

The Billboard

The World's Foremost Amusement Weekly

DECEMBER 21, 1940

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Vol. 52. No. 51

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Vol. 52
No. 51

December 21,
1940

Published weekly at Cincinnati, O., U. S. A. Entered as second-class matter, June 4, 1897, at Post Office, Cincinnati, under Act of March, 1897. 22 Pages. Subscription, \$5 per year. Copyright 1940 by The Billboard Publishing Company.

B'WAY STAND-BY FEES DOWN

Stem Clubs Seek Ways and Means To Hold New Year's Eve Patrons

NEW YORK, Dec. 14.—To keep patrons in long after the stroke of the New Year, cafe and hotel men are working overtime devising stunts that will keep their New Year's Eve trade in a spending mood at least until daylight. This seems to be the major problem, for advance reservations indicate record turnouts, and the prices will be slightly above last year's in 85 per cent of the after-dark spots.

The most popular feature in both hotels and in the better clubs will be a Curfew Breakfast "on the house." It is, naturally, absorbed in the minimum price but plugged as a free, added treat. The Savoy Plaza will serve the Cafe Lounge guests breakfast in the kitchen. At 4 a.m. they will be led by the orchestra into the main kitchen, where they will be seated and served. The hotel, like many other spots, secured an all-night liquor license (fee, \$10).

Special entertainment is being planned in rooms which customarily limit themselves to dance bands or small floor shows. The Ambassador Hotel, which has Larry Stry's band, will bring in a special show. Bill's Gay 90's is lining up extra acts. The Hotel Astor will have a floorshow in addition to Vincent Lopez's band. And, too, the standard clubs are currently lining up strong holiday shows, with an eye on big New Year's Eve trade.

Ira Morals, press agent of Maxim's in the Bronx and the Queen's Terrace in Long Island, is lining up a barber stunt for the clubs. Idea is to give free shaves to all customers who need them.

A rubber ice bag will be given patrons of Barney Gallant's at departure time. Benny Leonard, who will open a new restaurant on Seventh Avenue December 16, will have fight champs doubling as bartenders on New Year's Eve.

Bordewick's will install a miniature barber shop and beauty parlor and will invite guests to freshen up. And at midnight six show girls from the floorshow will usher in the New Year by playing golden horns.

Giant cakes resembling Old Father Time will be served guests of Cafe Louis XIV. The Green Bay Tree announces that it will play host to party of eight flying to New York from Honolulu just to enjoy New Year's Eve. The reservation has been made by Elmer G. Leterman, vice-president of the Hawaiian macadamia-nut syndicate.

Leone's will revive its 30-year custom of parking an old-fashioned milk wagon drawn by an old plug outside its front door. Patrons will be given a free bottle of milk on leaving.

Cash on Line for Equity Initiation

NEW YORK, Dec. 14.—New members seeking entrance into Actors' Equity Association will hereafter have to pay their initiation fees in cash upon acceptance of their application, according to a measure announced by the union last week. Previously union had accepted I O U's and permitted members to pay as they went along, on the installment plan.

The new cash policy was established to conform to general plan of checking any rush of new actors aiming to profit by the increased minimum of \$50 for legit. As of the first of this month, initiation fees were upped to \$100. Union explained that under the old credit system new members, entering with new shows, often failed to complete payments because show closed before installments were met.

The Rockefeller Plaza Ice Rink will close before midnight to insure no accidents to inebriated skaters; however, the near-by Cafe Francais and English Grill will be open and will furnish entertainment.

Dorothy Soma, wife of Tony, cafe owner of prohibition days, will open Tony's Wife Saturday (21) and after midnight New Year's Eve will offer free phone service to guests to phone New Year's greetings to friends in this area.

The usual favors—noisemakers, funny hats, etc.—will be available in all spots.

DETROIT, Dec. 14.—Bookings for New Year's Eve shows were pouring into local offices this week, with evidence that spots that wait may be left without good acts. Theaters are booking shows, with two more houses of United Detroit Circuit, the Ramona and the Broadway-Capitol, joining the parade.

Palmer House to Spend \$700,000 For 1941 Talent

CHICAGO, Dec. 14.—Management of the Palmer House says its largest entertainment budget has been set aside for 1941. Edward T. Lawless, general manager, has presented Merriell Abbott, producer of the floorshows and manager of the Empire Room's music and entertainment, a budget of \$100,000 for the coming year. This breaks down to nearly \$15,000 a week with which to supply the Empire Room with its orchestras, acts, chorus, and costumes.

The Empire Room inaugurated its entertainment policy in 1933, first year of a Century of Progress. From their inception the shows have been produced and directed by Merriell Abbott, and names such as Velox and Yolanda, Guy Lombardo, Paul Draper, Wayne King, and Ray Noble have had long runs in the Empire Room.

The Palmer House will start its 1941 season January 18 with Eddy Duchin and his orchestra; Eddy Howard, singer; Maurice and Cordoba, dance team; Parker and Porthole, ventriloquist act, and Lorraine Santschl, who appeared in the original Empire Room show in 1933.

The 1941 entertainment budget is \$100,000 above that of any previous year.

Dallas Fair Considering Indie Midway To Bow at '41 Jubilee

DALLAS, Dec. 14.—Proposal for an independent midway at the 1941 State Fair of Texas here, along lines of Prolexland at the Canadian National Exhibition, Toronto, is making progress. The idea has been approved by the stockholders, and the board of directors has authorized President Harry L. Seay and Secretary Roy Rupard to report upon the feasibility of the project.

The plan is said to have been under consideration for several years, especially since resumption of fair operations in 1938, following the Texas Centennial and Pan-American expositions on the grounds. Board members who have been interested in past discussions firmly believe that an exceptional amusement zone can be built with independent showmen. Plan was first officially announced by President Seay in his annual report to the stockholders' meeting on December 9. It received hearty approval, was announced in

Strand and Para Pay Out 113G; Para Alone Paid 200G in 1935

NEW YORK, Dec. 14.—Year-end recapitulation of the cost of paying stand-by fees to traveling name bands playing the Paramount and Strand theaters here shows a marked decrease compared with former years, with the Paramount abating out approximately \$38,000 to Local 802, American Federation of Musicians, and the Strand paying about \$55,000 in stand-by charges. This compares to about \$200,000 which the Paramount paid to the union five years ago when it started its name band policy.

The stand-by fee, which was directly supplanted by a payment to the relief fund of the union about two years ago, instead of having the musicians actually stand by with their horns in hand as if to play when called upon, has been a major source of criticism since its inception. But the union holds fast to the rule that there is enough local talent to employ without seeking outside bands; that if the theater must have traveling bands because of name appeal, then local musicians shouldn't suffer on that account. This is 802's answer to charges leveled against it year in and year out on the stand-by angle.

The theaters themselves, however, have been reducing the ante to the union by playing bands who are favorites but have reached their 802 maturity by playing around town for the length of time necessary to get traveling cards. Locally, the Paramount and Strand are the only ones affected. The three other de luxe houses, Radio City Music Hall, Roxy, and Loew's State, all have house bands.

Of these, Roxy and State play occasional name bands, the Roxy rarely and the State frequently, but neither has to pay stand-by costs because of the presence of pit bands.

When the Paramount first installed its name band policy the union tried to work out a similar arrangement and have a pit band employed 52 weeks a year, but the idea was promptly nixed. Instead the theater agreed to pay a man-for-man stand-by charge when it put traveling bands on the stage.

Union Blames Agencies

Union officials claim that if any squawking is to be done over the stand-by charges it should be placed on the doorsteps of the talent agencies, which encouraged the practice years ago in order to build certain bands and were willing to pay the heavy cost themselves to have local musicians stand by. At that time

it was also 100 per cent stand-by for radio, but union rulings since then have relaxed the charges to 15 per cent, which the AFM takes entirely. That, however, applies only to radio. On theater dates the locals throat the country get the gravy.

When the practice hit the theater field all unemployed members were given a crack at getting \$105 a week, but could accept no other engagements. Ultimately, it was decided to place the stand-by money in the union's relief fund without sending men over to the theaters to stand around.

When the Strand went in for name bands several years ago, union tried the (*See Stand-By Fees Down on page 27*)

"Ice-Capades" Takes 50G in 5 Days in Hub

BOSTON, Dec. 14.—Ice-Capades of 1941, first of this season's ice shows to come here, chalked up the best gross since its tour started early in November in Pittsburgh. Attraction did so well that it has been booked for a return engagement for a full week at the end of February.

For the five-day run, December 4-8, show grossed \$50,000. At the opening attendance was 8,500, followed by 9,800 and a sell-out of 14,000 for the last three nights.

Prior to its Boston engagement show grossed \$22,000 for seven days in New Haven and \$20,000 in seven days at Providence.

Additional bookings include the following: December 25 to January 1 at the Eastern States Coliseum, Springfield, Mass.; January 3-7, Coliseum, Tulsa, Okla.; January 9-11, Wichita, Kan.

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SPONSORED ARMY SHOWS

Commercial Firms Hiring Talent For Troupes To Tour U. S. Camps

NEW YORK, Dec. 16.—It appears that much live talent will probably be offered to army camps without camp officials having to dip into their recreation budgets. Entertainers, however, will be paid. Commercial firms setting up touring units to plug their products and many organizations impelled by patriotic motives to supply entertainment to the boys are already rounding up talent for camps.

The American Tobacco Company, thru the Lord & Thomas advertising agency, has set a unit with a name band to go on the camp "circuit" starting January 11 at Quantico, Va. This unit will have Eddy Duchin as the first of the name bands, which will be changed weekly, and will include Jerry Lester, Gall-Gall, Dean Janis, and Floria Vestoff. The production is being done by Ted Long, who did the Ripley show for Columbia Broadcasting System.

According to present plans, two numbers from the band will be picked up weekly for the Lucky Strike Hit Parade. There will be another pick-up for the West Coast. The talent cost for this show is around \$5,000 weekly, all of it being charged up to good will. There will no doubt be some commercial plugs in the show.

Options have been given the entertainers for 13 weeks, and will be renewable until two years have elapsed.

The first of the touring shows in the khaki circuit under commercial auspices recently operated in the South, where Dean Hudson's ork played for Lane, Inc., and plugged its peanut butter and cheese sandwiches. Hudson's ork played two nights weekly at each camp. The equipment was carried in a truck loaned by the sponsor.

Other firms also mulling the same kind of exploitation include the manufacturers of Allen's Foot Base, who are studying the market. This account is being handled by the Armand S. Weill Company, Buffalo.

The results of these trial balloons are being closely watched by other firms. Products of particular appeal to men don't want to neglect this vast male market.

Good Will Factor

Another factor making this market attractive is the good will it will establish with the public. The fact that these firms are doing their bit to cheer up the boys is going to be impressed upon the public in every conceivable way. Radio and newspapers will no doubt be tied in with this campaign.

Organizations are also going in for

GRAY GORDON

(This Week's Cover Subject)

ALTHO Gray Gordon has led several bands, it was not until two years ago that his "The Toc Rhythm" orchestra achieved national prominence, when the public's reaction to his NBC broadcasts emanating from the Hotel Syracuse, Syracuse, N. Y., won for him a Bluebird recording contract.

Since then, he has played the Edison Hotel, New York, with circuit regularity, and during the last stand there distinguished himself as a hit funmaker, single-handedly discovering, introducing, and exploiting "I Am an American," which has become a No. 1 patriotic song. His recording of the song has already sold 250,000 platens.

Gordon has played some of the top dance, night club, and theater dates in the country, including Beverly Hills Country Club, Newport, Ky.; Westchester Country Club, Rye, N. Y.; Raymond Ballroom, Boston; Wardman Park Hotel, Washington. He has at various times appeared on the RCA Magic Key radio program, and was the first band leader to appear on a sports program, Bill Stern's "Newsreel of the Air." Gray and his band are currently on a tour of theaters, ballrooms, and college proms, while his disks remain consistent best sellers.

Arthur Pine is personal manager of the Gordon organization. Consolidated Radio Artists books the band exclusively.

army entertainment. The Smaller Business Men's Association here has dispatched one night of entertainment to Fort Dix. The talent on the initial show, December 5, was on the cuff and checked by Theater Authority. But, according to Henry Modell, president of this outfit, they will not apply for any more shows for curio performances, but instead will raise a fund to finance a unit to make tour of camps.

As in 1917, fraternal, women's, and patriotic organizations will also chime in. In areas where TA is not potent much talent will undoubtedly be secured on the cuff, but if sponsored shows increase, there will be little left for these outfits but to knit socks.

There are currently 106 Army theaters booking shows. However, no estimate can be made of the number of theaters that will be built on camp grounds when the current building program is over. The number may reach above 1,000.

Theaters and recreation halls are being built at camps as soon as the barracks are completed. Fort Dix, the largest camp in the East, will have two theaters, each seating 1,050, and 10 smaller recreation halls each with a 300 seating capacity. Other camps will have (See Sponsored Army Shows on page 27)

Sunday Shows for Halifax — But for Service Men Only

ST. JOHN, N. B., Can., Dec. 14.—Under new conditions for Sunday theater shows in Halifax, the programs will not consist wholly of films, as had been originally planned. Supporting one feature film and an educational short will be singing numbers, instrumental acts, band music, dialog numbers, dramatic and comedy sketches and sing-songs.

This is in the nature of an appeasement to the local ministers, who are now expected to withdraw their opposition. Other changes include dropping of admission prices and substitutions of a voluntary donation; use only of the 2,000-seater Famous Players Capitol for the start, and addition of other theaters if the Capitol cannot accommodate all those wanting to see the first show; beginning of the show at 8:30, with doors opened at 8:30, so there will be no interference with church attendance; limitation to members of the navy, air force, and army, with each entitled to be accompanied by one civilian of either sex.

It had originally been planned to charge the usual admission rates, and make the shows open to the public as well as the men in uniform, with the entertainment starting at 1 and ending at 5, returning at 7 and closing at 11. The Famous Players Canadian Corporation has agreed to bear the cost between the receipts and the total expense

for the Sunday shows at the Capitol. Owners of other theaters will follow suit when called on. Theater unions must agree to weekday wage schedules, and not double time, with navy, air force, and army police doing theater duty also.

If the receipts more than meet the outlay, the surplus is to be turned over to the Canadian Red Cross. Theater owners have no connection with the Sunday opening plan, which is advocated by the city council of Halifax.

Green Heads Little Theaters

SALISBURY, N. C., Dec. 14.—Paid Green is the newly elected president of the National Theater Conference, which represents 300 non-professional theater groups in colleges and communities.

The conference is working on a plan for camp theatricals in army training centers.

"Ice Follies" Cleveland Mark

CLEVELAND, Dec. 14.—Ice Follies of 1941 set a seven-night attendance record at Cleveland's Arena with a total of 63,874 for the week closing November 30. The closing night's show, viewed by 10,221 persons, was sponsored by the Veterans of Foreign Wars.

YOUNGSTOWN, O., Dec. 14.—New Valley Ice Arena, modeled after plants in Cleveland and Pittsburgh, opened recently with an ice revue headed by Hazel Franklin, supported by Andree and Piero Brunet, Nathan Walley, Douglas Duffey, and a line of 24. Ruth Autenreith and her orchestra played for the revue and the dancing which followed. Admission, including tax, ran \$1.25, \$1.75, and \$2.

Arena, first ice plant in the Mahoning Valley, is 145 by 240 feet, and is operated by the Valley Arena Company. Thomas McKee, formerly of the Duquesne Gardens, Pittsburgh, is manager.



LAST Father's Day, Orville (Hoppy) Jones, of the Four Ink Spots, was voted the "Typical Harlem Father." Oddly enough, almost every time he worked at the Paramount he had a new offspring. Last year he was held over for an extra week. So what happened? Just this. He had twins! . . . Lefty Gomez is thinking of opening a restaurant with the House of Chan clan—featuring chow mein and left-handed waiters. . . . Kelecy Allen's description of the new Broadway Bond Store is a honey: "It looks like the third act in a Ziegfeld Follies! . . . Spyros Skouras, who is heading a committee to run a Greek benefit in the grand ballroom of the Hotel Astor, used to be a waiter in the Hunting Room of that very hotelery. . . . Alexander Ince, publisher of Stage Magazine, told us over a table in the Rainbow Room recently, and in all seriousness, that the life of the world would be bettered if Americans learned to dress for dinner!"

BILLY GLASON claims he gave up his antique shop to become a comedian again because business was so bad his antiques were beginning to look old. . . . Ted Meza, whose trick ice-comedy is one of the hottest things in the New Yorker Ice Terrace revue, slipped on a chunk of ice outside his Jackson Heights home and injured an ankle. . . . Marty May describes Lana Turner as the "Skein You Love To Touch." . . . Loew's State features tennis player Alice Marble this week. Which shows you what happened to vaudeville. To bring in crowds first they played Bingo, then they paid your rent, and now they're playing Marbles!

HARPO MARK would like to understudy Jimmy Savo in Mum's the Word. . . . Art Franklin, the zany, wants to know if you've heard about the phony Southern chorine who was caught with her draws down? . . . Zeke Manners pulled a cottle when he celebrated his 10th year broadcasting hillbilly doin's with a huge Barn Dance at Manhattan Center—at which event he offered the first 800 Zeke to come in free admission. . . . George Marlon won't produce Yours for a Year (it's about the draft, not a personal loan company); instead, he'll try to peddle the script direct to Hollywood.

TIMBERG and Rooney juniors have split—with Herman teaming up with songstress Ruth Clayton, and Patsy joining Buster West. . . . The New York Times clamped down on advertisers who flirt with deadlines. In its early December 10 edition it ran tremendous linages for six large stores, utilizing pages of space, all with blank expressions! . . . Barrett and Lee, who broke up their agency partnership years ago when business drooped, still use a flock of blotters they had printed before the bust-up reading, "Announcing Barrett & Lee Attractions—Reading for Better Times!" . . . Which reminds us. Business is so elusive in most of the night clubs the flash-in-the-pan girls are taking pictures of each other just to prove they want to work that night!

HENNY YOUNGMAN (whose nose ain't no Myrna Loy's) claims that emcee Jack Henkens won't have his nose daintied like Milton Berle's for fear it'll make him look too much like Jan Murray! . . . Julie Oshins was "seen enjoying a blazing romance with Dorothea Kent" in two gossip columns over the week-end—which is SOME blaze—seeing as how a continent separates the pair 'til she flies east Christmas to join Julie in a new act. . . . A Times Square barber shop will give patrons printed forms introducing them to their respective barbers and inviting them to inform the memorial artists whether they want to converse or to keep quiet—and, if they want talk, whether the subject preferred is politics, sports, the theater, family life, or a gag routine. . . . Bumped into George Jessel and bride. Since their marriage, 17-year-old Lois looks five years younger and Jessel looks like Jessel. . . . Artie (Lewis and Ames) Lewis has a library full of what he insists are the most interesting books in the world—bank books.

FOR years veteran pianist Arthur Behm had hoped he could crash commercial radio, but the past few years had to be satisfied pounding the ivories at Bill's Gay Nineties club. Then he took ill, but his spirits were lifted when Ben Yost called him in to arrange and play for a set of transcriptions for Standard Brands. Behm was thrilled, and he cut the first audition transcription last Thursday. And a half hour later he dropped dead.

Possibilities

TRADE SERVICE DEPARTMENT
CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For FILMS

THELMA SCHNEE—young actress now appearing with Ethel Barrymore in *The Corn Is Green* at the National Theater, New York, and getting a large share of the raves accorded the performance. She plays a growing girl in the stages of childhood, adolescence, and disreputable young womanhood, and does a terrific job. Not a regular ingenue type, but sensational for character ingenues. Possesses some of the finest acting talent uncovered in legit in years.

For LEGIT MUSICAL

MISS ANNETTE—dramatic singer of torch songs and ballads (some in Spanish), who looks like a good bet for legit, particularly since her sock delivery of dramatic tunes indicates that she could capably fill acting as well as musical assignments. Her diction is clear and impressive, and her personality is attention-holding. Caught recently at the Beachcomber, New York.

Break in Indie-ASCAP Deadlock Expected; ACA, BMI Negotiating

NEW YORK, Dec. 14.—With only a couple of weeks to go before the final showdown between American Society of Composers, Authors and Publishers and hostile radio interests, the Society at press time indicated that "some" New York stations had already signed licenses and that between 200 and 300 throughout the country had either signed or pledged contracts. Deadlock in New York and perhaps other key cities may be broken, trade believes, by signing of a few independents, which would force others into line owing to competitive advantages.

Meanwhile, ASCAP attorneys refused to divulge whether the Society would sue to secure an injunction restraining performances of certain tunes in the E. B. Marks catalog after January 1. Herman Finkelstein, of ASCAP counsel, stated the Society had "more important" things to consider.

At press time also, Sam Fox Publishing Company was not ready to say whether it would renew with ASCAP. Fox is one of the few remaining members not renewed.

A hitherto dormant factor was injected into fight this week, when Aaron Copland, president of the American Composers' Alliance, blasted ASCAP as being responsible for the impoverished condition of the serious composer, thereby causing a lack of good serious music. Copland's group once sought an affiliation with ASCAP, but ASCAP's position is that ASCAP is a "voluntary organization of musicians" who have had five tunes published. Also, ASCAP has always claimed that it could not collect fees for the performance of serious music in that the public would charge the Society was "throttling American music." Opponents of ASCAP feel that the alleged neglect of serious composers may be boomeranging against the Society via public sentiment.

BMI stated late this week that it was desisting for an affiliation with the ACA and that only the terms needed working out. "We will be glad to have them," BMI stated.

WORCESTER, Mass., Dec. 14.—"We have the battle with ASCAP won right now," said Neville Miller, NAB president, at a session of station owners, managers, directors, and program men of District 1 at Hotel Bancroft Thursday (12). Adding that there would be no shortage of fine music, Miller stated, "Broadcasters have pushed us around for years." He claimed use of BMI music on records is high, and that juke box makers, transcription companies, and advertising agencies support BMI.

WGN's Concert Bureau Contracts 17 Artists

NEW YORK, Dec. 14.—The first 17 artists to come under the management of the WGN Concert Bureau include soprano Marion Claire, Janet Fairbank, Maria Kurenko, Josephine Antoine; contralto Karin Bransell; tenors Frederick Jagel, Michael Bartlett, Edward Dudley, and Francisco Nava; baritone John Brownlee; pianists Sascha Gorodnitski, Daniel Ericourt, Emma Boynet, Cellus Dougherty, and Vincens Rusicka; conductors Henry Weber and Jose Yves Quartet.

Six attractions which had been under the management of Paul H. Stoes, Inc., have been added to the WGN lists with the affiliation of Stoes with the new bureau as a salesman. This batch includes Igor Stravinsky, Moriz Rosenthal, Abram Chasina, Isaac Stern, the Littlefield Ballet, and the Curtis String Quartet.

Bureau reports a profit for both itself and Gorodnitski, who was featured in its first Carnegie concert (\$3).

Long Beach Ice Show

LONG BEACH, N. Y., Dec. 14.—New outdoor ice rink which is being constructed by the Department of Parks here on an old tennis court area will hold a professional ice carnival January 12. Metropolitan outdoor speed-skating contest will precede the revue.

—Be Safe Than Sorry— In Legal Affairs...

Higher court cases pertaining to the amusement business are cited by Leo T. Parker, attorney at law, in the last issue of *The Billboard* each month. The next installment will appear in the issue dated December 28, under the title of "How To Avoid Liability for Injuries to Circus Patrons."

New Chicago Office Address at 155 N. Clark Street

On Saturday, December 21, the Chicago office of *The Billboard* will move from 54 West Randolph into its new quarters on the 12th floor of the Ashland Building, 155 N. Clark Street. Telephone number will remain the same—CENTRAL 8480.

To those unfamiliar with Chicago, the Ashland Building is at the corner of Randolph and Clark streets, directly opposite the Hotel Sherman.

KC Heading for A Record Season

KANSAS CITY, Mo., Dec. 14.—Due to the enormous popularity of the Playgoers' League here, which is supporting roadshow offerings at Jimmy Nixon's Music Hall in the Mundy Auditorium, grosses on attractions so far this season have far exceeded the same period last year, and Manager Nixon already is predicting a greater year than last year's record season, when 16 vehicles piled up unprecedented figures.

Nixon said, "There are already 2,000 paid-up members in the Playgoers' League, which guarantees paying grosses on all attractions. Out-of-town business also has been on the upturn."

Tallulah Bankhead in *The Little Foxes* grossed \$6,400 November 23, playing a matinee and night performance with top of \$2.50.

The John Barton company of *Tobacco Road*, here in the play's fifth Kansas City engagement, scored also, with a gross of \$6,700. The play was presented November 28-29-30, with top prices of \$1.50.

Next attraction is Katharine Hepburn's *Philadelphia Story*.

