazed their way to the top and helped make the year one of the most profitable in history.

Of all the hundreds of songs published in 1941, a study of the Billboard Record Buying Guide shows that only 42 were sufficiently popular to make the "Going Strong" classification, and that these 42 had 38 hit records. This is an amazing figure—not because of its size, but because, it is almost identical with the number of songs and records which struck paydirt during 1940, when 44 tunes and 110 disks became hits.

That 44 songs should become phonograph hits in 1941 and 42 in 1940 seems in 1941 would seem to indicate that the American phonograph-playing public is more exacting in its tastes than was the case in 1940. The number of hit records is almost identical with the number of songs and records which struck paydirt during 1940, when 44 tunes and 110 disks became hits.

Big Plan for the Americas...

WASHINGTON, Jan. 24.—The announcement of the United States' plan for the Americas to win the war may have its wake gigantic benefits for the coin machine industry also. It is a great step forward in uniting the Americas, and once some of its provisions are at work, they are likely to become permanent reforms.

One of the plans for a uniform currency system would eventually lead to the same coinage. This reform has been discussed for many years and it may well make coin machines universal in the Western Hemisphere.

The plan for dropping tariffs, duties, barriers and regulations that interfere with trade between American nations has rich promise for the future when the war is over. It would greatly increase the sales for all coin machines in the other nations of our continent. A uniform coinage and no coin bar is almost too much hope for, but it may come.

Canadian Music Men Line Up for Bond Promotion

The Historic Washington meeting of the APMA Sanitarium was held January 20 at the New World Hotel in that city.

J. E. Budoves, president of the Automatic Phonograph Manufacturers' Association, Inc., brought a measured and careful address to the gathering. An address so statesmen-like and so delightful in its delivery and content.

The machine nets $150 to $175 daily, according to the operator. The profit to the operator is about $45 per week. An investment of $1,000 is required, but the operator will have the use of the machine throughout the remainder of the war.

PPITTSBURGH, Jan. 24.—Exemplary of the machine operators' cooperation are the operators of the Steel City music machine. The machine is a Super-Aire model, with a capacity of 8,000 songs, and is operated by the Citizens' National Bank.

The machine sells 160 to 175 daily for the $500 or $500 daily for the 0.6. The machine is equipped with a recording and playing machine, with a capacity of 8,000 songs, and is operated by the Citizens' National Bank.

The machine nets $150 to $175 daily for the 0.6. The machine is equipped with a recording and playing machine, with a capacity of 8,000 songs, and is operated by the Citizens' National Bank.

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The one and only Kate Smith...

KATE SMITH'S latest Hits on Columbia Records:

1. 36448 — WHITE CLIFFS OF DOVER
   ROSE O'DAY
2. 36468 — SHRINE OF ST. CECILIA
   I DON'T WANT TO WALK WITHOUT YOU
3. 36489 — DEAR MOM
   ON THE STREET OF REGRET
4. 36498 — THEY STARTED SOMETHING
   WE'RE ALL AMERICANS
5. 36511 — THE STAR-SPANGLED BANNER
   AMERICA, I LOVE YOU

Kate Smith on the Air — CBS
every Friday 8-8:55 P.M., E.S.T.,
sponsored by Grape Nuts and
Grape Nuts Flakes.

Personal Management: TED COLLINS
Music Highlights of 1941

By Harold Humphreys

Last year was a hectic one for all factions of the music industry. It saw the record industry boom as sales skyrocketed close to 120,000,000. The ASCAP-Radio war and increased activity of the AFM also were of prime importance to the music machine industry. Herein the outstanding music events of 1941 are reviewed in relation to their effects on the coin phonograph business by the music editor of The Billboard.

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ECLIPSING all the 1941 highlights in the music business—and there were many—was the tremendous stride made by the record industry.

In September of last year recording company executives were confidently predicting that disk sales would go to the 100,000,000 mark. When the year came to an end the tally came closer to 120,000,000, nearly half of which went into the coin phonographs. At least 400,000 recording bands cut up over $3,000,000 paid out as royalty on these astronomical sales figures. In 1939 the aggregate payroll for band talent was $300,000,1,10 as much as in 1941. As for the sales figures, 1941 surpassed all other years. The year 1939 was the biggest previous year with 105,000,000 recordings.

These figures actually give only a one-over-lightly summary of the situation. As a result of the record industry doubling its output in the last year, the entire music business has undergone many changes. One outstanding change is the fact that the coin phonographs have attained full-fledged importance alongside of all other media as pure-setters for the public's musical tastes. A tune plugged via recordings today is as important alongside of all other media as pace-setters for the music business and on surveys of the music machine industry made

The following estimates of the total number of records produced and of the total produced by phonograph operators, are based on reports made by various music trade authorities and on surveys of the music machine industry made by The Billboard.

**Facts About Music Machines**

| Number of firms manufacturing phonographs | 6 |
| Additional firms making wall boxes, etc. | 2 |
| Employment in the manufacturing industry | 5,500 |
| Phonograph production in 1940 | 4,000 |
| Estimated production | 39,000 |
| Total number of phonographs produced | 400,000 |
| Number of wall and box boxes in use | 320,000 |
| Estimated value of phonograph industry | $800,000,000 |
| (This includes manufacturing, distributing and operating divisions of the industry) |

**Commercial Value**

| Number of pianos making phonographs | 6 |
| Number persons employed by manufacturing firms | 1,500 |
| Number persons employed by distributing firms | 250 |
| Number of phonograph operators in the U.S. | 7,000 |
| Number persons employed by operators | 13,500 |
| Employment by locations (Estimated) | 1,000,000 |

**Phonograph Records**

The following estimates of the total number of records produced and of the total produced by phonograph operators, are based on reports made by various music trade authorities and on surveys of the music machine industry made by The Billboard.

| Total | Used by Phonograph |
| Productions | Operators |
| 1939 | 35,000,000 | 15,000,000 |
| 1938 | 60,000,000 | 31,000,000 |
| 1940 | 75,000,000 | 37,500,000 |
| 1941 (Est.) | 100,000,000 | 45,000,000 |

Despite a flood of "canned music" smoke before its convention in Seattle last June, the musicians' union did not take any definite action which might have affected the recording business or the music machine operators. Several resolutions for taxing popular recordings and licensing the coin phonographs were introduced, but all were shunted into the executive board of the AFM, where they still remain. Altho this will no doubt always be a potential problem for both the disk outfit and the operator, it is generally felt that no immediate action is in the offing on the part of the AFM. Too many other pressing problems are facing the entire industry today.

The musicians' union did, however, accomplish much on the management end of the band business. Standard management and job contracts were put into effect, stabilizing the matter of booking the orchestra and handling of their other affairs. A resolution, adopted, confining a band's one-night hops to a maximum of 400 miles was designed to cut down on the increasing number of road accidents. And many other such rules were set up to benefit the business generally.
January 31, 1942

THE BILLBOARD

AMUSEMENT MACHINES (MUSIC)

Bands were still in a mess over the Social Security benefits, however, but the fault here can be laid to the fact that clarification of the law was not extended to cover band leaders. The AFM has established that its job contracts the fact that the leader is not the employer and therefore not liable to pay the tax for his men. However, the year saw many court cases over this technicality, and it has not been completely ironed out to everyone's satisfaction yet.

Disk Companies' Exploitation

Actually this subject is a result of the greatly expanded disk business mentioned at the first of this article, but it deserves a special heading. Also, there might be some discussion over the phrase "a result of". It revolves around the old "chicken-and-the-egg" riddle. The record companies might rightfully point to last year's increased exploitation budgets as the reason for the biggest record sales in history. On the other hand, there is no doubt that many other elements entered into 1941 being a banner year for them.

At any rate, it is a fact that the record manufacturers put on bigger promotion campaigns last year than ever before. To mention a few, there was RCA-Victor's "Dance Caravan" which toured thru the East and Midwest last fall. Shep Fields' and Tommy Dorsey's bands made several key cities, holding big dances and making special tie-ups with the record dealers and phonograph operators as part of the "Caravan" stunt. It was solely a promotion to sell records.

Columbia records sold the Fitch hair tonic people on the idea of tying up with Columbia recording bands for the NBC Fitch "Bandwagon" radio program, and plugging a disk that the band had just recorded. This idea was extended by Columbia to the dealers and operators thru the mailing of great quantities of promotional material, tying them all up with the radio show.

Thru its branch offices Decca went farther than ever before in making special publicity and promotion campaigns simultaneously with appearance of their bands in those territories. As all of this promotion hit the country, the public naturally became more than ever aware of records as a source of entertainment. It was all aided by the flock of record programs on the various networks. These "night-watchman" disk shows on the air in the wee hours. And Coca-Cola's new "Spotlight Bands" show on Mutual. All of these things had a big influence on record sales and play on the music machines.

Record Buying Guide

In connection with all of this exploitation it is interesting to note that The Billboard's Record Buying Guide during 1941 listed more bands as making good in the phonographs than ever before. Jimmy Dorsey copped the title of the "Phono King" (See Music Highlights of 1941 on page 79)
Leading Music Box Records of 1941

Evidently below are the 42 songs, together with the artists who recorded them, that appeared in The Billboard's weekly Record Buying Guide under the "Going Strong" classification during 1941. It is interesting to note that the number of songs which gained national popularity this year was only six more than inside the period of last year, where 44 tunes earned hit ranking. Apparently American coin-phonograph tastes are geared to make hits of only from 40 to 45 of the hundreds of songs which are recorded each year.

Of the titles listed, those marked with an asterisk (*) have been in the Guide's "Going Strong" listings prior to the first week in 1941, and were carried over. Those marked with a double asterisk (**) remained in "Going Strong" past the December 27 issue of The Billboard, which concluded this survey. Record Buying Guides for each week of 1941, starting with the January 4 issue of The Billboard and concluding with the December 27 issue are the basis of the following table.

The number of weeks each title appeared in "Going Strong" and the artists involved in each instance are given.

<table>
<thead>
<tr>
<th>SONG</th>
<th>TITLE</th>
<th>WEEKS IN GOING STRONG</th>
<th>RECORDING ARTISTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daddy</td>
<td>You and I</td>
<td>16, 16</td>
<td>Sammy Kaye, Andrews Sisters, Bing Crosby, Glenn Miller, Kay Kyser</td>
</tr>
<tr>
<td>Green Eyes</td>
<td>&quot;Tell Me What You Want&quot;</td>
<td>13, 13</td>
<td>Jimmy Dorsey, Kay Kyser, Bing Crosby</td>
</tr>
<tr>
<td>Be My Daddy, Girl I'm WAITING</td>
<td>11*, 11*</td>
<td>Jess Sullivan, Tom Clark, Jimmy Dorsey, Sammy Kaye</td>
<td></td>
</tr>
<tr>
<td>My Sister and I</td>
<td>9, 9</td>
<td>Jimmy Dorsey, Sammy Kaye, Bing Crosby</td>
<td></td>
</tr>
<tr>
<td>Stardust</td>
<td>9</td>
<td>Sammy Kaye, Bing Crosby, Glenn Miller</td>
<td></td>
</tr>
<tr>
<td>Down Argentine Way</td>
<td>8*</td>
<td>Ginny Simms, Tex Beneke, Teddy Powell, Artie Shaw</td>
<td></td>
</tr>
<tr>
<td>Dream Valley</td>
<td>7</td>
<td>Glenn Miller, Ted Weems, Bing Crosby</td>
<td></td>
</tr>
<tr>
<td>I Guess You'll Be Too Late</td>
<td>7</td>
<td>Tommy Dorsey, Bing Crosby</td>
<td></td>
</tr>
<tr>
<td>Goodbye Daddy</td>
<td>7</td>
<td>Jimmy Dorsey, Sammy Kaye, Bing Crosby</td>
<td></td>
</tr>
<tr>
<td>High On a Windy Hill</td>
<td>7</td>
<td>Bing Crosby, Tommy Dorsey</td>
<td></td>
</tr>
<tr>
<td>Oh, Look at Me Now</td>
<td>7</td>
<td>Tommy Dorsey, Bing Crosby</td>
<td></td>
</tr>
<tr>
<td>Piano Concerto</td>
<td>7*</td>
<td>Guy Lombardo, Sammy Kaye, Kay Kyser</td>
<td></td>
</tr>
<tr>
<td>A Nightingale Sang in Berkeley Square</td>
<td>7*</td>
<td>Guy Lombardo, Sammy Kaye, Kay Kyser</td>
<td></td>
</tr>
<tr>
<td>The Way I Was</td>
<td>7*</td>
<td>Guy Lombardo, Sammy Kaye, Kay Kyser</td>
<td></td>
</tr>
<tr>
<td>Along the Santa Fe Trail</td>
<td>6</td>
<td>Sammy Kaye, Bing Crosby, Tony Pastor</td>
<td></td>
</tr>
<tr>
<td>This Love of Mine</td>
<td>3*</td>
<td>Bing Crosby, Tommy Dorsey</td>
<td></td>
</tr>
<tr>
<td>The Shepherd Serenade</td>
<td>2*</td>
<td>Bing Crosby, Tommy Dorsey</td>
<td></td>
</tr>
</tbody>
</table>

America's Greatest Novelty!

CARL HOFF ORRIN TUCKER
ORCHESTRA COLUMBIA 36502

YOU'RE A SAP, MISTER JAP

The year's most-publicized song is a cinch to be the most-played song in every coin machine!

Dick Robertson

DECCA 4144

Defend Stamps and Bonds

And

LAUGH—LAUGH—LAUGH

With Hey, ABBOTT!—Hey, COSTELLO!

VICTOR 27737

The Natural Comedy and Laughing Favorite of the Nation

Bringing America's Foremost Comedians to your machines

MILLS MUSIC, Inc.

1619 Broadway • New York, N. Y.
Chicago, Jan. 24—Another example of the ingenuity and resourcefulness of the coin machine operator came to light here last week with the news of the development of a combination movie machine and automatic phonograph. This hybrid is the result of hooking up a Panoram and a phonograph to wall and bar boxes so that insertion of one nickel operates the phonograph and dropping of two pans the Panoram. Neither can play while the other is working. Like so many other developments in the fast-moving coin machine industry, this was born of the necessity of eliminating the confusion that occurred in some locations where both a movie and a music box were placed side by side and at times played simultaneously.

_Geister_ solved his problem by hooking up a standard make phonograph, spotted in the fast-moving coin machine industry, this was born of the necessity of eliminating the confusion that occurred in some locations where both a movie and a music box were placed side by side and at times played simultaneously.

How It’s Done
To W. K. Geister, of the Specialty Machine Corporation, Grand Rapids, Mich., goes the honor of being one of the main pioneers of this new combo, starting to work on the idea last spring. Geister solved his problem by hooking up a standard make phonograph, spotted in the fast-moving coin machine industry, this was born of the necessity of eliminating the confusion that occurred in some locations where both a movie and a music box were placed side by side and at times played simultaneously.

A switch was developed to give the Panoram priority over the music box. Geister stated that first location tested found play upped quite a bit, and what was more important, found the location owner completely satisfied with the combination is assured. According to Gelstert, this was done so that patrons would not get the impression that the light mechanism of the Panoram was out of order when they heard the music but didn’t see the picture.

As proof of the value of this development, Geister stated that first location tested found play upped quite a bit, and what was more important, found the location owner completely satisfied with the tandem type of entertainment he could offer his customers. He also reports he’s converting 17 more Panoramas into combos as soon as possible.

Order these two money makers for your music machines today!

**REGENT MUSIC CORP.**
1619 BROADWAY, N. Y. C.
Music experts currently differ on the public's reaction to war songs. Radio has no way of knowing what the listeners like—That's why phone operators can render invaluable help to the entire music industry by reporting immediate reactions of the public to various types of war songs as reflected by play of such disks on their machines.

UP TO now the only thing the music business knows for sure regarding patriotic and war songs is—that it's not sure. The publishers, songwriters, band leaders, radio chains and record companies realized the minute this country became directly involved in the war that music would be forced to decide whether it would help or hinder public demand. But the public itself in this case has not yet shown too decisive a judgment on its musical tastes since the war enveloped us. Principally, no doubt, because we are still recovering from the shock plus the fact that the full realization of our being in the war has not yet come home to us.

One sure thing, however, is this: the coin phonograph operators are in the best spot to ascertain first what forms the various patriotic and war music trends will take during the duration. Radio networks, record makers, songwriters and the rest have to rely on a lot of guesswork. An example is seen in the case of "You're a Sap, Mr. Jap." The heads of the music clearance departments of both NBC and CBS were skeptical about clearing this song, chiefly because they did not feel it was needed. While they were not acting too strongly against the song, they were not encouraging its play. An example of one of the major recording outfits was against waxing "Goodbye, Mama." They felt that its impact would be too short. He was overruled, the disk was made and scenes to be doing all right.

But the music was the machine operators who were able to tell first that "Goodbye Mama" was okay with a good portion of the music-buying public. Operators can very soon test the public's fancy for the number of plays registered on the meters for each record tray in the phonographs. The radio networks have no alternative but to put the latestReleased songs on the air lanes and hope the public likes it, and at the start of any music trend they have no check on the reaction of the public.

Deluge of Tunes

Leonard Joy, RCA-Victor's popular music director, says that he is receiving an average of five patriotic tunes a day. "Most of them urge us to kill the Japs or turn on the Axis," Joy says. "As a rule, the idea is pretty bad, musically, and the rhymes are even worse." Joy feels that the grim, angry feeling that these ditties will soon give way to the either more sentimental or jolly type. This has been the case in England in this war. A note of nostalgia and hope for peace has predominated in many of the recent English tunes.

It is this changing of trends in the war and patriotic end of current music which has the various music publishers and disk companies worried. They are trying to time their output so that it jibes with whatever changes take place with the public's demands. The song publishers and disk companies in particular do not want to get caught with a bunch of unsalable tunes on their hands when the public suddenly decides there is nothing humorous about the war. Here again it is the coin phonograph operators who will detect these taste changes first, then the play on the machines.

Before the Jap Attack

Previews to America's involvement in the war, most of the patriotic tunes written had only the defense program in mind. But many of them turned out to be hit. It is interesting to note, however, that those that ride hit-parade heights were on the sentimental side. For example, "Till Reveille" and "Goodbye, Dear, I'll Be Back in a Year" are cases in point. Both of these hit the "Strong-Selling" section of The Billboard's Record Buying Guide and remained for several weeks.

Besides the sentimental angle connected with these two numbers, there is the equally important fact that they had musical merit, proving that the public likes patriotic music, and that the sentiment or any other emotion behind a song is not enough in itself. "Any Bonds Today?" exemplifies this fact. It never reached the top of any of the various record, coin phonograph charts, despite the fact that it was heavily plugged by radio, records and the stage and was even adopted by the U. S. Treasury Department. This does not mean to say that the desired effect intended for this song was not attained, but merely to point out that when it comes to music the public generally looks upon it as a form of relaxation and entertainment.

Few Exceptions

"God Bless America" might be called the outstanding exception to this rule, but here again there were extenuating circumstances. There is little question that this song was sold by Kate Smith, who piped it plenty over the air and also featured it. For Miss Smith this song almost became her theme song for many months. But certainly this example cannot be considered typical, especially in view of the fact that since the war first started in 1939 there have been plenty of patriotic songs published and recorded.

Generally, it can be said, then, that up until the time the United States was officially involved in the war, a patriotic theme to a tune was not enough. It had to have musical merit and a strong touch of sentiment. Our entering into the war, of course, may change that trend, but so far nothing of that kind has shown itself. This war has not had the same morale effect on the record business as the last war did.

There is a grim, determined and serious note to this one that far surpasses the sleepiness of the feeling in the first World War.

The 1942 Outlook

Alleluia. It is a little too early to tell what effect our entering the
war will have on our musical tastes, there are some definite indications. Many operators report that outside of a couple of recordings bearing on the Pacific part of the war there has been much of a change in the popular trends of boy-meets-girl ballads, swing and rumbas. Occasionally there is a war theme song along the ballad line such as the current hit "The White Cliffs of Dover," which rides the crest for a long run. "My Sister and I" and "The Last Time I Saw Paris" were two other examples of this. The song fraternity admits, however, that in all probability it was the music rather than the lyrical themes which sold these songs so solidly.

There is a strong feeling among song circles, however, that our country's participation in the war will alter the situation. As pointed out before, not many of the song-makers involved agree just what the changes will be. Some of the old-timers who were in the business during World War I express the opinion that the "slap-the-Jap" type of ditty will not survive long and that it will be replaced by the more sentimental things. Then there is a group of modern writers who feel that the great music of this war will spring up later and be different than any produced yet. This group predicts that the public will respond to a more robust music than displayed by the current Jap and Axis songs. In other words, music and lyrics which express a more serious approach to the war. They feel, however that this taste will not exclude the public's desire for songs to entertain and relax the nerves.