Miami Beach Legit Plans

MIAMI, Dec. 14.—Eight productions to be staged in Miami Beach this winter are now being lined up by Gant Gaither for his Alton Road theater. Among possibilities are John Deas and Madge Evans in *Wind and Rain* and Walter Hampden in *A Successful Calamity*.

Theater, known last year as the Miami Beach Playhouse, is now being redecorated. First production will open January 13. General Manager Glenn Jordan will supervise promotion campaign.

Corio for Detroit Legit?

DETROIT, Dec. 14.—The Lafayette, which closed a brief run of Wee & Leventhal productions four weeks ago, may reopen shortly. Current report is that the spot will reopen under similar management, probably Christmas week if not on the holiday itself, with Ann Corio in *White Cargo*.

A list of army camps is being published in the Wholesale Merchandise Department. This week's list is for the Second (New York, Delaware, New Jersey) Corps Area. It can be found on page 52.



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ASCAP'S SONG CHECK-UP

Sharpens Machinery To Catch All Infringements; May Use Off-Air Waxes; ET Studios Angle for Biz

NEW YORK, Dec. 14.—Execs of American Society of Composers, Authors, and Publishers indicated this week that Society was streamlining its apparatus to check up on infringements of its music on stations throughout the country, and that any settlement which might be made between the Society and the broadcasters after January 1 would carry no clauses regarding disposition of infringement suits. In other words, infringement cases will be handled apart from any settlement likely to be made by the ASCAP radio interests.

Herman Finkelstein, of Schwartz & Frenlich office, ASCAP attorneys, stated that every program would be checked and that the Society would forego any policy of "appeasement." He pointed out that in the past ASCAP would often drop infringement cases when the infringing party took out a license. This method goes by the boards.

Minimum penalty for infringement is \$250, with a maximum of \$5,000. Other ASCAP execs indicated that chief method of policing infringement check-up might logically be via off-the-air recordings, execs figuring the Society could probably get a cheap rate of \$5 per hour program on basis of tremendous business deal. One wax studio indicated it was already going after the business.

Perpetual Existence

History of infringement suits show they are long-drawn-out affairs and very expensive. SESAC, for instance, had been suing the Levy Philadelphia broadcaster for years before case was settled, with Levy taking a SESAC license in view of present music situation. Finkelstein admits process is long and expensive, but pointed out that Society is prepared for a "perpetual existence" and is in no hurry.

"Radio has prepared us for the battle," he went on, alluding to the multitudinous radio-inspired anti-ASCAP suits in the different States over a period of years. He indicated the Society was wiser, shrewder than it had been five years ago when it faced a similar crisis, and that it did not now suffer from the disaffection of the Warner music interests, as it did then.

How seriously the infringement threat is regarded may be ascertained by the extensive research now being carried on by the networks—CBS's detailed instructions to stations (carried extensively in *The Billboard*) offer an example. Problem of picking up music at special event programs is likely to become very complicated also, and as an illustration of this it is pointed out that CBS is building a special soundproof booth for Ted Husling's broadcast of the Orange Bowl football game in Miami. Wax companies, too, notably World, are using specially written music composed by free-lance songwriters on commercial series.

Report that NBC Thesaurus had to junk a commercial series when it was discovered that a fanfare on the waxing stemmed from Victor Herbert's *Riss Me Again* was denied by Thesaurus execs.

Strotz Shuffles NBC's Talent and Program Dept's

NEW YORK, Dec. 14.—Shake-up in the program and artists service departments of National Broadcasting Company went into effect early part of the week, with Phillips Carlin, former sustaining program manager, heading the Red's program department, and William Hillpot, formerly of the Artists Service, heading the Blue's. Sidney Strotz, vice-president in charge of programs, instituted the reorganization, which included also creation of a new Program and Talent Sales Division headed by Bertha Brainerd.

Niles Trammel, NBC president, announced replacement of the Artists Service by the Concert Service, with George Engles at the helm. Radio talent division of the Artists Service was transferred to Strotz's program department. Practically every other department bearing any relation to the program department felt the Strotz reorganization plans.

Report was that the series had to be done over at a cost of \$20,000.

"Words Can't Hurt Us"

BMI, meanwhile, jubilantly celebrating recent acquisition of the Marks catalog, stated that "the more ASCAP talks, the more stations come into the BMI fold." BMI claims about 530 stations all told, of which 470 have already subscribed money, whereas the remainder are pledged. BMI also claims some 100 stations since the first of the month.

KMOX Inks AFRA; Wax Talks After Jan.

NEW YORK, Dec. 14.—A two-year renewal of contracts covering local, network, sustaining, and commercial programs for all announcers, singers, and actors on KMOX, St. Louis outlet for CBS, was signed this week by the American Federation of Radio Artists.

Mrs. Emily Holt, executive secretary, announced also that the union and talent agencies had finally come to terms on the subject of licensing. Tomorrow (15) is the deadline for the filing of license applications, following acceptance of the pact by the Artists' Representatives' Association in New York and the Artists' Managers' Guild in Hollywood.

Problem of obtaining a basic transcription code, Mrs. Holt announced, would be tackled after January 1. Union has been studying proposals and changes submitted months ago by the waxes and expects to come to a quick settlement.

NEW YORK, Dec. 14.—The deadline for filing of applications for agency licenses from AFRA is tomorrow (15), union will honor applications received thru Wednesday (18). Added time was granted, Mrs. Holt explained, because several agents asked for extension in order to supply union with all required data.

Advertisers, Agencies, Stations

NEW YORK:

LIGGETT & MYERS has renewed Glenn Miller's Chesterfield program three weekly on CBS. Set by Newell-Emmett agency. . . . James F. Burke has been appointed assistant director of the CBS program service department, under Francis C. Barton Jr. . . . Forjoe & Company has been appointed national station rep for KHUB, Watsonville, Calif. . . . Dr. Harry B. Summers has been appointed program director of the NBC Public Service Division, effective January 1. . . . Jests, Inc., has renewed contract with WHN for 17 more weeks of spot announcements. Set thru Joseph Katz agency. . . . Newsweek takes over *Ahead of the Headlines* on NBC January 2. Show is now on for Knapp-Monarch. . . . Land of Lakes Creameries sponsors Edgar A. Guest three weekly on 19 NBC Blue stations, starting January 15. . . . Betty Moore, seasonal renewal on NBC, comes back on 41 NBC-Red stations, March 1 for Benjamin Moore Company. . . . J. Walter Thompson agency has reorganized its British offices, having opened two separate production units near Watertown and a third outside Manchester. Another is in Manchester. Idea is to give maximum service to English clients who have decentralized their organizations. . . . Mary Keen, of NBC's press department, marrying Charles Cameron Hughes, nonprofessional, Saturday (14). . . . Charles Marchand Company has contracted for 70 half-minute announcements weekly for 52 weeks over WINS, set thru M. H. Hackett, Inc. . . . Ben Selvin, Muzak and Associated exec, has BMI-itis and is recuperating in Florida for a few days. . . . Stanley J. Quinn Jr., formerly of New York and Hollywood radio departments of JWT agency, trek-

New Chicago Office Address at 155 N. Clark Street

On Saturday, December 21, the Chicago office of *The Billboard* will move from 54 West Randolph into its new quarters on the 12th floor of the Ashland Building, 155 N. Clark Street. Telephone number will remain the same—CENTRAL 8480.

To those unfamiliar with Chicago, the Ashland Building is at the corner of Randolph and Clark streets, directly opposite the Hotel Sherman.

WHN Graduates Air On Network Shows

NEW YORK, Dec. 14.—Graduates of WHN's old stock company are all playing lead parts in network programs currently.

Betty Worth plays lead in *Heart of Julia Blake* and second lead in *Men I Married*; Gall Henshaw is *Kitty Keane*, airing from Chicago; Don MacLaughlin is on *Kate Hopkins*, *Angel of Mercy*, and last year played in legit show, *The Fifth Column*; Claire Nielsen is in *The O'Neills* cast; Kenneth Deimar plays leads on *Cavalcade of America*; Oliver Wendell Holmes has lead in *Myst and Merg*, and Gilbert Mack often does character spots on *Kate Smith* and *Gangbusters* programs; Louis Krugman is in Chicago playing many character roles.

WHN Stock Company began three years ago and lasted one year. It was under direction of Maurice Barrett.

"Hollywood Whisper" Set

CHICAGO, Dec. 14.—Deal was set Thursday by Hays-MacParland and WGN to put George Fisher and his *Hollywood Whisper* show, formerly on NBC, on an MBS hook-up of 26 stations. Sponsor is Marrow, Inc., Chicago, for Mar-O-Gil. Contract calls for 38 weeks, Tuesdays and Thursdays, 11:30-11:45 a.m. CST, beginning January 2. Sponsored broadcasts will be preceded by two weeks on sustaining.

PHILADELPHIA:

SAMUEL R. ROSENBAUM, WFIL and IRNA prexy, named honorary alumnus member of the Phi Beta Kappa chapter at the U. of P. . . . Lonny Starr, WPEN word singer, because he can play the role without using pillows, has been selected to be the Santa Claus for the Masonic Golden Slipper Square Club's crippled children's Christmas party. . . . Mary Ann Hazard added to the WFIL secretarial staff. . . . The Saterettes, who made their air bow with Joe Sater's band over Garden's WCAM, are the new singing trio with Clarence Furman's music crew at KYW as the Rhythmettes. . . . Charles Arlington, from WWJ, Detroit, is the new WCAU announcer. . . . Ruth Sheehan, airing daily via WFIL for Lit Bros. department store under the name of Ruth Barrett, has completed her eighth year of broadcasting fem chatter. . . . Tom Perkins takes over the singing spot left vacant at WCAU by Mark Dawson, out on a theater tour. . . . WCAU's Powers Gouraud will give his 21st annual Christmas party for children at the Philadelphia Home for Incurables on the 24th. . . . WFIL returns *Mystery History*, former Mutual show, to the air locally, quizzer teeing off again on Thursday (19).

FROM ALL AROUND:

GEORGE CRANDALL, assistant to Louis Stuppel, CBS publicity chief in New York, is expected shortly at CBS head-

AFRA License Asked By World Org; Eyes Nets' Artist Biz

NEW YORK, Dec. 14.—World Program Bureau, newest division of the World Broadcasting System, showed first signs of cutting in on activities of NBC Thesaurus and network artist bureaus when Aaron Steiner, head of the new bureau, produced and sold the bureau's first idea show to P. Lorillard & Company this week on a 52-week contract. A quiz show, it starts January 7 on WOR for 15 minutes on Tuesday and Thursday nights. Business handled by Lennon & Mitchell agency. Bureau is also applying for an AFRA license in order to engage in artist representation business. Department has been engaged in intensive promotion among advertising agencies, with offers to service advertisers from all angles for both live and e. t. shows.

Bureau's first sale, temporarily dubbed both *Legal Quis* and *Legal Skull Busters*, is based on oddities in the law. Emuse Malcolm Easterin, an attorney, will be quiz master, known as Lawyer Q.

Projected plans for the new bureau set up the prospect of appreciable competition for NBC in particular, in view of latter's transcription subsidiary, which has given the network, together with its artist bureau, an advantage over all others in the field. World, up to now, devoted most of its energies to the mechanical production of e. t.'s. Emphasis now will be on program building.

WNEW Sweet-Swing Poll

NEW YORK, Dec. 14.—Poll being taken by WNEW's *High School Reporter* program indicates a trend away from swing music among students. Reporter polls schools, with Flushing High School, first tallied, showing 632 students in favor of sweet as against 400 for swing. WNEW's Martin Block claims these figures jibe closely with his own programming of 60 per cent to 40 per cent swing currently. Reporter program will check all Met schools.

WBNX Business Up

NEW YORK, Dec. 14.—Business on WBNX has taken a decided jump, with spot programs particularly on the hypo. New accounts include Adam Hats, 24 one-minute spots weekly; Fairmount Butter, twice weekly on *Sunshine Gels*, quarter-hour show, set by Joshua Epstein Agency; Banco de Napoli Trust Company, six periods weekly, 10:30-40 p.m., classical records; Mt. Carmel Wine, six five-minute periods weekly of Italian recordings; Public Service Optical Company, six 15-minute periods weekly of Italian drama and six five-minute INS news periods in Italian.

Other accounts are Stanbach Headache Powders and Garcia Wines.

WATERTOWN, N. Y., Dec. 14.—WATN, new station here, debuts in January with Kirby Ayers as station manager and Dinny Dinsdale commercial manager.

quarters in San Francisco. . . . Phillip G. Lasky, general manager of KROW, Oakland, Calif., has been elected to the board of directors of the Oakland Advertising Club. . . . Will Aubrey, KGO's "Bard of the Byways," played a week's engagement at the Golden Gate, San Francisco, recently.

W. W. Grant, member of the technical staff of CBK, Watrous, Sask., has joined the Royal Canadian Air Force at Montreal as a technical flying officer. . . . New members on CBK's staff are Vic J. Rows, from CPQC, Saskatoon, and William G. Roxburgh, Saskatoon. . . . Ted Schrader, publicity department, CPQC, Saskatoon, Sask., to Montreal, where he joined the staff of British United Press.

Robert Henderson is joining the staff of CKLW, Detroit, coming from the CBC network in Toronto. . . . Vern Parmenter has been added to the transmitter staff of CKCK, Regina, replacing Wilf Collier, who has moved to the studios as control operator.

Radio Talent

New York

By JERRY LESSER

JOHNNY LOVETON's young son is home from the hospital after his wife, VIRGINIA, donated her blood for a transfusion. JOHNNY, who directs Aunt Jenny, *Court of Missing Heirs*, and *Good Will Hour*, spends his free time directing the Jackson Heights Salon Players in *Ak Wilderness*, to be presented late in January. . . . ILYA LASKOFF, who conducted the orchestra at La Scala in Milan, is now a member of the CBS publicity department. He is assigned to music programs formerly handled by BEN HYAMS, now in the continuity department. . . . GEORGE PUTNAM, announcer on *Portia Faces Life*, is substituting for MEL ALLEN on *Women in White* all this week.

DID you know that Chicago's crippled children at the St. Luke's Hospital there will hear singer-composer EDDY HOWARD on Christmas morning. EDDIE does it every year. . . . that JOHNNY McGOVERN will appear on *The Shadows* next week. . . . that the date has been set (December 27) for RITA RAY'S first Coast-to-Coast guest appearance on the AL PEARCE program. . . . that PAMELA BRITTON, daughter of ETHEL OWENS, radio actress, has plenty on the ball and should be a star in her own right before another year rolls round. . . . that BILLY QUINN is the daddy of a baby girl. . . . that the new signature on *Court of Missing Heirs* is not so good. It lacks the dramatic build-up of the old one. . . . that DORIS HALMAN is doing a good job of scripting on the Mr. Keene show. . . . that those cute song parodies of which EDDIE CANTOR makes such

frequent use are the work of VIC KNIGHT, EDDIE'S personal program director, once on Columbia's production force.

PRIME radio scoop occurred when BOB RIPLEY got the Duke of Windsor to appear on the final *Believe It or Not* program. Broadcasting from Nassau in the Bahamas, Ripley had a story of ship survivors there, but wanted a "home run" for his last broadcast. Despite advice to the contrary, he asked the Duke to broadcast—and the answer was "yes." It marked the Duke's first appearance on a sponsored program. . . . MELVYN DOUGLAS will be BILL STERN's guest on *Sports Newsreel of the Air* Sunday, December 22. . . . GROUCHO MARK'S new stab at a radio program will be titled *The Flotsam Family*. . . . BRAD BARKER is doing much work lately on *The Shadows*. In the last weeks he's been a parrot, a monkey, a gorilla, a cat, and a dog. . . . BERT WHEELER is auditioning a new show on the Coast. . . . JAMES MELTON bought his mother a new car for her birthday recently. In return she's going to give him an OLD car for Christmas. It's to add to his collection of ancient but valuable automobiles, one of the largest of its kind in the country. . . . JANE PICKENS, BEA WAIN, and DINAH SHORE are giving talks for the infantile paralysis drive over WINS. . . . What influence JAY JOSTYN must have to get license plate number JJ64. . . . IRENE BEASLY will be guest on LANNY ROSS'S program December 20. First time they're working together in more than seven years.

Chicago

By NORMAN MODELL

HERBERT L. JACOBSON, who conducts MCA's radio activities, has joined the Port Sheridan unit of the Citizens' Military Training Corps. . . . LEE GILLETTE will bat for HAL TATE while he goes a-courtin' over Christmas. . . . ALICE GOODKIN has landed a new spot on *Backstage Wife*. . . . JOHN FOSTER is set to guest on ROSEMARY WAYNE'S *Smart Set* on WJLD December 15. . . . ELMIRA ROSSLER has been given the new part of Faye in *Scattergood Bates*. . . . On the same strip is another newcomer, MARVIN MUELLER. . . . TIM SPENCER, of the *Sons of Pioneers*, is readying a new tune, *Comboy Santa Claus*, which the *Pioneers* will introduce on the *Uncle Era* show. . . . BUDDY CLARK refused an offer to do the vocals on *Good News* because he would have had to go to the Coast and cancel his contract on the *Wayne King* show. . . . TED MacMURRAY has taken over C. L. MENNER'S production assignment on *Tom Mix Straight Shooters*. . . . WHITEY FORD is celebrating his second anniversary on *Plantation Party*.

HOLLYWOOD talent scouts are bewailing a dearth of movie material in the Windy City. "We aren't looking for acting ability," they say. "Give us a pretty boy or a pretty girl and we'll make stars out of them." Oh, yeah! As for us, we don't think they get around. Anyway, they just called GEORGE NEISE to the film capital for screen tests. . . . Sitting right under the nose of BUCK GUNN, of J. Walter Thompson Agency, receptionist MARJORIE LAMIE, pretty enough to be in pictures, surprised everyone with her excellent performance as the lead in the Uptown Players production of *Mary, Queen of Scots*. . . . ART HERNS, Chi thesp, who is not heard

enough for our money, has a terrific idea for a morning show. He calls it *Breakfast Teaser*. . . . PORREST LEWIS is now heard in *Stepmother*. . . . BILL THOMPSON, *Fibber McGee and Molly*, comedian, is expected in Chicago for the holidays. . . . CLAUDE RAINE is set to portray Scrooge on WGN's Christmas Carol this week.

WSPR Adds Personnel as Station Preps New Sked

SPRINGFIELD, Mass., Dec. 14.—Milton W. Stoughton, commercial manager of station WSPR here, has announced a number of additions to the station's personnel made necessary by the change in operating hours to unlimited time. The station expects to go into its new schedule before Christmas.

Paul Sullivan, formerly of the NBC Training School and later on the announcing staff of WARM in Scranton, Pa., has been added to the announcing staff; Paul Pylan, former engineer at WOR in Worcester, and Paul Kane, a test operator for Westinghouse Electric, have been added to the engineering staff; Evelyn Payne, a hostess, has also come to the station.

"Perkins" Cast to Coast

CHICAGO, Dec. 14.—Members of the Ma Perkins cast will go en masse to California January 3. Decision was endorsed by production director George Fogle and writer Orin Torov, who ordinarily would have the worry of writing vacationers out of the scripts individually. This way, Perkins will air from the West Coast without changes.

Oklahoma Outlaws on WCKY

CINCINNATI, Dec. 14.—Al Glauser and His Oklahoma Outlaws, in theaters in Illinois the last two months and prior to that at Station WIBW, Topeka, Kan., for two and a half years, have joined the staff of Station WCKY, Gibson Hotel here. They have two 15-minute stints daily, 6 a.m. and 3-4:30 p.m., except Saturday and Sunday. They will double on theater dates during their WCKY stay.

ANN THOMAS is pinch-hitting on the Fred Allen program on CBS in place of Minerva Pious. Miss Thomas is also on *Easy Aces*, *Meet Mr. Meek*, and *Bishop and the Gargoyle*.

Hillbillies Like Broadcastin' Better 'n Stayin' on the Farm; One Feller Makin' 35G One Year

NEW YORK, Dec. 14.—Market for hillbillies, real or feigned, whether from the Ozarks or the foothills of Ozone Park, is holding up admirably well under the strain of years of heavy radio play. So well, in fact, that Zeke Manners, now celebrating his 10th anniversary of nasal nuances, says he is earning some \$35,000 annually over local stations. Radio networks, on their own admission, have some "disguised" hillbillies and some glamorous billies like Gene Autry, airing for Doublemint; but Manners' case is unique in that it indicates the heavy hay that can be made on local time.

Manners now is heard about 150 times a week on the locals, mostly via recordings, his chief live program being his 5-43 p.m. spot on WMCA. His waxes are aired currently over 25 stations, altho on this particular piece of business he has at times gone as high as 170 stations, local and out of town. In addition to wax, Manners has had as high as 30 hours of live programs a week over three indies, WMCA, WNEW, and WHN. His earnings sometimes go up to \$1,000 weekly.

Despite heavy dough earned by Manners, New York in hillbilly circles is not regarded as very lucrative generally, better areas being Chicago, Pennsylvania, and the South, where the billies can get in the open air and play parks, auditoriums, stadiums, etc. In Philadelphia and Los Angeles stations often carry as many as five or six billy acts, but in general the demands of the American Federation of Musicians keep the billies within bounds, many stations that would otherwise use live programs being forced to use recordings owing to union scale.

In New York, according to Manners, it's tough to sell a genuine hillbilly, but a built-up specimen from Greenpoint goes very well. Outstanding exception is Elton Britt, one of Zeke's discoveries, who is a McCoy specimen from the Ozarks, whence Zeke plucked him at the tender age of 14.

Sponsor figured as spending the most on hillbilly programs is Consolidated Drugs, with an estimated outlay of \$2,000,000 annually for programs plugging some 30 products. Consolidated has used plenty of Manners' time, as have Macmillin Petroleum Company of Los Angeles, Madison Personal Loan, Michael's Department Store, Madonna Brand, Tomato Paste, Elbee Parfums, Community Opticians, Roxy Clothes, Star Outfitting Company, Tazama Mineral Oil, Dalton Auto Loans, Norge Refrigerators, Parnaworth Radio, and Canadian Fur Trappers.

Networks have long used hillbillies, as WLS's *National Barn Dance* from Chicago, Uncle Ezra's program for Camels, Model Tobacco's *Pipe Smoking Time* on CBS

with Okie Woody Guthrie in addition to Arthur Fields and Sid Hall. But most lavish attempt to build hillbilly material into an art form is credited to CBS, which last summer brought together Woody Guthrie and Burl Ives in a *Forecast* program titled *Where I Come From*. Show never grabbed a sponsor, but landed a sustaining spot as a 15-minute session.

Other network hillbilly shows include CBS's *Texas Rangers*, with Martha Mears (Old Gold); *Brush Creek Follies*, sustaining with Hiram Mortimer Higby and Oklahoma Wranglers; *Hillbilly Champions*, originating in St. Louis, NBC, in addition to programs mentioned, has *Tom Mix Straight Shooters* (Ralston Purina), *Hank Lawson's Knights of the Road*, and *Texas Jim Robertson*, all on the Red. Mutual has Buckeye Four from Buffalo, and New York outlet, WOR, has Pickard Family on wax, plus Manners and Red River Dave.

Billies figure that conditions will continue good, particularly in view of ASCAP situation. Pointed out that much of their material is not ASCAP-controlled, Cole catalog (now BMI) being an instance.

Cugat on Red for Camel

CINCINNATI, Dec. 14.—The ill BMI-ASCAP wind blew Xavier Cugat good here this week when he was linked to a 26-week contract calling for his services on the R. J. Reynolds Camel cigarette program, replacing Bob Crosby.

Cugat's airings begin January 9 and go out over NBC's Red network plus a special line to South America, the latter a new departure for an American commercial.

Reynolds people picked Cugat as a natural, in view of the BMI-ASCAP fight, due to his vast library of public domain and non-ASCAP music.

"Birthday" Talent Set

NEW YORK, Dec. 14.—Ed Wolf agency set permanent talent line-up for *Your Happy Birthday*, listing Jimmy Dorsey's orchestra, Mary Small as vocalist, and Tiny Tufner as emcee. Additional guests will vary weekly, when show starts its commercial career January 3 for Axton-Fisher Tobacco. Account, handled by Weiss and Geller agency, calls for expenditure of \$1,000 a week for prize money.

Wolf office indicated, too, that Dr. Pepper product will be likely sponsor for Pick and Pat.

NBC Tax-Free Disks Out

NEW YORK, Dec. 14.—NBC Theatricals, in an attempt to help subscribing stations cope with the copyright situation, will release 475 tax-free waxes. These will come out with the regular release this month and January 15. Tunes will include material from BMI, SESAC, public domain, and other non-ASCAP sources.

WASHINGTON, Dec. 14.—NBC Radio-Recording Division has opened offices here, with E. William Young in charge. Radio-Recording Division also has offices in New York, Chicago, and Hollywood.

M. B. England Buys WBRK

PITTSFIELD, Mass., Dec. 14.—Monroe B. England, retired member of the firm of England Brothers, department store owners, has purchased WBRK, local station, from Harold Thomas, of Waterbury, Conn., who also has a station in Bridgeport, Conn. In November England filed an application with the FCC for a permit to operate a station in North Adams. Despite purchase of WBRK, England expects to go ahead with his efforts to secure the permit for the North Adams station.

Plan for Miami Radio Origination Up Again

MIAMI, Dec. 14.—Loss of the premiere of the Benny-Allen pic, *Love Thy Neighbor*, to New York has again brought to a head discussion of means to make it practicable for air shows to originate in Miami. Details of the Benny-Allen prem here had been well along in formation. Bob Gilham, of Paramount's New York office, had completed numerous arrangements in co-operation with Joe Copps, of Miami Beach publicity office.

Extreme cost of radio lines is believed to have affected the final decision. Discussion from many sources has revolved around the possibility that Miami-Miami Beach should maintain permanent telephone lines to New York, offering to national air shows free use of the lines for origination from Miami.

Kerr Heads CKUA

EDMONTON, Alta., Dec. 15.—Chairman of the new six-man board of management of the University of Alberta radio station, CKUA, is Dr. W. A. R. Kerr, president of the university. Donald Cameron, director of the university's extension department, was named secretary. New 1,000-watt transmitter unit is not expected to be in operation until late winter or early spring because of the demand on the radio manufacturing industry for equipment.

Joker Trumps Hearts

CHICAGO, Dec. 14.—At least 19 proposals of marriage in recent weeks have come to Beulah Brown, septuagenarian comedienne on NBC's *Show Boat*. Beulah, the unmarried, is unlikely ever to get hitched with any of her mail admirers. She happens to be a character voice of comedian Marlin Hurt.

Early Birds at WLS

CHICAGO, Dec. 14.—It's no trick for a radio program to pull a good-sized audience in the evening, but before dawn—oh, my! Howard Black, WLS *Smile-a-While* announcer, arrived at the station a week ago Monday (2) at 4:30 a.m. When he walked into the studio to start the 5 o'clock live-talent show he found over 300 people waiting to see and hear. They were International Livestock show visitors who were *Smile-a-While* fans from all over the Middle West.

Program Reviews

EDST Unless Otherwise Indicated

"Campus Capers"

Reviewed Saturday, 4-4:30 p.m. Style—Musical varieties. Sustaining on KYW (Philadelphia, NBC-Red network).

Of all the shows produced here for the net sustainings, this is by far the best show-casser for local talent awaiting big-time breaks. And there's plenty in this package.

Spotlight is on Clarence Fuhrman's house ork, harmonizing Rhythmettes, song warbling of Eve Knight and Larry Lane, and Arthur Hines's organology. Synthetic campus house is created. And excepting for a corny script with no-toleic gags to emphasize the collegiate aura, most of the talent on tap is admirable. Straining to weave the song titles into the lines slows up the proceedings, but the musical pick-me-ups keep the daller from getting discouraged.

Of the 10 musical selections, Fuhrman's ork takes care of six in swell style, equally proficient on rhythm and rumba, symphonic and sweet. BMI influence felt in the ork song selections, with the outstander his opening with Irving Berlin's *How Deep Is the Ocean* (ASCAP). Both Miss Knight and Lane sell the bawl ballads well. Wind-blown dialog that cuts no capers and plenty foreign to any campus eats up time and limits wurlers to single chorus selection.

The Rhythmettes, fem trio vocalizing to guitar accomps, give their single song a swingy setting. Arthur Hines barely squeezed in a single chorus at this catching, hardy a chance to demonstrate his swing organ wizardry.

Ordemker.

Arturo Toscanini

Reviewed Saturday, 9:35-11:12 p.m. Style—Symphony. Station—WJZ (New York, NBC-Blue network).

The return of Arturo Toscanini for his season with the NBC Symphony Orchestra finds him one of the many paying tribute to Jan Sibelius on the occasion of latter's 75th birthday.

Toscanini came thru with brilliant readings on the heavy Sibelius pieces, giving them shadings and interpretation which, perhaps, the composer didn't write into them. The Sibelius compositions, reflecting the cold unemotional character of the Finns, are ordinarily too stodgy to take in large doses. Toscanini's rendition endowed them with a great deal of color, making them palatable for even those who like nothing heavier than Victor Herbert.

The Second Symphony took especially well to the Toscanini treatment. Much of its uninteresting content took on added interest under the gifted baton. His reading gave the symphony warmth, so much that perhaps Sibelius, who was probably listening via short wave in Finland, wouldn't have recognized the piece.

The second half of the program was mainly devoted to Lemminkäinen Trilogy, based on Norse mythology. The *Swan of Tuonela* was graceful and flowing, while *Pohjola's Daughter* and *Lemminkäinen's Home-Coming* were interpreted in vicious terms.

The period wound up with the highly nationalistic *Finlandia*.

Olin Downes, music editor of the *New York Times*, did the intermission commenting. His observations were scholarly and reflected the profound respect he bears for Sibelius. Cohen.

"Can You Top This?"

Reviewed Monday, 9:30-10 p.m. Style—Comedy. Station—Sustaining over WOR (MBS).

For a low budgeted after, this period contains much basic appeal.

The program, an idea of Senator Ford, vander from way back, has the listener sending in a joke, which three experts try to top. A studio laughmeter registers audience reaction. If the story as read by Peter Donald registers more than the experts' attempts to top it, the sender-inner gets \$5. If one of them tops it, \$3 is kicked back; if two go above, it's \$2, and if all of them get a bigger laugh, the submitter gets a joke book and \$2.

The program is nicely paced, with Aloys Havrilla doing the emceeing. Most of the stories that came thru were an-

cient enough to draw silence, but a dutiful studio audience giggles at the proper signal. A better selection of stories for Donald would help correct this and give the experts a better base to work upon.

On program caught, Harry Hershfeld distinguished himself, with Senator Ford and Joe Lauria Jr. trailing closely.

Cohen.

"The Golden Treasury of Song"

Reviewed Friday, 3:15-3:30 p.m. Style—Songs and poetic readings. Station—Sustaining on WABC (New York, CBS network).

Programs such as this can do more to defeat ASCAP than can half a dozen other tricks up the combined NAB and BMI sleeves. From point of view of programming, the sustainer offered an exciting variety, including romantic Irish, American folk, grand opera, and light opera. Mostly non-ASCAP, and engaging and satisfying as anything the ASCAP tycoons can boast of.

Selections included an aria from *The Gondoliers*, *The Harp That Once Thru Tara's Halls*, *Ben Bolt*, and *Women Is Fickle from Rigoletto*.

Jan Peerce handled the vocal chores, while David Ross narrated between numbers and took a not too successful fling at poetic reading. Peerce is his same precise self.

The on sustainer now, program will probably go commercial in another week or so. Weiss.

"Know Wyoming Valley"

Reviewed Sunday, 6:15-6:25 p.m. Sponsor—Packard Lackawanna Automobile Company. Station—WBAX (Wilkes-Barre, Pa.).

Know Wyoming Valley is a one-man show written and produced by Jones Evans. It is well interspersed with musical bridges, and during the 10-minute span the listener receives the historical background of an institution, business place, or event in the early days of the settlement of Wyoming Valley.

Evans used tone tending toward that of the voice on *The March of Time*. The program has a natural local tie-in, in that many local names are bound to appear and employees always are interested in the histories of the firms for which they work.

Shows are well produced and have much listener appeal. Mill Miller.

"Musico"

Reviewed Tuesday, 7:30-8 p.m. Style—Musical quiz. Sponsor—AGP Stores. Agency—Paris & Peart. Station—WBZ (Boston).

Here's a program that could provide terrific listener interest. It has all the elements: Lew Bonick's smartly toned band, a cash and grocery give-away, some smart spelling by Chuck Morris. The miss comes with the commercials. Program runs 30 minutes, and commercials take anywhere from 14 to 18 minutes.

Bonick plays about three-quarters of a chorus of a song, and listeners are asked to check the title off, if they know it, on a sheet provided by the stores. Musical bingo is made easier by the clues which Morris, a breezy and affable emcee,

gives and which are practically word for word the title. Blank spaces here and there add interest to the quiz. Each week an original number is aired, and audience is asked to give the song a name and insert the name in one of the blank spaces. Best name gets top prize.

Another fault is the habit of making telephone calls—which, if answered by contestant, doubles the giveaway—at the end of the program. Sometimes person called in is cellar or someone, and hasn't time to reach phone before airtime expires. If this gimmick were placed in the middle of the program it would be better.

Just what will happen to this after the first of the year is a serious question. Public doesn't know enough BMI tunes to be really able to play. Kaplan.

"Terry O'Toole"

Reviewed Wednesday, 5:15-5:45 p.m. Style—Irish songs. Sponsor—Summerfield Furniture Company. Station—WHDH (Boston).

This chap has a lot of appeal in Boston, with its large Irish population, but he's going to run into difficulty if WHDH follows the lead of chain outlets and bans ASCAP material. Practical all of O'Toole's material is ASCAP stuff, as are most Irish songs.

O'Toole, besides being blessed with a pleasing voice and a terrific ability to sell Irish songs, is smart enough to surround himself with guests who can carry on in the same style. On show caught, Billie Williams guested, also giving Irish tunes.

Perfect for what it is designed for, show also clicks with run-of-the-mill audiences who like the singer's voice and style. Ken Wilson does a great job with the organ accompaniment.

Commercials are a bit overlong but are subtly tied in with songs or with the poems read occasionally, and don't bother too much. Kaplan.

WCAU Studio Audience Up

PHILADELPHIA, Dec. 14.—Bumper crop of live shows at WCAU in recent months swelled the crowds sightseeing at the studio building. The third largest throng of visitors in a single month toured the WCAU studios during November, with the 30-day total reaching 22,311. In addition to added live shows, Major Bowes auditions, election programs, and a studio-sponsored aviation ground school all contributed to a general upswing in activity.

Record crowds at WCAU in a single month were 37,000 during the month following the opening of the studios in 1934, and 52,000 during the sensational Open House Week month of April, 1938.

WBZA's F-M Application

SPRINGFIELD, Mass., Dec. 14.—Station WBZA here has applied to the Federal Communications Commission for a construction permit to allow the station to begin its F-M commercial broadcasting. Officials hope to begin operations January 1. Permit seeks to cover 48,100 kilocycles, covering 2,623 square miles. This would allow a range comparable to the regular broadcasting range thru which station now operates.

MERIDEN, Conn., Dec. 14.—The Federal Communications Commission has approved installation of a frequency modulation station on Meriden Mountain, near here, which will serve a territory of 6,100 square miles with a population of 1,118,000. The new station will operate on an ultra-high frequency of 46,500 kilocycles.

Robbins, Signing With ASCAP, Scores Marks, Abeles, Peer

NEW YORK, Dec. 14.—Metro catalogs renewed affiliation with ASCAP late today (14), according to Jack Robbins, who says he is drawing up the papers for the deal. In a bitter tirade, Robbins inveighed against the switch of the E. B. Marks to Broadcast Music, Incorporated. He also scored Julian T. Abeles, attorney in the Marks deal.

Ralph Peer, who switched part of his copyright holdings to BMI, was denounced by Robbins. This lent credence to reports that elements in ASCAP might seek the expulsion of Peer on ground

that he had a foot in each camp, but Robbins would not confirm this.

"These publishers," Robbins said, "do not build for posterity." Robbins then attacked phases of the U. S. copyright law, comparing it unfavorably to that in England where the estate is protected for 50 years after the copyright holder's death.

Renewing with ASCAP was the only "right" thing to do, Robbins stated, adding that signing up with BMI would only lead to a "double-cross" in the end. "We know what we can expect from ASCAP."

WFIL Switch to Lit Bros. Seen; S&C Selling Out

PHILADELPHIA, Dec. 14.—Contingent upon the FCC handing the deal an ok, Strawbridge & Clothier, local department store, will dispose of its 50 per cent interest in WFIL to Lit Brothers, local department store, which holds the other 50 per cent. Competish stores, both operated their own stations, part-timers sharing the same wave length, until 1934, when Samuel R. Rosenbaum engineered a wedding of the two. Rosenbaum, director of Lit's, which had WLIT, WFJ being the companion station, is WFIL proxy and head of IRNA.

According to a statement by George H. Johnson, Lit's pres and director of WFIL, Rosenbaum will continue as station proxy and Roger W. Clipp as general manager. Station operation will be independent of the store, he said, Lit's being the sole owner. Studios will remain in the Widener Building. No change in the personnel excepting for the resignation of officers representing the Strawbridge & Clothier interest. These would include Herbert J. Tily, chairman of WFIL board; Howard Cooper Johnson, vice-president; Roy E. Clark, station director, and M. Edna Hurst, secretary to Johnson and secretary of the WFIL board of directors.

Also local department stores were the first to subsidize stations in the early days of the radio. S. & C. disposal of interests to Lit's finds only one other store in town linked to radio. Gimbel Bros. has WIP, altho station is operated independently of the store.

Following the receipt of permission for WCAU to step into the FM field, WFIL has filed its application with the FCC for a Class B FM license, covering 9,800 square miles. And WCAU takes a step further in entering the television picture to construct the first link in CBS's proposed tele network. FCC has approved the new site selected for transmitter atop the near-by Architects Building.

Gottlieb Suggests Expansion of Our Exploitation Poll

NEW YORK, Dec. 14.—Lester Gottlieb, publicity director of the Mutual Broadcasting System, suggests that *The Billboard's* Annual Publicity and Exploitation Poll make certain changes regarding the network exploitation division. Writes Gottlieb:

"It will soon be time for *The Billboard's* Annual Radio Publicity and Exploitation Awards. Having followed these contests with a great deal of interest, I wonder if I might pass on a suggestion specifically regarding the network exploitation division.

"Unlike other categories (independent press agents, local stations, etc.) the network field has only three entries. To expand this division and give it more scope, why not do the following:

"Give the three network companies several different categories: (1) Best all-round exploitation; (2) best exploitation of a sponsored network program; (3) best exploitation of a sustaining feature; (4) best exploitation of a special event; (5) best exploitation of a sporting event; (6) best exploitation of a single artist; (7) best exploitation of an institutional program or institutional campaign for a network.

"I offer this suggestion for no personal motives. I had the honor of winning for my network first place among the networks in the 1939 awards. But I do think offering one citation for which only three organizations can compete limits the possibilities. Under my plan, it would still be possible for one of us to win each division. But under the old system, you could do no worse than 'show.'"

WCAB's Listening Checkup

PHILADELPHIA, Dec. 14.—Surveying the results of its first year of football broadcasting in Spanish to South and Central America countries, WCAB revealed that the play-by-play of the University of Pennsylvania games aired over the Columbia network's short-wave, WCAB, operated here, were heard in 17 Latin countries. Majority of the mail praised the broadcasts as promoting good neighbor relations.

ASCAP-BMI PROPAGANDA

Barnet Pact Set for MCA

NEW YORK, Dec. 14.—Charlie Barnet, docketed out with a virtually consummated deal with Music Corporation of America to handle his bookings and a new contract with Johnny O'Connor, manager of Fred Waring's band, to personally manage him, started working this week for the first time in a month since his expulsion from and subsequent reinstatement by the American Federation of Musicians.

Barnet's ex-manager, Charles Weintraub, has been completely dropped from any association with the Barnet band, but will attempt to develop Barnet's music publishing firm, which was created just before the great hullabaloo which temporarily cost Barnet his union card. Consolidated Radio Artists is also a part of the past, with a chunk of the cash in settlement of his being relieved from the management contract they held on him, and some more to come.

O'Connor has also installed his own road manager, Ted Cooper, who formerly managed the road affairs of Waring's orchestra. Only remaining detail of the MCA booking deal is the signing of contracts. Billy Shaw, one-night booker for MCA, has already set a string of one-nighter and theater dates.

Now You Tell One

NEW YORK, Dec. 14.—Some queer things, capable of provoking the hearing of bells when no bells are rung, have already developed out of the ASCAP-radio scramble, and one of the toppers is that which happened to Vera Brodsky, classical pianist on CBS.

Miss Brodsky has as a piece de resistance a Mozart composition which boasts both an ASCAP and a non-ASCAP arrangement. Skedding it for a program, Miss Brodsky was informed that she would have to use the non-ASCAP one, to which she replied that she needed neither, inasmuch as she knows the piece by heart.

All of which made no difference to CBS. They told her she could play it by heart if she wanted to, but she would have to have the non-ASCAP arrangement of it on the piano just the same.

ASCAP Seen as Coming to Terms With Radio Within Three Months

PHILADELPHIA, Dec. 14.—If there's any "settlement" in the air in the ASCAP-BMI impasse, it's certainly not in the mind of Neville Miller, president of the National Association of Broadcasters. There was no lots of "appeasement" when Miller addressed the regional meeting of the third district of the NAB at the Benjamin Franklin Hotel last Monday (9), the group representing radio stations in Pennsylvania, Southern New Jersey, and Delaware. Foremost in Miller's mind was to "kick" ASCAP, NAB pres stating, "We can kick ASCAP, and I want to be around when we do."

Not to be directly quoted opinion was that ASCAP would come to terms with radio within 90 days after the first of the year. And at radio's terms, with BMI itself becoming an ASCAP firm. Feeling is that in 90 days all the popular tunes of the day will be forgotten, and the "hit parade" will be exclusively BMI. Moreover, if ASCAP doesn't come around to radio's way of thinking in that time, it is claimed, the performing rights society is headed for a crack-up, which would be hastened by the ASCAP publisher members themselves feeling the financial pinch. While it was admitted that the musical caliber of the programs today without ASCAP music are below par, radio might figure their cause is more important, and within 90 days the loss of ASCAP's admittedly important catalog will be forgotten by the general public. Radio chiefs poo-pooed the

Each Side Delivering Hot Blasts as Deadline Nears

WASHINGTON, Dec. 14.—Breath between the music industry and the broadcasters has now reached the point where both are trying for a knockout before end of the year comes around. Only a fortnight remains in the present contract between ASCAP and radio, and each camp is sending out blistering statements on the position of the other.

In an attempt to keep a solid broadcasting front the National Association of Broadcasters is inaugurating a daily bulletin to all stations to be known as the N. A. B. M. I.—gram. Its purpose is to counteract ASCAP propaganda, according to spokesmen for the association. Other developments in broadcasting struggle include rearrangement of station music libraries to provide cold

storage for all ASCAP ditties. Just to make sure that no mistakes will be made, station men are segregating ASCAP titles, and recordings which feature tunes belonging to the Society are being sent into exile. However, there is deep concern over ways and means to stretch available music over the broadcast day without resorting to ASCAP property. Questions directed at NAB officials concerned methods for using BMI to its fullest capacity.

"Broadcasting Barons"

On the other side of the picture ASCAP is stepping up its publicity campaign and placing much emphasis upon "Broadcasting Barons." The phrase is attracting attention, and even NAB smartens when the Society employs it in its blasts at the chains. NAB Reports, weekly association organ, took note of "Broadcasting Barons" and devoted several paragraphs to answer that ASCAP blessings are not evenly distributed among songwriters.

However, broadcasters are beginning to notice that composers and songwriters put a theatrical glamour into publicity campaigns so that newspapers spread ASCAP angles whenever subject is (See ASCAP-BMI Propaganda on page 13)

Teagarden Hopes For Ether, But Gets the Ozone

NEW YORK, Dec. 14.—Picture a band leader holding an agreement in his mitt that a location engagement calls for remote air time, but at the same time shuddering with nervousness because he isn't going to get it, and the portrait adds up to Jack Teagarden, who has been in the midst of a European invasion, two national political conventions, and the presidential election, and is now really afraid for the world on his next date with remote time.

Teagarden opened at the Arcadia Ballroom this week (11) with a CBS wire, but is afraid to schedule a broadcast lest some horrible catastrophe should strike, because that's all he's run up against since last summer. When he was at Meadowbrook, his opening broadcast was canceled because Hitler invaded Holland; playing at the Sea Girt (N. J.) Inn, he was pushed off the air because of the political conventions nominating candidates for president. To top that, he was also yanked while doing a stint at the Brunswick Hotel, Boston, because of a little incident every four years defined as the presidential election.

Now, before Teagarden's first scheduled shot over CBS, he's deathly scared that something is going to happen. But even at that, if nothing happens to pull him off the air, 400 times out of his library of 480 are unusable, due to the CBS ban of ASCAP tunes.

So you want to lead a band?

Goodman 1-Nighter Unusual For Celeron Winter Season

CELERON, N. Y., Dec. 14.—While name bands aren't on the regular menu for Celeron's Marine Room, formerly the Pier Ballroom, during the present winter night club policy, owner J. G. Campbell announced the booking of Benny Goodman's new band for December 20. Although the date is definite, price of ducaats is still being debated. During the summer, when more than a score of name bands played here, Campbell tallied the best takes of any season in years.

Morrey Brennan, who held the longest assignment as house band here so far, did very well during his stay from June 30 to November 23, when he went to Darling's Hotel, Wilmington, Del. Replacing him on the stand now is Louis Jordan's colored band. Business at the Marine Room is consistently good and operation as a nitery may be continued after the holidays.

Ina Ray Hutton Sues Syracuse Hotel in Midst of MCA Charges

NEW YORK, Dec. 14.—Charging breach of contract and accusing Music Corporation of America of being "more anxious to retain the spot for booking than to safeguard her interests," attorneys for Ina Ray Hutton this week filed charges with the American Federation of Musicians against the Hotel Syracuse (N. Y.), and asked for \$4,000 for her unexpired time and \$2,500 for "general damages."

Whether the female maestro parted company with MCA by choice or by request after the Syracuse Hotel fracas is not known, but upon her release she immediately signed with the band department of the William Morris Agency, Maurice Halperin, of the law firm of Wilson & Halperin, attorneys for the Morris office, filed the charges before the union, and issued a statement, in which he said:

"She (Miss Hutton) and MCA had a dispute with regard to her engagement at the Syracuse Hotel, in which MCA failed to protect her interest and acted as agent for the hotel in advising her

that sheet music and record revenue would offset the loss of radio coin for music pubs.

Caution Advised

The 38 broadcasters present at the meeting, representing 40 stations in this district, were advised to exercise caution in checking their musical programs against the music available by Carl Haverlin, station relations head for BMI. Haverlin disclosed that BMI was preparing a master catalog of all license-free music to be available for distribution to the stations after the first of the year. Until then, he cautioned, greatest care must be exercised in programming the public domain music, especially standards, nursery rhymes, and marches. He pointed out that while *Ave Maria* is in public domain, there are 158 different copyrighted arrangements on that composition. The Marks-BMI deal was announced at the meeting, and Haverlin assured that there was enough music available to meet all program needs.

The broadcasters were also advised as to the extent of transcribed music available to them by St. Langlois, of the Langlois-Westworth transcription library in New York; and by William Parsons, of the National Broadcasting Company's *Theesaurus*.

Florida is the only State in the country where BMI has not signed with a station. Both Miller and Haverlin left for Orlando, Fla., following the meeting.

that notwithstanding her written contract, her services were to be terminated at the Syracuse Hotel. In this controversy with the hotel, MCA appeared more anxious to retain the spot for booking than to safeguard her interests."

Entire situation is an outgrowth of a disagreement which Hutton had with the hotel management, in which Walter Kaiser, business manager of the hotel, said she tried to tell him what "she would do and wouldn't do; go on the stand whenever she pleased, and leave when she felt like it."

Kaiser said she was "generally non-co-operative," but the lid flew off on November 19, when Terry Shand's orchestra, also an MCA band, came in to fill out the rest of her time. Halperin said that she had three weeks and two days left to go on her contract, which amounts to \$4,000. The other \$2,500 is the extent to which she was financially damaged, Halperin said.

Officials of MCA could not be reached for comment.

ASCAP Writers Put On Musicale as Md. Station Signs Pact

FREDERICK, Md., Dec. 14.—To dramatize the split between ASCAP and the radio chains, 18 composers and lyricists came down from New York to stage a two-hour music festival in the ballroom of the Francis Scott Key Hotel here Wednesday (11). During the program, broadcast over WFMD, local station, A. V. Tidmore, station manager, signed a five-year ASCAP contract, saying, "It is our carefully considered opinion that we cannot fulfill our obligations to our listeners by depriving them of music like *Happy Birthday* to You and thousands of other compositions of all kinds."

John G. Paine, general manager of ASCAP, declared over WFMD that if the projected ban of ASCAP music from the air is effected after January 1 there will be two nations barring American music from its radio—Germany and the United States.

The Broadway celebrities included R. H. Burnside, Oscar Hammerstein II, Otto Harbach, Arthur Schwartz, Dr. Sigmund Spaeth, Joe E. Howard, Fred E. Ahler, Milton Ager, Johnny Mercer, Chris Tobias, Ernie Burnett, Dave Stamper, Jean Schwartz, Peter De Rose, May Singli Breen, J. Fred Coots, Nick Kenny, Belle Penstock, and Isham Jones. Mayor Lloyd O. Culler, of Frederick, proclaimed Wednesday (11) as ASCAP Musical Festival Day.