Phonos the Barometer

Whatever the turn, the music machine operators should be looked to as the acting barometer for recording each swerve. By testing the various patriotic disks on their machines the operators will be the first to know if the public is going to take to those items. As many of them have already said, they do not have to be afraid now of being accused of "cash in on patriotism." This is an all-out war now for all mankind, and any doubts along those lines by sincere people have been dispelled.

If the music trade will pulse its public thru the experience of the coin phonograph operators it will learn the turn of the trends much faster. So by the same token, the operators should help the song and record makers by reporting to the latter any suggestions the operators feel would aid the public's morale and wartime entertainment. Too, operators are oftentimes in a position to discover first hand the type of music the public desires, and the disk manufacturers and songwriters and publishers would be more than glad to get that reaction.

With the war more and more affecting all of us, it is a cinch that it also will play a great part in our music. So above all it should be good music and appropriate for the times.

YOU'LL FIND terrific money makers IN THIS LIST OF OKEH HITS

By COUNT BASIE AND HIS ORCHESTRA

featuring James Rushing • Earle Warren • and Joe Jones

Order these OKEH-BASIE hits today!

COMING OUT PARTY
HARVARD BLUES 6564

BASIE BOOGIE 6330

MY OLD FLAME Vocals by Lynne Sherman Backed by TOM THUMB 6527

MOON NOCTURNE 6449

PLATTERBRAINS I STRUCK A MATCH IN THE DARK 6508

KING JOE 6475

PERSONAL MGT.: Milton Ebbins

DIRECTION: William Morris Agency
Operators are starting to "set the world on fire" all over again with this great new hit—

**CANCEL the FLOWERS**

top recordings for top takes with this top tune:

**TOPOMATIC**

- Tommy Tucker—Okeh 6466
- Mitchell Ayres—Bluebird B11392
- Tony Martin—Decca 4101
- The Charioteers—Okeh 6509

**OTHER TUNES**

- "I Don't Want to Set the World on Fire"—Decca 4105
- "I Don't Want to Set the World on Fire"—Decca 4105
- "I Don't Want to Set the World on Fire"—Decca 4105
- "I Don't Want to Set the World on Fire"—Decca 4105
- "I Don't Want to Set the World on Fire"—Decca 4105
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Ben Sterling Brilliantly Refutes Newspaper Attack on Industry

WILKES-BARRE, Pa., June 30—Pointing out that the coin machine industry is doing everything in its power and using many scientists to help the national defense effort. Ben Sterling Jr., Worzilo distributor in Northeastern Pennsylvania, took issue with a scathing article published in The Wilkes-Barre Sunday Independent entitled "Will War End Pin Games?" The Independent article urged the junking of all coin machines for national defense and also charged that the machines in the area were yielding $200 per week, with some of the money coming from children permitted to play the machines. It also hinted that graft was being paid to the operators to some politicians in the area.

Sterling's letter to The Independent in rebuttal of the charges made in the article follows:

"In your issue of The Sunday Independent on January 4, 1942, is an article entitled "Will War End Pin Games?" This article follows a smear campaign by the operators to some politicians in the area. To get this much money from school kids it would possibly require all the kids from here to New Orleans and then more.

Citing Legal Precedents

"Can it be possible that your paper is willing to conclude that a higher authority than the State Supreme Court? Ignorance of the law is no excuse even to a worldly-wise newspaper. You appear to have ignored, totally or otherwise, the fact that the highest tribunal in the State of Pennsylvania, in the case of Commonwealth vs. Bakar, reported in 326 Pennsylvania Supreme Court Reports, page 587, and re-confirmed in Commonwealth vs. Bailey, 335 Pennsylvania Supreme Court Reports, construed the legal status of pinball machines. It is most interesting to note, contrary to the opinion expressed in your article, that the highest court of the State, speaking thus Justice Mace and quoting also the language of Judge Hanig of the Pennsylvania Commonwealth Pleas Court, classified these games as "games of skill." The courts then went on to find these games subject to the Monopoly License Tax of $750.00. Also, many boroughs and cities have an additional tax on the machines in addition to the latest federal tax.

No Craft

"It's reference to your paper's column that the courts have not constituted itself a higher authority than the State Supreme Court. Look into the case of Commonwealth vs. Bakar, reported in 326 Pennsylvania Supreme Court Reports, page 587, and re-confirmed in Commonwealth vs. Bailey, 335 Pennsylvania Supreme Court Reports. The courts then went on to find these games subject to the Monopoly License Tax of $750.00. Also, many boroughs and cities have an additional tax on the machines in addition to the latest federal tax.

Earning Estimates Ridiculous

"Just imagine a huge sum of money being collected from poor school kids. To get this much money from school kids it would possibly require all the kids from here to New Orleans and then more.

Ben Sterling

The Billboard

Ben Sterling

Records that Thrill a United Nation!

Chill Friend-Chantel Tokias

WE DID IT BEFORE (AND WE CAN DO IT AGAIN)

EDDY HOWARD and his Orchestra Columbia 3647

CARL ROFF and his Orchestra Okeh 8536

DICK ROBERTSON and his Orchestra Decca 4117

MY BUDDY

BING CROSBY Decca 7036

KATE SMITH Columbia 8622

HORACE HEIDT Okeh 3317

SONG OF THE MARINES

DICK POWELL Decca 3366

THERE'S A LONG LONG TRAIL

JOHN BROWNLEE and the SONGSMITHS Decca 7066

SONS OF PIONEERS Decca 8533

TILL WE MEET AGAIN

BOB CROSBY Decca 2625

DICK ROBERTSON and his Orchestra Decca 4031

FREDDY RICH Vocalion 3307

AL CHURCHMAN Columbia 35523

YOUR LAND AND MY LAND

DECCA BAND Decca 3047

 music machine
new money-maker for music machine operators.

THE WORLD'S NO. 1 TRUMPETER—
Brings You the Music World's 2 Greatest Ballad Records of the Day.

HARRY JAMES AND HIS MUSIC MAKERS

Featuring HELEN FORREST, JIMMY SAUNDERS, CORKY CORKER

—Bringing you for Smash Success in all your machines—

YOU MADE ME LOVE YOU

COLUMBIA 36296

You can't beat a classic ballad that's hot for the past and again—the hit of the season. This one can't be beat! You can't afford to miss it—order today—

BIRTH OF THE BLUES

LISTEN, LISTEN.

ALL FOR LOVE

J. P. DOOLEY III

Currently on Smash Theatre Tour

Personal Mgr.: Frank Monte

MUSIC CORPORATION OF AMERICA

750 Fifth Avenue, New York City

RCA Building, New York City

Personal Management: GEORGE HALL

Direction: GENERAL AMUSEMENT CORP.
No type of radio program has met with such universal success as that featuring the popular records of the day. Alan Courtney conducts one of the more successful in Station WOV, New York. Herein he tells how music boxes help him maintain peak listener interest in his program and how he reciprocates.

I have often been asked whether there is any connection between the popularity of recordings on automatic phonographs and the records I feature on my "1130 Club" program broadcast daily over WOV in New York. My answer is always an emphatic "Yes." The widespread popularity of recordings on radio from Coast to Coast is definite proof of how much the American public wants to hear good recorded music —wants to hear it both on the nationwide automatic phonograph network as well as on the radio, and the relationship between the two is closer than most people think.

The audience of a popular record program can roughly be divided into two classifications. One group can best be referred to as the "novice group," or those who seldom make the rounds of the clubs, hotels, etc. These people prefer to hear the old-time favorites, Viennese waltzes and music of the quieter type. In setting up daily programs, this group of listeners must be taken into consideration. That's why at least half an hour of the "1130 Club" is devoted to them by means of such special features as "vaudeville shows," "semi-classical concerts," etc.

The other portion of this audience are listeners who are popular music fans in every sense of the word. These people are familiar with the latest recordings and arrangements of Glenn Miller, Tommy Dorsey, Kay Kyser, Artie Shaw and all other favorites in this group of listeners is the bulk of the music machine operators. They want to hear the music on the air that they play to hear in their favorite tavern. The way to please them is to broadcast the records they prefer in the boxes.

Music Box Index

As a veteran of 15 years in the music and entertainment fields, I have learned that the best way to keep my finger on the changing pulse of the public is to get around to the same hotels, night clubs and spots along 52d Street that are visited by the people who listen to my program. Naturally, while at these spots, my first interest is the music machine.

It's a habit of long standing for me to make notes of the records on the machines and the ones getting the biggest play. By the end of the week I have a fairly good picture of the records that are most popular in locations in various parts of the city. While Bing Crosby's latest may be hot on 52d Street, an Andrews Sisters number will be all the rage in Greenwich Village, while Jimmy Dorsey's latest is getting the biggest play uptown. This information is of great value in preparing a radio program which is aimed at pleasing all of these various classes of listeners.

This information, of course, I check weekly with The Billboard's Record Buying Guide; since, in the territory covered by my broadcasts, the local picture is often much like the national picture presented by The Billboard.

Sales Records and Meter Readings

Thru the cooperation of various local record distributors, I receive weekly reports of their sales to music machine operators. In addition, I've been fortunate in getting the cooperation of a number of operators in the 13 States covered by my broadcasts in supplying me with reports of records most popular in their machines as reflected by their meter readings.

All these reports help me give a complete picture of what recordings and artists are currently most popular in the listening area covered by my broadcasts. This information is closely followed in preparing my broadcasts.

In Reciprocity

In attempting to perform a service for the local music machine operators—a service rendered so admirably on a national scale by the Record Buying Guide of The Billboard—I present on Thursday nights what is known as the "audition hall." For these programs, four members of the listening audience and four professional critics are invited to review and judge the

Frankie CARLE

Composer of A LOVER'S LULLABY • FALLING LEAVES • SUNRISE SERENADE and my latest composition, "JUST LAZY."
- Featured with HORACE HEIDT and his Musical Knights.
- Featured on THE COLUMBIA RECORD HIT . . . "CARLE MEETS MOZART" (36453) with Horace Heidt.
- Featured on COLUMBIA RECORD ALBUMS . . . FRANKIE CARLE "AT THE PIANO". FRANKIE CARLE "ENCORES."
- FRANKIE CARLE PIANO SERENADES, Published by JEWEL MUSIC.

Composer, Pianist with HORACE HEIDT and his MUSICAL KNIGHTS

BLUEBIRD — VAUGHN MONROE
VICTOR — SAMMY KAYE
OKeh — AL DONAHUE
COLUMBIA — KATE SMITH
DECCA — EDDY DUCHIN
DECCA — ANDREW SISTERS
DECCA — BOB HANNON
ELITE — CLYDE LUCAS

BRAUN MUSIC COMPANY
1619 B'WAY, NEW YORK
Here's a sure-fire batch of records, and these same numbers are being looked for in your machines. Requests are the numbers that are tops in popularity on their machines. If you have them on your roll, you can be sure that the hits that are being most often requested on our engagements "on the stand." And these same numbers are being played for the first time, and by a system of 1-2-3-4-star ratings, the critics and audience voices their approval or disapproval of the new releases.

The "audition hall" makes it easy for all operators in this area to hear the latest releases in the comfort of their own living rooms. Frequently, too, it points the way to the new records that will soon be tops in popularity on their machines. We're sure you'll want to get into the "audition hall" which later became standouts on the automatic phone network.

CLOSE BOND

There's no doubt that the fact that a close bond exists between the music operator and the radio director of recorded programs. If more of them would work hand in hand, both parties would gain much.

Operator Wants Bond Campaign To Have Added "Push"

To the Editor:

Enclosed herewith find copy of a letter sent me by a member of the Associated Operators of Los Angeles County, Inc.

I thought that possibly you would like to reprint this. It shows how acutely aware the men in the amusement field are of the war program.—Curley Robinson.

Dear Curley:

Just got another idea. Maybe good, maybe not so good. So I'm passing it on to you.

The sale of Defense Bonds and Stamps is not going as fast as it should in my opinion. So I looked around and wherever I see an ad there is a picture of the "Minute Man," a battleship, or our coat of arms. All very sentimental and beautiful. They go on and tell us what a good investment they are, but to me they are not doing the job. My idea is this: A poster advertising Defense Stamps really meant as much as so. But like any other customer he wants to know what he is buying with his money. A Defense Stamp buys a tin hat for a soldier, marine, or sailor—50 cents will feed him for a day—25 cents for a couple of shells for his rifle—an $18.75 bond buys a rifle, etc. Just like any other customer he wants to know what he is buying with his dollar. You have got to advertise right.

Very few people realize that the small stamp regulars send in are as important as they do.

Think it over. If the idea is very good see that it goes to work. If not, file it in the wastepaper basket.—William A. Wolf, Anaheim, Calif.
GREETINGS TO THE COIN MACHINE OPERATORS!

DINAH SHORE

I DON'T WANT TO WALK WITHOUT YOU
FOOLED
B11423

MISS YOU
IS IT TABOO?
B11432

EV'RYTHING I LOVE
HAPPY IN LOVE
B11413

THIS IS NO LAUGHING MATTER
I GOT IT BAD AND THAT AIN'T GOOD
B11357

ON THE AIR
EDDIE DORIS
Wednesdays 9 P.M., EST
NBC Red Network

SUNSHINE BY
BRISTOL-MYERS
Bluish Network

WE PROUDLY PRESENT
THE BEAUTIFUL BALLAD

ON THE STREET OF REGRET

BY JOHN KLENNER & PETE WENDLING

RECORDS RELEASED—
SAMMY KAYE VAUGHN MONROE
Victor Bluebird
EDDY DUCHIN KATE SMITH
Columbia Columbia
DICK ROBERTSON
Decca

Published by
LOEB-LISSAUER, INC.
1619 BROADWAY • NEW YORK CITY

This is a reproduction of the poster being distributed by the Cleveland Phonograph Merchants' Association to all defense plants in the city as part of the group's "Campaign for Defense". Large-size post advertisements of similar nature appear regularly in Cleveland papers and on streetcars and buses. Radio time is also used.

Cleveland's Hit Record Campaign

On February 1, 1941, the Cleveland Phonograph Merchants' Association launched its "Hit-Record-of-the-Month" campaign with paid advertisements in the Cleveland press. The success with which it has met, not only in boosting play on the machines, but also in gaining good will and confidence of the public, are an indication of what other groups can expect by following the trail Cleveland has blazed. How this drive began; how it works and is financed all are recounted in this article.

February 1 will mark the first anniversary of the "Hit-Record-of-the-Month" advertising campaign sponsored by the Cleveland Phonograph Merchants' Association. During this time it has attracted national attention and increased operators' receipts considerably.

The idea originated with Jack Cohen, vice-president of the association. Among the first in this area to install remote-control equipment, he noticed the pick-up in business and felt that a well planned advertising campaign would create a still larger number of customers. His next step was to sell the idea to the association. Being a progressive organization, members agreed to give it a three-month trial. In order to finance the program, members voted to assess themselves 15 cents per phonograph per month.

The next step was to select advertising counsel to create copy and place it where it would pull the best results. Sam Abrams, of the Ohio Advertising Agency, was selected. A committee headed by Cohen passed on all plans and they were then presented to the membership for criticism and approval. The slogan "Hit-Record-of-the-Month" was adopted and is used to head all copy.

Newspaper Ads

Cleveland has one morning and two evening newspapers. They not
The size of space used depends on getting the benefit of the advertising. Instances beyond As it's null, out off and adjoining.nn
...city locations in these areas also get the benefit of the advertising.艾格特 apt used depents on the month's budget. Each newspaper gets a proportionate amount of space. Usually the opening advertisement which appears on the first of the month runs from 12 to 30 column inches. This space is reduced to three inches in the interim, different amounts of for insertions on different days. Generally, when an ad appears in the morning paper, several days elapse before it appears in the evening paper.

All advertisements carry illustrations of handleaders, singers, photographs, or people dancing cleverly tied in with the text. This copy suggests to the reader that they hear the hit tune on the phonograph at their favorite tavern, ice-cream parlor or restaurant.

Department Store Tie-Ups With the launching of the campaign an arrangement to give it further emphasis was made with Burt's Department Store, which has one of the largest record department in the city. This company uses 17 hours of radio time each week and the following advertisement is made: "You can hear the hit record of the month as it's played in the phonograph at Burt's Department Store, ice-cream parlor or restaurant."

How Record Is Selected The following procedure is followed in selecting the hit tunes: the entire membership votes by double post card ballots. A microphotographed double post card is sent them, on the reverse of which is printed the information that any record on the phonograph can be purchased at Burt's.

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Louis Prima has a band that packs a punch, and puts that punch on a bunch of Okeh records that your patrons are waiting to pay to hear.

Here's your list—Louis Prima's latest releases; pick up 'em all, and you'll "BE HAPPY."

Tica-ti-tica-ta
Forgive Me
Okeh 6520

To Be Released Soon—
Jersey Bounce
I'm Sorry, Dear

THE MAN WHO GAVE YOU
The Bartender Song
and
There Ain't Any Chorus
Bluebird 11346

NOW GIVES YOU—Five Guys Named Moe
and
Go Home, Little Girl, Go Home
Bluebird 11390

Irvin CARROLL
HIS PIANO, SOLOVOC AND ORCHESTRA
Second Year at Jack Dempsey's, N. Y.
On the Air Mon. thru Fri., WOR East to West and WHMW, New York

Watch for Bluebird release of America's New War Song—"WE'RE IN IT"

Possibilities
Bats 88%

Picked 64 of 73 songs which achieved phonograph success in '41.

Automatic music machine operators who relied upon the "Possibilities" section of The Billboard's weekly Record Buying Guide to help them pick new disks for their machines during 1941 were well rewarded for their devotion. Of 73 songs which attained phonograph success in the "Coming Up" and "Going Strong" categories during the year, 64 were originally tabbed as "Possibilities." In other words, The Billboard pointed out 88 per cent of the year's hit records long before they became hits—in plenty of time for the operators to buy them and get the fullest benefit from their playing powers.

This high average is all the more remarkable in light of the 10-month ASCAP-BMI music battle, during which time it was next to impossible to know in advance whether a song would have the benefit of radio plugging and proper advertising exploitation, that usually point the way to success on the machines.

Pick Future Hits Upon Release

More than ever in previous years, The Billboard music department endeavored to list disks as "Possibilities" within the week of their general release, rather than wait until they began to show their power on the machines. Only in the case of unheralded "sleepers" did "Possibilities" contain records which already had put in weeks on the phonos.

A percentage figure, no matter how high, is usually meaningless in itself unless backed by hard facts. An illuminating insight into the nature of the "Possibilities" section of The Billboard's "Task Easier Now"

Now that ASCAP music is back on the air and the big publishers are hitting on all cylinders again, the job of The Billboard music department for 1942 will be simplified considerably. There is every reason to suppose that the "Possibilities" section will do the finest job of its career during the year ahead. As "Possibilities" helped many operators during the puzzling ASCAP-BMI crisis, it will be doubly invaluable now that the music business has righted itself and the "whys and wherefores" of a song can better be known in advance of its appearance on wax.

FREDDY MARTIN
Currently
WALDORF ASTORIA
New York City
Management:
Music Corporation of America
OFFERS OPERATORS THESE LATEST MONEY MAKERS ON BLUEBIRD RECORDS
GRIEG CONCERTO
in A Minor
B-11430
PIANO CONCERTO
in B Flat Minor
B-11211
CARMEN CARMELLA
B-11320
WHERE IN THE WORLD
B-11193

Published by MAESTRO MUSIC CO.

Be Wise.....
Put These Tunes in Every Location
UNTIL THE STARS
FALL DOWN
B-11393

EARLY IN THE MORNING
B-10447
FUN TO BE FREE
B-11426
The Hit Tunes of Today and Tomorrow
Saunders Publications
**BEN STERLING**

(Continued from page 71)

one of the valley’s smaller newspapers was offered $500 weekly for the privilege of adding these games, isn’t it a duty of your newspaper to present these facts to the district attorney of the county wherever this offense was committed? Any commissioner or anyone connected with this business cannot help hailing such a ridiculous statement. The writer of this article is personally acquainted with everyone in this industry and not one of these pays one penny to any commissioner, to any sheriff, or to any police official of the Commonwealth of Pennsylvania, not to any political subdivision of this great Commonwealth of ours.

Also, your suggestion that perhaps the police of this community are receiving money for these machines should cause them to rise up in a storm of indignation. True, at one time or other some operators may have operated some illegal machines, but the vast majority of men in this industry are honest, upright, business men.

In every industry can be found some that will fall by the wayside; witness some years ago the conviction of a number of well-known business men of various types of shows. These showmen were interested in the game, as they hire them in the game in which they compete with the large chain stores who operate under uniform. These shows have earned thousands and thousands of dollars paid in taxes. They provide jobs for countless others. They provide honest, sinecure employment for persons desiring to be entertained by them. The state of Pennsylvania places those machines in the same category as bowling alleys, shooting galleries, billiard rooms and the like—all places recognized as permissible and entertaining places of amusement.

We hope that this letter will be received in the spirit in which it is sent, because, after all, every American is proud of fair play. If we seek to jog one industry, then it might also be a good policy to junk the newspaper. Since we can get along without the Sunday Independent it might mean winning the war.

**DICK ROBERTSON**

How to Get More Nickels in Your Cash Boxes!

**DECCA Records**

Try these new winners today . . . .

**SURE CLICKS!**

4151 I PAID MY HOME TAX TODAY ONE FOR ALL — ALL FOR ONE

4144 YOU'RE A SAP, MISTER JAP

4129 I HAD SOMEONE ELSE BEFORE I HAD YOU (And I'll Have Someone After You) WHEN YOU'RE OLD WEDDING RING WAS NEW

4117 WE DID IT BEFORE AND WE CAN DO IT AGAIN EVERYONE'S A FIGHTING SON OF THAT OLD GANG OF MINE

4116 GOODBYE, MAMA (I'm Off to Yokohama) I MAY STAY AWAY A LITTLE LONGER

You know how much money you made with these DICK ROBERTSON DECCA DISKS?

**3908 ANSWER TO YOU ARE MY 3410 HELLO, LITTLE GIRL OF MY DREAMS 321 A DAY—ONCE A MONTH 3323 I AM AN AMERICAN**

**3707 A WALTZ WAS BORN IN VIENNA IT'S A SIN TO TELL A LIE**

**PHONOGRAPH**

(Continued from page 67)

Panoramic division of Mills Novelty Company, because it will end once and for all competition that's ensued in some cities, because the machines and phonographs, owned by separate operators, were placed on the same location.

As the result of this new development several Pennsylvania operators who have their own pool tables and phonographs are switching to this new development. Since these machines are being used for pool tables and phonographs, it would not be a hardship.

**ELITE RECORD**

**2 Hits on Every**


**5006 [W]HITE CLIFFS OF DOVER [G]OT IT BAD (And That Ain't Going To Get Alore Nickels)**

**List Price $3.50 plus tax. See your local distributor or write to CLASSIC RECORD CO., 2 W., 46TH ST., NEW YORK**
You'll find a whole TOP-HAT-FULL of New Profits in this list of VICTOR RECORDS by JAN SAVITT AND HIS TOP HATTERS

YOU DON'T KNOW WHAT LOVE IS NOW AND FOREVER 27724

A NICKEL TO MY NAME NOT A CARE IN THE WORLD 27720

I REMEMBER YOU TICA TI-TICA TA 27775

SING ME A SONG OF THE ISLANDS BLUE SHADOWS AND WHITE GARDENIAS to be released soon!

Personal Representative: JACK KEARNEY
Once Again
the one and only
ARTIE SHAW
AND HIS ORCHESTRA
bring you
VICTOR RECORD HITS
that will help set new records for profitable automatic phonograph operation.

27746—SOMEONE'S ROCKING MY DREAM BOAT
I DON'T WANT TO WALK WITHOUT YOU
(AUST RELEASED) *

27641—IS IT TABOO?
BEYOND THE BLUE HORIZON

27719—I ASKED THE STARS
TAKE YOUR SHOES OFF, BABY

27703—NOCTURNE
THROUGH THE AIRS

27705—SOLID SAM
MAKE LOVE TO ME

MUSIC HIGHLIGHTS OF '41
(Continued from page 65)

PHILADELPHIA:
Big Fat Mama. Lucky Millinder.

* A hot swing number, it has been exploited plenty in cities where the Miltin-

der band has made theater appearances. Such a hit-up was made here. A contest

was held to pick the handsomest woman in town. Dick is doing a 300 for the op-

erators there. He should prove an easy item in other cities, especially where there are

a lot of Negro locations. 

Note

FOR a comparative listing of songs broadcast most often over the networks during the week ending January 24 and the week before, ended January 17, see the Music Popularity Chart in the Music
Department in this issue.

MUSIC HIGHLIGHTS OF '41

World War II

It will take more than a seer to
prophecy what will happen to all
of these new trends in 1942. The
involvement of the United States
in the war just before the end of
1941 had already promised many
changes to come. Another article
in this section discusses one of those-
patriotic music. There will no doubt
be many others. If the war is a long
one, as many believe it will be, the
record companies may face a serious
shortage of materials. Substitutes
are under experiment which may
alleviate such a shortage, however.

Prices of discs are another item that
may undergo a change. Discs are
already on the excise tax lists and
the public is paying a few extra pen-
nies for its records.

Many other things along this line
could be discussed, but it would be
futile to do so under such change-
able conditions. Certainly there is
no reason to take a pessimistic view,
because if anything the music busi-
ness will thrive under war condi-
tions despite the problems that may
arise. The people's taste for music
will not be killed and there will al-
ways be an industry to furnish that
music.
Thanks to Music Machine Operators everywhere—

A survey by The Billboard of its Record Buying Guide for 1941 shows that THE RECORD-MAKING, RECORD-BREAKING KING OF THEM ALL—

Here are the smash DECCA RECORDS by "King" Jimmy Dorsey that will bring the business to your coin boxes—get 'em today!

Personal Management BILL BURTON
for making Jimmy Dorsey and his Orchestra the "NEW KING OF THE PHONOS"

5,000,000

JIMMY DORSEY-DECCA RECORDS IN '41!
—thanks to Jack and Dave Kapp, E. F. Stevens Jr., Bob Stephens, Leonard Schneider, our arrangers, and to the entire Decca organisation for helping set this great record!

JIMMY DORSEY—DECCA RECORDS IN '41!

—featuring vocals by

BOB EBERLY and HELEN O'CONNELL

had more records in the "GOING STRONG" classification than any other recording artist or band!

And you'll cash in with big takes with these hits from the Paramount Picture "The Fleet's In," featuring JIMMY DORSEY:

4103 WHITE CLIFFS OF DOVER
I GOT IT BAD (And That Ain't Good) 4122 ARTHUR MURRAY TAUGHT ME DANCING IN A HURRY—Helen O'Connell
4102 THIS IS NO LAUGHING MATTER—Bob Eberly NOT MINE—Bob Eberly & Helen O'Connell
I SAID NO—Bob Eberly & Helen O'Connell I REMEMBER YOU—Bob Eberly
4142 YOU MADE ME LOVE YOU (I Didn't Want To Do It) TANGERINE—Bob Eberly & Helen O'Connell
A SINNER KISSED AN ANGEL EV'RYTHING I LOVE (from "Let's Face It")—Bob Eberly
The publishers of **INTERMEZZO**

now offer—

**DARLING, I LOVE YOU**
(from Tchaikovsky's Concerto, Pt. 2)

**SONG OF THE NIGHT**

a side-splitting new novelty tongue-twister—

**DID YOU DID IT**
(OR DID YOU DIDN'T IT)?

**LOVE, YOU HAVE WON MY HEART**

**LOVE'S RHAPSODY**

**MY LOVE**

Watch your release sheets for recordings of these tunes.

EDW. SCHUBERTH & CO., INC.
11 East 22nd St.
New York City

---

MR. MUSIC MACHINE OPERATOR!

You’re looking at a couple of sure things...

... two more **SMASH**

now **DECCA** recordings

by

Dick Kuhn
and his Orchestra

No. 3826

1. **WINDOW WASHER MAN**
—fast-paced, full of fun, and a hit the
youngsters will all be singing.
No. 4090

2. **BILL BAILEY, WON'T YOU PLEASE COME HOME!**
—Here’s an oldie that’s beginning to pull real
money again.

---

**IS IT A HIT?**

... Ask the Automatic Phonograph

By M. G. HAMMERSCHMIDT, Rudolph Wurlitzer Company

TAKE a song from sweet to swing.
Is it a hit? Is it a comer? Has it passed its peak of popularity? Ask the automatic phonograph and you’ll get an accurate answer right on the nose.

Day in and day out, week in and week out—in every possible type of place where people gather for food, refreshment and fun, the vote is being cast every hour—yes, every minute on a thousand of automatic phonographs that register the hits and the misses scored by the composers who write our popular music.

For hidden away in the mechanical maze of the inner workings of these ingenious instruments is the most infallible device known to the music world for registering the public’s tune preference.

Wurlitzer calls it the play meter and that’s exactly what it does. You put in your nickel, dime or quarter. You select one, two or five numbers. You get the music of your choice, and the play meter records that choice.

It’s a better barometer than number of times played on the radio. On the automatic phonograph the vote is cast by John Q. Public and not by the musical director of the radio station or the leader of the band.

It’s a better indication of public preference than sheet music sales because it polls a vote unrestricted to those who have a piano in their homes—it encompasses everybody, all classes, all races, all ages in all walks of life and they all play automatic phonographs.

As a matter of fact, the enormous popularity of this Coast to Coast network of coin-operated phonographs not only makes them the most potent poll of the public’s music preferences it enables a song to become a nationwide hit on phonograph play alone.

"Oh, Johnny" by Orrin Tucker and Bonnie Baker skyrocketed to its heights as it spun around on the turntables of tens of thousands of automatic phonographs.

Tommy Dorsey’s "I’ll Never Smile Again" was spawned on automatic phonographs and as it spun to the demand of the public's nickels it spiraled into one of the greatest hits in the history of dance music.

"Do I Worry?" was another, as were "Beer Barrel Polka," "Everything Happens to Me," "The Things I Love" and more recently the "Hit-Sut Song."

Orchestra leaders and recordi
OUTSTANDING LATIN-AMERICAN RECORD HITS

MAMA INEZ (Rumba) 
PEANUT VENDOR (Rumba) 
MY SHAWL (Rumba) 
JUNGLE DRUMS (Rumba) 
BREEZE AND I (Andalucia) 
MALAGUENA (Concert) 
LA CONGA (Havana's Calling Me) 
INSPIRATION (Tango) 
MARIO LA D (Rumba) 
NEGRA CONSENTID (Rumba)

VIVA ROOSEVELT (Conga) 
SALUD DÍNEDER Y AMOR (Bolero) 
TUMBANDO CANA (Afro-Cuban) 
DILES QUE NOES VEROAD (Ages Ago) 
BATUCADA (Samba) 
CHARPLANERA (Waltz) 
MALA JUNTA (Tango) 
NEGRO SOY (Something New) 
CUL-CUL (Conga) 
VIENE LA CONGA (Conga)

WANT TO START A STATION
La Compania

DECCA 
COLUMBIA 
OKeh 
VICTOR

AMAPOLA
YOUNG'S (Quijote Menudo)

AMAPOLA

DECCA 
COLUMBIA 
OKeh 
VICTOR

THE LAMP OF MEMORY (Incendio) 

DECCA 
COLUMBIA 
OKeh 
VICTOR

RANCHO GRANDE

DECCA 
COLUMBIA 
OKeh 
VICTOR

SAY SI

DECCA 
COLUMBIA 
OKeh 
VICTOR

EDWARD B. MARKS MUSIC CORPORATION

B. MARKS MUSIC CORPORATION

RCA BUILDING

THE HOUSE OF LATIN-AMERICAN HITS

On Sale At Your Favorite Music Dealer Or Record Shop!

LOUIE JORDAN

and his TYPHANY FIVE

They Sing - They Swing - They Clown
America's Biggest Little Entertaining Band

DETROIT, Jan. 31—Opening plans for a new promotion campaign to concentrate the energy of the phonograph field behind a national objective and a drive against suggestive and commerical recordings took the attention of the United Machine Operators this week. The organization has just moved to new enlarged quarters in Convention Hall, with office and assembly walls included in the new efforts. Roy Small is directing his time between this office and union headquarters.

The UMO is trying to tie in with the growing "Buy a Bomber" campaign and is working out plans to have every machine and every location actively promoting the drive. Possibly the greatest publicity potential is being worked out. This idea is expected to be even more significant than the Army Post Pledge campaign in which United took a leading part. Details have not been worked out, but will be revealed at a UMO meeting to be held Tuesday night (27).

The best operations are developing marked local cooperation and the professional integrity of the machine men must be maintained in starting a drive to eliminate any records which are either commercial or salacious in message.

First victim of the drive is a popular record song recorded by four different companies. In an official letter to its opera-

rations, the association notified that the record should be taken off machines of all members, who operate near the phonograph in the best area. Accord-

HONOR S. CAFERHART, chairman
of the Committee on Defense Support for the Coin Machine Industry. This committee represents the indus-

tries in relation to civilian defense activities.

And thus, the automatic phonograph, tuneful proclivity of the times, has established its own brilliant place in the sun. Its impact in musical history is unrivaled. Its contribution to the pleasure, relaxation and recreation of Mr. and Mrs. America stands as a tribute to the industry that originated and developed it to its present position—shoulder to shoulder with radio and motion pictures in the field of public entertainment.

UMO Association

In New Quarters

DETROIT, Jan. 24 — Opening plans for a new promotion campaign to concentrate the energy of the phonograph field behind a national objective and a drive against suggestive and commercial recordings took the attention of the United Machine Operators this week. The organization has just moved to new enlarged quarters in Convention Hall, with office and assembly walls included in the new efforts. Roy Small is directing his time between this office and union headquarters.

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Copyrighted material
**HITS OF THE WEEK  NOW PLAYING ON  VICTOR  RECORDS**

Main attraction of the week!

**SAMMY KAYE  playing  "Seeing You Again Did Me No Good"**

Five stars for this lovely lament. Rendered in the same sweet and torchy groove. 

**RECORD BUYING GUIDE—PART I**

**HITS OF THE WEEK ON PLAYING ON BLUEBIRD RECORDS**

Biggest hit of the week!

**FREDY MARTIN**

Playing  "GRENO"  Piano Concerto"

Freddie does it again! His sensational version of the famous Tchaikowsky—another "profit classic" in three-quarter time. 

**ADDED AtTRACTIONS OF THE WEEK**

GLENN MILLER  
**B-11429 The President's Birthday**

March of the little ones! 

DINAH SHORE  
**B-11432 Blues in the Night  Sometimes**

TONY PASTOR  
**B-11431 When You're In Love With A Girl**

CARSON ROBISON  
**B-11446 Remember Ford  Wagner's  The Lamps of Memory**

Abe Lyman  
**B-11445 March Horizon**

Keep your coin machine cinching in with the latest VICTOR-BLUEBIRD RECORDS
The tremendous demand for Packard Pla-Mor music equipment is your expression of confidence and your satisfaction in its quality, beauty and performance.

We are deeply grateful for this acceptance—and want to thank you for the business you have given us.

For the duration of the emergency, only a limited quantity of music equipment can be manufactured. This is as it should be.

We will supply as much music equipment to you as is possible under existing conditions.

Of course, defense materials come first and we know you are in accord with us on this.

W. E. Carpenter

PACKARD MANUFACTURING CORP.
2900 COLUMBIA AVENUE

Copyrighted material
RECORD BUYING GUIDE--PART 2

A Forecast of What New Songs and Record Releases Are Most Likely To Be Needed by Phonograph Operators

POSSIBILITIES

These Records and Songs show indications of becoming future Nationwide Hits in Automatic Phonographs. Selections are based upon Radio Performance, Sheet Music Selling, and the other important factors which the判断 of The Billboard's Music Department.

I REMEMBER YOU—JIMMY DORSEY (Bob Ebels)

This is another of the tunes from Jimmy Dorsey's Paramount film, "The Fleet's In." It's a lovely ballad melody for a slow show tune as well as having a good dance hit. The male vocalists with both bands do a good job on the lyrics, which are simple and easy to remember. Definitely one of the prettier tunes of the day, DORSEY.

DEEP IN THE HEART OF TEXAS—TED WEEMS (Jerry Clower-Ensemble)

A handy of a Western ditty is displayed here, and it should go places in the music market. It's an excellent tune for this song to be used as a slow show tune as well as having a good dance hit. The male vocalists with both bands do a good job on the lyrics, which are simple and easy to remember. Definitely one of the prettier tunes of the day, WEEMS.

WHO CALLS?—ALVINO REY (Bill Schoeller-Ensemble)

Another Western number, but this time in the ballad style. It's reminiscent of the movie tune out of that old song, probably Rodgers and Hammerstein's, but a beautiful melody. It's a natural as a vocal number and Schaller and Young's version is snappy and full of life, and also turns out to be a good disk for dancing. We're recording it in a little more relaxed manner, and it's going to be included by J. Fred Waring which is already going places, Operators can't go wrong on this analysis of Texas.

I HEARD OR I'VE HEARD—SAMMY KAYE (The Three Redcoats)

This ballad will have plenty of tough competition, but it has plenty of merit and if it isn't shadowed over by other numbers, it should be on the music machines for a long while. It has a pretty melody, sung good and sweet. The above three bands do a good job of milking it out all the desired-deshired stuff, so take your choice.

THE WEEK's BEST RELEASES

These Records have the Strongest Chance for Success among the Past Week's Releases by the 3 Major Companies. Selections are based upon Commercial rather than Musical Value. These are not definite predictions, but merely the opinion of The Billboard's Music Department.

TANGERINE—JIMMY DORSEY (Helen O'Connell)

This is a lovely arrangement that could make a delightful ballad out of the familiar old ditty which lends itself beautifully to the treatment here used. It's a lovely tune for the music machines on the tiniest gay as so many are coming in, and after a coast run, it will be a good number. The above three bands do a good job of milking it out all the desired-deshired stuff, so take your choice.

HOW ABOUT YOU?—TOMMY DORSEY (Frank Sinatra)

From the same movie picture. This number is not too strong from a song standpoint, but it is a lovely melody, and after a coast run, it will be a good number. The above three bands do a good job of milking it out all the desired-deshired stuff, so take your choice.

A LITTLE LI'L BLUETTE—LIS BROWN (Ralph Young)

Conceding the success that attended Tallulah Bankhead and Chippins to the Phonograph department, there can be no underestimating the possibilities of Murray for similar talents. This is an unusual title, with a top-tapping rhythm and a good chance of becoming a No. 1 Item on the coin phonographs. All of the above artists do a good job of milking it out all the desired-deshired stuff, so take your choice.

RUSSIAN ROSE—JOHNNY LONG (Bob Houston)

Another war-inspired song, but it's a second start for a better-than-average ballad which is already going places. Operators can't go wrong on this analysis of Russia.

THE WEEK'S BEST RELEASES

<table>
<thead>
<tr>
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</tbody>
</table>

**NOTES:**
- Numbers in parentheses indicate vocals.
- Doubled-numbers records are purposely omitted from this column.

Copyright 1912 The Billboard
A critical analysis of the latest record release, covering both the musical and commercial angles, furnishes an hourly slice in the potential value of titles for use in trade publications.

(Continued from Page 12)

Ralph Young so capably explains in his singing style. A richly scored opening refrain gives the love song an excellent start. The pairing here is all in the soft and romantic ballad key. A rolled-drum lower tone. P resistor again finds Bob Houston in a romantic disposition aimed to dominate the side.

A culmination of factors makes "Is It Safe" an excellent ballad to carry the fancy of the phone fans. It's the theme of a famous classical symphony. It comes forward with a dance title at a time when there is more sympathetic attitude toward that country, and it gives the increasingly popular Los Brown band. Besides, it's a swell love ballad.

JOHNNY LONG (Decca 4126)

The night is quiet. It's a baby-FP; VC. Russian Rose—FP; VC.

Note that the Russian Rose is fighting on our side. Tin Pan Alley is apparently enough turning toward that war front, for some of its most popular hits. Johnnie River is the first in what will obviously be a dollar. But instead of the flag-waving as inspired by the Pearl Harbor incident, it's the heterodox manner songs of longing and hope. That's the sense of his rhythm, a романтический акцент in the minor key making the promise, in song, that the Russian rose will bloom again. Similar in melody flavor to Irving Berlin's Russian Lullaby, Johnny Long sings it in the slow and smooth ballad tempo. The country's patriotic feeling pieces the first chorus and Bob Houston gives most convincing speech utterances for the melody of the disk. A side is also being advertised, being a piano song with its melodic qualities maintained and the soft harmonies scored for the band background. Houston's baritone

The appeal primarily for dancing. Lou Breese provides a pleasant goodnight serenade in Pleasant Dreams. The lyrics describe what the moon do to a few of the loveliness that was a reminder of that glorious feeling that's the subject of the song. And the picture ballad has the hand to carry it out. Lookout's harmonies for a third, and the trumpets split the fourth refrain for the hand to carry it out. A natural to catch the fancy of the phonograph fans is "Pretty Little Busybody." It's a delightful and rhythmic piece and privately introduces the tune on record gets it off to a nice start.