CRA Hires Cook, Plotke

CHICAGO, Dec. 14.—Ted Cook, formerly house band leader at the Oriental Theater, and Joe Plotke, formerly with Maury Sherman's orchestra, have been added to the jobbing department of the local Consolidated Radio Artists' office. Cook will also handle night club dates.

New Chicago Office Address at 155 N. Clark Street

On Saturday, December 21, the Chicago office of *The Billboard* will move from 54 West Randolph into its new quarters on the 12th floor of the Ashland Building, 155 N. Clark Street. Telephone number will remain the same—CENTral 8480.

To those unfamiliar with Chicago, the Ashland Building is at the corner of Randolph and Clark streets, directly opposite the Hotel Sherman.

Loud Call

SPRINGFIELD, Mass., Dec. 14.—Joe Pizzitola and Walter Thompson, local musicians, probably have the only recording of an explosion in Springfield. They were harmonizing in the local Drum Shop, Joe strumming his banjo and Walter picking away on his guitar, when an oil burner in the block back-fired and blew four heavy plates of glass across the sidewalk.

Their recording of *The Call of the Canyon* sounds fine, until the walls of the canyon apparently collapse with a roar. They are thinking of rerecording the record *The Call of the Wild*.

AFM Locals Elect

OMAHA, Neb., Dec. 14.—All officers of Local 70, American Federation of Musicians, have been re-elected for 1941. Peter J. Christman will again serve as president.

Other officers are Ernest Nordin Sr., vice-president; Harold E. Pace, recording secretary; and Mike M. Chaloupka, financial secretary and treasurer. Directors are Arthur Randall, Leonard Ganest, Frank Elias, Marvin George, and Emil Hoppe.

HOLYOKE, Mass., Dec. 14.—The annual meeting of the Holyoke Musicians' Union on Tuesday (9) was featured by the election of officers for the coming year. Clarence Bassett was re-elected president, and Charles Uebel was re-elected treasurer for his 26th year in office.

Other officers elected were Andrew Methot, vice-president; Raymond Schirch, recording secretary; William Weld, financial secretary; Paul Tanzar, Joseph Sefcik, George Gauthier, and Charles Farnum, members of the board of trustees.

EAU CLAIRE, Wis., Dec. 14.—Jack Pingel, Obbie Erickson, and Palmer Anderson have been re-elected president, vice-president, and secretary-business agent, respectively, of the Chippewa Valley Local No. 345, American Federation of Musicians.

Other officers named are Larry Farwell, treasurer, and Martin Jacobson, sergeant at arms. Martin O'Brien Jr. and William C. Keller were elected delegates to the Trades and Labor Council.

PHILADELPHIA, Dec. 14.—Leopold Stokowski, the No. 1 member of the local musicians' union, was the only one of the 1,500 voting at the annual elections last Thursday (6) who couldn't produce his union card when he sought to cast his ballot.

The symphonic idol held up matters while he searched pockets and portfolios, mumbling that he might have left it in Hollywood or in Bali. He finally voted, but not until he was certified as a member in good standing.

SYRACUSE, N. Y., Dec. 14.—Members of Local 78, American Federation of Musicians, held their annual election of officers this week. The big controversy, an old question in this area for years, was whether single engagements should be raised or not. The scale has been \$5, with a new proposition calling for \$0 weekdays and \$7 Saturdays, Sundays, and holidays. Resolution was defeated. Carl L. Ely was re-elected president; Bruce Brummitt re-elected guide; and Clark Johnson will continue as sergeant at arms. Others elected were Arthur H. Binning, vice-president; George F. Wilson, secretary, and W. Edward Williamson, treasurer.

BUFFALO, Dec. 14.—Elections at Local 43, AFM, held December 6, put Randall P. Caldwell, president, at the helm again. New vice-president is Charles Buffalo, who replaces Al Demski. John Haesler remained in his post as secretary-treasurer for the umpteenth term.

Executive board includes Walter Raszka, Bert Lapetina, Roy Nicotta, and Silvano Rizzo, all re-elected after previous board appointments with the exception of Rizzo, who skipped last year but served the year before.

In discussing employment conditions Caldwell stated they are better than in 1939 and that the club bookings in particular are very lucrative right now. The establishment of a local symphony orchestra of 65 men, 10 more than last

Orchestra Notes

By DANIEL RICHMAN

New York Nocturne

WILL BRADLEY calls it an engagement at the Hotel Biltmore's Bowman Room on January 4 after a successful stay that defied the predictions of some of the trade's prognosticators, who couldn't see how a band with a boogie-woogie reputation could possibly click in the staid Bowman Room with its Horace Heidt-minded clientele. . . . upon departing from the spot the Bradleys take a cross-country jaunt of theaters, colleges, and one-nighters, which will carry them to the Coast. . . . When WOODY HERMAN starts his return at the Hotel New Yorker's Ice Terrace Friday (20) he'll have MURIEL LANE, amateur discovered in Toledo, O., for the chirping. . . . she takes over from Kitty Lane (no relation), who filled in temporarily after Dillagene's retirement from the band due to illness. . . . LOU HOLDEN gets a contract renewal from Decca. . . . LARRY MYERS started his booking career at Music Corporation of America by setting GRANT THOMPSON and CHAVEZ's rumba band at Grossingers, Ferrdale, N. Y., December 21-31. . . . RAY PEARL got his release from MCA.

. . . LEIGHTON NOBLE takes his first important New York location at the Hotel Waldorf-Astoria, in its Empire Room, as of January 11 indef. . . . BLUE BARRON planning to spend his first Edison-less New Year's Eve in three years. . . . he isn't expected to open in the spot until February. . . . CHAUNCEY HORTON, first alto sax man, returns to Ella Fitzgerald's orchestra after a two-month absence. . . . Horton, who sat in with Benny Carter's crew during that time, will replace George Dorsey. . . . the Fitzgerald aggregation returns to Boston's Brunswick Bermuda Terrace for a month beginning January 20. . . . Hotel Belvedere gets its first music change in more than seven months when TEDDY KING takes over the podium from RON PERRY, who departs for Florida. . . . MURRAY FRIDKIN's band is at the Pepper Pot, in Greenwich Village.

Midwestern Murmurs

EDDY DUCHIN goes into the Palmer House, Chicago, January 16, indef. . . . BOB KNIGHT opens at the Drake Hotel, Chi., January 14 after six months at New York's swank Cafe Pierre in the hotel of that name. . . . HENRY KING takes in 10 days at the Netherland Plaza Hotel, Cincinnati, as of Christmas Day. . . . Hotel Gibson in the same city gets DICK STABLE December 20 indef. . . . ANTHONY DON GARRA, appointed by General Amusement Corporation to handle its Chicago club bookings, replacing CARL SHREIBER, who joined Weems, Inc., in the same capacity. . . . Held

season (when the organization was started), has also been helpful to local musicians. Niteries are only a fair source of work, excepting a few large spots that really pay.

CARBONDALE, Pa., Dec. 14.—A tie vote for president resulted when the annual election of officers of Local 130, AFM, was held Sunday (8). Gabriel Pugliano, Carbondale, and Joseph Bachak, Mayfield, each received 38 votes. A new vote will be taken next month.

Elected were Elwin Evans, vice-president; John J. Schaff, recording secretary; Frank P. States, financial secretary; Harold Champion, business agent; Adolph Ferrario, treasurer; Andrew Wyllie, sergeant at arms; John E. Evans, Willis K. Ulmer, and Walter Soya, trustees; Anthony Captain, Samuel Ferrario, Fred Ferrario, Donald Fraser, Gerald Gallagher, William Geesey, and Alfred Malara, executive committee.

SPRINGFIELD, Mass., Dec. 14.—The Hampden County Musicians' Association, at the annual election of officers Sunday (8), elected James L. Falvey, of Chicopee, president. Falvey, present vice-president of the association, succeeds Captain Cyril J. LaFrance, leader of the 104th Regiment Band, who did not seek re-election because the 104th will be inducted into regular army service within the next few months.

Only close contest was in the election for vice-president, with Herbert A. Shumway nosing out Vincent Breglio by a single vote. Edwin H. Lyman was re-elected secretary, and Robert W. Cizek was returned to the post of treasurer.

over at the Hotel St. Paul, St. Paul, and the Happy Hour Club, Minneapolis, are OENE AUSTIN and HAL MUNRO respectively. . . . latter club is now booked exclusively by Art Weems. . . . RAY HERBECK has a pair of weeks lined up for him at the Beverly Hills Country Club, Newport, Ky., beginning January 3, following which he takes over at Chi's Edgewater Beach Hotel January 18. . . . MARK BUSSELL has transferred his management allegiance to Weems, Inc. . . . OENE KRUPA takes the Hotel Sherman, Chicago, stand New Year's Eve. . . . TONY ESPOSITO, violinist with the luncheon ensemble at the Restaurant Continentale of Cincy's Netherland Plaza, becomes the group's leader, succeeding JOHNNY BOWMAN, who moves over to WCKY, Covington, Ky., as musical director. . . . JOSE SOLER, pianist with Xavier Cugat, leaves for training camp this month. . . . AL JORDAN, who recently joined Gene Krupa's, has switched over to Jimmy Dorsey's crew.

Of Maestri and Men

BENNY GOODMAN follows his concert with John Barbroli and the New York Philharmonic Symphony Orchestra by recording for Columbia the Debussy and Mozart compos he played with the group. . . . Barbroli and the orchestra will perform the same functions in the recording studio they did at the Carnegie Hall recital. . . . BERNIE CUMMINS, who takes in the St. Francis Hotel, San Francisco, December 16 till January 12, signed a personal management pact with Weems, Inc. . . . HAL KEMP set for another San Francisco stand, the Mark Hopkins Hotel, Friday (20) until January 20 also on the West Coast. . . . FREDDIE MARTIN makes it the Hotel Ambassador, Los Angeles, from Monday (16) until January 27. . . . Down Florida way, EDDIE OLIVER will supply the dancetrip at the Hollywood Beach Hotel, starting early January and remaining till April 1. . . . VAL ERNIE, who owns a piece of the place, starts on the El Patio, Miami Beach, stand December 25, staying till April 4. . . . Christmas finds LANG THOMPSON on the William Penn, Pittsburgh, podium, set till January 22. . . . It's the New Kenmore Hotel, Albany, N. Y., for RAY HEATHERTON, December 15, indef. . . . GEORGE WETTLING, quondam Paul Whiteman drummer, in for the ailing Hughie Kelleher in the Johnny Long band.

Detective Tune

WILKES-BARRE, Pa., Dec. 14.—You've heard of tune detectives, but did you ever hear of a detective tune? That laurel should go to Sierra Sue, for it was that song which routed two burglars who were attempting to rob a coin phone in a local taproom. Bandits forced their way into the establishment, took about \$45 and cigarettes from the cigarette and pinball machines, and started on the music machine when the screwdriver which was being used to pry open the box caused a short circuit, and within a flash the box began to blare out the tune of *Sierra Sue*, thus waking up the neighborhood.

Savitt Loses To Ex-Arranger

BALTIMORE, Md., Dec. 14.—Last-minute salary settlement in a dispute between Jan Savitt and his ex-arranger, Eddie Durham, saved Savitt from possible suspension from the American Federation of Musicians, after his failure to pay a claim levied against him by Durham for \$900. Settlement gave Durham a cash pay-off of \$600.

Reason the settlement took place here is because the local showbusiness center is densely populated this week with the Savitt organization and his alumni. Savitt is playing the Hippodrome Theater, and coincidentally Durham's band is appearing at the Royal Theater. Durham's crew is being fronted by Hon. Bob, former Savitt vocalist who left him a short time ago.

Action brought by Durham against Savitt has been kicking around the AFM for several months, but a decision was finally rendered on December 2, giving Savitt 10 days to pay up or suffer the usual consequences of suspension. When the money wasn't forthcoming, Savitt was ordered to post the money with the Baltimore local on Thursday (12). Failure to do so would have prohibited him from going on the stage of the Hippodrome.

Savitt's attorney, Harry Berman, came down from New York to straighten the matter out, and stated that Savitt hadn't received any notification of the decision because he had been on the road. The money was deposited with the local, but later the settlement was worked out whereby Savitt paid his former arranger \$600.



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IT IS OUR OPINION FROM AUDIENCE RESPONSES AROUND THE COUNTRY THAT "DO I WORRY" WILL SHORTLY BE AS POPULAR AS ANY OF OUR PAST RECORDINGS.

SINCERELY

THE FOUR INK SPOTS

On the Records

A critical analysis of the latest record releases, stressing their commercial value to record retailers and music machine operators. Reviews of greater length are given to recordings that possess unusual interest as to artist, selection, or both.

Key: FT—Fox Trot; W—Waltz; VC—Vocal chorus; V—Vocal recording.

By DANIEL RICHMAN

TOMMY DORSEY (Victor)

Stardust—FT; VC. *Suzanne River*—FT.

AFTER a series of stereotyped, inconsequential recordings of enervated pop ballads, Dorsey puts out an item for record counter and coin phone edification that has the quality that established this band and that has been expected of it ever since the *Marie* and *Song of India* waxings. Altho the Hoagy Carmichael classic on the A side was obviously intended to be the piece de resistance on this platter, it's Sy Oliver's fine arrangement of the Stephen Foster perennial, and the band's equally fine interpretation of it, that run off with top honors. Tempo that is really tempo in the truest sense of the word, excellent solos—particularly a piano bit three-quarters of the way thru the side—and above all intelligent, at times brilliant, scoring combine to make this side powerful from both a commercial and an artistic viewpoint. This is a truly great job of sincere jazz that at the same time doesn't deprecate a beloved folk song, because Oliver has provided beautiful as well as hot passages. Getting back to *Stardust*, the intention to create another *I'll Never Smile Again* is apparent in every bar from the celeste intro, and thru the Frank Sinatra-Pied Pipers vocal, the Dorsey trombone solo, and the local wind-up. Tempo is exactly the same as last summer's smash, and some of the scoring is almost a carbon copy, with the notable exception of no celeste background to the first chorus vocal. Sequels very rarely click in anywhere near the same proportion as their predecessors, which puts two strikes against this side from the start. Vocally and instrumentally, it's as good as *Smile Again*; but the latter didn't have the bugaboo of being a follow-upper.

ARTIE SHAW (Victor)

Stardust—FT. *Temptation*—FT.

IT'S an unusual circumstance that brings two versions of the same standard from two top bands on the same label—and in the same release. The commercial reasons seem a bit shrouded in mystery, inasmuch as the average disk purchaser is apt to be limited in budget to only one platter of any one song at any one time, and here it will be a matter of personal preference either for Dorsey or Shaw, or the particular interpretation of each. Spacing the release of the two versions might have resulted in two sales where now only one, generally speaking, is likely to be made. Shaw's interpretation is as different from Dorsey's as night from day, the latter being simplicity itself, while Dorsey's arrangement is heavy with his now accustomed full retinue of strings and woodwinds, in addition to the conventional brass and reeds. The scoring is good, if not brilliantly conceived, in every respect; high spot of the side (at least for this reviewer) is a fiddle passage that assumes thrilling proportions in its conception and execution. Shaw's clarinet is as intricate and spellbinding as always, and a good open horn trumpet gets the side off to a nice start. Reverse is the familiar *Temptation* of some years back, made worth-while here thru some fine ensemble arranging and the usual clarinet work of the maestro.

BENNY CARTER (Bluebird)

The Very Thought of You—FT; VC. *All of Me*—FT.

CARTER, trumpet, alto sax, and clarinet virtuoso extraordinary, steps out on the Bluebird label for the first time with a disk that, insofar as the A side is concerned, is another of those recording puzzles the solution of which, if there is one, certainly isn't apparent to the naked ear. Carter's fame rests practically solely on his instrumental and arranging ability; therefore the first side of his first record on a new label is taken up for two thirds of its surface by a vocal from Roy Felton that is not very good. Benny manages to sneak in for a half a chorus or so in the middle with some superb alto sax work. But to all intents and purposes, it's Felton's number—and he can have it. The companion piece gives Carter and the band a real chance, and both make the most of it. A fine opening chorus from the sax section sets the pace for some distinctive jazz that should have been displayed on both sides of the disk, not merely on one, at least until Carter has established himself on this label, at which time other and more meaningful things can be tried without hurting the band's chances before it has even been given one.

EDDY DUCHIN (Columbia)

The Stars Remain—FT; VC. *A Fellow and a Girl*—FT; VC.

Typical Duchinisms on a couple of tunes from the musical, *Meet the People*. Eddy's piano has been more sparkling on recent releases than it is here, but both sides have their share of danceable lift and listenable scoring. Johnny Drake's baritone is gratingly heavy in spots on the A side ballad, while Tony Leonard's apparent desire to get over the cute lyrics of the reverse militates against his actual singing performance. But the usual quota of Duchin arpeggios is there, and that's what his admirers want.

WAYNE KING (Victor)

Evening Star—W. *Serenade*—W.

From a musical standpoint, this classic pairing is the best thing King has done in recent months. Dancing to the disk, even regulation three-quarter-time taping, is well-nigh impossible, but King gives a semi-classical interpretation to these Wagner and Schubert compositions that has much to recommend it for listening. Addition of a "cello" to the string section for these numbers practically takes the band out of the pop category for the nonce, and gives it a concert hall recital aura. The tenderness and beauty with which the orchestra handles the opuses is quite likely to make new friends for it.

KATE SMITH (Columbia)

The Last Time I Saw Paris—V. *Along the Santa Fe Trail*—V.

Probably the outstanding quality in Miss Smith's recorded work is the air of polished finesse and ease with which she handles any and all types of songs.

Not only does the singer's clear, clean voice give that impression, but so do the straightforward arrangements and Jack Miller's forthright musical backing. This platter is no exception. Two good songs—the Kern-Hammerstein one on side A being superlatively so—and Kate's freshly scrubbed, crisp style of vocalizing make a really saleable item here.

(See ON THE RECORDS on page 65)

On the Air

Comment on dance remote programs from the standpoint of showmanship, presentation and general listening appeal, rather than the musical ability of the bands reviewed.

By SOL ZATT

Alvino Rey

(Rustic Cabin, Englewood Cliffs, N. J., Mutual Network, Wednesday (11), 1:35-2 a.m.)

LATE as the program is, Alvino Rey's music and the vocalizing and harmonizing of the four King Sisters are relaxing to the ears. Rey's sustainer catches a keynote of soft rhythms and for the 25-minute period sticks to that groove, the leader distinguishing himself personally with the quiet pluckings of his electric guitar, skillfully molded to the arrangements.

The King Sisters are an important adjunct to the successful programming of this band, with the girls doing individual solo numbers in addition to the group choraling, which they polish off with equal finesse. Tune selection is up to snuff, with the vocals evenly interspersed to provide a balanced musical diet.

Abe Lyman

(Hotel New Yorker, New York, NBC Red Network, Thursday (12), 11:30-12 p.m.)

ABE LYMAN'S late remote is a bronco-busting affair that runs off in very fast and finished fashion. Lyman has been on the air long enough to know what it's all about, and he takes full advantage of the radio showmanship tricks that he's picked up thruout the years to pack his remote full of musical stamina.

The maestro runs a gamut of all sorts of tunes and presents them in a lively commercial way. Rose Blaine proves herself to be a polished air singer, knocking off some mean vocals when her turn to face the mike appears. Jimmy Stuart handles the male singing assignment capably.

Johnny Gilbert

(Reviewed at the Boulevard Room, Hotel Stevens, Chicago)

A YOUNG band whose peak thus far was an engagement at the Hotel Lowry, St. Paul, Gilbert gives a better-than-average execution to a standard library. Product is commercial for ballrooms or nightclubs where dancing is the main attraction.

By no means polished and certainly not original in style, aggregation nevertheless satisfies the tapers, playing plain music strictly for dancing, and with little in the way of arrangement or adornment. Repertoire lacks novelty numbers, tho this deficiency could be corrected thru a more frequent use of the sidemen in choir-arrangements.

Band plays full ensemble, with an instrumentation of three across the board. Use of electrical strings produces a good effect, especially in Latin rhythm, which the band plays often and well. Reed section might be improved by mixing reeds instead of adhering to an all-clarinet or all-sax style. Brass section, which combines a tuba with two trumpets, could stand a trombone. Tuba shouldered the brass load at all times, tho ordinarily it alternates with a doghouse, which happened not to be available when caught.

Hal Munbarr, vocalist, who scores on his humorous delivery, only makes a passing grade on voice quality and fails to enunciate lyrics clearly. Modell.

Dick Wharton

(Reviewed at Philadelphia Hotel, Philadelphia)

FIRST attracting attention as guitarist-singer for Jan Savitt, Wharton last month stepped out as a band leader in his own right under the aegis of Bill Smith, who first managed and built Savitt. And for the starting, band boasts still another Savitt star in Carlotta Dale for the stellar song selling, potent as ever in lifting the lyrics and lovelier than ever as well.

Wharton has plenty of what it takes for the big-time. Apart from his guitar pickings, which must be dispensed with out front, he's a handsome chap and sings a romance song in a manner that makes the fem following cheer. For a chap who has always been strumming his way with a stick, Dick is plenty at home with a stick. Moreover, he makes judicious use of it in dispensing thoroughly enjoyable dance music.

Steers clear of swing or style, depending entirely on polished hoofing-appeal along supper club lines. Instrumentation takes in three saxes, single trumpet, piano, bass, and drums. All expert musicians and an excellent nucleus for the building of a bigger band. Joe Woods, who has seen service with many a name maestro, is a standout on trumpet. Selections, mostly in medley fashion, bridge the entire output of the tunesmiths.

Apart from the standout solo singing

On the Stand

Reviews of orchestras playing hotel, night club and ballroom locations and one-nighters. Comment is based upon the present or potential commercial value of the band, as well as its musical quality.

of Miss Dale and the maestro, sax man joins to make it a mixed vocal trio. Entire ensemble makes a neat appearance, and it all makes for a star in the making. Oredenker.

Larry Herman

(Reviewed at the Pic-Mor Ballroom, Lincoln, Neb.)

WHEN Wally Wallace left the Vic Schroeder agency and settled down to running a music store in Sioux Falls, S. D., his band, known then for sizzling swing, was inherited by Larry Herman. Herman was hunting around for an outfit of his own after batting piano for several seasons with Al Menke.

First change made was to tone down the volume, quiet the brasses, bring up the saxes, and charge the rhythm section with the duty of setting an easily discernible appeal to footwork. Result is a good ballroom group, not so noisy, and one that's apt to keep down jumping and gymnastics on the floor. It's smart guidance, because this area has gone rapidly away from the grinding volume specialists.

There are four saxes, three rhythm, and three brasses. Herman himself is the arranger and cuts some didos at the piano. Spotlight is generally held by Rocky (Harold) Donovan, bass player, who does the talking, beats the bass, and sings all the vocals. He's a friendly, personable guy, and gets along with the chin-hangers at the rostrum.

This organization, less than three months old, is already possessor of ballroom oaks and bouquets. Oldfield.

Jacques Renard

(Reviewed at the Versailles, Boston)

BACK in Boston where he has many friends and followers, Renard has with him a 12-piece orchestra that is definitely in keeping with the reputation he has built up.

With arrangements by three or four different arrangers to give flavor to the numbers, and an instrumental set-up consisting of four sax, four brass, and four rhythm (maestro occasionally picks up the fiddle), this band has a smooth style. Appearance is swell and showmanship tops. A smoothly polished performance with easily danceable music is dealt out regularly by this crew.

The lift with which the boys play is also an important factor. Mixing up of pops and oldies, with an occasional sock arrangement of a classic or semi-classic with muted brass giving deep tone is another factor in the successful performance of the band.

Novelty vocals by Mike Galleid capably take care of that department, while the lilting, smooth vocals of Ethel Sidney are something to look forward to. In fact, the routines could stand a few more vocals from Miss Sidney, who is an appealing songstress. Kaplan.

Pat Cleff

(Reviewed at Berliott's Night Club, Rochester, N. Y.)

CLEFF is a young and presentable fiddler who leads his four men thru good, thoroly danceable rhythms. He is backed by sax, drums, piano, and string bass.

Cleff's fiddle interweaves gypsy strains and snatches of other tunes right into the pop tunes, and does much to make the music sound different from run-of-mill small night club stuff.

Cleff has been playing this area for years, and has built up a nice combo and following with his present crew. The dance sets are well chosen, with the pop tunes being mixed with rumbas and waltzes in just the right proportion. Davis.

SWIFT CURRENT, Sask., Dec. 14.—An amendment was passed here concerning the licensing of city dance halls, making it possible for halls being used for private dances only to operate under a lower license fee than that charged for halls in which public dances are held.

Chicago Ballrooms Experiencing Severe Competition; Attendance Dropping in 5 North Side Spots

CHICAGO, Dec. 14.—North Side ballrooms are reverberating with the wails of their operators, who are feeling the pressure of severe competition. With the opening of the Marigold Ballroom several months ago, the condition of these being one too many terp palaces in this section of the city has been reflected in lower attendance records for all.

Of the five North Side ballrooms, the Aragon, Merry Gardens, Marigold, Chateau, and Green Mill, the Karzas dance center, Aragon, has been least affected because, catering to a higher price patronage, it stands in a class by itself. And the Green Mill, with a capacity of only about 1,000, manages to maintain its average. The other three, however, have been conducting a grim war with such implements as promotions, double features, dance instruction, advertising, and price cutting.

Several factors in addition to the opening of the Marigold have contributed to the b-o, pratfall of North Side terperies. First, Catholic young people's dances, run on Sunday nights at eight or nine spots, mostly churches and community centers, and also at the Edgewater Beach, Chicago Towers, Stevens, and Southmoor hotels, and attracting around 6,000 dancers, have been increasing in popularity and making inroads on public ballroom attendance. Some operators, however, disagree with this contention, believing the parochial affairs attract a non-ballroom group, and probably in the long run stimulate interest in ballroom dancing.

Second factor is the Friday night dances sponsored by the Chicago Public High Schools. Attended by from 7,500 to 10,000 youngsters, one-fourth of whom are alumni and therefore more likely than the younger group to be ballroom frequenters, these dances have increased since their inception in October, 1938, until now they are offered in 18 Chicago high schools. Created in order to provide a supervised environment for adolescent shindigs, they demand an admission of only 10 cents. These dances also, tho attacked by some operators, are conceded by others to be a stimulant to public ballroom dancing in the long run.

Cut Rates Dropped

The third point is that the government tax on amusements has ruined the hitherto profitable cut-price policy. The government tax bores the price net by 10 per cent of the cut-rate but of the established rate. Operators have therefore in large measure dropped the cut-rate policy.

Fourth element is the effect of draft psychology upon concession trade. One operator reports that in the last three months beer and soft drink trade has dropped off from 10 to 20 per cent, figuring on a per person basis.

In an effort to counterbalance waning attendance, Andy Anderson, owner of the Chateau Ballroom, suggested to other operators recently that the policy of giving free weekly passes to so-called dance instructors be abandoned—necessarily by all ballrooms at the same time. He estimated almost \$1,000 in free admissions is thrown away weekly by five Chi ballrooms: Aragon, 400 passes; Merry Gardens, 200; Chateau, 100; Marigold, 50, and Paradise 200. Each pass used twice a week would amount to \$1,000. The free pass system was introduced originally as an inducement to beginners, who were to have the advantage of dance instruction from passholders. Ballrooms no longer get their share of beginners, who now go to high school classes. Without passes, the instructors, who are good dancers and hence fans, would probably pay to get in.

Music Items

Publishers and People

DORAINÉ MUSIC has acquired a catalog of 5,000 Latin tunes, which it will exploit under a new division set up as the Dominican Latin American Division. Rafael Pettion Guzman, arranger and composer, will head the new department.

Bresman-Vocco-Conn is readying for publication Jimmy Dorsey's *Hot-Tee-Hootie (Juke Box Jive)* because of the success the tune has had on records.

Jack Mills' America, I Love You, originally published in 1916 but rediscovered in the picture *Tin Pan Alley*, is being recorded by Horace Heidt, Dick Powell, and Sammy Kaye.

Roe-Krippens Music Publishers, Chicago, made its debut this month with the presentation of four new numbers for which the company is arranging network and recording plugs. The songs include "The Sergeant's Wife," "Why Can't I Love Again," "You're More Amorous (Than Glamorous)," and "Sing Out America."

Songs and Such

ELEANOR EVERETT FREEER, society woman and writer of classical and semi-classical music, has written a popular work entitled *Musie of Wings*, set to a poem by Francesca Miller. Song is dedicated to aviators.

Paul Bowles has been set to work composing the music to be used in the Theater Guild's production of Philip Barry's new play, *Liberty Jones*. Bowles also composed for *Twelfth Night* and *Love's Old Sweet Song*.

Frankie Masters is the author of a new tune, *Say When*.

Sammy Kaye penned the words and music to a new song, *Until Tomorrow*, which he is using as an additional theme signature. While he's already recorded the number, Kaye will not have it published until the ASCAP-BMI situation is settled.

Nick and Charles Kenny have renewed their songwriting contract with Leo Felst, Inc. First song of the Kennys under the new agreement is "Rose of the Rockies," written with an assist from Alvie Wubel. As in the past, the Kennys will have their tunes published at various times between the covers of the Big Three combine (Robbins-Felst-Miller).

More of the Same

BOBBY GREGORY'S two tunes, *You'll Never Know* and *Three Women to Every Man*, were recorded by the Carlisle Brothers. Gregory also authored another, *Stage I Lost My Darlin'*.

Dr. Daley Dean Crookham, who devotes her spare time to songwriting, has penned a new patriotic number, *Where Old Glory Waves the Red, White, and Blue*.

Powers Gouraud's new tune, *Since the Day You Said Je t'aime*, is a sequel to his original *Je t'aime*, which was a hit song a dozen years back.

Joe Prasetto, WIP, Philly, music maestro, after introducing so many tunes of others, introduces his own, *That Old Thrill*, which is headed for a BMI placement.

The SIX STAR BAND

ANDY KIRK
AND HIS CLOUDS OF JOY

featuring

JUNE RICHMOND
MARY LOU WILLIAMS
FLOYD SMITH
HENRY WELLS
DICK WILSON

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verbal slap in the face in its own Academy of Music last spring when he conducted his All-American Youth Orchestra here.

Breese Plays Lincoln Ball, Pulls \$2,550

LINCOLN, Neb., Dec. 14.—Lou Breese knocked a hole in the music business hereabouts last week-end when, at \$3 a couple, he played for the season's formal opener (6), the Military Ball, at the University Coliseum. Door draw on dancers alone was 850 pairs, or \$2,550.

Since the ball rocks each male who attends about \$10, when he trims his date up and feeds her, the available amusement money, in the face of Christmas shopping, etc., is at a low ebb for other musical whittings.

R. H. Pauley did not elect to run his Turnpike Casino in opposition to the ball, but followed it with Segar Ellis (7-8), who, at 55 cents per person, drew \$375. Pauley's Sunday night hippo, his "Sing for Your Money" quiz, is still helping him a great deal. He has ruled against running any Friday nights during the month of December.

Orrin Tucker and Bonnie Baker (10), a poor night for dancing here, pulled a fine \$1,800 at the Turnpike, \$1.10 advance and \$1.35 at the front door per person, tax included.

ASCAP-BMI PROPAGANDA
(Continued from page 9)
treated. In this city two Sunday papers each gave a full page to the ASCAP-BMI fight, and one paper, *Herald-Times*,

tarty told its readers that American composers could speak and perform over the radio, but the chains wouldn't allow them to play their own compositions.

It is reported that the Society has signed about 250 stations so far. Information in Washington indicates that many independent stations are quietly signing ASCAP contracts because they believe the fight is primarily one between networks and composers. Another factor believed to count heavily is that ASCAP fees are so low for small stations that it is unlikely any reduction would be effected by peace between networks and the Society.

ASCAP Strategy

Forthcoming publicity strategy to be used by ASCAP is understood to be a review of the network record, wherein ASCAP will try to show that the chains have drained off all the profits in radio and have attempted to get musicians, composers, and other performers to continue working for "coolie" wages.

Efforts to have the FCC mediate differences between the broadcasting companies and ASCAP have failed so far. E. P. Hummert, of Blackett, Sample & Hummert ad-agency, who had written the FCC asking it to intervene in the case, was told to address his plea to the principal parties. FCC felt that such a plea should come from either ASCAP or the chains and not from an outsider.

PHOTOS REPRODUCED GLOBE POSTER CHICAGO

333 PLYMOUTH ST. CHICAGO

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

A
Alkin Jr., Bill: (Antlers) Colorado Springs, Colo.
Allen, Henry (Red): (Cafe Society) NYC, etc.

B
Baer, Steve: (Washington House) Bechtelsville, Pa.
Bassel, George: (Wilson's) Philadelphia, Pa.

C
Cabalero, Carmen: (La Conga) NYC, etc.
Calloway, Cab: (Ehrine Mosque) Springfield, Mo.

D
D'Amore, Emery: (Roney-Plaza) Miami Beach, Fla.
Damesel, George: (Colonial Inn) Singac, N. J.

E
Earnest, Roland: (Hildebrand) Trenton, N. J.
Elliott, Duke: (Savoy) NYC, 24.

F
Fessler, Fred: (Fairway Yacht Club) NYC, etc.
Fay, Ben: (Montgomery) Upper Darby, Pa.

G
Gagen, Frank: (Bordewick's) Tuckahoe, N. Y.
Gardner, Sam: (Stamp's) Philadelphia, Pa.

H
Hager, Herbert: (Park Lane) NYC, etc.
Hall, George: (Famous Door) NYC, etc.

I
Iona, Andy: (Walkie) NYC, etc.
Irwin, Marty: (Churchill Tavern) Pittsburgh, Pa.

Orchestra Routes
Following each listing appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.
ABBREVIATIONS: a-auditorium; b-ballroom; c-cafe; cb-cabaret; cc-country club; h-hotel; mh-music hall; nc-night club; p-amusement park; ro-road house; re-restaurant; s-showboat; t-theater.

Fens, Eddie: (El Hat) Chi, etc.
Ferrarie, Fred: (Broomfield) Chester, Pa.
Fidler, Lew: (Casino Royale) New Orleans, etc.

G
Gagen, Frank: (Bordewick's) Tuckahoe, N. Y.
Gardner, Sam: (Stamp's) Philadelphia, Pa.

H
Hager, Herbert: (Park Lane) NYC, etc.
Hall, George: (Famous Door) NYC, etc.

I
Iona, Andy: (Walkie) NYC, etc.
Irwin, Marty: (Churchill Tavern) Pittsburgh, Pa.

J
Jarvis, Eddie: (El Pinto's) Philadelphia, Pa.
Johnson, Buddy: (The Place) NYC, etc.

K
Kalew, Karl: (Moonlight Gardens) Saginaw, Mich.

Kalilue, Johnny: (Gibson Cincinnati), h.
Karnon, Maria, Musicals: (Gene Revel's) Fargo, N. D.
Kass, Earl: (Bismarck) Chi, h.

L
Lamb, Dredel: (Roseland Inn) Jackson, Mich.
Lane, Eddie: (Bossert) Brooklyn, h.

M
McCoyle, Clyde: (Buffalo) Buffalo, t.
McDonald, Don: (Deshler-Wallack) Columbus, O.

N
Nanette, Marie: (Charles Harris's 30 Club) Camden, N. J.
Navis, Mary: (Yacht Club) Philadelphia, Pa.

O
Oger, Bill: (Hildebrand) Toledo, h.
Ohman, Phil: (Trocadero) Hollywood, Calif.

P
Paige, Pauline: (McGee's Club 15) Philadelphia, Pa.
Palmquist, Ernie: (Trocadero) Wichita, Kas.

Q
Quartell, Frank: (Coleman's) Chi, etc.
Quintana, Don: (El Chico) Miami Beach, Fla.

R
Ramon, Ramon: (Drake) Chi, h.
Ramos, Arthur: (Holland Club) NYC, h.

Bands on Tour—Advance Dates

TOMMY DORSEY: Paramount Theater, New York, December 18 (3 weeks).
JACK TEAGARDEN: St. Regis Hotel, New York, December 20; Yohannusse Golf Club, Utica, N. Y., 21; DeMolay, Oil City, Pa., 26; Sea Girt (N. J.) Inn, 31.
CAB CALLOWAY: Auditorium, Oklahoma City, December 22; Newman Theater, Kansas City, Mo., 23-26; Orpheum Theater, Omaha, Neb., 27-28; Orpheum Theater, Waterloo, Ia., January 3-5; Orpheum Theater, Davenport, Ia., 6-9.
DUKE ELLINGTON: Savoy Ballroom, New York, December 24.

TOMMY TUCKER: New Beach Theater, Miami Beach, Fla., December 25-29; Olympia Theater, Miami 30-Jan. 3.
TED WEEMS: Oriental Theater, Chicago, December 27 week.
LITTLE JACK LITTLE: State Theater, New York, January 2 week.
TED LEWIS: Coliseum Ballroom, St. Petersburg, Fla., January 16.
RAY NOBLE: Chicago Theater, Chicago, January 17 week.
HENRY BUSSE: Fox Theater, St. Louis, January 17 week.

Miller, Ted: (Budweiser Grill) Clinton, Ia., etc.
Milton, Al: (Harry's New Yorker) Chi, etc.
Miquel, Don: (Cafe Gauche) NYC, etc.

N
Nanette, Marie: (Charles Harris's 30 Club) Camden, N. J.
Navis, Mary: (Yacht Club) Philadelphia, Pa.

O
Oger, Bill: (Hildebrand) Toledo, h.
Ohman, Phil: (Trocadero) Hollywood, Calif.

P
Paige, Pauline: (McGee's Club 15) Philadelphia, Pa.
Palmquist, Ernie: (Trocadero) Wichita, Kas.

Q
Quartell, Frank: (Coleman's) Chi, etc.
Quintana, Don: (El Chico) Miami Beach, Fla.

R
Ramon, Ramon: (Drake) Chi, h.
Ramos, Arthur: (Holland Club) NYC, h.

S
Sachs, Coleman: (Pickwick Club) Birmingham, Ala.
Sanchris, Juanito: (Havana-Madrid) NYC, etc.

T
Tan, Jimmie: (Kasman's) Buffalo, Pa.
Teagarden, Jack: (St. Regis Hotel) NYC, 28.

U
Unger, Bob: (Top Hat) DeLmon, Ia., 26.
Ungers, Hal: (St. Regis) NYC, h.

V
Vance, Tom: (New Kenmore) Albany, N.Y., h.
Vance, Tom: (New Kenmore) Albany, N.Y., h.

W
Ward, Bill: (New Willard) Toledo, h.
Ward, Bill: (New Willard) Toledo, h.

OUT-OF-TOWN OPENINGS

"About Tomorrow"

(Curran Theater)
SAN FRANCISCO

A comedy by George Sinton, directed by Harry Joe Brown and Ralph Murray. Cast includes Frank Craven, Sally Eilers, J. M. Kerrigan, Elisha Cook, Isabel Withers, Emmett Vogan, Leona Roberts, Earle S. Devey, Tom Rutherford, and Maxine Cook.

About Tomorrow is a handpicked story for Frank Craven and a pushover for the comedy trade. Sally Eilers is co-starred in the piece, but to J. M. Kerrigan goes the honor of appropriating with Craven an entire evening's fun.

It's a play about death, and quite all right about being jolly about it. Boat-builder Sam Griggs (Craven) is beckoned by the Reaper, and crosses over to be joined by his father. Earthbound, the two ghosts wander about the home, listening in on family councils. But it's necessary to expose the state of affairs in the household.

A daughter is soon to be married. A young son has won first prize in an art contest and another is wedded and deep in housebuilding plans. The father's sudden going upsets everything. His widow's dependence is something of concern, and the shade of old Sam Griggs is deeply perturbed about it all.

Craven is honey and turns in a glowing portrait of the father. Miss Eilers portrays the romantic daughter with charm and attractiveness. Kerrigan seconds Craven with fine comedy as the elder Griggs; and Elisha Cook, as the artist son, handles a dramatic role with outstanding ability. Edward Murphy.

"Old Acquaintance"

(Shubert)

NEW HAVEN, CONN.

A comedy by John Van Druten, staged by Auriol Lee in settings by Richard Whorf, with a cast including Jane Cowd, Kent Smith, Adele Longmire, Peggy Wood, and Barry Jones.

This is a smartly told story of two female novelists, one of whom is a liberal and has been happy with less financial reward than her rival. They are of completely different temperaments, but the fact that they were girls together in Harriety drives them continually together.

One meets Katharine Markham (Jane Cowd) when she is on the verge of accepting Rudd Kendall (Kent Smith) as a husband, after having at first declined the proposition. It is about the same time that Kendall falls in love with Deidre Drake (Adele Longmire), the attractive daughter of the other novelist (Peggy Wood).

The situation is one that might have been tragic, but Mr. Van Druten has written it so cleverly that it is never sad for long.

The settings are a little on the "theatrical" side, but there is the almost flawless acting by Miss Cowd, Mr. Smith, and Miss Longmire. It is a show that Broadway will love, for it is smart enough for the most fastidious, and simple without insulting the intelligence. J. B. TUTTILL.

"Night of Love"

(Harris Theater)

CHICAGO

A musical play, adapted by Rowland Leigh from a script by Lili Hatvany, with music by Robert Stolz. Presented by the Messrs. Shubert. Staged by Barrie O'Daniels. Settings by Watson Barratt. Cast includes Helen Gleason, John Lodge, Marguerite Namara, Robert Chisholm, Martha Errolle, Melissa Mason, Harrison Dowd, Jack Blair, Frank Hornaday, Noel Cravat, Jann Moore.

The old Lili Hatvany comedy, which the Hattons adapted a decade ago as Tonight or Never for Belasco, has been adapted again, this time in a swing-opera version. Neither fish nor fowl, it is making no hit here, musical comedy fans avoiding it because it is too musical, opera lovers sniffing at it because it isn't traditional, and legit-goers preferring to take their dramatics straight, without lyrical interludes.

All of which does not mean the play is not good entertainment, as it has its high spots, both operatic and comic. Dramatically, it is only a vehicle for music and streamlined love-making. Nevertheless, the blending of song and story is achieved smoothly, with the result that the songs are integral to the plot. To those music lovers who are bored with classic opera in its native dress, Night of Love is by no means wasted effort, Helen Gleason's and Mar-

SEND IN YOUR ROUTES

Routes of bands, acts, vaude units, ice shows, repertoire-tent shows, dramatic and musical shows, circuses, and carnivals are carried in The Billboard free of charge. Get into the habit of sending us your route promptly. Send it to Route Editor, The Billboard, 25-27 Opera Place, Cincinnati, O. Routes reaching Cincinnati not later than Friday will appear in following week's issue.

Bands and acts playing indefinite engagements should let us know as soon as they leave a spot so that the listings can be kept up to date.

guerite Namara's beautiful singing offering a refreshing escape from musical comedy crooning.

Plot, briefly, is the old one about the opera star who lacks warmth and spirit and achieves it by a rendezvous with love. Results are so inspiring that the diva swings Frelifea in next evening's performance. Prudishly, she won't marry her man because she thinks he's a gigolo, tho she herself is mistress to the opera's pompous impresario, Count Albert De Gronac, played well by Robert Chisholm. Wind-up proves the young man really to be Fletcher, the Metropolitan's scout. Ah, me!

But there are laughs. And the acting is surprisingly good, considering the reputation of divas for stiffness. Pretty Martha Errolle, who plays the other woman, will probably wind up in Hollywood, having both the looks and voice for celluloid musicals. Harrison Dowd's portrayal of the piano accompanist is nicely whimsical. John Lodge makes a handsome lover but not an impressive singer and annoys with a frequent nervous blinking of the eyelids. Hit of the show is Jack Blair and Melissa Mason, whose comic dancing provides a good contrast to the heavy vocalizing. They not only stop the show but the plot as well, which is unfortunate but necessary because they are too good to be left out. Norman Modell.

Experimental Groups Start With Rush; 100 Interviews

Equity-Dramatists' Guild committee encouraged by interest shown—five preliminary applications in—acting groups must include only pros—other rulings

NEW YORK, Dec. 14.—About 100 interested persons conferred with the Actors' Equity-Dramatists' Guild committee on the experimental theater in the 10 days (ending yesterday) that the committee has been sitting in session at the union's headquarters. Number of inquiries bears out even the most optimistic expectations, spokesman said. From among the 100, which averaged 10 a day, five groups have made preliminary applications for consideration. A total of 100 scripts has been submitted also. Committee will start deliberation on

directors, and actors. Other stipulations of the contract are: Plays produced by ET must be penned by members of good standing in the Guild. Similarly, only Equity members of good standing will be eligible. Plays already under contract to a manager cannot be produced by the group.

If a play is bought by a producer, author may withdraw it from ET and cancel such contract, but such withdrawals cannot be effective if rehearsals have already commenced or for a period of three weeks before the date set for rehearsals.

No scenery will be used. Rehearsals are limited to four weeks, and performances, all within a 30-day period, cannot exceed three. Theater rents are ruled out, as are author royalties and actor salaries. Admission may be by invitation or box-office charge.

If author sells his script within six months from the opening of the play (exclusive of June, July and August) to a regular manager, ET will get 2 per cent of the weekly gross of all first-class companies in United States, Canada, and Great Britain, and 5 per cent of the proceeds of all subsidiary rights, payable out of the manager's share, if he has the subsidiary rights, and out of the author's share if playwright himself disposes of subsidiary rights. Half of ET's receipts from royalties and box office shall be paid to the actors and director. Other half remains with the corporation. Contract expires November 15, 1941.

FROM OUT FRONT

Spring in Winter

BY EUGENE BURR

THE eruption of little acting groups, like an annual itch upon the wrinkled face of the theater, is usually reserved for the springtide. They pop up with the daffodils and briefly cast their scent upon the air; tho in that last respect they resemble the daffodil less than they do the trillium.

The Nu-Art Players, under the direction of S. Mario Castagna, know no season, however—nor do the members of the Drama Workshop, directed by Edward A. Gilpin. The two groups betook themselves to the rocky stretches of Riverside Drive on consecutive nights last week to lay snow-bound garlands upon the unheeding brow of Theopis; and this reporter, a madly conscientious scribe, dutifully went along to the tiny temple of drama known as the Master Institute Theater, up at 103d Street. The Drama Workshop was content to offer an old play—and one of the best—but the Nu-Art Players' appearance was in the nature of a tryout.

WHAT the Nu-Art Players tried out was a little something dashed off in what must have been a moment of aberration by a lad called David Wislhire. It is named Underfoot, and it tells the sad story of a sensitive lad with unorthodox sexual leanings, who is thrown into a simply terrible state when the young man whom he slavishly admires marries his mother—the lad's mother, that is. A girl who is engaged to marry the boy, but who has sense enough to know that she never will, tries to disentangle the mess thru applied psychology, but only succeeds in making it still messier—thereby giving Mr. Wislhire's play its one legitimate point, an argument that modern psychology has overstepped its bounds by assuming that its nebulous "laws," which haven't really progressed beyond the stage of categorical nomenclature, can be given universal application.

That is a point, however, that is made only muddily and incidentally in an amazing last act. For two acts before that everyone goes around being desperately unhappy and having fights with each other (tho, unfortunately, nobody ever seems to get hurt); and gossip columnists write things fit to bar their publications from the mails, and an astounding nymphomania makes passes at all three males in the cast, and an extra lad wanders around the stage wondering what to do with his hands. It is all, as you can see, very sad.

Anyhow, in the end, when almost everyone suspects that the principal youth is what they are all afraid he is, he goes upstairs and shoots himself. Fortunately he is a better marksman than Constantine in The Sea Gull; he manages to bring himself down on the first shot.

Just why Mr. Wislhire should want to be a playwright is a bit hard to understand. His dialog wanders around like a headless horseman, his motivation is something that has to be believed, he seems to take delight in creating an atmosphere of sleazy discomfort by ringing in every unsavory sexual angle he possibly can, and he has written his three-act play so sketchily that it takes up only about half of the usual running time. Don't think, tho, that I'm kicking about that last point.

As for the cast, under the astounding, alternately hectic and funerally paced direction of Mr. Castagna, it offered one of the most amazing performances I've ever seen. You thought Augusta Pelzo, as the Ingenue, was bad until you began to compare her with Doras Gastrau, as the mother; you thought Miss Gastrau was sensationally bad until you compared her with Elaine Planelle, who played the nymphomaniac. As for Miss Planelle, she simply spread herself in the part, displaying an eager and energetic incompetence that utterly defies description. The three (See FROM OUT FRONT on page 16)

Review Percentages

(Listed below are the decisions of dramatic critics on the nine general metropolitan dailies concerning the Broadway shows of the week. In figuring percentages, "no opinion" votes are counted one-half "yes" and one-half "no" rather than being thrown out altogether. This would give a show which nine "no opinion" votes 50 per cent rather than zero. At the end of each month of the season the shows and their percentages will be listed, together with a resume of how they fared at the box office, in an effort to determine how much the critical reception affects the financial returns and how closely the critics agree with the decision of their readers.)

- "Every Man for Himself"—11% YES: None. NO: Watts (Herald-Tribune), Coleman (Mirror), Brown (Post), Anderson (Journal-American), Whipple (World-Telegram), Kronenberger (PM), Lockridge (Sun).
- NO OPINION: Mantle (News), Atkinson (Times).