LOU BREESE (Decca 4127)

Pleasant Dreams—FP; VC. Quietly—FP; VC.

The pairing here is all in the soft and rhythmic piece and Kayo's intro-

...
The Surprise Band of '42

singing

EDDIE HOWARD

and his ORCHESTRA

COLUMBIA RECORDS

36497 'Remember Pearl Harbor'
36432 'Miss You'
'Two in Love'

WATCH FOR THESE EARLY RELEASES

"Happy in Love"
"Oh, How I Hate To Get Up in the Morning"
"Blue Shadows and White Gardenias"
"Sing Me a Song of the Islands"

RE-ESTABLISH THE VALUE OF YOUR MUSIC EQUIPMENT

A subsequent issue of Billboard will introduce a sensationally new and beautiful cabinet with glorious light-up effects and facilities for improving the tone quality of your present speakers.

GET ADVANCE INFORMATION AND DETAILS NOW—

Write immediately, BOX 1200, Billboard, 155 No. Clark St., Chicago.
This New Showmanship

By JACK BARRY, President, Minosa Productions, Inc.

Development of the automatic movie machine has caused a new school of showmanship to come into being—new problems that never existed in other mediums have cropped up—what they were and how they are being solved are recounted below.

To keep the new form of entertainment in full bloom, the producer—well supplied with entertaining films and series—must make the public aware of the maximum depth of the entertainment possibilities of this new entertainment medium. They have called into being an entire new school of showmanship.

It has required the development of new techniques and methods by the producer of the film, the actors, the distributor and the operator. Few, even within the trade, realize what problems were faced by the producer in which the ingenuity and resourcefulness that their solution has necessitated.

Producer's Problems

Take, for instance, the problem of the producer. Here's a new medium for which he must supply pictures to match mechanical demands that never existed before. His problem is to make the people in the nickelodeon aware that they are about to see a series of three-minute "movies," and that they must_name all to please all type tastes. In 10 years, he has been able to develop new films in order to give the long-established motion picture producers.

We have had to tailor our productions to the fact that a single film is not long enough to give the screen the prolonged close-up treatment that they desire. Therefore certain types of interest are out. Certain lighting effects and close-ups on the screen might not be acceptable for the theater is more intimate. Close-up will have to be used instead. The screen must be a place where the music and the story line are the dramatics. The technique of acting is different. Instead of the theater center need be on "you" the actor. "I believe I am somebody else," so that the word and the acting must be on "it is your own," the "you." Spontaneous delivery is the key to the success of the film. It must have the "you," the immediate, "be yourself" style of delivery. Split-second treatments and "to the point" technique are essential. In addition, we have had to start necessarily in mind the fact that the new motion picture machine is different from the old. It must be soothing at all times—closer than ever are the movie screen and audience. The result is the kind of psychological technique is cut.

Harkness settings for long shots and inspiring music must be used more skillfully than before. Music which is not necessary to the story line is not used. The music and the story line must be inseparable. The technique of acting must be out. The technique is to "make yourself" the actor. "I believe I am somebody else," so that the word and the acting must be on "it is your own," the "you." Spontaneous delivery is the key to the success of the film. It must have the "you," the immediate, "be yourself" style of delivery. Split-second treatments and "to the point" technique are essential. In addition, we have had to start necessarily in mind the fact that the new motion picture machine is different from the old. It must be soothing at all times—closer than ever are the movie screen and audience.

That is proved by the manner in which the public wants and how to get the best out of it. The fact that we have been successful is due to the fact that in this medium the public and operators alike have accepted the consciousness of our productions. We have been able to make the public aware of the fact that the new medium is different from the old. It must be soothing at all times—closer than ever are the movie screen and audience. The result is the kind of psychological technique that we emphasize three things; current song hits, timely, and hits.

To find the answer to all the above questions, producers must have the bringing or the "thrust" of the show business as it is changing, just as the average experience of these men in the motion picture field is 15 years. This storehouse of experience has proved that; so we try to single out individuals of the band whom the public wants and how to utilize their talents. We try our best to make them timely. To do this, we emphasize three things; current song hits, timely, and hits.

To make sure each program is in the best possible to produce, we mix in a liberal portion of live bands with top-flight recordings and movie artists, and let the public have its way. We are constantly taking and sending reports to Minoco's home office regarding what the public wants and how to utilize their talents. We try our best to make them timely. To do this, we emphasize three things; current song hits, timely, and hits.

New Operator Showmen

Just as constant and great pictures are the showmanship ability on the part of the operator. Funnily, operators of the show business are the ones who often think that a movie machine program differs in that a movie machine program can be started at any time, and the viewer will be satisfied with the result. The fact that we have been successful is due to the fact that in this medium the public and operators alike have accepted the consciousness of our productions. We have been able to make the public aware of the fact that the new medium is different from the old. It must be soothing at all times—closer than ever are the movie screen and audience. The result is the kind of psychological technique that we emphasize three things; current song hits, timely, and hits.

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We're Proud of this Record!

Permco Points have enjoyed unquestionable and uninterrupted leadership for 13 years.

The

Over used by all coin phonograph manufacturers as initial equipment.

Only

Over sold by distributors of all record companies.

Needle

Over used by all operators.

They are kind to your records ** 2,000 Perfect plays.

At your RCA VICTOR Record Distributors **

THE WORLD'S OLDEST AND LARGEST MANUFACTURERS OF

LONG LIFE PHONOGRAPH NEEDLES

PERMO PRODUCTS CORP.

6415 RAVENSWOOD AVENUE, CHICAGO, ILL., U.S.A.

DISTRIBUTORS MUST SERVE!

Only those Distributors who have EARNED the confidence of the Operators by SERVICE can expect to stay in business during these days of curtailed production and manufacturing restrictions.

Manufacturers interested in their Operators will see that they continue to be served by such Distributors.

It is a privilege to announce again in 1942 that we are authorized Factory Distributors for the PACKARD MANUFACTURING CORP.

FOR THE ENTIRE STATE OF MICHIGAN

and we pledge ourselves to the vigorous protection of that privilege by concentrating on SERVICE TO OPERATORS!

ANGOTT SALES CO., INC.

3166 CASS AVE.

DETOIT

WANTED

GOOD USED UNITS OF

MAESTRO and MAGIC

COIN-OPERATED TELEPHONE WIRED MUSIC

Give full information, amount of equipment, condition and price wanted.

Cash waiting for immediate reply if your price is reasonable.

BOX D-161, The Billboard

Cincinnati, Ohio

In this time of national emergency your country needs your help. Buy Defense Savings Bonds and Stamps regularly.

TOP MUSIC MACHINE HITS

(Continued from page 62)

The machines for 16 weeks apiece, but they were sandwiched between the aforementioned swing tunes.

Were it not for the emergence of the highly popular "Chattanooga Choo Choo" at the tail end of 1941, the statement that swing stuff is no longer an important music machine force might be made. With the last Billboard of 1941, "Chattanooga" had already finished 11 weeks on the phones and was still going strong, seemingly on its way to a 15-week or even longer term of hit ranking. However, it should be remembered that "Choo Choo," the swing, is also in the novelty category, being handled vocally by the Glenn Miller crew. Consequently, strictly speaking, 1941 was completely devoid of a hit successor to "In the Mood" or "Tuxedo Junction," although many similar times were recorded without making much of a dent.

More Bands More Popular

There is, however, another difference between 1940 and 1941, that is, far more important to the bands and record companies. To put it briefly: In 1940 the top artist was Glenn Miller, who had 17 "Going Strong" records during the year. In second place were Tommy Dorsey and the Andrews Sisters, with six hit disks apiece. In 1941 the top artist was Tommy Dorsey, who had only nine hit records. In second place was Glenn Miller, with seven, and in third was Tommy Dorsey and Sammy Kaye (six apiece).

The significance of this change is that it marks a change from 1941, there were approximately as many hit songs and records as in 1940, the hit records were made by many more bands and vocalists. This can only mean that more bands, vocal groups and solo performers angled their offers at the coin phone fan, and that operators were putting more records made by a greater variety of artists on their machines.

Further proof of the coin phonograph's increased importance during 1941 is found in the consequences of an additional trend, Suppliers of equipment to coin machine operators, anxious to keep abreast of the latest records or changing the machines for past and future formats.

Greater Play on Machines

More artists on the machine and the increased importance of the machines reflected the fact reported by all operators: namely, that more people were playing the machines. This, above all, was the reason for the break given previously obscure recording bands and vocalists. Where there are more people, there are more varieties of tastes and preferences. That, in short, is why more artists had hit records during 1941 than in 1940.

Should things continue along the path followed during 1941, the year to come will see the emergence of still more coin phono disk stars. This will mean what it meant in 1941—keener competition on the machines, more quality, and—in the pay department—more quantity.

Nobody will kick about that.
We Gain Priceless Prestige
By Robert Conner, Advertising Manager,
The Rudolph Wurlitzer Company

Emergencies have long been the acid test of many things. True values are not always recognized until a man, a method, a machine—or an industry— is confronted by the stark reality that a difficult job must be done. And done quickly without evasions or hesitations.

On the proving ground of such an emergency, the automatic phonograph industry has won the recognition it so richly merits. Music merchants, distributors and manufacturers have joined in the common front to defend America and to repel all threats against her way of life.

In a sense, our industry has lifted itself by its own boot-strap. For a by-product of our past year's patriotic effort has been to gain priceless prestige and honor in the eyes of all America.

From all corners of the nation came reports of the favorable publicity given some automatic music operating, distributing or manufacturing firm for a job well done in Uncle Sam's behalf. Few are the newspapers and other periodicals that have neglected mention of our industry's concerted drive to sell bonds, maintain morale and to contribute even more tangibly than myriad other channels.

In short, we have met our country's direct emergency face to face and we have made a brilliant start. Quality is more than ever! Many hundreds of operators are showing their tremendous enthusiasm by ordering BUCKLEY TONE TOWERS again and anew.

The BUCKLEY TONE TOWER stands on the floor...72" high...mounted on casters for easy handling. Richly designed cabin in Harlequin, maple and marble finish with large red glass—illuminated! The top for diffusion of select horns...dancing the Silver in My Mother's Hair, Ambrosia Halsey and His Orchard Banjies.

Hillbilly and Foreign Record Hits of the Month
(Note: Here are the most popular Hillbilly and foreign recordings of the past month. Similar lists will be printed in this section once every month.)

HILLBILLY RECORDINGS: You Are My Sunshine, Gene Autry, Air-Port Boys; Don't Bite the Hand, That Feeds You, Jimmy Wakely; My Little Girl, Jimmy Reeves; Bar- ranted Cowtime, Spike Jones; Frisky Fiddlers' Polka, Curley Hicks and His Tornado Boys; Tears on My Pillow, Gene Autry; I Wouldn't Trade the Silver in My Mother's Hair, Ambrosia Halsey and His Orchard Banjies.

FOREIGN RECORDINGS: German. Lustige Laune, Frolicious Volkslieder; Belgian, Pukadilly, Duskeid; Hungarian, Magas Jegyjofan; Danish, Sen Ljebad, Mindja; French, Polka, Rue, Clam, Clam, Kiss Te, Tous Te; Polish, Poiew Mamie, Jis Tobka Zagrala; Scandinavian, En Sang Vid Bronan, Vardshussang; Swedish, Jugman Joanson, Gillibrando Vag, Hallen; Volo Sarenstan; Jewish, Main Yid-dishke Manne, Misirvus, Crouch, Kor-roide Mousellin.

HOLLIDAY OPERATIONS
Go Ahead in '42
Switch any phone mechanism into the new "TONE-O-MATIC" Cabinet. Write for details.

ACME SALES CO.
625 10th Ave. N.Y.C.
LINCOLN
WAS RIGHT

"You can fool some of the people some of the time," said the Great Emancipator . . . but you can't fool all the people all the time!

G. V. Corp. was never in business to fool any of the people any of the time. Smart operators KNOW, from years of dealing with G. V. Corp., that whatever we say, we mean.

We say: don't be fooled by inferior gum, offered at so-called "cheap" prices. IT'S FALSE ECONOMY . . . because the public won't be fooled for long!

We pledge continued and tireless effort to keep YOU, the opera-
tions of their business, and save money. The only way to keep national operators do not have short-term plans for these machines, because they are interested in the long run. They know that the public will not be fooled by inferior products, and they want to make sure that their machines are the best available.

Lincoln's words ring true even today, as we strive to keep our customers informed and satisfied with quality products.
Cigarette operator associations also presented a problem. Often, the retailer could not sell at a special price on two packs, which the operator could not do. Price changes and taxes were important subjects. Cigarette operators associations worked hard on the various problems and did a lot of good.

Prices in State. Cigarette taxes also raised the question of the classification of cigarette vendor operators, whether they would be classed as wholesalers, sub-jobbers or retailers. In some States this became a vital issue and required the serious efforts of operators’ associations to get a fair ruling. Indications are that cigarette machine operators will be classed as sub-jobbers. The advantage in such a classification is that they can get the usual commission allowance for tax stamps.

Operators in Illinois and Wisconsin did a fine job in getting adjustments made in the proper classification of cigarette operators. The full story of their work is available to other cigarette associations facing similar problems. Affixing tax stamps was another thing the operators had to work out. Help was trained to do this work and some mechanical devices were offered to do the job.

While cigarette vendor operators have profited by the industrial boom, they have also faced and overcome some big problems during 1941. Federal and State taxes have increased greatly and there will be a further proposed increase in the federal tax on cigarettes, which will mean increase in prices and again the odd change problem. Experience already gained will stand them in good stead in the coming year. The price ceiling on cigarettes established by the federal government will prevail for a while, and in war times prices advance on all luxuries and cigarettes may be expected to advance faster than the law will permit. There may be a trend toward premium packs of cigarettes.

The job now for operators of all types of vending machines is to keep their machines in good repair, to service them regularly and make them last as long as possible.

New Vendors Make Gains

The vending machine trade has been carefully watching the newer types of vendors, such as machines to vend soft drinks, milk, fruit juices, and food items. The boom in industry gave life to these machines. Machines could be placed in plants where the entry of salesmen had to be prohibited due to defense work. Machines prevented scattering of bottles. Workers could obtain their wants without waiting for the regular man to make his deliveries. Machines were sanitary, ice cream vendors gained in 1941. Large operating organizations were reported formed in Buffalo and Baltimore. (The Vendors Serve Nation on page 96)
for VICTORY and more successful VENDING MACHINE OPERATIONS

There will be no need for members of the service armed forces to worry about any loss in product efficiency because of the shortage of Japan rubber, and Herbert and Wilbur Angiermeyer, of T. H. Angiermeyer & Company, of New York, in announcing the development of a new vegetable colloid, especially adapted to replace agar-agar. This new product is the result of considerable laboratory experimentation as well as practical application. It is said to be comparable to man, like, easy, and in good working condition. It costs approximately the same as agar.

The wise vending machine operators will probably be the ones who will be able to supply him with his requirements, in the long run, and other types of ice cream. Eby says his firm is building the stock for such an emergency, so that if the time comes when he will be allowed no sugar, it will still be able to sell its customers their favorite flavors for a considerable length of time.

According to Eby, the financial writer of a recent report published in the New York Times, production of Japan rubber, which began 7 months ago, will cover almost the entire country. This week's report will meet the full requirements of the American market. Cigarette production is establishing such a momentum that it will be possible to supply customers for a considerable length of time.

A display of 10 bars of chocolate, of 1/4 lb. each, has been inserted in the boxes of essential foods the family of four members will consume in 30 days, according to Federal Security Administration data. It is said to be comparable to food. The Department of Agriculture, Health and Welfare Services.


The Sensational 1/3 with Offsets, Bal. C. O. D.

In lots of 100 or more

New York and Brooklyn Headquarters: 589 Coney Island Ave., Brooklyn, N. Y.

New Jersey Headquarters: 58 Frelinghuysen Ave., Newark, N. J.

Now you can distribute BOOK MATCHES

At a Profit!

VENDORS 8 books for 1c.

Send for Complete Price List . . . . It's Free!

January 31, 1942

AMUSEMENT MACHINES (MERCHANDISE)
West Coast News Notes

By SAM ABBOTT

Of The Billboard Los Angeles Office.

LOS ANGELES, Jan. 31.—Coin machine business was light in the Week ending Jan. 31, with West Pico, West Washington, and Venice boardwalks steady, with plenty of business at the fair on the South Side. . . . C. W. Walters, of J. Walters & Associates, has moved to Los Angeles, returning to the Business District and staying there to see what it holds for him. Most of the coin men were busy last week, but will be doing a good year for their local businesses.

Johnnie Wien in Town

Johnnie Wien, president of the nickel operator, recently purchased a new coin machine and will be doing a good job on the West Coast. Mr. Wien has been in town for the past few days and has been working on his new machine, which he will be doing a good job on the West Coast. Mr. Wien has been in town for the past few days and has been working on his new machine, which he will be doing a good job on the West Coast.

Music machine business in Exeter is going up, with Mr. Simon serving as the caller. . . . Fred Gaunt, of Trojan Novelty Company, has recently been in town. Mr. Gaunt has been in town to see some of the Jobbers and distributors and has been working on his new machine, which he will be doing a good job on the West Coast.

Tech II Process

Tech II Process is back at the office after being on the sick list for a few days. Mr. Tech II has been in town for the past few days and has been working on his new machine, which he will be doing a good job on the West Coast.

ALL PUB. HiTons

All Pub. Hitons is planning to expand his Penny Arcade business in go-

VEnders Serve Nation

Vendors serve nation

(Continued from page 33)

by mostly the newer types of machines.

New Interest in Supplies

The big gains in the vending business meant the question of supplies more important. Operators studied the market and discovered that machines became important to interested manufacturers of supplies. The new interest was that The Billboard started its Vendor Supply Notes column to bring valuable information to vendors before the operators and suppliers.

Shortages of materials and priorities will make it difficult to get supplies still more important during this war. Vendor operators need to be pretty well informed on the situation, as they will be doing a good job on the West Coast.

Legal Problems for Vendors

In Maryland last year a tax on vending machines was passed. It was to be under the Maryland State Revenue Department, with the Revenue Division's office in charge of all vending machines. The new law went into effect January 1, 1942, and the state's new vending machine business was a tremendous one for the state. The new law was being prepared by the state's Supreme Court on a technicality. The new law was to be under the Maryland State Revenue Department, with the Revenue Division's office in charge of all vending machines. The new law went into effect January 1, 1942, and the state's new vending machine business was a tremendous one for the state. The new law was being prepared by the state's Supreme Court on a technicality.

MINNESOTA

Minneapolis also passed a tax on vending machines and operators were not happy. The case is still pending.

Florida set a valuable example by lowering the state tax on vending machines and allowed organizers to set up in the state. The case is still pending.

Greatly Optimistic

William Hillig, Penny Arcade operator at Virginia Park in Long Beach, is working on his equipment to have it ready for the big season that is expected at this heavy resort. Despite the fact that the price is up a little for the past few days, but many operators believe that a change in the price is necessary. They are busy working on their machines and trying to get them ready for the big season. Despite the fact that the price is up a little for the past few days, but many operators believe that a change in the price is necessary. They are busy working on their machines and trying to get them ready for the big season.
Good-Natured Kidding
By Herb Jones, Advertising Manager, Bally Manufacturing Company

The "Industry Mentions" feature which The Billboard introduced during 1941 serves the extremely useful purpose of holding up to us the industry the candid mirror of public opinion. As the coin machine industry has never cultivated the habit of self-criticism, members of the industry should benefit by taking the trouble to examine the image reflected in the "Industry Mentions" column. The writer has heretofore suggested that in our public relations efforts we have attempted to stride about over-size slices of economic importance—rather than come on, laughed that in our public relations efforts we have attempted to stride about economic importance—rather than come on, laughed.

While, as well as favorably, publicity has been reported in "Industry Mentions," the general tone has been that of good-natured kidding, such as the motion-picture industry also receives—and dearly deservedly. Certainly the gags at the expense of our industry have not suggested mortal turpitude. On the contrary, the implication, between the lines of published witticisms, has been to blithely dismiss the crooking of those who look at our industry down a blue and sniffing nose.

Judging by the bulk of "Industry Mentions," the American people have not taken our industry seriously—except when they have taken us into their hearts. And we need only recall the numerous references to public-hall clattering commotion to know that we have, indeed, won our way into the hearts of happy Americans. Certainly they have ribbed us plenty. But a smart business man is not afraid to be the butt of a good joke. Ask Henry Ford.

WANTED TO BUY USED PIN GAMES
COMMERCIAL GAMES CO.
28 HARTFORD AVE.
NEW BRITAIN, CONN.