New Chicago Office Address at 155 N. Clark Street

On Saturday, December 21, the Chicago office of The Billboard will move from 84 West Randolph into its new quarters on the 12th floor of the Ashland Building, 155 N. Clark Street. Telephone number will remain the same—CENTRAL 8490. To those unfamiliar with Chicago, the Ashland Building is at the corner of Randolph and Clark streets, directly opposite the Hotel Sherman.

Nitery Owner Wins Patron Hobbyhorse Suit for \$15,000

NEW YORK, Dec. 14.—Meyer Horowitz, owner of the Village Barn, which goes in heavily for audience-participation games, won a \$15,000 suit in the local courts this week filed against him by a customer who claimed injury in a hobbyhorse race. A \$12,000 suit filed by another patron is pending.

The spot is continuing to use these games because they are highly popular with customers. Horowitz has had a number of suits on his hands, even the patrons are warned that they participate at their own risk. To avoid red tape in the courts and time lost in hearing the cases, Horowitz has paid out \$40, \$50, and \$60 sums as out-of-court settlements.

Other night club owners report similar experiences, but also claim that the effectiveness of the hobbyhorse stunt has been worth the trouble.

2 American Acts In Havana Show

HAVANA, Cuba, Dec. 14.—Outstanding local night club, San Souci, opened for the winter Wednesday (4) and the place was thronged with a fashionable crowd of Cubans and Americans.

A first-class show was provided, including the Stadler, novelty dance team; Hugo and Tyra, in a snake dance; Phyllis Addison, gypsy and ballet dancer, and the Cuban rumba team of Epifanio and Margot.

The Bellmar orchestra furnished the music under direction of A. Romeau Jr. The Rhythmic Sextet, directed by Albertini G. Alonso, alternated.

Dinner charge, \$3 per person.

Warwick, Philly, Plans Big Shows

PHILADELPHIA, Dec. 14.—William Goldman, director of the corporation operating Hotel Warwick, says a roof garden will be ready by next spring. Policy will call for a name band with a name floorshow, marking the first time that the hostelry has gone beyond its downstairs cocktail room for entertainment.

Hotel Walton roof, operated by Jack Lynch, is the only other sky-top saloon in town. There is a possibility that the Aclphia Hotel will reopen its roof next spring.

Lyric, Bridge't, Ups Prices

BRIDGEPORT, Conn., Dec. 14.—Sunday policy of big name bands and vaude has been going over big at the Loew-Poll-Lyric Theater. Hired house, House Manager Eddie Madden and Booker Al Dow agreed on five shows a day instead of four. Last week admission prices were tipped from 44 cents to 55 cents. House seats 2,170, the largest here. The Loew-Poll-Globe, which has vaudeville-pictures Mondays and Saturdays, booked thru WHN Artists Bureau, is also playing to crowded houses.

Six Vauders for Byrne

NEW YORK, Dec. 14.—Six vaude dates have been lined up for Bobby Byrne's band by General Amusement Corporation. Byrnes starts at the Adam's, Newark, N. J., for three days January 24, and follows with the Metropolitan, Providence, R. I., February 7, 8, and 9; Flatbush, Brooklyn, February 13; Windsor, Bronx, New York, February 20; State, Hartford, Conn., February 27, and Palace, Cleveland, March 7.

College Show Booked

ST. LOUIS, Dec. 14.—Fox Theater has lined up the annual show of the University of Missouri for five days starting December 20. Included is the school band, headed by Count Solomon. Will Osborne will follow at the house for a full week starting Christmas Day.

Reopen Memp's Hotel Room

MEMPHIS, Tenn., Dec. 14.—Ballroom Room of the Claridge opened Sunday (1) with Eddie Rogers and orchestra and four-act floorshow, including Kurtie Mariottes, Irene Janis, Dolly Arden, and Burns and White.

From Swank to Barn . . .

NEW YORK, Dec. 14.—Meyer Horowitz, owner of the Village Barn here, says that if his customers detect an air of class society in his informal and intimate room, beginning next week they should blame it on the expensive chairs which he bought from the exclusive Terrace Club at the World's Fair. They were originally priced at \$55; he bought them for \$15 each.

Buffalo Niteries Using More Talent

BUFFALO, Dec. 14.—Some spots here are using bigger budgets, giving the nod to out-of-town talent in place of the territorial crop.

The Park Lane Restaurant has rebuilt and redecorated layout of private rooms, making one large nitery room. While a band was used Saturdays only, the new policy calls for full-week entertainment. Hughie Barrett is the first band on a full week. This five-piece combo was booked thru MCA, which will also book the acts. Capacity of the new room will be around 200.

Continued success of the Hotel Stuyvesant Room evidently inspired the Park Lane. Stuyvesant is getting good crowds and is currently featuring Mario and Merin's five-piece band; Adelaide Joy, singer, and Herb Lewis, piano.

Buffalo Athletic Club, which has Saturday night shows, is also branching out into a nitery set-up with a dance band in the Ellcock Room and week-end shows. Club manager is Lee Blasler. Barker Thomas and His Admirals are set to start December 19, booked thru MCA. Ray S. Kneeland books the regular shows.

The Stadler Hotel's main dining room, another top spot, is retaining Charles Baum's band for an indefinite stay.

Chez Ami, which goes in for good-sized floorshows, is planning a big show for its sixth anniversary during the holidays, and is holding over Tommy Flynn's band.

Gay Nineties Acts Click

BUFFALO, Dec. 14.—The Glen Winter Garden, in suburban Williamsville, is using better acts to excellent advantage. Currently Beatrice Kay, of radio's *Gay Nineties Revue*, is attracting capacity crowds to this large nitery, which seats about 1,200. Miss Kay was held a second week.

First feature of Harry Altman's new policy was Joe Howard, also of *Gay Nineties* air show, who stayed two weeks.

Next is Tess Gardella, set for six days starting tonight.

Maisie & Hazy Back to Old Agent; They're "Int'l Dancers Supreme"

Dear Paul Denis:

FIVE weeks straight layoff is enough for us, Paul, and so Hal and I sent a special delivery letter to our management office that "you are probably too busy booking all those big names and apparently forgot our act. In case you don't remember, we signed up with your office five weeks ago thru Mr. Mann and, after that, we saw him only once. And that was when he didn't recognize us and tried to sign us up all over again.

"So, if you don't mind, we'll start laying off for Joe Pursant again. He promised us a quick week at Nick's Romantic Casino any time we want it. Besides, we've finished reading all the magazines in your reception office. Respectfully yours, Maisie and Hazy, International Dancers Supreme."

I didn't tell you, Paul, of our billing, did I? Well, Hal and I had an awful time trying to figure out a nice billing—one worth the success we are going to have. Of course, just between you and me, we are not really international, since both of us were born in this country and we've never been out of it—except once, when I was in Niagara Falls and I could see across to the Canadian side.

But I figure some day we will play some foreign country, and so the billing is just premature, that's all.

And about the word "supreme." We were going to use "extraordinary," but Hal thought the word was too commonplace now. "Extraordinaire" would have been better, but we don't want to use a foreign word. We're patriotic, we are. Then we thought of "terrific" but that has also become too common. Finally we thought of the lovely dessert we had yesterday at the Automat (Francis Grace Supreme, only 15 cents even tho it had such a beautiful name) and right away we decided on the word "supreme," because it's really an American word and the French undoubtedly stole it from us.

So now you know how we got our billing.

On second thought, Paul, what do you think of International Dancers Divine? The word "divine" fascinates me. I know it's a high-class word, Paul, because once I went to the Ritz-Ritz Hotel to see Elsie Huntington, the society singer, and all the society debs in her dressing room were exclaiming "too, too divine." They kept repeating the phrase all night, so I'm positive it's a real society word. What do you think?

MAISIE

Miami Area Night Clubs Rushing Openings as More Names Are Set; All Hope for Biggest Season Yet

MIAMI, Fla., Dec. 14.—With the tourist season about to get under way, night spots here and in Miami Beach, Hollywood, and Coral Gables are preparing for what they hope will be the biggest season in years. Among the clubs using names will be Ben Marden's new Colonial Inn, the Royal Palm, the Esquire Club, Monte Proser's Beachcomber (Miami Beach), Hollywood Hotel (Hollywood), Ben Brooks' Carrousel, Mario Tosatti's new Salsie Maxie's, and Lou Walters' Latin Quarter.

The show at Ben Marden's Colonial Inn, scheduled to start for the season January 15, will cost around \$14,000 weekly. The talent layout will consist of Harry Richman, Spohie Tucker, Joe E. Lewis, Chandra-Kaly Dancers, and Paul Whiteman's band. A Latin relief band is not yet set.

Paul Small, of the William Morris office, New York, who will be down for the opening night, set the show. The club is still in the building stage.

Mario Tosatti, operator of the Hurricane Club, New York, is supervising the opening of Salsie Maxie's and plans to open it Christmas Eve, with Maxie Rosenbloom himself joining the show the next night. The show will use talent featured at Salsie Maxie's in Hollywood. Joe Prisco is among those set. The club is new and will be air conditioned.

Kitty Davis, from Chicago, is readying her Airport Club, Miami Beach, for its opening tomorrow night. Show will go on four times nightly and will have Billy Vine as feature, with Noel Sherman staging the show, including the Americano troupe of boys recently in *Too Many Girls*. Frank Jacobs, comic bartender, also works in the 4 a. m. impromptu show. The club has been entirely remodeled and will resemble a giant futuristic airliner. The club has not closed a day during the extensive alterations, with 50 workmen remodeling the spot daytimes and the porters cleaning up in time for the night club customers.

Dempsey's Reopens

Biggest of the week was the unveiling Thursday (13) of Jack Dempsey's renovated cafe, now the Pago-Pago Room. South Seas decor includes thatched huts, carved figures, and native murals. Deano Janis, singer, heads the show consisting of Walter Donahue, dancer and singer, seen at the Royal Palm Club last year; Stuart and Lee, dancers; Eleanor Teeman, tapster, who was in last year's opening show here; the Galvins, rumba and conga troupe; Bobby Parks, ex-

Street Clubber, and his orchestra, and Vincent Bragale's orchestra the music. Bragale and Galvin's troupe will also play for matinees.

Pete Clifford's club opened to good crowds last week, with the Four Toppers sharing the entertainment honors. Drawback is that Clifford has been denied a late-hour license and must close at midnight.

Cross and Dunn will headline the opening Christmas week of Niggy Stein's greatly expanded and redecorated Esquire Club. Some \$68,000 iron men have been blown into the Biscayne Boulevard spot.

Peter Whitehead's orchestra is slated to open the Roney Plaza's tea garden. Leader Whitehead, Mrs. Whitehead, and her daughter, the movie's Anita Louise, are in town for the opening late in December.

Beachcomber Set

Monte Proser's Beachcomber will take down the ribbon Tuesday (17). New spot is on the site of the ill-fated Roadside Rest, Dade Boulevard, Miami Beach. Ernie Holst and band set for the opening, along with Juanita Juarez. George Pomerantz will supervise the cuisine.

The much-litigated Merry-Go-Round on Biscayne Boulevard opens December 20, with Hal Oakley in charge. The Merry-Go-Round in previous years was the most pretentious bingo palace in these parts.

Lou Walters, this year's operator of the old Palm Island Club, has dubbed it Latin Quarter and planning a December 20 opening. Ernie Boreo will amuse; Lolita Cordoba will be featured with her rumba band as Madame LaZonga. Jack Cole's dancers and Yvonne Bouvier are also set.

Bucking the (Palm Island) Latin Quarter in a December 20 opening will be the Paddock Club. Tommy Clare will manage in place of Tom Williams. Opening show will feature Rogers and Morris, Lynn and Mary Ann, Bud Freeman's orchestra, and Kaye Dixon.

More Bookings

NEW YORK, Dec. 14.—More bookings for Florida spots, not reported in previous issues:

Helene Cartwright, graphologist, closes an eight-month run at the Essex House here and goes to Florida the end of this month.

Manor and Mignon, dance team, go into Havana-Madrid Thursday (19) and three weeks later go to Palm Beach to open at the Whitehall Hotel January 11, set thru Miles Innella.

Pancho's band, now at the local Copacabana, goes into Sam Barker's 5 o'Clock Club, Miami, next month. Also already set to play Ben Marden's Riviera, Fort Lee, N. J., opening in May, with a 14-man band.

Joan Grey, singer, goes into the Belmont Club, Miami, December 20.

Penny Cafe Men Plan

PHILADELPHIA, Dec. 14.—Proposed first annual banquet of the newly organized Pennsylvania Cabaret-Restaurant Association of nitery operators, originally called for tomorrow (15) at the Broadwood Hotel, has been postponed until January or February.

Takes Over Pa. Club

CENTER SQUARE, Pa., Dec. 14.—Little Ritz Cafe gets a new lease on life, Mrs. Rose Vogel taking over. Improvements have been made and seating capacity extended to 400. Rol Parker on the bandstand. Floorshows change weekly.

New Chicago Office Address at 155 N. Clark Street

On Saturday, December 21, the Chicago office of *The Billboard* will move from 84 West Randolph into its new quarters on the 12th floor of the Ashland Building, 155 N. Clark Street. Telephone number will remain the same—CENTRAL 8480.

To those unfamiliar with Chicago, the Ashland Building is at the corner of Randolph and Clark streets, directly opposite the Hotel Sherman.

Versailles, New York

Talent policy: Dance and show band, Latin relief band; shows at 10, 12:15, and 2. Management: Nick Proulx and Arnold Rossfeld, owners; Leonard MacBain, press agent. Prices: a la carte.

This East Side spot, which doubled its talent budget early this season to compete with the new crop of "society cafes," is continuing to lean strongly on names, looking out particularly for top-notchers who have not played themselves out locally. Business has been holding up surprisingly well, despite the pre-Christmas lull.

An eight-day pre-holiday bill will come in Thursday (19) to follow the current show combination of Miss Mayfair and Frank Parker. The bill will have Howard Phillips, radio baritone originally with Ted Fio Rito's band, and Don Loper and Maxine Barnett in a return engagement. The holiday show, starting December 27, will feature Hal LeRoy, Peggy Fears, and John Hoyerdt.

Miss Mayfair is seen in her first job in three years, having retired as Mrs. Albert Hoffman. She proves herself as great a dancer as she has ever been. She sells her pert musical comedy routines, tailored with snappy taps, turns, and leaps, and reveals a dynamic personality. Her "comeback" act, in the first show, included a song and dance version of *Little Old Lady*, which she did in a Broadway show; an interpretative number to a piano arrangement of *Young Man of Manhattan*, and a turn with Spanish movements to *Say Si Si*. In a later show she leads the smart trade in a conga chain dance.

Frank Parker is not a strong cafe personality, but once he gains attention with his swell pipes, he has little trouble scoring. Vocally, he is great. His voice has a distinctive quality and his delivery is neat. He stayed on for eight selections, including a medley of Broadway show hits.

Maximilian Bergere and his orchestra closed Wednesday (18) to move to the Miami Biltmore in Miami and were succeeded by another veteran Versailles group—Nick D'Amico's outfit. Nick, violinist, is a hard worker in front of his band. The Latin rhythms are still dished out by Panchito and his rumba combination. Sam Hontberg.

Night Club Reviews

Benjamin Franklin Hotel, Garden Terrace, Philadelphia

Talent policy: Show and dance band; floorshows at 8 and 12. Management: George H. O'Neil, managing director; Vincent Brunl, maitre d'; Emil Sorenson, captain; Gil Babbitt, press agent; Music Corporation of America, booker. Prices: Dinner from \$1.50; luncheon from 65 cents; drinks from 25 cents; \$1 minimum Monday thru Thursdays, \$1.50 Friday, \$2 Saturday and holidays; no cover.

Complete change of band and show since opening for the season. New lineup that George H. O'Neil has provided tops the initial show, which was plenty potent. With Clyde Lucas the music maestro and Alice Glover and Walter LaMae offering an "intimate interlude" of ballroomatics, it's a perfect combination.

Apart from the stellar dance rhythms of the 14 Lucas lads, equally outstanding on Viennese and South American patterns, band is great for the floorshow. It offers novelty-studded entertainment on par with its musicianship.

With Lucas as emcee, band's show efforts start big with The Pop-Corn man, simulating the peanut whistle sounds with water-filled bottles. Quick shift turns to rumba, four men hammering at the marimbas, for a rousing rendition of *El Rancho Grande*. Lyn Lucas follows with his Chinese song gutturals, a bit long identified with the band. "Seven Singing Fiddles" are on the floor next for a concertized arrangement of *Lebestraum*, Johnny DeVooght leading. And for the finale clicker, Lucas satirizes swing with *Mama, I Wanna Make Rhythm*.

It's undoubtedly the most versatile band in these parts, and the enthusiasm of the opening night crowds augurs a successful stay.

Following such a grand display of orchestral diversion is tough, but Glover and LaMae, dance duo, hold up well. Tee off with a Viennese waltz, ride into a rumba, go whirlwind for a foxtrot tempo, and come back for a round of jitterbug samurai, their best. Plenty of class. Click handsomely. M. H. Grodenker.

Ohio Hotel, Cascades Room, Youngstown, O.

Talent policy: Dance and show band; floorshows at 10 and 1:30. Management: Hal Petersen, managing director; Jack McNulty, assistant. Prices: Dinner from \$1; drinks from 30 cents; cover charge, 25 cents, except Saturdays (75 cents); Saturday afternoon floorshow, 25 cents cover; cocktail hour weekdays, no cover.

Boasting the only stainless steel dance floor in the country, new Cascades Room at this Pick hotel is easily the swank spot anywhere outside the big cities hereabouts. Reported to have cost the chain \$40,000, it accommodates 250 comfortably at tables and 400 can be squeezed in for a big night. After a week of operation, stainless steel floor has been given the okeh by hotel officials, night club executives, steel company officials, and folks in general.

Five acts were in for the opening two weeks at a higher nut than the spot will spend normally. A middle-bracket band will be in all time, even the the floorshow appeal fades, the management reveals.

There is really no standout in the floorshow, all acts being leaders. Jean Rickey, a clever miss, does a difficult

roller skate routine and bows out with a contortion number that is a wow. This gal has plenty of what it takes to get the folks off their seats. Ann O'Connor is another versatile miss who depends on her dead-pan expressions to score heavily with a comedy gay nineties strip tease. In a get-up popular at the turn of the century, she parades before peeling down to a nifty black costume, finishing strong with a combination Charleston and tap. Turn gets a lot of laughs and is a real novelty. Duano's Dancers, conga experts, are a fine-looking pair, and, in their quaint costume, also invite patrons to follow them in several minutes of conga instruction.

Bob King, a veteran of vaude, uses a little wooden sailor doll, Tiny, for his ventriloquism. Chatter is typical of the wise-cracking sailor. When dummy sings *The Kid in the Three-Cornered Pants* with King the latter proves his ability as a ventriloquist. King also does a good mentalist novelty.

Bud Hanaway's band (6) is new in this territory, but dishes out swell music, as well as playing most acceptably for the various turns. Tiny Harris, bull fiddle, is a better than average emcee and steps out occasionally to do a song and dance that is a real treat. Hanaway himself is a smooth clarinetist and a top-notch director. He, too, is capable of soloing and his Ted Lewis bit is a swell wind-up offering. Rex McConach.

Hotel St. George, Bermuda Terrace, Brooklyn

Talent policy: Dance band. Management: Alvin Kallman, manager; Jim Klarnet, press agent, assisted by Selma Weiskopf and Charles Pfeiffer. Prices: Dinner from \$1, drinks from 50 cents; Friday minimum, \$1; Saturdays, \$1.75.

The best-known hotel room in the borough, catering to a good dining-out trade in the early evening hours and to the younger set after 10. The week-ends draw the college kids in heavy numbers. Prices are unusually reasonable for the quality of food served and the entertainment furnished.

Current band is Mitchell Ayres, personable leader, fronting 11 men and two singers. It is a return engagement for this outfit and, since its last appearance here, the Ayres family has made considerable progress. The band's records are popular on music machines, accounting to a large degree for its higher rating in the ork world.

As it stands today, the band is set for any hotel room or smart cafe. While the basic instrumentation includes four brass, three sax, and four rhythm it is modified during almost every other number to lend variety and to create smart tempos. The guitarist doubles on sax; a trumpet man can also play bass, and the bass man doubles on fiddle. Ayres comes in with his own violin on waltzes and other soft arrangements. Everything the boys do is in moderation—whether it be swing, sweet, or Latin rhythms—and do it all well.

Tommy Taylor, Irish lad, sings ballads and rhythm tunes with snap. Mary Ann Mercer, only fem member of this cooperative group, is a talented vocalist, giving out impressively on ballads and novelties. They work together in production numbers, with assistance from the band's glee club. When caught, they offered fine arrangements of *Trade Winds* and *McNamara's Band*.

Band is in for three to four months and is heard over NBC on an average of three times a week. Sam Hontberg.

Beachcomber, New York

Talent policy: Two dance bands; floorshows at 8, 12:15, and 2:30. Management: Walter Batchelor and Monte Proser, managers; Mr. Ching, host; Dorothy Kay, press agent. Prices: Dinner from \$1.50; drinks from 50 cents; no cover or minimum.

Latest change in show policies here ushered in a flashy girl show, topped by Armida, the Mexican bombshell, and the Barrys (Elaine and Fred), fine dance team which has been held over. The girl angle is even carried out on the bandstand, using Armida to front a rumba combination and Caryl Gould, singer, to lead the society group (it was Nick D'Amico's outfit until recently). The change is radical from the early atmospheric shows which went hand in hand with the authentic South Seas environment of the room.

A line of six lovely girls (Beachcomber

Belles) do three routines—rhythm, voodoo, and conga concoctions—and dress up the show nicely. They are clean-looking kids, attractively costumed, and good enough dancers. Miss Gould is a sweet-looking personality who has a small, sugary voice which is quite okeh for pop tunes. Her appearance is excellent and she is more impressive as a singer than a band leader, a duty which calls for more experience.

The Barrys do a variety of numbers and please with their admirably coordinated efforts. Appearance is smart and youthful. A cute novelty was their challenge number, a welcome relief from stereotyped ballroom numbers.

Armida winds up the show with fiery dance and song work, highlighted by her explosive personality and delivery.

At show caught the Nitebits (Nelson and Parker) did a special performance for Proser, who is auditioning talent. Have something original to offer which is suitable for many night clubs and theaters. They impersonate night club acts and various types of spots—such as American, Mexican, Russian, and acrobatic—and then go a pantomimic take-off of old-time vaude acts. As it stands, the man does most of the work and impresses as the more capable of the two. The woman should be given a little more to do. Sam Hontberg.

Montparnasse, New York

Talent policy: Dance band. Management: Henri and Nini, operators and hosts; William Sherwood, press agent. Prices: Dinner from \$1.75.

This is one of the smarter East Side spots specializing in game dinners, bright but restful atmosphere, good service, and smooth society-style dance music.

Band is Wilbur Parodi (drums), backed by bass, sax, piano, and fiddle. The five men have worked together for years and play smooth, easy-for-listening melodies with enough rhythm in them to make pleasing dancing on the adequate-size dance floor. Just right for this room. When caught they tried nothing novel, funny, or even vocalizing. Just good dance music.

Rodriguez works the tables, entertaining with palm reading.

The large-ceilinged room is pleasing. The wall scheme is tan, with wild duck pictures. The bar adjoins. Acoustics are perfect, and everything about the room is conducive to leisurely dining and winning. Paul Deuts.

Village Barn, New York

Talent policy: Dance and show band; hillbilly relief band; shows at 8, 11, and 2. Management: Meyer Horowitz, operator; John Pichon, host; Seth Babits, press agent. Prices: Dinner from \$1; drinks from 50 cents; \$1 minimum weekdays, \$2 Saturdays and holidays.

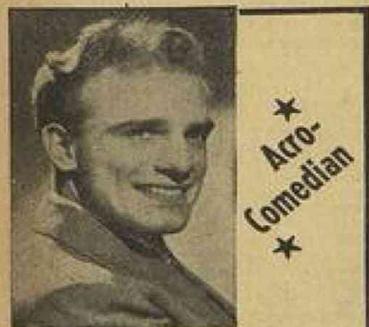
One of the most successful clubs in Greenwich Village, now in its 11th year under the same management and reporting the best season in its history.

The rural atmosphere, reasonable prices, hospitable service, and informal entertainment are a few of the reasons for the spot's prosperity. And the best show is provided by the customers, who participate in the various games—musical chairs, hobby horses, potato races—played between shows under guidance of Pappy Below, a Barn performer for four years.

The paid entertainers in Tuesday (10) include Lou Holden's band, a return engagement of the Four Sons of the Purple Sage, both bandstand features, and a floorshow offering Noll and Nolan, Carolyn Cromwell, the band's vocalist, and the Purple Sage boys, Floria Vestoff, tapper, was scheduled to come in Friday (13), her seventh engagement at the spot.