Coin Machine Data
(December 31, 1941)
Number of Games in Use

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amusement (pinball) games</td>
<td>250,000</td>
</tr>
<tr>
<td>Counter amusement devices</td>
<td>600,000</td>
</tr>
<tr>
<td>Jackpot slot machines</td>
<td>900,000</td>
</tr>
<tr>
<td>Console amusement games</td>
<td>300,000</td>
</tr>
<tr>
<td>Amusement machines (pinball)</td>
<td>800,000</td>
</tr>
<tr>
<td>Automatic phonographs</td>
<td>500,000</td>
</tr>
<tr>
<td>Vending machines</td>
<td>400,000</td>
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<tr>
<td>Candy bar venders</td>
<td>300,000</td>
</tr>
<tr>
<td>Pinball vending machines</td>
<td>500,000</td>
</tr>
<tr>
<td>Miscellaneous machines</td>
<td>250,000</td>
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<tr>
<td>Total</td>
<td>4,870,500</td>
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Personnel

<table>
<thead>
<tr>
<th>Category</th>
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<tbody>
<tr>
<td>Principal manufacturing firms</td>
<td>20</td>
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<tr>
<td>Listed manufacturing firms</td>
<td>30</td>
</tr>
<tr>
<td>Distributing firms</td>
<td>50</td>
</tr>
<tr>
<td>Employed by operators</td>
<td>50</td>
</tr>
<tr>
<td>Part-time operators</td>
<td>50</td>
</tr>
<tr>
<td>Employed by operators</td>
<td>40</td>
</tr>
</tbody>
</table>

Coins in Circulation

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pennies, 1940-'41 fiscal year</td>
<td>1,001,445,300</td>
</tr>
<tr>
<td>Nickels, 1940-'41 fiscal year</td>
<td>315,289,000</td>
</tr>
<tr>
<td>Dimes, 1941</td>
<td>308,350,000</td>
</tr>
<tr>
<td>Pennies, 1941</td>
<td>8,514,280,200</td>
</tr>
</tbody>
</table>

Wholesome Respect for Industry
By Harvey Carr, Managing Editor, The Coin Machine Journal

No better estimate of the general character and integrity of people or industry can be had than thru the expressions that appear in the public press. There has been considerable material appearing in newspapers and magazines, as well as in various American publications, which reflects almost entirely a wholesome respect for coin machines and the people engaged in their production or operation.

The Billboard has rendered a worthy service to the coin machine industry by collecting and publishing for permanent record these many in many names known as "Industry Mentions." Great credit is due The Billboard's staff for the thoroum manner in which they have performed this service.

It is a job that we, ourselves, would have taken great pride in doing. We know from our contacts around the country in this and in other fields that this one department alone is thoroughly read and referred to. If you want to know a man, find out what his neighbors think of him. This is the way to know the strength and hold this industry has on the public, reference to the "Industry Mentions," department would convince the most skeptical that we are a substantial part of the social and economic structure of this country.
Coklicency:  "Looking back over paid business, we note that when the Japan attack 'tells' the business comes. For the first time in the whole war, we have a business. Not only has business been up at Coklicency, but the phone has been ringing constantly. Now that the war has started, we are sure that business will continue to grow."

War Creates Another Job Woman Operator:  "The Newsmen are carrying on. Following death of Southwest columnist Pat Driskill, Mrs. Driskill Newman and Mrs. Newman carried on with the large mail advertising business. Now, however, Bob has enlisted in the Air Corps and Mrs. Newman continues with the operating business as manager."

"That's why keeping the idea of Victory constantly in our thoughts will help."

There's a Chuckle:  "In Detroit city columns: 'Joseph Walker, head of the Proctor Corporation, has been moved to an executive position in which he will direct all of the company's operations in the army.'"

Let's Give Defens:  "Stamps as Tips: So says Gardner & Company, Chicago mail-order house. Morton A. Bower, ad manager, has been ordered to receive tips and distribute them in Defense Stamps. Here's the story: 'Everyone will appreciate receiving a Defense Stamp, and it is only natural that if a plan of this type would be adopted by all companies the sale of Defense Stamps would increase just as much aided stimulus.'"

Eighth Ray:  "In Washington: Milton Ray, formerly purchasing manager for Bali & Co., Ltd., Chicago, is now in the army and is stationed at Fort Lewis. His old company has been kept busy by his friends from every State in the Union."

Advises New Department:  "In New Orleans: Johnson M. Murphy, formerly purchasing manager for Bauers & Company, Chicago, has been kept busy on the defensive front. It is said that he has added a new department to his advertising department in connection with the new war."
The Pulse of the People

By James T. Minig, Director of Merchandising and Advertising, Mills Novelty Company

The coin machine is probably the best machine in America for entertaining the people of the area. It has always been admitted that any commercial machine can do well that is entertaining people. The newspaper, the movie theater, the radio, and the other forms of entertainment might therefore be the pulse of the people. These great American activities, however, involve so much more than just entertaining people. In the case of the machine, it is dealing with the physical contents of the world or the psychological content of the world. It is bringing a difference to the history of the machine's success in the world of entertainment. The coin machine developer should consider the essence of the machine in doing for the people what they understand and what they want. There is no reason why the people should not have a coin machine—understand its principles and register their true public opinion.

The Public's Playthings

The machine is public property. A well-managed publicity is a necessary part of the business. To get the public's attention at the very moment that the coin machine is being used by the public, it is necessary to have the public's eye drawn to the machine. The public's eye must be caught by the machine's physical appearance. The machine must be designed to create attention so that it can be clearly seen and understood by the public.

The machine's mechanical construction is important in making it attractive to the public. The machine's appearance must be such that it can be admired by the public. The machine must be able to operate smoothly and efficiently. The machine's performance must be such that it can be easily understood by the public. The machine must be able to provide a sense of play and entertainment.

The machine's design must be such that it can be easily understood by the public. The machine's appearance must be such that it can be admired by the public. The machine's performance must be such that it can be easily understood by the public. The machine must be able to provide a sense of play and entertainment.

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DIRECTORY OF DISTRIBUTORS and JOBBERS

ALABAMA

FRANCO NOVELTY CO.
24 NORTH PERRY ST.
MONTGOMERY, ALA.
Phone: T 745
Distributors for:
A. P. RIBBLE CORP., BALLY, JENNINGS and PRINCIPAL COIN MACHINE MAKERS.

ARKANSAS

STANDARD AUTOMATIC MUSIC CO.
1200 WEST 7TH STREET
LITTLE ROCK, ARK.
Office Phones: 4-004 — Night, Phone: 8-5469
Distributors for:
ATLAS PHONOGRAPH CO., BALLY, JENNINGS, AMERICAN PACIFIC.

CALIFORNIA

ASSOCIATED PRODUCERS DISTRIBUTING, INC.
1727 W. MADISON Pl.
HOLLYWOOD, CALIF.
Distributor of:
WAXED SHEETS; FOR ALL TYPES OF AUTOMATIC PICTURE, MUSIC, PINBALL, PREVIEW, FEATURETED AND PROCESS.

COLORADO

DENVER DISTRIBUTING CO.
1900 ADDISON AVE.
DENVER, COLO.
Large Stock: NEW and Used Phonographs, Animatronics, Pinball, Gumball Machines, Gum and Guts.

EMPIRE

COIN MACHINE COMPANY
1905 W. NORTH AVE.
CHICAGO, ILL.
Distributors for All Coin Machine Manufacturers.

FILORE

MIAMI COIN MACHINE EXCHANGE, INC.
400 S. W. 17TH ST.
MIAMI, FLA.
Distributors for:
Leasing Coin Machine Manufacturers.
WRITE FOR OUR LIST OF NEW AND COMP. RECOGNIZED AMUSEMENT MACHINES.

GRAND NATIONAL SALES CO.
2000 W. ARMATURE AVE.
CHICAGO, ILL.
Complete list of New and Used Goods; Machines for Immediate Delivery; Distributors for All Leading Manufacturers.
WRITE FOR OUR PRICE CATALOG.

ILLINOIS

BYRON NOVELTY CO.
2505 IRVING PARK ROAD,
CHICAGO, ILL.
Phone: Grantwood 2008
Distributors of:
BULK VENDING MACHINES
We Buy, Sell, Trade. Write Today!
WANTED: Legal Baseball, Bowling, Bowling, Pinball, Pinball Machines, etc. Tell Us What You Have.

HARRY MARCUS CO.
1935 NE. PULASKI ROAD,
CHICAGO, ILL.
PAPER AND SUPPLIES FOR COIN MACHINES.
Write for Our Illustrated Catalogue and Price List.

LUCERNE

MONARCH COIN MACHINE CO.
1875 N. FIFTH AVE.
CHICAGO, ILL.
Telephone: Aria 1434-507
Distributors and Jobbers of:
ALL TYPES COIN OPERATED MACHINES, NEW AND USED.
WRITE FOR OUR LATEST PRICE LIST.

INDIANA

SICKING CO.
923-27 N. WAYNE AVE.
INDIANAPOLIS, INDI.
FACTORY DISTRIBUTORS
OF COIN OPERATED MACHINES.
Distributors of Top Name Records.

KENTUCKY

BLUE GRASS DISTRIBUTING CO.
1312 S. LIME
LEXINGTON, KENTUCKY.
OUR BUSINESS BUILT WITH SATISFIED CUSTOMERS.

SOUTHERN AUTOMATIC MUSIC COMPANY
The House That Confidence Built
Distributors of Seeburg Products and All Other Types of Coin-Operated Machines.
215 W. CAPITAL AVE.
INDIANAPOLIS, INDI.
See our AD in another section of this issue.

SOUTHWESTERN VENDING MACHINE COMPANY
2301 SOUTH PICO BLVD.
LOS ANGELES
Coin Machines, Gum Boxes, Sold or Exchanged.
We Give Top Cash.
"We Deal Complete Unless You're Satisfied!"

TENNESSEE

WOLF SALES CO.
701 GOLDEN OAK AVE.
SAN FRANCISCO
PHONOGRAPH, PIN GAMES, PAYOUTS OF ALL TYPES, GUNS OF ALL TYPES.

KENTUCKY

BUD LIEBERMAN
811 W. WASHINGTON BLVD.
CHICAGO
Phoner: 5008
Distributors of New and Used Equipment:
We Pay Cash Right Away—Orders Platted—All Free Play Games.

Buy Your New and Used Machines from these Companies

Copyrighted material
## DIRECTORY OF DISTRIBUTORS and JOBBERS

<table>
<thead>
<tr>
<th>State</th>
<th>Distributors and Jobbers</th>
</tr>
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<tbody>
<tr>
<td>Kentucky—Cont’d</td>
<td>OHIO SPECIALTY CO. 539 S. 2ND ST. LOUISVILLE, KY. Phone: Liberty 9-2660. Distributors of Leading Manufacturers Since 1929. Distributors of Seeburg products and all other types of coin-operated machines.</td>
</tr>
<tr>
<td>Massachusetts—Cont’d</td>
<td>TRIMOUNT COIN MACHINE COMPANY 1262 WASHINGTON ST. BOSTON, MASS. Phone: Liberty 9-2660. Representing all leading manufacturers of pin games—automatic, multiple-vendor, redemption.</td>
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<td>MISSISSIPPI VENDING CO. 400 CHURCH ST. PHILADELPHIA, MISS. Phone: 283. Distributors and jobbers of all types coin-operated machines, new and used. Write for our latest price list.</td>
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<td>BLEEKMAN DISTRIBUTING CO. 710-12 ST. PAUL ST. BALTIMORE, MD.</td>
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<td>LOUISIANA</td>
<td>F. A. B. DISTRIBUTING COMPANY 704 RIMROCK STREET NEW ORLEANS, LA. 607 W. CASTRO BLVD., NEW ORLEANS, LA. Executive Wurlitzer Distributor for LOUISIANA SOUTH ALABAMA. MISSISSIPPI WEST FLORIDA.</td>
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<tr>
<td>MICHIGAN</td>
<td>AJAX NOVELTY COMPANY 4890 MT. ELLIOTT AVE. DETROIT Phone: Plaintiff. Exclusive Regional Distributors of Proven and Location-Tested Coin-Operated Machines.</td>
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<tr>
<td>MISSISSIPPI</td>
<td>A. P. SAUCE 3002-3004 Grand River AVE. DETROIT, MICH. Michigan's largest distributors of novelty and amusement machines.</td>
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<tr>
<td>MISSOURI</td>
<td>UNITED COIN MACHINE EXCHANGE 5101 BROADWAY, ST. LOUIS, MISSOURI.</td>
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<td>MISSOURI</td>
<td>ARROW NOVELTY COMPANY, INC. 2870 W. 31ST ST. KANSAS CITY, MISSOURI. Distributors for all coin-operated machines manufacturers. Before buying any used equipment, contact us at 3101 Brookline Ave. We are always in the market to buy coin-operated machines. We pay top cash prices for all types.</td>
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<td>MISSOURI</td>
<td>MILLER VENDING CO. 2145 NOLL STREET, ST. LOUIS, MISSOURI.</td>
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<td>MINNESOTA</td>
<td>ORIOLE MUSIC COMPANY 418 PURITAN AVE. DETROIT, MICH. Phone: UN 6-8160. All types of coin-operated machines.</td>
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<td>MISSISSIPPI</td>
<td>MAYFLOWER NOVELTY CO. 2110 UNIVERSITY AVE. ST. PAUL, MINN.</td>
</tr>
<tr>
<td>MISSOURI</td>
<td>J. S. MORRIS &amp; SONS 4011 DELMAR BLVD. ST. LOUIS, MISSOURI.</td>
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**Buy Your New and Used Machines from these Companies**

- The Billboard
- January 31, 1942
## DIRECTORY OF DISTRIBUTORS and JOBBERS

### Missouri—Cont'd

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Distributors for **GENOA** and **GENOA COIN MACHINE MANUFACTURERS**  
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Other leading manufacturers of coin operated equipment. Complete up-to-date service to the operator.

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**Miami Equipment Co.**  
210 W. Couric St.  
CINCINNATI, OHIO  
We Buy and Sell PHONOGRAPH.  
In any quantity, 1 or a carton.
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<tr>
<th>Ohio—Cont’d</th>
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<td><strong>NATIONAL PRODUCTS CO.</strong> 25 W. COURT ST. CINCINNATI, OHIO</td>
<td><strong>MAYFLOWER DISTRIBUTING CO.</strong> 3746 BAUM BLVD. PITTSBURGH, PA.</td>
<td><strong>COMMERCIAL MUSIC CO.</strong> Distributors for <strong>WURLITZER PHONOGRAPH</strong> 726 North Ervy St., Dallas, Texas 508 Seventh St., San Antonio, Texas 2016 Travis Street, Houston, Texas</td>
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<td><strong>SOUTHERN AUTOMATIC MUSIC COMPANY</strong> The House That Confidence Built. Distributors of Slot Machines and All Other Types of Coin-Operated Machines. 312 WEST 7TH ST. CINCINNATI, OHIO See our Ad in another section of this issue.</td>
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<td><strong>National Vending Machine SALES COMPANY</strong> 2205 EUGLES AVE. CLEVELAND, OHIO Specialists in Coin Operated Machines. National Representative. NATIONAL VENDORS, INC. ST. LOUIS, MO.</td>
<td><strong>RAKE</strong> 2014 MARKET STREET, PHILADELPHIA, PA. COMPLETE VENDING MACHINE SERVICE NEW MACHINES—USED MACHINES COUNTER GAMES—SUPPLIES Send Postal Card for Full Information</td>
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<td>Distributors Rock-Ola Luxury Light-Up Phonographs and All Leading Games and Vending Machines.</td>
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**PENNSYLVANIA—Cont’d**

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Buy Your New and Used Machines from these Companies

| Distributors of SEEBURG PHONOGRAPHs and Musical Service Equipment and Genco Products. | Distributors of Used Games. | Distributors of BUCKLEY MUSIC BOXES and other coin operated machines. |
| Distributors of BUCKLEY MUSIC BOXES and other coin operated machines. | Distributors of BUCKLEY MUSIC BOXES and other coin operated machines. | Distributors of BUCKLEY MUSIC BOXES and other coin operated machines. |

**Salt Lake City, Utah**

**TENNESSEE**

**WALBOCK SALES CO.** COLLIS IBRY 1713 YOUNG ST. DALLAS, TEXAS Distributor of BUCKLEY MUSIC BOXES and other coin operated machines. TEXAS—OKLA.—KANSAS We do Marble-Clk.
**Congress May Change Nickel**

WASHINGTON, Jan. 30.—The nickel coin was the subject of a bill introduced in Congress January 30. The bill would authorize a new metal content for the 5-cent piece in order to conserve nickel.

Government officials have been consulting with coin machine manufacturers on the question of changing the metal content of nickels and pennies since last summer. Manufacturers made recommendations of a metal content which they said would not seriously affect present coin chutes. The new stringency of war may make radical changes in small coins necessary.

A Senate judiciary subcommittee wrote into a pending bill language authorizing a new 5-cent piece, which would be made half of copper and half of silver, instead of the present combination of three-quarters copper and one-fourth nickel.

Chairman O'Mahoney (D., Wyoming), said Donald M. Nelson, production chief, had asked the measure as a means of saving tons of nickel a year.

The provision was inserted in a bill expanding the government's war powers. Approved by the subcommittee, the bill would, among other things, impose penalties for violation of the government's priorities orders.

**BIGGEST YEAR**

(Continued from page 40)

the licensing of movie machines and amusement devices, but could not influence the actual number of or the size of these machines. One measure increasing the excise tax from 5 to 6 cents per machine, and the other raising the tax from 76 to 90 cents on one-cent vendors, was declared unconstitutional by the Circuit Court of Baltimore.

Boskin said the effort of the distributors to cut down half-form change 1 1/4 cents. Listed on the credit side are: the large number of new locations opening in the year, the improvement in the operation of pin games to a height not reached during the year, and the large number of cars, trucks, and other vehicles which have been used to transport machines. On the debit side were: shortage of skilled labor, especially in the fields of machine operation and repair, and the high costs of materials and supplies.
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Advancing costs of everything that goes into the making of The Billboard make it necessary to withdraw the famous "17 COPIES ONLY $1" trial subscription rate after MIDNIGHT, February 12, Lincoln's Birthday.

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INDEX REVIEW

AMUSEMENT MACHINES

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SLOT MACHINES

1-10 Cents

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3-20 Cents

50-75 Cents

80-99 Cents

1.00 or over

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61-90 days

91-120 days

121-150 days

151 days or over

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H. Z. VENDORS & SALES, Inc.
What's ahead of the coin machine industry in 1942? What should the trade do to cope with the problems that are sure to arise? These are questions that everyone is asking today, and in this issue of Billboard we attempt to answer them.

By LEO WEINBERGER
Southern Athletic Music Company
Louisville, Ky.

No man can guarantee what conditions will be after the war, but right now we must get down to fundamentals so that we'll be in good shape to make our business in a position to surge forward when the war ends.

With overhead geared to 50 per cent production and production set to make only one-fourth of its present, it is natural that prices of new equipment will rise. Therefore, however, all of us would rather be able to get one-fourth production than none at all. The distributor, however, with less overhead and less equipment to sell must make his legitimate profit and advertise in the paper, special discounts and over-allowances on trade-ins are needed to survive in business.

Prices will stay and must stay at location. And the operator must set his horizons in order by discerning practices of making deals for locations and spending half of what he gets in credit for the home in his location. He must get back to a sound basis to meet higher equipment and service costs, either raising taxes. This is the operator's greatest concern in the near future. If he doesn't do it now, he never will. Now's his chance to pay off everything he owes on his machine. If he's paying with the rest, that's why his dealer and everyone else is going black.

Rising taxes. This is the operator's greatest concern in the near future. If he doesn't do it now, he never will. Now's his chance to pay off everything he owes on his machine. If he's paying with the rest, that's why his dealer and everyone else is going black.

There's the Idea. Let's hope that someone can see something in it and give the operator a chance to keep his games active.

A Note of Confidence
By IRVING OVITZ
Atlas Novelty Company, Chicago

Out of the mouths of babes and sucklings are items being quoted in the interest of our coin machine industry. These items are nothing but a lot of hope for the coin machine industry. Curiously, yes—and all of us welcome what opportunity is presented to us to look at it in a positive light, to think with the dreamers of new types of machines to tidy up what civilization has taken centuries to build—a decent world in which fellow man straight in the eye and say, "I believe, will be the answer to this question."

The Billboard is proud to make a statement that it plans to reduce all its service calls to the minimum, as much as possible on power, gas, oil, and other service calls, but when you take the whole country into consideration every little bit helps.