Lou Holden is the former manager of the Paulian Andre orchestra who, since Andre's return to the arrangement field, has turned leader. He is a saxophonist and makes a nice appearance. He fronts an eight-piece combination which strikes a happy medium between sweet and swing. The organization is all right for this room, and its air time several times a week will undoubtedly boost its stock. A newcomer is Miss Cromwell, a young copper-haired beauty who looks well enough to be a show girl. She is new in the business and, after some coaching, should rate as well as most band singers.

Noll and Nolan, here before, are a cute musical comedy team. The girl looks refreshingly well and their routines are novel and well executed. The Castle



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Walk, which they repeat, is a good exit number.

The Purple Sage boys play instruments, sing, and, for added novelty, offer sharpshooting and whip-cracking exhibitions.

While both bands are off the stand the customers boo and hiss the villain in silent movie shorts. Sam Honigberg.

El Reno Club, New York

Talent policy: Dance and show Latin band; floorshow at 9, 12, and 2. Management: Jose Alonso, owner. Prices: Dinner from \$1.

This is one of the smaller neighborhood clubs on the upper West Side. Latin atmosphere and Latin talent.

Spot, a restaurant for six years, was converted into a night club last May. The single room, leading to an adjoining bar, has the band on a platform in one corner with the performers getting to their basement dressing rooms by going down the steps under the platform.

Floorshow is emceed by Maros de Karlo, a handsome young Latin who emcees mostly in Spanish and broken English. He sings, too, revealing a pleasant tenor with a wide range, but one not handled too evenly or too well. Does Argentine tangos best of all. Then there is Estrellita Villaneuva, a pert young Mexican gal who steps lively thru a jota and a more classical castanet dance. She has improved vastly in technique. Cochita and Pimentita, novelty rumba team did a couple of odd numbers that arrested attention. The girl is a cute number and the man is dwarf-like and works with a lighted cigar in mouth. Their aboeing the mare novelty is their best.

Band is led by Don Gerardo (sax), who is backed by piano, drums, and clarinet. They don't play beautifully, but they do play loud.

Estrellita left this week for the El Patio, Baltimore. Paul Denis.

Zissen's Bowery, Miami, Fla.

Talent policy: Continuous entertainment. Management: Morris and Lou Zissen, operators; Harry B. Kind, publicity.

"PERSONALS—For lost husbands and abandoned wives, call at Zissen's Bowery, 1749 North Miami Avenue."

And there you have Zissen's Bowery. If ever a night spot discovered success by reversing the usual formula, Zissen's madhouse is it.

Twin brothers, Morris and Lou, opened the Bowery some 15 months back in what is possibly the worst location. An industrial section by day, it's as quiet as a tomb by night. In the midst of this midnight bleakness, midway between a gas works and a cemetery, stands the Bowery, bright and noisy.

Apparently anything goes at Zissen's. Entertainers, waiters, and guests wander around; peanuts fly thru the air and are crunched underfoot; everyone hollers to make himself heard.

Entertainment is continuous, noisy, madcap, and completely without pattern. Singers and musicians seem to work only on inspiration, and wander around the tables at other times.

None headline the show, and yet all do. Show Wednesday seemed to be sparked by Eddie Scheaffer and Jojo Gestel. A Mutt-and-Jeff pair, these boys have a brand of zany corn that is good. They are apparently hampered, as are all the performers, by a lack of working space. Best number is a burlesque, Sam, You Made My Penis Too Long.

Pietro Giorgi, an ex-boxer, "Stumpy" Vicari, and Frank Casey add to the entertainment. Casey sings, and sings well. The others clown, and with Casey form a trio that libels all previously conceived ideas of the functions of a trio. Jack Neham labors mightily at the piano. Routines don't enter into the scheme

of things at the Bowery. Possibly that is what has made the spot successful.

Spark plug of the Bowery's success is its advertising. Brain child of Harry B. Kind, 45-line single-column ads have appeared in Miami papers since opening of the spot. Sample: "Calling all black sheep to the Wicked Bowery. Sinners always welcome." Similar zany advertising has been used on a spot campaign via local radio. Sample: "Zissen's Bowery, strictly a notorious clip joint. Every thing cash on the barrel-head."

By doing everything backward the Bowery has plunged forward. A thorn among the roses of Miami's swank clubs, the Bowery brags about being a thorn, and puffs its chest about its rare and entertaining corn. Fred Gobeffe.

Gypsy Village, Charleston, West Virginia

Talent policy: Show and dance band, floorshows at 11 and 1, changed weekly. Management: Mose Goodman, manager. Prices: Cover, 50 cents.

Charleston's only night spot, operating in a downtown hotel, is having ups and down. On Thursday (12) it had 36 cus-

tomers. Spot sells out its 160 seats about twice weekly, and early customers usually linger for the second floorshow, which changes the routine.

According to Goodman, city won't stand for strippers, so the gals are generously clothed. Four-piece local band plays for show and dancing, using p-a system. Soft-drink bar dishes out set-ups—no beer, because State sales stop at midnight—and patrons are not stingy.

Current bill is emceed by Frank Murtha, tenor, who goes neatly in a medley of pops, and features When Irish Eyes Are Smiling. Drew a good hand with mimicry, notably of Stepin Fetchit.

Betty Burns has a nice hoofing specialty and knows how to display a luscious personality. Looie Lewis, acro, does a specialty with chairs, and returns with Delta, comely looker, in team balancing. Get a big hand and work under difficulties, because the ceiling is so low that she touches when standing on hands of Looie.

Bill probably stacks up favorably with current similar spots in neighboring Cincy, where a lot of the Charleston folk go for hot spots. Robert H. Bafl.

Club Talent

New York:

MIRIAM FRANKLIN, dancer in Panama Hottie, and Gene Berg, ice skater in It Happens on Ice, will pair up for a straight dance number in a soundies short to be produced here.

PATRICIA BOWMAN is set for La Mer, quite starting December 23.

JANE FROMAN will return to the Versailles following dates at the Chez Paree, Chicago, where she is scheduled for seven weeks, and the Royal Palm, Miami.

LANI McINTYRE band returns to the Lexington January 9.

ANN FRANCINE was awarded \$155 damages by a Brooklyn jury as settlement for injuries sustained in an auto accident with Frank Bonacchini, operator of Coq Rouge, who was awarded \$18,141 for loss of an eye.

EVA BARBINSKA, accordionist and singer, went into the Radio City Rainbow Room December 8. She is a Polish singer, and this is her first job in this country. KAREN COOPER, rhythm singer, was released by the Rainbow Grill last week to hop to the Nacional in Havana, Cuba. The grill was her first local date.

LANE AND WARD, novelty dance team, have been signed for Crazy With the Heat, which opens on Broadway in January.

Cincinnati:

THEA COCRELLE, after a week at Stone's Grill, Portsmouth, O., returned last week to Kelly's, Cincinnati, booked by Jack Middleton.

BOBBY WHALEN, emcee, breezed in last week for club dates. RUTH PETTY, at Lookout House, Covington, Ky., was held over last week for the layout headed by Morton Downey. Also on the bill were Maurice and Betty Whalen.

TONY SALAMACK's Manhattan Trio, strollers who have been playing hotels for MCA, have been set indefinitely at the Kentucky Hotel, Louisville, Ky. DOTTIE ARZMAN stepped into the DONN ARDEN line at the Lookout House, Covington, Ky., Tuesday (10).

COLEMAN CLARK, ping-pong artist, and his partner, Billy Willard, are being held at Hotel Gibson Rathskeller.

GLENN SCHMIDT, manager of Beverly Hills Country, Newport, Ky., will leave January 1 for a month's vacation in Miami with his wife and daughter. Beverly will not close from January thru March as in the last several years. NEW SHOW which opened with the McFarland Twins orchestra in the Pavilion Caprice of the Hotel Netherland Plaza, Cincinnati, last Friday (13) includes the Six Singing Marines, with Blanche Bradley, Jimmy Rae, Berni and Giovanna, the Norton Sisters, and Burt Ennis.

Philadelphia:

HELAINE AND DONALDSON, making a return appearance at Evergreen Casino, new show also bringing in Felicia Shore and Rhoda Chase. DOROTHY BARE, Niles and Jo-Ann, Gail Shaw, and Dottie Derral, with a new line in the Variety Girls, new at Stamp's Cafe, with emcee Leonard Cooke holding over.

JAMES CRAWFORD takes over the top spot at Hopkins Rathskeller. THE KITAHIAS open at Wilson's Cafe.

JERRY AND TURK return to Kallners' Little Rathskeller. BARNETT AND GARDNER added at the Yacht Club. JANE DIGATANO, femme part of the local dancing DeGatanos, set for screen testing.

Here and There:

GAB CALLOWAY is booked for the Buffalo, Buffalo, for a February date. JERRY LESTER has left All in Fun, and goes to the Colonial, Dayton, Ohio, December 27, following with the Palace, Cleveland.

CORNELIUS SCHROEDER is taking his dog set on the road again, now in Oklahoma. CARL FENTON's Pan-Americans, with a septa cast, will be ready to open around Christmas Day.

JERRY JACKSON, heading a jitterbug unit, opened a second six-month stay at the Bijou, Nashville, Tenn. CYNDA GLENN opens at Loe's State, New York, December 19, her first date since returning from South America.

SI AND PANNY OTIS and their trick mule, Abner, late of the Renfro Valley Barn Dance show, are playing the Bert Levey Time on the Coast. They're current at the Post Street Theater, Spokane, Wash.

THE DUANOS (Ted and Rita) closed at Hotel Ohio, Youngstown, O., and left for Chicago. DON AND BETTE LYNNE opened a two-week engagement at the Commodore, Detroit, December 19. SIX SENSATIONAL BRUCETTIES, acrobatic dancers, accompanied by Bruce R. Bruce, the owner, have been in Mexico the past five weeks, playing the Folies Bergere, Mexico City, doubling during the closing weeks at the Coconut Grove, Hotel Waldorf. They leave for the State, December 15.

RUBEN FREEMAN, of MCA's San Francisco office, has set the Dorothy Bryon Girls for 12 weeks at the 365 Club, that city, starting January 19. TENNER AND SWIFT open December 20 at the Jefferson Hotel, St. Louis, for two weeks. Just closed at the Riverside, Milwaukee. CHUCK AND CHUCKLES and the Callahan Sisters will be in the New Year's Eve show at Hotel Sherman, Chicago, set thru MCA.

LARRY ADLER will head the bill in a return engagement after a two-week interlude at the Detroit Athletic Club. ADELAIDE LA MARR, tap dancer, closed at Talk of the Town, Peoria, Ill., and opened Monday (16) at Silver Congo, La Salle, Ill.

CLAIRE AND HUDSON jumped from a week's

engagement at the Edgewater Beach, Chicago, directly into the Blackhawk.

DONALD NOVIS opens at the Happy Hour Club, Minneapolis, December 18.

MORTON DOWNEY, with Les Juvellyts and Robinson Twins, opens the Roosevelt Hotel, New Orleans, December 23.

HELE BAKER starts at the Mayfair Club, Boston, January 10. ROSS WYSE JR. has been released from the George White Scandals unit to play the Beverly Hills Country Club, Newport, Ky., for two weeks, starting December 25.

Others on the Beverly Hills show are Ted Fio Rito, Trixie, Ben Yost Whiteguards, and Jo Andrews. BARNEY RAPP band starts at the Plantation, Houston, Tex., January 24 for two weeks.

YVETTE has been held over at the Drake, Chicago, until after New Year's.

HEAT WAVES are held over for five weeks at the Terrace Gardens, Coloco, N. Y. JIMMY RAE, after winding up at the Club Royale, Detroit, was a last-minute addition to the Fox Theater show there.

SALLY BAND has opened a return date at the Bowery, Detroit, for four weeks. THEODORA has opened at the Cat and Fiddle, Cincinnati, for 10 days.

CONSOLO AND MELBA will be at the Park Plaza Hotel, St. Louis, until after the new year. After that a return date at the Book-Cadillac Hotel, Detroit, and then on to Cincinnati's Netherland Plaza.

JANNE AND ANTHONY are in their 10th week at Frank Palumbo's cabaret, Philadelphia.

LANE AND WARD, novelty dance team, have been signed for Crazy With the Heat, which opens on Broadway in January.

TANIA, formerly of Ygor and Tania, and Brantly, formerly of Brantly and Linda, are a new dance team. Ending a six-week break-in at the Top Hat, Union City, N. J., next week. HARRIS, CLAIRE, AND SHANNON, dance trio, are being held for an 18-week run at La Congo.

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Vaudefilm Grosses

B'way Grosses Still Okeh; MH 87G; Strand 36G; Para 35G; Roxy 32G

NEW YORK.—Broadway vaudefilmers continued firm, despite holdovers. The pre-Christmas slump is apparently late this year and managers are hoping the good b. o. will continue.

The Paramount (83,664 seats; \$37,000 house average) did a fine \$28,000 for the fifth week ended Tuesday (10) of North-west Mounted Police, and first week of a new stage bill with Red Skelton. Ray Herbeck's band, Rosemary Lane, and Ink-spots. Stage bill starting Wednesday (11) had Henry Youngman replacing Red Skelton, but with rest of show a hold-over. New film is Moon Over Burma. Will do well if gross reaches \$35,000.

The Strand (2,758 seats; \$33,500 house average) pulled a good third week, ended Thursday (12), of *The Letter*, with Humphrey Bogart (first week) and Ozmie Nelson (holdover) on stage. Bogart's draw undoubtedly contributed quite a bit to the \$36,000 gross. The figure was also helped by the one show p. a. of Eddie Cantor. Last and fourth week may do around \$31,000.

The Roxy (5,835 seats; \$36,000 house average) continued strong, getting \$32,000 for week ended Wednesday (11), the third of *Tin Pan Alley* and stage bill with Desi Arnaz. Fourth week will probably gross around \$28,000. George

Negrette replaced Arnaz for the last week.

Loew's State (3,327 seats; \$22,500 house average) pulled a nice \$20,000 for bill with *Long Voyage Home* and stage talent including Jimmy Lunceford and Marty May. New bill came in Thursday (12) and has Richard Himber's band and Armand Broderick, with film, *Escape*. Will do around \$18,000.

The Music Hall (6,200 seats; \$84,000 house average) pulled a fine \$87,000 for week ended Wednesday (11) with *Thief of Bagdad* and usual MH presentation. Second week should go for around \$72,000.

Ambitious Detroit Vaude Sked Pulls Only Meager Biz

DETROIT.—Heaviest week of stage-shows Detroit has seen in a year drew only moderate business. The Fox and Michigan played vaude day and date for the first time since permanent stage-shows were struck out over a year ago, primarily to furnish an array of talent for *The Detroit Times'* sponsored Goodfellows' Benefit last Saturday (7).

Pre-Christmas holidays get bulk of the blame for the slump plus bad weather generally. At the Colonial (1,500 seats; house average, \$6,000), formerly the lone stand of flesh, business continued a steady plunge to below \$4,000, with a program of straight vaudeville without name value. Show last week grossed \$5,500, after Fifi D'Orsay's moderately good \$7,300 the week before.

The Michigan (4,000 seats; estimated average, \$16,000) did only fair business with a show that included Frances Langford and John Hall plus Bob Chester's orchestra, a good local draw, grossing around an estimated \$15,000 for the week.

Up the street, the Fox (5,500 seats; house average, \$22,000), with the big *Streets of Paris*, did somewhat under \$20,000.

Part of the poor business on a strong week of attractions was caused by the midnight benefit referred to, which grossed about \$4,000 at the Michigan and \$5,000 at the Fox, at \$1 per seat, drawing directly from the regular mid-week patronage, according to observers.

'Hollyw'd Hotel' Not So Hot in Ind'polis

INDIANAPOLIS.—Rain, snow, and cold proved tougher competition than the Lyric (1,892 seats) could meet last week with *Hollywood Hotel Rescue*. Gross was \$8,500, average week's take for the house. Box-office was disappointing, as the Lyric management had ballyhooed show plenty prior to arrival. Pix, South of Suez.

Spokane Biz Okeh

SPOKANE, Wash.—Hubert Dwyer and Company, Virginia McNaughton, the Hartzells, Chuck and Chuckles, and Earl Mossman and Baker Sisters, with Best of Berlin and School for Husbands on screen, pulled average business of \$1,750 into Post Street November 29-December 1, Manager Bill Evans reports.

Following week-end house dropped to \$100 under average with the La Pops, Al and Joan Allen, Bert Lynn and Company, Merrill Sisters and Billy, and S. Fanny and Abner plus Earthbound and I Took This Oath on screen.

Kaye's Big \$2,900

BRIDGEPORT, Conn.—Sammy Kaye's band and vaudeville unit broke one-day records at the Loew-Poll-Lyric Theater Sunday (8) when a gross of \$2,900 was rolled up with five performances.

House is 2,170-seated, managed by Eddie Madden and booked by Freddie Perry, of the Al and Belle Dow office. Cab Calloway's unit held the previous house record.

Auer and Lynn Do 35G; Scat Davis 17G; Christmas Rush Nips Chicago Takes

CHICAGO.—Chicago Theater's excellent vaude bill, including Masha Auer and Leni Lynn, together with clik picture, Bette Davis in *The Letter*, failed to compete with the start of the Christmas rush last week. House grossed \$35,000, about 20 less than anticipated but still good. John Boles at the State-Lake managed 15G. Pix was Kit Carson, in its second Loop run. Oriental Theater, too, was affected by holiday shopping but the week wound up well above av-

erage, hitting 17G. Pix, Ann Sothern in *Dukey*, with Johnny (Scat) Davis as the main stage draw.

This week, Christmas shopping will take a bigger bite out of the Loop theater take. Chicago Theater, showing musical flicker, *Tin Pan Alley*, and featuring Kitty Carlisle on stage, will nose-dive to 29G. At the State-Lake, Will Osborne plus a vaude bill which consists of only two acts, Chaz Chase and Kirk and Clayton, is headed for around \$13,500. Pix an asset, is *Tugboat Annie Sails Again* Oriental, featuring a long stage-show, half of which is Bell's Hawaiians unit, and an unimpressive pix, *Girls Under 21*, should drop to an average 14G.

Philly B. O.'s Dip; Earle Feeble 19G; Fay 8C Under Par

PHILADELPHIA.—Christmas shopping season has cut deeply into the theaters' activity with the result that the grosses cut dip deeply. Shopping competition cut in earlier than expected at the Earle Theater (seating capacity, 4,000; house average for straight film bookings, \$14,000) and in spite of a strong marquee for week ended Thursday (12) and support from the screen's *The Bank Dick*, stanza stacked up feebly with \$19,000. Vincent Lopez's ork shared the spotlight with Edmund Lowe and Ann Dvorak, with Peter Lind Hayes, Evelyn Farney, Ann Barrett, and Sunny Skyler rounding out the bill.

New bill started Friday (13), hitting into heavier department store competition and depending entirely upon *Woody* (See PHILLY GROSS on page 23)

Blackstone Big At Hipp, Balti; Savitt Opens Okeh

BALTIMORE.—Hippodrome Theater (2,100 seats; average gross, \$14,000) hit a new pre-holiday season high week of December 5 to 12, grossing \$16,700 with *Blackstone* on stage and *South of Suez* (Warner) on screen.

A recent change of opening day, from Fridays to Thursdays, still produced a fair gross of \$12,000 for six-day week of changeover, November 15 to 20. Stage featured Ken Murray, Park and Clifford, Milton Charleton, Betty Atkinson, Roxy-ettes, and Patricia Norman, with RKO's *Meanies Spiffire Out* West on the screen.

For following week, November 21 to 28, with Betty Bruce, Leni Lynn, Bob Evans, Gaudemith Brothers, Helene Denison, and Roxettes on stage and *You'll Find Out* (RKO) pic, gross reached \$13,000. For week of November 28 to December 4, show featured songwriters Charlie and Henry Tobias, Nat Simon, Gene Schwartz, and Jack Lawrence, along with Raymond Wilbert, Mark Dawson, and Brown and Ames. This, plus *March of Time* and Columbia's *Escape to Glory*, almost reached average with \$13,500.

Current offering finds Jan Savitt and band with several accompanying acts. Also, extensive preparation is now in progress for the immense production of the *Baltimore Folies*, which will play here December 18 to 28. Show is being produced by H. Ted Roulston, his eighth, while Meda Cordova is starting the dances. Only local talent will be used, 44 people in all. Tie-up with *Baltimore News-Post* affords considerable publicity.

Christmas Shopping Hurts D. C., Too

WASHINGTON.—Stores continue to get Washington coin, while local theaters look forward to the passing of Christmas and return to normalcy.

Low grosses for week ending December 18 are expected by both Loew's and Warner's Capitol, featuring *I Want a Divorce* on screen, with Harriet Hoctor heading stage, figured to do \$12,500. Other acts are Senator Murphy, Five Herzs, Ben Yost's Variety Eight, and the Rhythm Rockets. Last week, Nellie Kelly did better than expected, romping in with \$15,500.

Earle, showing John Garfield in *Earl of the River*, anticipates \$10,500. Bill also includes *Dip, Tap, and Toe*, Harry Stockwell, Trussel, Sharkey, and the Boxettes. Last week, *Night in the Tropics*, registered a cold \$10,500.

Buffalo Off From Last Season But Current Takes OK

BUFFALO.—While vaudefilm grosses have been okeh here in recent weeks their proportions don't quite measure up to the standards achieved in the Queen City last year at this time. For the past and present week, the vaudefilmers aren't kicking, with takes plenty juicy, despite Christmas shopping. Weather has been quite favorable.

The Buffalo (seating capacity, 3,500; house average, \$12,500) opened nicely for December 13 week with big stage in-pout plus a strong Hollywood product on the screen. Clyde McCoy and his band are the mainstay, and the line-up of acts includes Theres Bennett Sisters, Dick Lee, the Pitchmen, the Colatons, Bob Evans, and home-town-boy drummer, Ed (See BUFFALO GROSS on page 23)

"Miami" Unit Big In Harrisburg, Pa.

HARRISBURG, Pa.—Flesh prospects are brighter after trial vaude unit at State Theater in conjunction with picture for three days, Thursday thru Saturday (7), drew 12,000.

Midnight in Miami, girl unit, played with Joe E. Brown's *So You Won't Talk* on the screen. Admish was held to normal, 25 cents matinee, 28 cents and 44 cents night.

This show was smaller than anything tried recently, and smaller units may be the answer to local vaude problem.

State Manager John F. Rogers said show was "feeter," and that results were "very satisfactory," but made it clear no definite vaude policy has been adopted.

Industrial pay rolls in this district are increasing.

Springfield Biz Off

SPRINGFIELD, Mass.—Business fell off about 15 per cent from normal for the three-day vaudefilm bill that closed at F. M. Loew's Court Square Theater here Saturday (7). Manager Bert Jackson said, ticket sale ran around 7,000, he said, with normal being 9,000 for the three days. Unsettled weather and Christmas shoppers were the causes of the bad business, Jackson thought.

On the stage were Jimmy Costello, who emceed; Bert and Ann Royce, Healey and Garnella, Rich and Main, Barr and Estes, and Victoria Troupe.

Grace McDonald P.A.

HAZLETON, Pa.—Appearing on the stage on the same program with the film *Dancing on a Dime*, in which she is featured, Grace McDonald helped the Peesley Theater do outstanding business (December 9-11).

From here she went to the Irving Wilkes-Barre, Pa., for another three-day p. a. *Dancing on a Dime* also was being shown. Both houses capitalized on the booking.

Dayton Gross Down

DAYTON, O.—Either Clyde McCoy needs to brush up his show or there's too much Christmas in the air, as his engagement at the Colonial last week was productive of a gross of only \$7,200, one of the lowest of the season.

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RKO Closing Chi Booking Office

CHICAGO, Dec. 14.—Effective December 5, RKO closes its Western office, which until recently has been operated by Warren E. Jones, now house booker for B. & K's State-Lake Theater. Business had simmered down to sporadic bookings for the Lyric, Indianapolis; the Grand, Evansville, Ind., and the Orpheum, Minneapolis, in addition to the Mort Singer chain. Henceforth, the Singer string will book thru Manager Morgan Ames.

Chester Hale Show For Havana Nitery

NEW YORK, Dec. 14.—The show for the Gran Casino Nacional, Havana, operated this year by Jean Castro, who also has an interest in the San Souci, Havana, left Wednesday (11) on the Oriente to open December 19. New shows will go in every four weeks, while the line will be changed every eight weeks. Chester Hale is again in charge of the shows. The initial show includes Karen Cooper, Pierce and Roland, and Barbara Terry, and a line of eight Chester Hale Girls. Hale planned down to Havana yesterday (13). Ben Marden operated the Casino last season.