Kroetchen's Wings
Kroetchen's Mercury
Kroetchen's Zephyr
Kroetchen's Liberty Bell

Look Forward!
By ROY BAZELON
Menach Coin Machine Company
Chicago

Now, more than before, the head of the coin machine industry, we must adopt a "look forward" policy. We must begin the work of preparing for the year 1942 with a good share of them at least. One thing we should do is to see that we can get along without any changes in the games we have on hand. It is also important to get back to the full time we need to do our part.

The operators must make a conscious effort to do their part. They should plan to reduce all their service calls to the minimum, as much as possible on power, gas, oil, and other service calls, but when you take the whole country into consideration every little bit helps. Kroetchen's Wings
Kroetchen's Mercury
Kroetchen's Zephyr
Kroetchen's Liberty Bell

Accent on Service
By JONAS ESSLER
Hy-C Amusement Company
Chicago

During the next few months I expect to see a rise of additional buying of used machines that will bring with it more buying of new machines. The operators are becoming more conscious of the value of service and the need to keep their machines in good shape. The operators must be willing to take care of their machines and equipment, and they must be willing to pay for the necessary service. If they keep their machines in good shape, they will be able to help the operators in servicing their machines, and the operators must be willing to give the necessary service. If they keep their machines in good shape, they will be able to help the operators in servicing their machines, and the operators must be willing to give the necessary service.

What We Can Expect
By WILLIAM (Spinx) COHEN
Silent Sales Company
Minneapolis

Trade prospects for the immediate future point to a strong buying market. Many manufacturers are hoping to continue their own and are already at work in coin machine manufacturing. Others are already planning to convert their equipment for defense work. The future, I believe, is going to be very bright. The coin machine industry is becoming the medium for the sale of used machines. In other words, a city will lose a certain amount of business because of men joining the armed forces. The trade prospects are bright, and I believe that the United States has finished the job we now look forward to better business than ever before.

Pessimists Will Be Wrong
By HARRY KAPLAN
Southwestern Vending Machine Company
Los Angeles

No one man can predict the future, but you that 1942 will hold for us in the coin machine industry. Like all men, I can only predict that things will change and grow, and that those in the coin machine business must be prepared for the changes that will come. The pessimists have predicted. The industry is on a sound basis and the future is more certain than ever before. Revenue in the war is up and their savings in circulation than ever before.

It is true that we are somewhat worried over the supply of equipment, but I believe that the demand for it is much higher than ever before. The operator will use his equipment longer. If machines are higher priced, the operator's profits will be affected. We believe that this is the time to put your machines in tip-top shape, take care of your locations, and do a bigger and better job for the public.
Outlines Vender Future
By E. T. BARRON
E. T. Barron Company
Minneapolis

Prospects for the future in the vending machine business are not too bright. The outlook for the business will be unable to prevent the present de-crease in merchandising and many of the factories already in the process of shutting down for the war work.

Our second-hand merchandise will be unsalable. I expect that the better the manufacturer the complete liquidation of vending machine manufacture will be ordered by the government. Prospects will be able to continue and, in some instances, they may be better off. However, are confronted with the black picture of having to close down for the duration of the war.

Foresees Good Year
By C. S. FIERCE
C. S. Fierce Music Company
Brodhead, Wis.

This seems to be the golden time for the music operator to get out of debt, for he will be able to buy little new equipment.

It is true that in some localities the people may want, but it will be made more difficult through the annoyance of the war and the inability to acquire and a higher scale for the housing man.

Every operator should consider it a privilege to be able to assist his government and the public by providing at least a modicum for the purchase of Defense Bonds.

Bright Prospects
By JOSEPH WEINBERGER
Southern Automatic Music Company
Cincinnati

The prospects for 1942 are much brighter than those of the last year. Everyone is aware that there will be a great shortage of many products. In order to avoid any rationing at all, some manufacturers are endeavoring to put anything into production which will not require metals or any other material critical to our war program. However, in addition to this, the government is now taking the future welfare of the industry will buy and trade good equipment when he cannot purchase any average equipment at all. The competitive operator will not permit his location to remain untouched until they reach the point where they can handle any merchandise at all.

New and used equipment, of necessity, will be handled with care and the demand of the public will be met, unless some manufacturers and distributors can and will be offset by the drop in total dollar purchases. This year will probably be the best of any previous ones.

The United States government will not look with favor upon the coin machine industry, as necessary in furnishing amusement and recreation, which are so important to the American people. The industry can accomplish much by providing attractive Defense Bonds and Stamps and by cooperating with the U.S.O. and various civilian defense programs.

We Must Act Now
By HARRY DAVIS
Union Sound Company
Croy Bay

Unless we act now, we may lose an opportunity to gain recognition that we have been justly denied. We should try to show the public and the governing officials that amusements are no less a part of our national morals.

This industry is after benefits, but up to this time, these are not being met. There are numerous complaints, but because we are too selfish, there should be other co-operation between the government and the operator.

There would be a gain operators' association in every large city in the United States with a federal foundation and a national association. We have made long strides, but more aggressive politics must be adopted.

Manpower Is the Answer
By ROBERT CRIDER
Bennett's Music Company
Phoenix

Business in 1942 will be governed largely by "manpower" in the community. The military demands during this period and picked right up again as soon as re-employment of the boys in service with food, clothes, and shelter.

The operator will select his locations with the greatest favor upon the coin machine product. Without this, the people in this industry never let a challenge go unheeded and this one—this 1942—will be no exception.

Support Morale
By IRVING RICH
Consolidated Novelty Company
Los Angeles

The army and navy actually fight the war, but the hardware, the ammunition, the equipment, and the morale are the civilians. These civilians supply the food, the clothing, and all the moral support. To give the proper moral support, the people must be at all times cool, relaxed and satisfied.

During the early times of war there are various types of amusement. The type of amusement that appeals to the civilians is that people must be at all times cool, relaxed and satisfied.

The games will not be readily obtained. This problem may be offset by the drop in total dollar purchases. This war will not last forever, and I believe that our national economy is going to be sound. When the sword isights muted and molded into plowshares there will be great need for our coin operated machines. Do just that—stop strident and present hardships, for no good and lasting things come without sacrifice. Good things come hard, in money, time, sacrifice or work. Your country and your patriotism now are but the foundation of those buildings that we will live in because of the courageous manner in which we are going to face and overcome this crisis.

I hope it can never be said that industry was more patriotic and working than ours. I am sure that our share in this national effort will be a good one.

In spite of the manifold responsibilities imposed by the war, I feel that we, as operators, will assume and discharge our consequent duties in such manner that no opprobrium can ever arise.

If this is done, we will continue to meet the present of our nation.

January 31, 1942

Music Will Hold Up
By ROY GARRISON
Garrison Sales Company
Phoenix

As far as new sales go, of course there won't be any. We will have to get along with what we have. However, I believe the music operators will be adaptable. There is plenty of equipment on hand to carry us through the next two or three years. If we will have the proper policies must be adopted.

This isn't the case now. Manufacturers and distributors are loaded up. The availability of any new equipment will be difficult at this time. That is the standpoint that it will give operators a chance to re-equip which is an opportunity to end up with the equipment fully paid for before taking on new stuff.

Big Job Ahead
By SAM LONDON
Milwaukee Coin Machine Company
Milwaukee

There's a big job ahead for all of us, both as individuals and as an industry. It is a job of doing all we can do to help win the war. The success of our stores right now and keeping them up until this situation is well in hand.

1942 Is a Challenge
By MAC LONSDALE
Mac Mahr Company, Los Angeles

During 1941 we saw the coin machine business come into prominence. The operators who were designing to bring the operator much business during the year after the single step in the game industry. Those of us who have been at this business realize what a boost this is to the industry, for in other years the market, that never touched first base. This isn't the case now. Manufacturers are making good games, construction is old, and eight-by-twelve nightmares have taken over the way. This is due in part to the severity of the war. With the priority ruling affecting the coin machine business, we will have fewer games on the market. These games will be manufactured with care after designing and preparation. Competition will be limited, and these games will not be readily obtained. This has its advantages and disadvantages.

The operator will select his locations with more care, and other operators will not walk into empty places because they look good. They will have to know why they are good spots and have this fact proved to them.

I agree that if I could predict for 1943 this would be a bright year, but I can predict that we are going to do the best that we can. Coin machine people have a big job ahead of them. Amorous need relaxation, and if it is possible to get machines out to them, the people in this industry have never let a challenge go unheeded and this one—1943—will be no exception.

Optimistic About Future
By J. C. CLEM
Phoenix

Business should continue good but prices don't go too high. Merchandise and equipment are in short supply. As an encouraging and optimistic sign lies in the fact that since the latest order has fallen off right after New Year's, hasn't dropped. There are plenty of new people and new undertakings bringing money into this business and it is very active. It should continue active—barring the unexpected.
IN THESE perilous days the coin machine industry is faced with two great challenges: the immediate necessity of safeguarding the business against the loss of agility in expansion for the duration, and the long-range problem of the effects of financial depression upon the industry. Other businesses, other associations are not, but too insignificant, still the opportunities are many. Campaigns should be directed towards the public and should be carried on by the manufacturer himself, in written advertisements, in personal conversations, and in newspaper articles. The public has its Community Pride drive; many other campaigns are already well under way. For example, funds for coin machines should be raised by a cooperative effort of the manufacturers, and the manufacturer should take the lead in this drive. The coin machine industry is capable of astounding feats of production and will turn out the unprecedented number of war materials needed for the war effort. The industry is capable of producing the greatest war output ever seen, and it is up to the manufacturer and the machine operators to make this output possible. The manufacturer must be willing to make the necessary sacrifices, and the operators must be willing to work overtime and long hours to achieve the goal.
Perkins Tells of BuckleyBiz View

CHICAGO, Jan. 24.—"The great question of what is ahead of us during 1942, or to word it practically: 'What are you going to do in 1942?' is a question that is asked of us daily,” declares H. R. Perkins, sales manager of Buckley Music Systems. "In coming into contact with our distributors and the representatives of our district sales organization, we get questions that must be answered from men in every section of the country.

"Not one of us in this or any other industry is qualified to say what conditions will be like in a month or a year hence. Everything that we do hinges on many different factors and developments beyond our control, developments which are subject to change from day to day.

"Today the entire country is on a wartime basis. We in the music business have tried to do everything possible to cooperate with our government. We also feel that our government realizes that music does a lot of entertaining and relaxing. Music operators throughout the country have told us that the present production of the American Music Industry has not been curtailed to the extent of what is ahead of us during 1942. Every think- ing and planning," declares H. R. Perkins.

"We have built up services for the operators throughout the country, and we have brought about a complete turnover in the operators. The operators are sitting back on their machines, and the operators are going to have to face the fact that conditions outside of their own business will affect them in the same way.

"This war or any other war makes an extra challenge in our regular routine, but our government wants every man of us to work in the same way that we have worked before for a long time. And it has gone from one front to another, and from one country to another, but it has been just as complicated as the problems presented by our government. The duration of the war, part of the facilities of our factories are used for government purposes, and in the factories we have to keep in touch with everyone in the business so that we can give our distributors and operators the best service that we can.

"Time to Take Stock, Says Keeney

CHICAGO, Jan. 24.—"There are several important factors that you can take advantage of in the future," states Jack Keeney, head of J. H. Keeney & Company, Chicago. "All operators should have control of the stock of the past, present, and future.

"The past operators should be able to pick up the future flow of machines in the lower classes, which were used for the replacing of obsolete or low producing machines. The operators knew that of the manufacturers making equipment, equipment would come up with what the industry needs now. Today the operators are in a position of influence that was not present in any other war. The government has drastically restricted the manufacturers of coin-operated machines. Manufacturers and distributors will find it most difficult to experiment with new machines. We are not so far from the point where the operators may have to face the fact that the anticipated future does not exist. As far as I can see the operators are not doing as much as they should be doing today.

"Operator Harry Bowrath, of Springfield, Ill., has expanded his operations to include Root's and Window, Artesia, George Florin, of Santa Fe, N. M., reinstalled two Wurlitzer machines at Raton, N. M., and now he is in the business of selling machines in the South. Wurlitzer Mfg. Co.

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1942 Association Roster

A LISTING of associations, besides giving the activity of the industry, is invaluable to operators and to the association executives themselves. Accordingly, we are again publishing a roster of associations, in hope that the trade or closely allied with it. It is to be explained that not all of the trade associations listed here are active. Many exist but are called only in case of need for discussion on urgent problems. The Bulletin, however, gives the contact addresses of the associations at which a responsible association official may be reached.

During the past year the staff of The Billboard has kept in close contact with association officials. Prime mover in this respect was the inauguration of The Billboard's Association Awards, announcement of which were made elsewhere in this issue. Associations had been asked to submit copies of all material which could qualify the association as active and outstanding in seeking good for the industry and local operators is surprising in light of correspondence developed and The Billboard was able to present more association news during the year of 1941 than at any other time. The material gathered from the association remains part of a large valuable file giving voice to the fine activities of coin machine associations all over the country. The publication of much of this data resulted in an exchange of ideas between associations to their mutual benefit.

Corrections Solicited

There will be errors and omissions in the association list as published here. We will appreciate any co-operation in helping us to correct errors or omissions. The association list is corrected constantly and we will be glad to furnish association workers the latest revised association list upon request.

Services to Association

Our news columns are open to all associations for making announcement of meetings, change of officers, changes to members, appeals to members and other association publicity.

Our mailing department is glad to co-operate with associations by mailing special mailings of circular announcements, notices, etc., made elsewhere in this issue. Our circulation department also makes a special offer to associations on subscriptions for members.

To parties interested in starting new associations, we can supply sample by-laws and other valuable material.

On matters pertaining to association activities, address Walter W. Hurst, The Billboard, 155 North Clark Street, Chicago.

The list of coin machine associations as registered with us is as follows:

**Alabama**

**Arizona**
- Associated Operators of Los Angeles County, Carl H. Konemann, secretary, 1251 West Washington Blvd., Los Angeles.

**Arkansas**

**California**
- Associated Operators of Los Angeles County, Carl H. Konemann, secretary, 1251 West Washington Blvd., Los Angeles.
- Chicago Coin Merchants' Assn., F. S. Gent, secretary, Waukegan.
- Colorado
- Connecticut
- Delaware
  - No association listed in this State.
- District of Columbia
- Florida
  - Coin Machine Operators' Assn. of Dante Ave., C. A. True, 1243 Tremont, Miami Beach.
- Georgia
  - Amusement Machine Operators' Assn. of Georgia, 1131 North W., Atlanta. Meet as called.
- Idaho
  - No association listed in this State.
- Illinois
- Indiana
  - Associated Operators of Indianapolis, 151 Indiana Bldg., Indianapolis. Meet with membership.
  - Indiana Amusement Merchants' Assn., 1919 Chicago Ave., Gary, Ind., Malin McCarthy, manager.
  - Tippecanoe County Phonograph Operators Assn., Inc., 1511 North W., Anderson.
- Indiana
  - Automatic Merchandising Assn. of Indiana, J. M. Dully, president, 1249 Roosevelt Ave., Indianapolis.
  - Indiana State Operators' Assn., Mrs. R. C. Jones, secretary, 341 Indiana Ave., Indianapolis.
  - National Assn. of Tally Card Manufacturers, C. J. Minot, president, 412 E. Howard St., Indianapolis.
- Iowa
  - Iowa Merchandising Assn. of Iowa, Fred R. Chandler, secretary, 3017 47th St., Davenport.
  - Iowa Merchandise Operators' Assn., Mrs. R. W. Morris, secretary, 3017 47th St., Des Moines.
- Kansas
- Kentucky
  - No association listed in this State.
- Louisiana
- Louisiana Merchants' Assn. of New Orleans, Jerry Conner, 422 Harrison Ave., New Orleans.
- Maine
  - No association listed in this State.
- Maryland
- Massachusetts
  - Automatic Music Assn. of Massachusetts, Nick Buss, Cape Cod Square Hotel, Boston.
  - Amusement Merchants' Assn., Sidney Winters, secretary, 678 Massachusetts Ave., Cambridge.
  - Cigarette Merchandisers' Assn. of Massachusetts, Walter R. Guild, secretary, 1 Federal St., Boston. Meet first and third Tuesday of each month.
  - Coin Machine Assn. of Massachusetts, Walter R. Guild, manager, 1 Federal St., Boston.
- Michigan
  - Flint Coin Machine Assn., H. C. Englehart, secretary, 211 W. Third St., Flint. Meet first Tuesday of each month, Gurdent Hotel, Flint.
- Oakland County Coin Machine Operators' Assn., George Ontley, secretary, 102 S. Rosedale, Pontiac.
- Minnesota
- Mississippi
  - Mississippi Coin Machine Operators' Assn., C. M. Staples, secretary, 3045 capital St., Jackson.
- Missouri
  - Associated Photograph Owners, Inc., Roy B. Halls, manager, 1524 Main St., St. Louis, Missouri.
  - St. Louis Operators' Assn., L. D. Meintz, president, 4505 Maryland Ave., St. Louis.
- Montana
  - No association listed in this State.
- Nebraska
- Nevada
  - No association listed in this State.
- New Hampshire
  - No association listed in this State.

**AOD LOCKS**

**AD لمتكت 1963**

**ACTUAL SIZE**

**CHICAGO LOCK CO. 2024 N. RACE CHICAGO**

**EMPIRE QUALITY BUYS**

**EMPIRE COIN 1812 W. NORTH AVE. HUMBOLDT 6288 CHICAGO, ILL.**
New Jersey
Amusement Board of Trade of New Jersey, Inc., Arthur Bzdell, secretary, 1142 Broad St., Newark. Meet second and last Thursday of each month.

Automobile Music Assn. of New Jersey, Robert Weller, secretary, 60 Park Place, Newark. Meet second and last Tuesday of each month.

Ohio Cigarette Vendors Assn., S. L. Abrami, secretary, 1705 E. 112th St., Cleveland. Meet last Tuesday in November, April, July and October.

Cigarette Merchandisers Assn. of New Jersey, A. E. Hurley, secretary, 518 S. High St., Columbus. Meet last Thursday of each month.

Cigarette Vendors Assn., 518 S. High St., Columbus. Meet last Thursday of each month.

Ohio Cigarette Vendors Assn., S. L. Abrami, secretary, 1705 E. 112th St., Cleveland. Meet last Tuesday in June, July, August, October and November.

Automobile Music Assn. of New Jersey, H. A. Fleske, secretary, 508 Frederick St., Newark. Meet fourth Tuesday of each month.

New Jersey Independent Merchandisers Assn., 22 Elizabeth Ave., Newark. Meet last Thursday of each month.

New Jersey Independent Merchandisers Assn., 22 Elizabeth Ave., Newark. Meet last Thursday of each month.

Meet as necessary.

Meet last Tuesday of each month.

Meet last Tuesday of each month.

Meet last Sunday in January, April, July and October.

Meet every two weeks.

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Meet second Monday of each month.

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TERRIFIC "NEW FIELD" OPPORTUNITY FOR COIN MACHINE OPERATORS NOW

We believe, from careful study of the field, that the coin machine operator today is in a marvelous merchandising position to handle our product PROFITABLY. His locations among busy thoroughfares and in streets near parks, churches, stores, etc., give him a splendid opportunity to open to cash in with his remarkable product with very little effort.

The product is the nationally famous Mount Clemens Sparkling Water, regarded by outstanding medical authorities as one of the health waters ever marketed. Leading liquor men have put their stamp of approval on this exceptional product. To distribute this exceptional product, we will appoint and give exclusive territories to a few reliable, financially responsible coin machine operators. We offer manufacturers, with powerful promotion, sales help, ADVERTISING and complete co-operation in the distribution of this "NATURAL" PRODUCT WHICH HAS MET WITH GREAT SUCCESS EVERYWHERE.

A smart, aggressive operator can do a sensational business with Mount Clemens Sparkling Water. He has the contacts, he has the ability, and he will be able to "JUMP IN NOW! JUST WHEN YOU NEED IT MOST, THIS LUCRATIVE OPPORTUNITY WILL BE YOURS FOR THE TAKING." IMMEDIATE ACTION IS NECESSARY. COMMUNICATE AT ONCE WITH Mr. Charles Berkan, Sales Director, Mount Clemens Water Products Corp., 11 West 42nd Street, New York.

Metropolitan Police Boys' Club, United States Capitol, Washington, D.C. Jan. 24—The 1942 Open House was in charge of the Mount Clemens Water Products Corp. which, under the able management of Mr. Charles Berkan, has started 1943 with the business rolling along well.
Figures served as the primary basis for making the awards. This material was used in the preparation of the publication field, and in the three national associations was asked to serve as representatives.

On January 23, the judges met at the Sherman Hotel here and carefully considered the association material submitted to The Billboard and also the work done by the various associations. The judges were: James A. Gilmore, owner of the Billboard, Inc.; Frank Newman, representing the Automatic Merchandising Manufacturers' Association and the National Automatic Merchandising Association; and Harvey Carr, representing the trade publication field.

The judges, in their report, said they found it difficult to draw the line with respect to the work of many associations. However, they voted unanimously on all decisions after considering the points to be included in The Billboard award plan. The plan was announced to the eligible organizations, publicity and co-operation were sought, and the judging was done. The work of the various associations and legal work was not included in the plan for definite awards.

Appropriate awards in the form of plaques and scrolls will be issued to associations named in the report by the judges.

LIST OF AWARDS

Grand awards for all-round outstanding work in public relations: Music--Phonograph Merchants' Association of Cleveland, Ohio; Associated Operators of Kings County, Inc.; Vending--Maryland Automatic Merchandising Association.

Supplementary awards for good publicity work in the press, radio or printed matter: Music--Arkansas Music Operators' Association; Amusement--Minneapolis Amusement Games Association, Inc.; Ohio Cigarette Vendors Association.

Supplementary awards for co-operation with local civic, patriotic and charitable organizations: Music--United Music Operators of Detroit; Amusement--Amusement Merchants' Association of San Francisco; Vending--no decision was reached under this classification.

The judges recommended that the following associations be given honorable mention for special activities which were not fully classified under the points in the award plan: Automatic Merchandising Association of Minneapolis, Minnesota; North Carolina Music Operators' Association; Automatic Music Merchants' Association, Inc., of San Francisco; Greater New York Vending Machine Operators' Association; gems-canned Vending Machine Operators' Association of New York; Cigarette Vending Operators of Illinois.

HAD PLANNED EXHIBIT

The original plan for The Billboard association awards was to make available to the members of the national associations submitted for display at the 1942 Coin Machine Convention. The postponement of the annual convention due to war conditions prevented the carrying out of the plan for an educational exhibit of association work.

New Orleans

NEW ORLEANS, Jan 24.--Sale of new equipment continues, but the pace has been slowed down due to the war situation. Equipment and coin games are more readily available than in previous years, and machines are being shipped to all parts of the South. However, all machines are slowed down in hard times, and quantities have been limited in some cases.�

Of interest to the coin operators in lumber centers is the government's latest call for service now.

P. A. B. Distributing Company, in its 1941 with increase in prices, is doing a fair business. The half of 1941 was good, but the pace has been slower.

CAPTIONS OF NEW MACHINES AT MACHINIST'S EXHIBITION

BIACHMACHINES

Steuert, Boise, Idaho, has had a busy month at the Lakeview Hotel, with many of the leading operators in attendance. He has succeeded in getting some machines and coin games at prices that are lower than those quoted by other dealers.

The half dozen coin machines on exhibition in New Orleans are doing a fair business, but the pace has been slow.

NEW ORLEANS, Jan. 24.--New equipment continues to arrive, but the pace has been slowed down due to the war situation. Equipment and coin games are more readily available than in previous years, and machines are being shipped to all parts of the South. However, all machines are slowed down in hard times, and quantities have been limited in some cases.

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AMUSEMENT MACHINES

HARRY STONER, head of the
Stoner Manufacturing Company, Au-

116 The Billboard
January 31, 1942

THE purpose of the Buyer's Guide is to list each year all the coin-
operated machines and accessories that are said by manufacturers
to be actively on the market. It is recommended that members
of the trade file the list for reference.

Our efforts were hampered in this year's listing because of the priori-
ties and restrictions placed on the production of coin machines due to
the war effort of the United States and its allies. Weather conditions
were also extremely cold, making it difficult to test and evaluate the
games and other products that are immediately available on the more pres-
ented list of machinery. The listing of machines and products is
an indication that no report was received.

The listing contains only those machines and products reported by
firms as actively on the market at January 15, 1942. Obviously, it would
not be practical for us to determine what products are, or are not, sold
in the following listing, it is an indication that no report was received.

INFORMATION SERVICE

This listing is a part of The Billboard's information service, which is
available to anyone who seeks information about the coin machine indus-
ty and its products.

All inquiries regarding the coin machine industry should be addressed
to The Billboard, 125 North Clark Street, Chicago, Ill.

The descriptive comments in this listing are based on the reports of
the manufacturers involved as space permits.

Manufacturers are requested to file the names of all new machines and
products under this order. In order to obtain our files and make more probable
the correct answering of all queries.

1. Amusement Machines

ACER BOMBER—anti-derailment machine
controlled by trigger, featuring miniature
winding mechanism for non-oil operation in
motion. Mutoscope.

AMERICAN BELLS—payout console for
American Frills, made in various models
for coin and token operation. Pace.

AMERICAN FRILLS—Arcade machine
spins up to two 100s, with a variety of
jackpots and other features. Pace.

AMERICAN FRILLS—Payout console
machine. Model Displays.

AMERICAN FRILLS—reel machine
used in various models for token and
penny operations. Pace.

AMERICAN FRILLS—reel machine
with changing odds, mystery selections,
free play or free play, reel symbols. Pace.

AMERICAN FRILLS—reel machine
used in various models, including reel
symbols. Pace.

AMERICAN FRILLS—reel machine
with changing odds, mystery selections,
free play. Pace.

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free play. Pace.

AMERICAN FRILLS—reel machine
with changing odds, mystery selections,
SALESMAEN WANTED!

PACIFIC COAST AND INTERMOUNTAIN TERRITORY

MEN WITH SALESBOARD OR COIN MACHINE EXPERIENCE FOR ESTABLISHED TERRITORIES. GIVE FULL DETAILS OF EXPERIENCE, PERSONAL DATA AND REFERENCES. ALL REPLIES STRICTLY CONFIDENTIAL. WRITE TO SALES MANAGER.

GARDNER & CO.
2305 ARCHER AVE.
CHICAGO, ILLINOIS
COLUMBUS VENDERS—vending machines for all types of bulk candies, peanuts, penny play. National.

COLUMBUS VENDERS—complete line of vending machines including 23 Ball Gum, 100-wheel double column vending machines, standard and extra capacity. Northwestern.

COLUMBUS VENDERS—vending machines for 1 cent and has capacity of 150 books. Northwestern.

HAWKINS MATCH VENDERS—four-column penny candy bar merchandiser selling Hershey bars, two gum and round mint pads, selecte type with large capacity, Shipman.

HAWKINS MATCH VENDERS—vending machines for book and box matches, Coleman.

Postage Stamp Venders

DUBLIN—vending machines for book and box matches, Coleman.

NORTHWESTERN POSTAGE SERVICE—standard size, values from $0.50 to $1.00 denominations, stamps placed by machine. Northwestern.

DEALNo. 204, 68c each

Only $10

DAVAL, 2043 CARROLL AVE., CHICAGO

Pacific Corp.-MAC MOHR CO.-2916 W. PICO BLVD.-LOS ANGELES, CAL.

FROZEN the greatest counter games ever built!
WIN WITH MARYLY AND AMERICAN EAGLE

- - coin operated or not coin operated! In

P-well, HAWKINS, COOLEY, P-WEE, VENDAL—selective dispensing machines for vending milk drinks and other carbonated beverages. Vends all flavors. Can be furnished to handle any bottles, plus can or paper. Hy-Fi-Softs Corporation.

Bull Vender

COLUMBUS VENDERS—two-compart- ment bull vender for all items, penny play. National.

FOOD BALL COM VENDER—vends food items exclusively by firm. Ford. 4-IN-1 VENDER—four-compart- mental, randy ball, roll, penny play.

HAWKINS FREE PONTI0N PEANUT VENDER—single play. KING JEL—made in three models for ball gum, pennies, candies and nuts. penney, play. Automatic Gum.

Lucky Bot Venders—in two and three-pound models. Kentucky Gum.

MAOBA—single bowl vending machine for bulk candies, peanuts, penny play. National.

NORTHWESTERN VENDERS—complete line of bulk vending including models 23 Ball Gum, 10 wheels. Standard Merchandiser, Model 40, Model 34, Triple Seat, Model 30. De Leone Method.

P-WELL VENDERS—penny and candy vender. Deluxe, single model. for table counter, single vender for wall use, single revolving vender and three-compart- ment penny vender. Deville Metal.


TODD—penny combination vender with large capacity, for penny play. VICTOR’S MODEL C—penny combination vender. Original and Deluxe. Features correct combination vending without any need for change.

Candy Bar Venders

CANDY MAN—dispenses any 5-cent combination. Hershey Bar Machines—double compartment 5-cent Hershey bar dispenser selling two varieties at a time. Also two types of penny candy bar machines, single and double-column models, Shipman.

UNIVENDER—multi-column vender of cigarettes, candies, etc., manufactured by machine in different columns which can be set at various speeds. Shipman.

Cigarette Venders

CHAMPION—features eight columns, three price changes in each column, king-size column, 1c protection. Deville.

IDEAL PENNY—penny cigarette vender handling 100 cigarettes. Fielding.

PENNY INSERTER—machine to insert pennies under cellophane wrappers. Metal cigarette packers, hand or foot-pedal models. Deville.

Match Venders

NORTHWESTERN—coin dispensing machine has capacity of 27 standard 1-cent boxes of safety matches. penny operation. Book machine dispenses two books for 1 cent and has capacity of 100 books.

Northwestern.
We Are NOT Hoarding!
ALL SILENT SALES (Minneapolis) PRICES ARE BELOW PRESENT NATIONAL QUOTATIONS!

Mills Regular Polished Gold and Brown... Jennings Blue and Brown Fronts... Chief... Ace All Stars... Bulls... Bulls... Box... Bulls... Bulls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... Rolls... 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A Year of Industry Mentions

The coin machine industry probably had more favorable mentions in newspapers, magazines, radio and the movies in 1941 than in all other years combined. In this symposium, publicity men in the industry express their views of the value and suggest how the industry may profit by it. It is not easy to select the best single piece of publicity given to the industry in 1941, but the articles on pinball games and music machines in the Sunday magazine sections of The New York Times probably deserve first place in a long list.

The year 1941 set a high record for the number of mentions of the coin machine industry in newspapers, magazines, radio and other public mediums. For the first time in coin machine history, favorable mentions out-numbered unfavorable mentions. Leaders in the trade have for years tried to find methods of getting favorable publicity in the press and on the radio. In 1941 the long-sought goal was reached, probably due to a combination of circumstances rather than to any organized plans of the industry.

The long and progressive climb of the industry to the point where it has become a national industry also served to attract attention, at least, to the business. Mixed with all the valuable publicity, of course, was some unfavorable publicity. What good publicity notice was obtained constitutes a fine lot of material and ideas for future use. It is hoped that the industry will continue to get the same large amount of favorable publicity.

Various Mediums Comment:

Newspapers led the parade in giving attention to the industry. Favorable newspaper publicity seemed to start with the offer to use the real target machines which had been introduced into popularity when the nation began to increase its military forces. The targets proved a favorite past-time with soldiers and sailors and, naturally, newspapers were anxious to publicize whatever helped the men in service. Cartoons joined in and many attractive cartoons appeared giving humorous angles on coin machines.

Soon after the targets became widely publicized, photographs came in for very favorable mention also. When pinball records and the phonograph became high-pressured and many were inaugurated, the publicity became still more noticeable.

At least twice during the year big news events of national importance brought coin machines into the limelight. One was the passage of the 1941 Revenue Act, which placed a federal tax on amusement machines and gaming devices. Later, this was to focus attention on the industry as nothing else could. The reason here the federal government had recognized coin machines as a source of revenue for carrying on national defense. Newspapers, in many cases, featured coin machines in the headlines.

Later in the year the establishment of priorities on materials and the instance of orders placed by the government a fact affecting coin machines again brought industry into the headlines. The coin machine industry with priorities on still getting headlines for coin machines.

Motion pictures increased their mentions of coin machines during the year, using coin operated machines, candy venders, phonographs and other types of coin machines as props in many films. In some cases alone were specifically used as props. A few films caused the industry to become alarmed about unfavorable use of the machines in certain pictures. Advance publicity on the film "Juke Girl" was disturbing to the music box trade, but the picture has not yet appeared and it is not known whether it is favorable or unfavorable.

We have asked some of the publicity and advertising men in the coin machine industry to express their views on the publicity given to the industry during 1941 and to tell what they think it suggests for the industry.
The coin machine industry has plenty of headaches today—but, after all, when we have lacked headaches, we have lacked problems. The tax on coin-operated machines is a burden which has never before been accorded the coin machine industry. The tax will mean less to this industry. The tax will mean less to this industry.

Ten years from now we will smile at the recollection of our troubles and difficulties and come out on top.

We have a tough year ahead, but we believe we have a definite place in American life. We are rapidly finding our place in America's industrial war effort. And we have the ability—proved by the past record of industry—that we can overcome difficulties and come out on top.

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That every pin game and other types of coin-operated equipment is helping to win the war by paying an annual government license.

**OPERATORS!**

PLACE THESE STICKERS ON EVERY ONE OF YOUR MACHINES!

**It's to Your Advantage!**

$2.00 PER HUNDRED

Especially Attractive—Reduce Fares and Help already Collected.

**SOUTHERN AUTOMATIC MUSIC CO.**

542 S. SECOND ST. LOUIS, MO.

SOUTHERN AUTOMATIC MUSIC CO., 213 W. SEVENTH ST., CINCINNATI, OHIO. SOUTHERN AUTOMATIC MUSIC CO., 718 M. CAPITAL AVE., INDIANAPOLIS, IND. SOUTHERN AUTOMATIC MUSIC CO., 425 BROAD ST., NASHVILLE, TEN.

Order From Following Distributors Now! Money Order Must Accompany Your Order.

**WE CAN GIVE YOU IMMEDIATE SHIPMENTS!**

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**WE PAY CASH FOR CHICAGO COIN ALL STAR SKY**

**A ROUTE FOR SALE**

65 Pieces containing 35 Coin Machines with 15 remote work and 30 Pin Games containing High Fives, Slant Reels and Famous Names of all kinds. Average take on all $900.00 weekly. Will sell for $50,000.00 cash. Two trucks, office equipment all included. Reply to BOX 140, Care The Billboard, Chicago, Ill.

**INDUSTRY MENTIONS**

**Magazines -- Newspapers -- Radio**

**THE ACRON REVENUE-JOURNAL, January 4.--In the United States today there is a sense of an industry which has not been in one way or another, but advertising or publicity or public deeds, because associated in the minds of the people with the American way, to make the sale of a product.**

**THERE'S ALWAYS A BETTER BUY**

At HEATH CLEVELAND COIN MACHINE EXCHANGE, 2020 Presque Isle Avenue, Cleveland, Ohio.
there. Goodall takes pictures of a thing. He has no more in the fire of the coin machine industry. He does not make a "typical" picture. Typical means "inhibiting the essential characteristics of serious criminality."

There is hardly a person in this country today who has not, at some time or other, operated a coin machine. All are familiar with it. In spite of much underworld publicity from various groups which were against anything not connected with their way of living, coin machines have become one of the major interests in this country, and there is a great demand for it all parts of the world.

Public acceptance of them greater in 1941 than ever before, and that is good. Radio performers have recognized the popularity of the machines, and, always in the kind of material with the greatest audience appeal, they have used references to coin machines in their script. Here, too, have gone by without one of more of the leading rock performers as coin machines in their material. Other musicians have followed suit and used coin machines in newspapers, magazines, etc., as symbols of contentment and props in motion pictures. With few exceptions, comments on the coin machine industry were favorable.

G. V. Announces New Gum Wrapper

NEW YORK, Jan. 24 (MB)—Milo M. Stripling, of G. V. Corporation, announces a new gum machine which is made by Stripling, and is an improvement of the American Chicle Company’s gum wrapper. Aluminum foil has been eliminated because of defense requirements.

"The new wrapping material," Miss Stripling explains, "is a combination of paper, cellosolve and other moisture and air-proofing materials, lake-alcohol, with hot wax, as the inner wrapper. It is at once apparent that the American Chicle Company has overcome what might have been a serious problem for a company not equipped to make such a change."

This is just another example of the advantages of gum machines in the hands of a substantial, reliable company. They have the satisfaction of knowing that the firm will continue to make unlimited amounts of gum wrappers and they will be in full agreement with their requirements of vending gum until it is manufactured, high quality merchandise properly packed for vending use.

MISSISSIPPI

FATHEE CHIVES, Miss. Jan. 24.—Distributors and operators are enjoying a good run on machines over the State, according to Lester Griffin, of the Mississippi Vending Machine Company, Inc., Jackson, Miss. Griffin says his company looks to 1942 with confidence.

The M. & L. Novelty Company, Byron O. Moddile, manager, has recently installed a number of new and used machines in this area.

IT'S GENC0 AGAIN!

DEFENSE

GENCO'S NEWEST and GREATEST!

2621 N. ASHLAND AVE. CHICAGO, ILL.

BADGER'S BARGAINS

GUARANTEED RECONDITIONED PAYOUT MACHINES

PAYOFF CONSOLES ONE BALL PAYOUTS

1960 Pace Saracen $99.50
1960 Winter Big Game . 89.50
1960 Pro-Line . . 89.50
1960 Pearl Satellite $99.50
1960 Gold Medal . . 79.50
1960 Royal Flush . . . 99.50
1960 Exhibits $99.50
1960 Bally Stakes . . . 99.50
1960 Jennings Liberty Bell $99.50

Terms: One Third Deposit, Balance C. O. D.

While Today For Our Big 32 Page Catalog Hundreds of Bargains

BADGER NOVELTY COMPANY

2546 N. 30TH STREET

MILWAUKEE, WIS.

IMMEDIATE DELIVERY

BRAND NEW MACHINES IN ORIGINAL CRATES

BALLY

For Operators

Distributors

Mills

PACES

Four Bells, South Bend . 450.00
Four Bells, Bally . 450.00
Four Bells, Nash . 450.00
Four Bells, Pace . 450.00
Four Bells, New . 450.00
Four Bells, Williams . 450.00

BALLY

Four Bells, Bally . 450.00
Four Bells, Nash . 450.00
Four Bells, Williams . 450.00

Mills

Vend-A-Play, Cats . 75.00
Lightning . 89.50

PACES

Vend-A-Play, Bally . 450.00
Vend-A-Play, Williams . 450.00

Sellers, Bally . 89.50
Sellers, Nash . 89.50

INCOME scanning, for Free Play Pin Games, Consoles.

MILLS VENDING MACHINE EX., INC.

1960 Broad St., Richmond, Va.

Day Phone 3-5411-Night Phone 5-9324

WILL PAY CASH for Free Play Pin Games, Consoles, Counter Games, Slot Machines and other Coin-Operated Equipment, any quantity. Send complete list.

AUTOMATIC SALES CO.

203 SECOND AVE., N.

NASHVILLE, TENN.

BADGER NOVELTY COMPANY

2546 N. 30TH STREET

MILWAUKEE, WIS.

January 31, 1942

AMUSEMENT MACHINES

The Billboard

THE P. K. SALES CO.

203 SECOND AVE., N.

NASHVILLE, TENN.

WILL PAY CASH for Free Play Pin Games, Consoles, Counter Games, Slot Machines and other Coin-Operated Equipment, any quantity. Send complete list.

AUTOMATIO SALES CO.

203 SECOND AVE., N.

NASHVILLE, TENN.

THE P. K. SALES CO.

203 SECOND AVE., N.

NASHVILLE, TENN.

Published Twice Weekly

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**MINOCO PRODUCTIONS**

***STAR-SPANGLED GREETINGS***

featuring for 1942

**MINOCO PRODUCTIONS, INC.**

38th Floor NEW YORK CITY 444 Madison Ave.

1942

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**FRED MILLS, president of the Mills Novelty Company, Chicago.**

**Postage Stamp Vender a Necessity**

LOS ANGELES, Jan. 31 (AP)—Success in the vending machine field definitely depends on the proper product or service offered thru the machine. It is impossible to find a product more in demand than United States postage stamps.

Post offices and substations are too inadequately to supply conveniently the growing number of stamp users, therefore, retail stores of all kinds are forced to purchase stamps in large quantities and then to accommodate to handle stamp flaps for these transactions. Loose stamps are often sold at a loss to the merchant. Losses result thru mileage, breakage and pilferage, to my nothing of the investments in stamps.

The Shipman Sanitary Stamp Vending Machine, made by the Shipman Novelty Manufacturing Company, is solving the nuisance of loose stamp selling by stores.

The Shipman automatic stamp dispensers have two coin mechanisms and two, bill mechanisms. The machine sells four 1-cent stamps for a nickel, the other side sells three 3-cent stamps for a dime, thus allowing a penny service charge from each stamp customer. The stamps are delivered in sanitary cases which serve as a container for the unmailed stamps. Over the period of the past eight years that these machines have been in service thru the country, it has been proved that stamp machines are easily managed by trained operators, and that many stamp customers actually prefer to purchase their stamps thru machines.

The Shipman machine eliminates the change of the stamps being cut off in the center, representing a total loss of the stamp on cut. Two rolls of stamps cost the operator 90 to load each machine, allowing no loss of stamps thru soilage, tearage and pilferage, to mention only the inconvenience of handling loose stamps.

The Shipman machine not only permits the operator to place as many stamps in the machine as he would in a rule machine of the same set up, but also permits the operator to service his machine whenever, and as often as he wishes.

The business of operating a route of stamp vending machines is comparable with the highest type of investment available, it offers security of investment, substantial earnings, minimum of attention and a genuine service to the public.

Al Rodstein Makers

**Philby “Who’s Who”**

PHILADELPHIA, Jan. 24.—The Philadel phia Douths, January 16. In his first sketch that follows Rodstein’s name in the newspaper’s prized Who’s Who section, which constitutes his recreational interest. He is interested in all classes of sports, he is interested in all classes of sports, which constitutes his recreational interest.

**ASSURE STEADY INCOME—BIG PROFITS FOR THE DURATION with**

**ROOVERS NAME PLATE MACHINES**

Soldiers—Sailors

Best Customers

Rooovers Name Plate Machines, now in use in more than a thousand training stations, and over 50 in war industries, and large groups of soldiers and sailors are receiving exceptionally heavy play. In fact, it has been a revelation to see that the boys use up the sheet metal and strip and how frequently they reorder.

For details on how you can cash in on this BIG PROFIT BUSINESS,

**FREE PLAY CONSOLES**

**PIN GAMES**

WE ARE STILL DELIVERING!

DISTRIBUTORS FOR LEADING MFRS—WRITE, WIRE OR PHONE.

**MIAMI COIN MACHINE EXCHANGE, INC.**

809 S. W. 8th Street

MIAMI, FLA. 3-4033

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**We acknowledge with thanks**

the fine co-operation of officers, executives, and personnel of Standard Distributors and Operators of the United States during the year.

**And for 1942**

the quality of pictures from Minoco is indicated by this opinion from The Billboard: "The first 1942 program of Minoco is the best ever released from any source for the Pin oemers Round."
Year 1942 Will Reward Fighters

By JAMES A. GILMORE
Secretary-Manager, Coin Machine Industries, Inc.

This article is predicated upon the assumption that as long as coin-operated machines are made and as long as there are coin-operated machines to sell, there will always be a coin machine industry.

It is confidently to be expected that coin-operated machines will be made and sold as long as the public continues to patronize them for the entertainment, amusement, recreation and services they provide.

The year 1941 proved conclusively that the public accepts these machines at their true worth as providing whichever of the above mentioned they are seeking and are willing to spend their money to obtain it. This good is established by the undisputed fact that 1941 was the most profitable year the operators have ever experienced.

The outlook for 1942 in this respect is even better than for 1941. Fear, worry, distress, unrest and uncertainty are all the effects of war that few, if any, can avoid. At such times and under such conditions it is the most natural thing in the world for human beings, especially Americans, to seek fun, play, recreation and relaxation.

We of the coin machine industry, as well as hundreds of thousands of others, including the boys in training camps and the soldiers in uniforms, know that in various types of coin-operated machines provide the amusements from cares and troubles they are seeking at a much less cost and in a much more wholesome and helpful manner than many other forms of recreation.

Therefore, the most constructive trends in the coin machine industry for 1942 are to be optimistic, to have faith, hope and courage. There never was a time in the history of the industry, or any other industry, when more closely knit organization and more unselfish cooperation were needed. Now is the time when the morale of the industry can and will be best sustained by devoting individual efforts to unselfishness, loyalty and wholesome spirit of working together for the ultimate good of all.

That is cooperation.

It is up to you as a manufacturer, and you as a distributor, and you as a jobber and you as an operator, to work together as a harmonious whole, with the thought uppermost in your minds that, through your collective optimism and unselfish cooperation the coin machine industry will survive the war period and emerge from it a bigger and better Industry in which to be engaged.

1942 Will Reward Fighters

SPECIALS — GUARANTEED LIKE NEW

MILLS Leisure Model Four Balls $299.50
Mills Three Balls, Write for Prices.

SICKING, INC.

1401 Central Parkway, Cincinnati, Ohio
927 E. Broadway, Louisville, Kentucky

HIGHEST PRICES — SPOT CASH NOW!!!

We want 5,000 Mills, Pace, Jennings Slots (Jackpot Bells), Console Models, Pace Reels or Saratogas, Paces Races, Black or Brown (needed at once).

Write Quick — Give Serials and Descriptions — We Mean Cash —

All makes repaired, rebuilt, made like new. We have America's finest factory facilities, lowest prices, work guaranteed, estimates given. Why bother with second-jobbers. Come to headquarters for real satisfaction. Our 15 years' unparalleled success in our reference.

QUICK ACTION NOW — MAKES YOU MONEY

PACE MFG. CO., INC.
2909 Indiana Ave., Chicago, Illinois

BIG NEW MARKET FOR SECOND-HAND PHONOGRAPHs

A new hook-up between Mills Panoram and various other makes and models of coin phonographs is now sweeping the country. Several of our Panoram operators are interested in securing second-hand phonographs for this combination. Please send us list of your best offers, which we will forward to our customers. Mills Novelty Company will charge no sales Commissions to either party on these deals

GRAND OPENING ALLIED AMUSEMENT CO.

1424-26 Central Parkway, Cincinnati, Ohio

Thursday, January 29, Afternoon and Evening

Operators, Jobbers, Distributors and Manufacturers are cordially invited to attend this GALA PARTY. A NEW FIRM — A NEW Building — but the Management has years of experience in the Coin Machine Business.

MILT SOFFER, President

"We Buy and Sell Anything That Takes a Coin"
A REAL MONEY-MAKING BOARD
THE "CIGARETTE VENDOR"

Exceptionally attractive 4-color board... A real eye-catcher and money-grabber! Give your profits a boost with this most popular "hot" number.

1500 Holes
Takes In... $30.00
Pays Out (average) 80 Packs
Don't miss out on these plus-profits!

WRITE FOR NEW FREE CATALOG

Guardian Service Kit
Plastic Bumper Assemblies

The finest kit of electrical parts ever made! It's by GUARDIAN. 37 items in kit—ideal for service outlets. Contacts, switches, relays, lights, bulbs, motors, folding contacts, switch. Contact point amplifiers, rubber tires and bumper cleats. Complete.

$7.50

Complete

POSTS, REGULATORS, Etc. for RE-MODELING OLD PIECES—NOW—WHILE THEY STILL ARE AVAILABLE! Really large in sizes and colors.

RUSH YOUR ORDER TODAY RE-MODEL PIECE FROM PROBLEM!
Gottlieb Game; Keep ‘Em Flying

CHICAGO, Jan. 24 (MR).—Timely, realistically atmospheric and patriotic in appeal... With Keep ‘Em Flying, our Gottlieb free play game scheduled for public appearance February 5th, manufacturer noted Gottlieb.

“A full complement of all the elements that make for gripping appeal has been incorporated in Keep ‘Em Flying,” declared Gottlieb. “Built around a theme that is uppermost in the American mind today—flight—a new game providing vivid, play-again action that has already proved itself thru many weeks of grueling location testing. Our distribution material enthusiastically endorses the game as a machine that operators can depend upon to keep ‘em playing. An added attraction, and one that has been widely and favorably commented upon, is the reproduction of a Defense Stamp on the backboard. It remains lighted at all times, whether or not the machine is in play, and gives the operators, as well as the location owners, another welcome opportunity to participate in America’s defense program. Naturally, with the nation’s great needs taking precedence over all else, Keep ‘Em Flying production will be restricted. I strongly recommend that distributors and operators, as well as the location owners, take without delay, the opportunity to purchase this new game as warmly welcomed by all,” Gottlieb stated. "Of equal importance is the grand spirit with which the manufacturers, have accepted the call for contributions resulting from the national emergency. A chipping, give-well-but, make-the-best-of-it attitude such as we all have adopted is characteristic of the American spirit and of great importance to our particular Industry. It signifies that we are not distracting our energies in weeping and wailing. Rather, we are concentrating our individual and collective efforts on sensible activities as best we can, in the interest of the country and the Industry. For one—and I know there are many others in the Industry who feel the same way—consider this present situation in the light of a tempering process that, like a refining furnace and still end and with one cheer, will make of the Industry and its members a proud and venerated part of the economic set-up of the nation. That is what we have roused up our dreams for today... what we look forward to for tomorrow.”

You are invited to submit your inquiries and problems to the house that has served you steadfastly for fifty-three years.

MILLS NOVELTY COMPANY, 4100 FULLERTON, CHICAGO

OH MAMMY!

What a profit-booster this terrific, die-cut board is! Mammy will bring in the nickels faster than you can say "The Nuff." Over 60 winners... Mammy Jackpot pays out $1 to $15. Slot-machine symbols. Features: Mammy has MOV-ABLE EYES! Order today and let Mammy change your luck and boost your take.

HARBOR AMUSEMENT SALES COMPANY
800 West Ave., Miami Beach, Fl.

WRITE FOR OUR COMPLETE CATALOG OF MONEY-MAKING BOARDS

GLOBE PRINTING COMPANY
1023-25-27 RACE ST., PHILADELPHIA, PA.

ECONOMIZE WITH ECONOMY

WRITE FOR OUR NEW FREE CATALOG TODAY FEATURING ALL PARTS AND SUPPLIES!!

Company our prices for Bulbs, Fuses, Bakelite Rings, Ralls, Plunger Tips, Coin Chutes, Coin Slides, Locks, Collection Books, Teeth, Wire, Fastats, Plunger Rods, etc., etc.

ECONOMY SUPPLY COMPANY
642 TENTH AVE., NEW YORK CITY

(Phone: Circle 5-8552)
War and the Cigarette Machine Operator

By BURKHART GLASSCOLD

Sales Manager, Arthur H. DeGraff, Inc.

The history of cigarette machine operation is a long one and what there is of it should be cherished, not only by operators of this type of merchandising equipment but by the entire coin machine industry.

We who are engaged in the cigarette machine operation are in the midst of a long-time operation from the manufacturer thru the distributor and supplier to the operator and now laying the foundation for another chapter in this history.

When the operator does to assure a continuance of his business—his livelihood. The answer is simple. Maintain service with his present equipment without outmoding. The first will keep him in business. The second will augment his reputation in the eyes of the community.

The above statement was illustrated dramatically to me on a recent trip I made to visit a few operators who are located near army encampments and operate in the surrounding territory. I found that the influx of thousands upon thousands of men into these towns that have a normal population of but a few thousand has brought boom times to the local merchants. Many of them were quick in grasping the fact that the soldiers had to buy from them or not at all. Immediately prices went up in entirely disproportionate relation to value—even on standardized goods. Soldiers grumbled and some of the reductions reached the ears of our newspapers and national magazines. That was bad publicity for the local merchants.

Cigarette machines were at the same locations doing business as usual, as the War Department makes no attempt to deal with the local merchants. We who are engaged in the cigarette machine operation are the liaison officer between our patrons and the War Department. Happy is the operator who takes advantage of the opportunities of war. The second will augment his reputation in the eyes of the community.

We Predicted Prices Would Go Sky High

James A. Davis, Superior chief, suggests that the War Department should be此時 for such eventualities. He concludes that operators continue with business as usual, and that it will be to the advantage of any merchant to take advantage of the opportunities of war. The second will augment his reputation in the eyes of the community.

Many operators who are engaged in the cigarette machine operation are in the midst of a long-time operation from the manufacturer thru the distributor and supplier to the operator and now laying the foundation for another chapter in this history.

We who are engaged in the cigarette machine operation are in the midst of a long-time operation from the manufacturer thru the distributor and supplier to the operator and now laying the foundation for another chapter in this history.
From Yellow-to-Red-White-Blue
By C. E. Vetterick, Advertising Manager.
O. D. Jennings & Company

"RECOGNITION." This has been the coin machine industry's idea of Utopia for almost a score of years. Members of our industry, and a good percentage of the general public as well, have realized that sensationalism, as practiced in the past by newspapers, periodicals, movies and radio, has constantly exaggerated certain isolated aspects of our business. The legitimate activities, the economic significance, the wholesome and nationally popular entertainment features of our industry, usually were "cut to two inches and put on page 18."

Headlines we have had, in painful and depressing abundance; the yellow headlines of sensationalism, the whole menace. The market for sensationalism, as practiced in the past, is vastly different. Yesterday's yellow headlines have disappeared, Newsweek, periodicals, movies and radio have more important subjects.

Today, the coin machine industry is receiving more headlines than ever before in its history. Most of them are of the red-and-blue variety. Today, distressing "yellow" incidents are being relegated to page 10.

Today, the coin machine industry is in action along new fronts. We are providing the stuff that makes red-and-blue-and-yellow headlines. Probably no other single industry is receiving such an "about face" from newspapers, magazines, movies and radio; the change in tone, beginning to appear in the industry's column, "Industry Mentions," is sufficient to show that we are in the news everywhere. The credit for all this goes largely to the Music Division of our industry in its nation-wide promotion of "Any Bonds for Freedom," "Any Gold for Freedom," "V for Victory." Today, and the current lack of flying. However, thwart our industry's goal is an electrified spirit and determination to win which will keep the headlines coming.

Today, "recognition" of the coin industry is the realist of realities. Of course, we're too busy to pay much attention to all this. We are too happy to be of honest service to Uncle Sam in beating the bullies, to do anything more than a "business" attitude, just doesn't belong.

Today, along with all red-blooded Americans, we are interested only in making the Eagle's claws so sharp that not only will we win the war, but that never again shall America be insulated, that never again shall free people be threatened.

We doubt later on, when the war has been won; when the American Eagle is again secure against all "come-ons"; when once again it can be "business as usual" in the coin machine industry, then, "RECOGNITION" again will be our industry's goal. Perhaps, at that time, it shall be a not-so-distant one.

DESTROY NAZI-JAP PAGANISM IN A CIVILIZED WORLD!
BUY U. S. DEFENSE BONDS AND SAVING STAMPS — FOR DEFENSE!

NAZI-JAP PAGANISM — For years, enemy propaganda has been the most successful sales campaign in the history of the world. They have achieved their goals by three means:
1. Anettitude, recognition, or any other
2. "What's-in-it-for-me" attitude, just doesn't belong.
3. The credit for all this goes largely to the Music Division of our industry in its nation-wide promotion of "Any Bonds for Freedom," "Any Gold for Freedom," "V for Victory." Today, and the current lack of flying. However, thwart our industry's goal is an electrified spirit and determination to win which will keep the headlines coming.

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DO YOU WANT IT?

FINANCIAL SECURITY NOW AND FOR YEARS TO COME

Assured with the World's Greatest Money Makers!

Keeney's
SUPER BELL Console
The triple appeal console that triples profits. Player wins on 1, 2, or all 3 rows.

2 Way SUPER BELL
It's PROVEN a gold mine. 2 coin chutes. 2 can play, 1, 2 or all 3 row appeal.

4 Way SUPER BELL
Greatest of all consoles. 4 chutes, 4 play at the same time. 1, 2 and 3 row appeal.

And the gun that triples your profits on every spot!

J. H. Keeney & Co., Inc.
6630 S. Ashland Avenue
Chicago, Illinois

NATIONAL
COIN MACHINE EXCHANGE
1414-11 DIVERSITY BLVD.
Chicago, Illinois

MUNCIE NOVELTY CO., Inc.
P.O. Box 823, 1416 S. Walnut St., Muncie, Ind.

A NEW
RED, WHITE AND BLUE JAR DEAL
2046 Tickets Taken in $102.40
Pays Out $  72.00
Profit $  30.40
Sample Deal = $  1.50
Open Deals = $15.00

We manufacture a complete line of Jar Tickets, Tip Books, Baseball Dailies, etc., write for prices.

The Billboard
January 31, 1942
AMUSEMENT MACHINES 129

PALSIDE S NOVELTY DISTRIBUTORS
655 Palside Ave.
Cliffsside, N. J.

SPECIALISTS
In Evans
Keeney & Daily

AUTOMATICS
We buy and sell all free play consoles, write for our prices—quote us your price.

PALSIDE S NOVELTY DISTRIBUTORS
595 Palside Ave.
Cliffs, N. J.

SPECIALISTS
In Evans
Keeney & Daily

AUTOMATICS
We buy and sell all free play consoles, write for our prices—quote us your price.
EVERYBODY'S BUYING NOW!

FREE PLAYS
- 130 The Billboard AMUSEMENT MACHINES January 31, 1942
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- Junle Sparky nip citlof SolUlO Sian d niamondr wndfirp Click Boomlow" Bbappy 8'mo? Cluihblc
- CrynUl Qfittr Zlo ruq EVERYBODY'S BUYING HOW!

Fleet Randwayjn
- Paradise
- Motrn
- All Amcflcon
- Attenllon
- Flicker
- Yomblo
- Volviit
- Gold Star
- Rporl Parade
- Bellf) Hop
- Buppayo
- Ploy Boll, Bolly
- 'li Major?

FREE PIAYS
- You can ALWAYS depend on JOE ASH—ALL WAYS

EXHIBIT SUPPLY CO. • 4222-30 WEST LAKE STREET • CHICAGO

GET IMMEDIATE DELIVERY OF

Bally CLUB BELLS

FROM

B. D. LAZAR COMPANY
1635 FIFTH AVENUE, PITTSBURGH, PA.
1425 N. BROAD ST., PHILADELPHIA, PA.

Terms: Certified Deposit with Order, Balance C. O. D., Factory Prices.

FOR IMMEDIATE DELIVERY ★

For Prices—Call, Write or Wire

GRAND NATIONAL SALES CO.
2300 Armitage Avenue (All Phones Humboldt 2420)
Chicago, Ill.
MORE BEAUTIFUL THAN EVER BEFORE!

Our No. 1 Job Is Defense And Armament Production...To this most important work...The J. P. Seeburg Corporation pledges its entire manufacturing facilities and personnel to OUR COUNTRY. As a consequence, the manufacture of Seeburg Hitone Symphonolas and Seeburg Remote Control Music Systems is necessarily curtailed from full production...However, while we are making fewer Symphonolas...We definitely go on record by stating the new 1942 Seeburg Symphonolas Are Superior In Every Respect To Any Automatic Phonograph Ever Presented To The Trade By This Organization.

Buy U.S. Defense Bonds And Stamps

Keep 'em flying! The J. P. Seeburg Corporation is making Gun Turret Assemblies...Bomb Release Controls...Signal Corps Radio Equipment

To Go Ahead—GO

Seeburg

J. P. SEEBURG CORPORATION • 1500 DAYTON ST. CHICAGO
MODEL 580 DELUXE SELECTIVE SPEAKER
Sensational Beauty — Superb Tone . . . 5, 10, 25¢ Coin
Equipment . . Fully Selective . . . Dual-Wire
A challenge to all eyes wherever installed. Richly fashioned
cabinet combines fine veneers and brilliantly lighted varied-
colored curved panels. Floral glass center panel has cham-
pagne bubble illumination in flower stems. This gorgeous
Wurlitzer Selective Speaker attracts nickels, dimes and
quarters, reproduces music exactly as the phonograph plays
it, mounts easily on the wall. A sure-fire plus profit producer.

MODEL 430 SELECTIVE ORGAN SPEAKER
Featuring Illuminated Pipe Organ Pilasters
Fully Selective Speaker of eye stopping size and brilliance.
5, 10, 25¢ Selector Box. Sparkling decorative fabric, illumi-
nated program holder and colorfully lighted heavy glass pipe
organ pilasters. This handsome Dual-Wire unit will operate
any 24 record Wurlitzer — will be seen from any part of any
location — will reproduce Wurlitzer Phonograph music with
flawless tone fidelity — will attract substantial extra profits
for any Wurlitzer Music Merchant.

MODEL 420 ORGAN SPEAKER
A Brilliantly Beautiful Unit for Wall or Back Bar Mounting
A colorful, non-selective speaker of impressive size and brilli-
ant design. Constructed of wood veneers and sparkling
decorative fabrics flanked by illuminated heavy glass pipe
organ pilasters. This Wurlitzer Model 420 houses a quality
speaker assuring true Wurlitzer tone, is bound to accelerate
play and profits wherever installed. Available as Wurlitzer
Model 421 Wireless Organ Speaker and Model 425 Organ
Speaker for corner installation.

The Rudolph Wurlitzer Company, North Tonawanda,
Montreal, Quebec, Canada.

A NAME FAMOUS IN MUSIC FOR OVER TWO
HUNDRED YEARS