Names for Lookout House

CINCINNATI, Dec. 14.—Jimmy Brink's Lookout House, Covington, Ky., is planning to up its budget greatly with 10 weeks of name performers. First is Sophie Tucker, beginning December 27. Tony Martin may be included in the list. Brink just returned from Hollywood, where he was the guest of Martin. The deals are being set thru the William Morris Agency in New York by Paul Small.

New Mobile Cocktail Lounge

MOBILE, Ala., Dec. 14.—The Blue Cove, cocktail lounge of the newly decorated Admiral Semmes Hotel, opened with four Top Hats. Lounge is under management of Frank C. Drane, hotel manager. New hotel opening late in November.

JIMMY AND EVELYN VERNON point out that they have an interest in La Martinique Club, New York, and object to their being referred to as "hosts" in last week's issue of *The Billboard*.

N. Y. Clubs Spend Real Dough for Holiday Bills; Eye New Year's Eve

NEW YORK, Dec. 14.—Budgets for holiday night club shows are going up and, in some clubs, have been doubled. Operators know that the holiday trade will be big and that impressive shows will insure some repeat trade during the year.

Leon Eshken and Eddie Davis, Leon and Eddie's operators, have set one of their costliest bills, opening Friday (20). Line-up will include Betty Allen, late of DuBarry, *Was a Lady*; the Coltons, Betty Jane Cooper, Dora Maughn, Rene Villon, Flashe and Sunda, and a female wrestling team billed as Zurska Burska and Betty La Bouche.

George White is still adding acts for his Gay White Way, which opens December 26. Latest additions are Joan Edwards, singer, and Carol King, ballet dancer. They join Harris and Shore, Al Norman, Geraldine and Joe, Louis Horn, George Negrette, and Shep Field's band, who go into rehearsal this week.

The Hurricane will also invest a bank roll in its Christmas fare coming in Wednesday (18). Romo Vincent is coming back as emcee, and performers include Joan Merrill, singer; De Angelo and Porter, Alma Ross, Stalter Twins, and a line of show girls. Eddie Bush and Lolita Cordoba will alternate on the bandstand.

Harold Minsky, of burlesque's Minsky clan, invaded the nitery business Tuesday (10) when he opened his own club on 52d Street, using four-act floor bills. The only burly touches in the room are wall pictures of strippers.

The Fairway Yacht Club was raided early this week, and Manager Joe Moss

Vaudeville Notes

WILMA HORNER, one of the femme features with Harry Howard's *Hollywood Hotel Revue*, left the unit in Indianapolis last Thursday (12) to jump into New York to begin rehearsals with Willie Howard's *Crazy With the Heat*, slated to open in Boston Christmas week.

TOMMY GLEASON, singer, who since leaving Ben Yost has had an act known as the California Varsity Eight, opens at the Strand, New York, Friday (20) with a new choral group known as the Royal Guards (6).

VINCE AND ANITA are current at the Tower, Kansas City, Mo. . . . WILLIAM MORRIS OFFICE has booked the A. B. MARCUS unit for both the Riverside, Milwaukee, and the Minnesota, Minneapolis.

LITTLE JACK LITTLE band will make its first New York vaude appearance in several years at the State, starting January 2. Charley Yates booked. . . . Yates has also set the *Hollywood Hotel* unit for Harry Howard for four weeks of RKO time. The outfit starts at the Palace, Columbus, O., December 27; Colonial, Dayton, O., January 3; Palace, Cleveland, January 10, and the Schubert, Cincinnati, January 17. . . . BOBBY PINCUS has shortened his name to Bobby Pine. . . . LARRY GLINTON band starts two weeks of Brandt Time January 9. . . . RAY KINNEY band is set for the Earle, Washington, January 29. . . . JOHNNY RICHARDS goes to the Paramount, Los Angeles, for nine days starting December 12. . . . HENRY BUSSE is booked for the Strand, New York, for January 24. . . . LUM AND ARNER have canceled a string of vaude dates in Carolinas picture houses. . . . LITTLE JACK LITTLE is playing Carolinas' picture houses under Kemp booking. . . . SIMMS AND BAILEY sail from New York for Rio de Janeiro December 27 to open an engagement at the Casino Atlantico. Set thru Hal Sands.

EADIE LANG comes out of retirement, opening Friday (20) at the Carman, Philadelphia. . . . HENRY ARTHUR, 20th Century-Fox player, breaks his theater tour to take in a stand at Mayo's Show Place, Philadelphia. . . . WHITNEY FIELDS, who started in show business with his cousin, W. C. Fields, returns at Minstrel Tavern, Philadelphia.

SAUL GRAUMAN has finally finished his small-size musical stables for use in night clubs, and starts using them at the Chez Maurice, Montreal, January 6 for two weeks. Precedes that with State, New York, week of December 19, and Colonial, Dayton, O., December 27. . . . HENRY YOUNGMAN will play the two Brandt houses in New York for the fourth time beginning Christmas week.

was accused of failure to have a cabaret license and of violating the State Liquor laws. The show, topped by Terry Lawlor and two bands, was pulled. . . . Sou Chan, owner of the House of Chan, says he will open a Chinese night club after the first of the year. On Oriental floorshow will be used. . . . Old Absinthe House, a feature of Mike Todd's Gay New Orleans at the World's Fair, will open as a night club on 52d Street tomorrow (15). Harry Bloomfield is the manager. Talent set includes the Basin Street Boys and Putney Baldwin, colored group.

Increase in cocktail business at the Hotel Algonquin forced the opening of the Rose Room between 5 and 7 to take care of the Lounge and Bar overflow. Norma Day, pianist, entertains. . . . Doctor's wife of Tony, night club owner during prohibition days, is opening a 52d Street spot Saturday (21). To be known as Tony's Wife, Intimate entertainment will be offered after theater hours. . . . For the first time this season the Versailles will use three name singles in one show. Opening December 27 for two to four weeks are Hal Le Roy, Peggy Fears, and John Hoytstadt. . . . The American Guild of Variety Artists pulled the show from the Panamanian Village Saturday (7) when the acts complained that they hadn't been paid for 12 days. Managers Max Schrieber and Moe Weitzman, according to AGVA, paid back salaries the same night and agreed to pay salaries for two nights each succeeding night until advance pay for a week had been deposited with the union.

N. Y. Circuit Houses Sign With AGVA for 5 Years; \$60-\$50 for Acts, \$37 Chorus; 30-36 Shows

NEW YORK, Dec. 14.—Signed contracts recognizing the American Guild of Variety Artists as the exclusive bargaining agency for artists in the variety field were received at the AGVA office here yesterday (13) from seven theater circuits operating in New York City. The standard contract is a revised form of the original basic agreement submitted by AGVA and will be in effect for a five-year period, ending September 30, 1945. In addition to the New York circuits, the contract was also signed by Eddie Sherman, covering Fay's Theater, Philadelphia.

Those who signed in New York are F. W. Phelps for Warners (Strand Theater), Irving Lesser for the Roxy, Major J. E. Thompson for RKO (covering Coliseum and Fordham, which run one-night vaude); Al Reid for Fabian (Paramount, Fox and Strand in Brooklyn, but currently not using shows); William Brandt for the Addie Company, Inc., and the Sharlin Operating Company (covering the Flatbush, Brooklyn, and Windsor, Bronx); Charles Moskowitz for the Marcus Booking Agency (Loew's State), and M. F. Goetzberg and Robert Weitzman for the Hercules Theater Corporation (the Paramount).

The theaters, according to the contract, agree to use AGVA acts in good standing only, while AGVA agrees that it is and will remain an open union and will admit to and retain in membership any artist the company wishes to engage, subject to constitution and bylaws of AGVA.

The weekly minimums are as follows: Principals and specialty artists—\$60 net per person per week.

Assistants to principals, and vocalists with bands—\$50 net per person per week. Chorus artists—\$37 per week for the period of one year from the date of signing of this contract; \$40 net thereafter.

Minimums in theaters not running full week vaude include \$10 per day for principals and specialty artists, \$8.50 per day for assistants to principals and vocalists with bands, \$7.50 per day for chorus artists and \$5 per day for supernumeraries. All net.

Minimums for single performances are \$7.50 net per person for a single act, \$5 per person for acts of more than one person.

Pay for Chorus Specialties

If chorus people are required to do a specialty, then the company agrees to pay them an additional \$5 per week. Minimums may be modified for certain types of group acts consisting of four or more people, upon the written consent of AGVA, upon application by said acts to AGVA.

Contract requires the theater pay cash or check not later than last day of each week and that there shall be no deductions, except taxes as provided by statute and as may be requested by the artist in writing.

The contract provides for a 5 per cent booking fee where a theater owner or its booking office affiliate charges such a fee but such a fee is not to reduce the minimums established.

A maximum of 30 performances per week in nabe houses has been set, but in "key houses," the maximum is 36. Pro-rata payments above the minimum salaries are required for all performances above the maximum figure.

Minimum salary for engagements of less than one week covers not more than three performances daily and not more than four Saturdays, Sundays, and holidays. For each performance on each day in excess, the performer shall be paid pro-rata of his daily compensation.

Rehearsal regulations for the chorus are provided in the contract. A chorus artist may be required to rehearse 10 hours a week and not more than three hours any working day. One dollar per hour or fraction thereof is to be paid for overtime. A chorus member is entitled to a week's vacation with pay during each engagement of seven weeks.

For Full Details

Readers interested in the full AGVA-New York circuit houses contract (six sheets, single spaced on legal-sized paper) may obtain a copy by writing *The Billboard*, Palace Theater Building, New York.

provided the member receives less than six weeks' work, in which case he is to be paid on a pro-rata basis, based on seven days' pay for six days' work; provided, further, that when the chorus member is given a full week's layoff with pay he is to rehearse not more than 12 hours during that week.

Direct Bookings Okay

Where the theater engages an artist direct, his contract shall be furnished AGVA at AGVA's request.

The theaters agree to deal only with AGVA-franchised agents. Disputes are to be arbitrated under the rules of the American Arbitration Association.

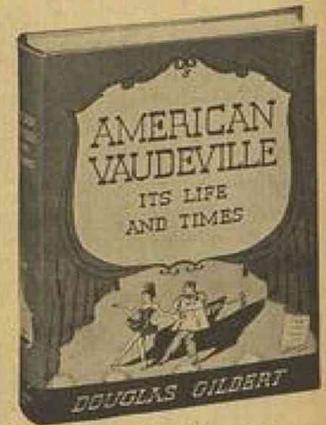
Dewey Barto, president of AGVA's executive committee which negotiated with the circuits, says negotiations with the Music Hall will probably get under way next week. And, too, a drive to line up the other combo houses throughout the country will be started soon.

CHICAGO, Dec. 14.—Thru a long-distance conversation with Hoyt S. Hadcock, national executive secretary of AGVA, Jack Irving, newly appointed AGVA rep here, discussed the highlights of plans for the local's future. Irving succeeded Graham Dolan, who was discharged in New York. Sheldon Krim remains as organizer.

The agreement signed with Mike Todd's new club here calls for \$50 and \$30 weekly minimums for principals and (See N. Y. CIRCUIT HOUSES on page 25)

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Loew's State, New York

(Reviewed Friday Evening, December 13)

Fair business this week with Al Bernie, Richard Himber band, and Arren and Broderick heading stageshow. Pic in Escape.

Opener goes to Wally and Verdyn Stapleton, ballroom team. Stapletons confined their first routine to ballroom tap, the second being an interesting boys-meets-girl, depending somewhat on pantomime for full effect. Third routine is a rumba tap novelty. Gal is blond, a looker, and used only one costume, but a honey. Man in formal clothes. Did okay, but could have done better with trifle less accent on tap.

Al Bernie was a solid click with impersonations. Bernie's mimicry has a strong comedy slant. Did take-offs on radio personalities, including Winchell, and others such as Richman, Boyer, E. G. Robinson. Laughton, and Roosevelt. Begged off.

Arren and Broderick, mixed comedy team, open with girl doing nut operatic warbling to man's piano accompaniment. Develops into plenty of hoke, girl suddenly revealing herself on skates and gliding into the wings. Man fills in with straight piano work, girl appearing again for posturing and more nut piping, scored terrifically, had to beg off.

Himber ork played show well, but bogged down somewhat when Vic Judge and Peggy Montgomery offered vocals. Judge's staging just did not go over. And while Miss Montgomery's did, her introduction to the audience was a misguided attempt to give the illusion of a girl looking for a job. Himber wound up band session with an imitation of various bands, including Kemp, Shaw, Vallee, etc. Band showed good versatility.

Paul Ackerman.

Chicago, Chicago

(Reviewed Friday Afternoon, Dec. 13)

Production of this show demands comment. It is no more than five acts and a ballet permitted to strut its stuff individually, because there is nothing to tie it together. Minus a production build-up, acts lose half their punching power. Each time the curtain is drawn, the audience is on its feet and ready to leave, thinking the show is over. No emcee; not even announcements over the p.-a. system. Kitty Carlisle and Johnny Burke have to squeeze in a self-introduction. Both give swell performances, but they should have been given a little ballyhoo, as these are the elements that make the difference between a stage presentation and an audition.

And yet with the slipshod construction, excellent stage fare is presented by the ballet against imaginative settings, especially the Egyptian snake routine which introduces Harold and Lola. Latter, dressed to look like a serpent, writhes in tempo about her partner as he hypnotizes her with flute music and, finally, free of his power, gives him the kiss of death. Team registers with a bang.

Hubert Castle sells his tight-wire act. His impression of a drunk trying to balance on the wire, as well as his back somersault thru a hoop, have flash. De

Val, Merle, and Lola do some smart acro terping. All the more difficult because they work in a comic vein, they manage to show their grace as dancers while being funny.

Kitty Carlisle, headliner, opens with Ferryboat Serenade, followed by At the Balalaika and V. Herbert's *Romany Life*, and encores with a medley of waltzes. She possesses a beautiful voice which is at its best on the semi-classicals. Johnny Burke (Deadpan), in doughboy rigging, sails thru his comic patter, putting across some fast ones. Purged of oddies and others used by contemporary comedians, both on the air and before the lights, act would rate the upper strata.

Pic, a 20th Century-Fox musical, *Tin Pan Alley*. Norman Modell.

Paramount, New York

(Reviewed Thursday Evening, Dec. 12)

With the exception of Henry Youngman, replacing Red Skelton, who left to take an MGM assignment, talent is the same as preceding week. Film, *Moon Over Burma*, has supplanted *Northwest Mounted Police*.

Youngman, at show caught, scored two show-stops. He started with his gags and violin solo of *Robert*, which went over big. His second turn at the mike was a continuous howl, doing the *Wuthering Heights* number. He also joshed along with Rosemary Lane.

Ray Herbeck is the holdover band, with Betty Benson, band vocalist; Darlene Walters, Ink Spots, and Miss Lane do virtually the same numbers as the preceding week. (Reviewed last week.)

Biz okay. Joe Cohen.

RKO-Boston, Boston

(Reviewed Thursday Afternoon, December 12)

A fast colored revue featuring Jimmy Lunceford and band. Should bring a better than average gross this week. Judging by audience reaction, this can't miss. Lunceford has always been a favorite in this city, but the reception here is almost amazing. The band stopped each number to an accompaniment of cheers and applause that rocked the house.

Band opens the show with the Lunceford Special, followed quickly by another swinger, *What D'Ya Know Joe*, with a specialty by its author, Jimmy Young. Lunceford then changes pace and offers Dan Grissom, who puts *Wa Three* over very nicely. After another five arrangement, Lunceford introduces *Big Time Crip*.

Crip hasn't changed his routine much since last caught, but there is still enough action to make it sock entertainment. Dancing with and without the aid of his crutch, Crip scored heavily. He opened with a brief song that mixed, mostly because of a bad mike.

Number two is Velma Middleton, who resembles Kate Smith in size and who sings a torchy song. Has the audience after the first chorus. For an encore,

she obliges with another song and a bit of terping that is not bad considering her size.

Comedy honors go to Swan and Lee, who get results from old material. Reminiscence of the blackface men of minstrel days, they have an amusing routine, topped off by a really funny rendition of *Maria* and a soft shoe number that clicks. The boys have what it takes to get the laughs, and they know when to quit.

Lunceford's quartet takes over after the comedy duo with a nice version of *Ain't She Sweet*. The quartet, composed of Joe Thomas, Wilcox Smith, Jimmy Young, and Ed Wilcox, could be used more.

Numbers that Lunceford has waxed proved especially popular. And few in the audience were of the jitterbug age. Show runs 45 minutes.

Pics, *Pride of the Bosony* and *Meet the Missus*. Mike Kaplan.

Oriental, Chicago

(Reviewed Friday Afternoon, Dec. 13)

This week's feature, Bell's Hawaiians, is commercial on three counts—dancing, singing, and setting. Especially commendable are the vocal rendition of *Trade Winds* by the bass player, and the Royal Hawaiian Hula dances.

Beverly Clark sings two classical numbers well. She does *Street Song* in a style she terms orchestral swing, which is little different from the original except that the band starts swinging at the end of the piece and spoils an old fave.

Bobby Gilbert camouflages himself as a sideman in the house band, is called up from the pit to show his technique on the fiddle, and proves himself the master of his violin by doing *Turkey in the Straw* as it would be done in different nations. Applause was big and grew louder when the audience learned that Gilbert was the real McCoy. He also proves himself quite a comedian.

Aunt Jemima sings several old numbers and wins a big hand. The weighing several hundred pounds, she even tries a dance step on her encore, which can be described as a little more than cute. Singing has a style, however, which goes over.

Teeter act, which deserves high praise, is that of Emil and Evelyn. Jumping to the teeter from a high stool, Emil quickly jumps back in time to catch his flying partner and balances her either on his head or on his hands. Eye appeal tops. Wilkie and Dare, comic acrobats, pull several funny stunts. Girl's pan makes the act.

Pix, *Girls Under 21*. Norman Modell.

Flatbush, Brooklyn

(Reviewed Friday Evening, December 13)

One of the pleasing elements to a dyed-in-the-wool flesh fan in the Brandt neighborhood houses is the enthusiastic audience. The stage talent is the only draw, since only a couple of screen shorts are used to augment the bill.

And the customers are highly appreciative, no matter who is on. A show-stopper at the Flatbush or at the Windsor, Bronx, is as ordinary as it is unusual at Radio City's Music Hall.

Currently, Miss Britton and his band top a *Crash Shoes* program, and the theme is carried out in all innings but the one handled by Dinah Shore. It is catch-as-catch-can fun, with the laughs thick in many spots.

Britton himself stays pretty much in the background, giving Tommy Rafferty the featured comedy spot. The lad is a good eccentric dancer and his nonsense is never offensive. Tito, accordionist, swings out on the instrument in talented fashion, including a good arrangement of *Dark Eyes*. Later on he offers a burlesque of a woman concert pianist which gets laughs.

Helen Pammer, pretty blonde tapper, is on early with a couple of numbers, giving out with ample stage personality. The band's highlight is still its *Poet and Peasant* overture, with the boys figuratively tearing up the stage and their props during its progress.

Floyd Christy, the first of three outside acts, works with straight man Bill Brown in his familiar satire of a couple of acrobats. Christy's pale-faced mannerisms are entertaining. Act generally is not as strong as it was when he had

Hal Gould, who, in addition to feeding him lines, doubled as a good baritone. Dinah Shore, the Southern gal who made good, has never been in better vocal condition. Her silky, soothing renditions of pop songs are in a class by themselves. Her reserved delivery, too, is very effective and her personality entirely charming. Had to beg off after doing *Ferryboat Serenade*, *Only Forever*, *Beat Me Daddy*, *Yes, My Darling Daughter*, and *Down Argentine Way*.

Borrah Minevitch's Harmonica Rascals (9) is a strong comedy act which is almost entirely centered on the amiable antics of their pint-sized member, who gets favorable response with every gesture. Do little straight playing, which is all right.

Business was very big downstairs during the last show. On Thursday (13) the house gets Louis Prima's band, the Four Mills Brothers, and Marty May, followed New Year's week by Teddy Powell's band, Henry Youngman, and Frances Faye. The bills move to the Windsor following their run at the Flatbush. Sam Hontberg.

Stuart, Lincoln, Neb.

(Reviewed Sunday Evening, December 8)

Altho straight vaude, this bill is christened *Rose Bowl Revue*, booked because of University of Nebraska football team's booking against Stanford in the Bowl New Year's Day. It's a five-act bill, with music furnished by the local favorite college band, Johnny Cox's orchestra.

Aside from a rose-bedecked bowl set, a few bars of California, *Here I Come* in the finale, and introductory salute by House Manager R. W. Huffman to the football team, the show is a standard bill.

Providing the ingredients of a fine start is the duo tap-and-xylophone turn, Rich and Gibson. Girl is a nifty looker, trim in all departments, and the offering is faster than anything else following it. Hand was heavier than usual to openers.

Long-winded and with a retentive memory, Ernest Blatt ripped off an armful of gags in deuce spot. Chatter wasn't bad, and most of the content was above reproach. His laugh stuff was immediately followed by Ray and Harrison. Femme is a fattish type, who takes falls, bumps, and gets holsted aloft for spins, and keeps up a fair brand of conversation for laughing purposes.

Late on the bill, for a juggling turn, are Lang and Lee. Guy in the act was the emcee. If his act had opened, dotting everyone back one notch, show would probably have been more up to vaude Hoyle. Altho his and his partner's juggling was good, the dance set in No. 2 would have had the house set for it.

Cox and his orchestra, with a doing of *Trade Winds*, led into the finish via the *Three Cards*, teeterboardists and barrel jumpers. They did about seven minutes and had the house yowling for more.

Running time was 61 minutes, several minutes of which went over the dam in idle amuse chatter. Movie was *Christmas in July* (Para), which didn't have much to do with the take. Business was good. Barney Oldfeld.

State-Lake, Chicago

(Reviewed Saturday Afternoon, Dec. 14)

Will Osborne's band is doing a good job in the current show. Several members of the crew double on humor and help to make the organization sell as a show ork. Bass-slayer Dale Jones talks a novelty number with a deadpan expression and sandpaper voice, and later duets with pianist Dick Rogers in a darky dialect version of *Between 18th and 19th on Chestnut Street*, which goes over big. Second trombone plays clown and slips over several nifties. Osborne clicks vocally with two ballads. Musically, band hits the mark thru the eye-appeal style of the slide section, novelty renditions such as swing version of *Liszt's Hungarian Rhapsody No. 2*, and impressions of other orks, done in a humorous way.

Band canary, Peggy Lee, gives on pop numbers and puts her personality behind them. A good-looking blonde, she deserves a plug not only for the commercial value of her stanza but also for the courage she displayed on show stage, cropping thru her bit as tho she didn't notice the catcalls and whistles from the hoodlum section—an annoyance that was so pronounced Osborne had to rebuke the offenders and refuse the applauding audience an encore.

Chaz Chase, as funny as always, goes

MERRY XMAS FROM ALL STOPS!

Dec. 13—Cleveland Jan. 9—Flatbush, B'klyn.
Dec. 20—Dayton Jan. 16—Windsor, Bronx
Dec. 30—Worcester and Providence

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AVAILABLE JANUARY 3, 1941

thru his prop-pobbling routine with gusto. A standard comic, he's still a sure-seller.

Kirk and Clayton do a slow-motion tap which manages to capture interest. Both have good rhythm. Man gets in some showy tap work on his single.

Pix, Tugboat Annie Sails Again.
Norman Modell.

Weisfeldt Also To Manage Minneapolis

CHICAGO, Dec. 14.—Middle States Operating Company has added the Minnesota Theater, Minneapolis, which will open December 31. The company currently runs the Riverside, Milwaukee, whose manager, Ed Weisfeldt, will supervise operation of the new house. First show, as yet unmet, will be booked by the William Morris Office.

New Warsaw Club Doing OK

WARSAW, Ky., Dec. 14.—New Moon River night club, on the Cincinnati-Louisville Road just outside this city, has been entertaining good crowds since inaugurating a new policy of dancing and floreshows on Saturday and Sunday nights. Owned and operated by C. E. Bamsdell, spot has been booking orchestras out of Cincinnati and Louisville. Lou Perry is emcee.

Cullen Opens Ft. Wayne Club

FORT WAYNE, Ind., Dec. 14.—Billy Cullen, for seven years at Berghoff Gardens here as emcee, has opened his own nitery here, the Covered Wagon, in association with two local business men, Curt Huffman and Red Hawkins.

Dude Kimball is in his third week as headliner, with Marge Warren, singer; the Four Dancing Darlings, and Cullen, emcee.

"Ice Follies" Pulls 150,000

NEW YORK, Dec. 14.—Ice Follies of 1941 drew a total of 115,000 customers in 10 performances at the Madison Square Garden between December 2 and 11. There was one matinee on Saturday, and no performance on Sunday, which was given over to a hockey game. Box office ranged from 75 cents to \$3.50.

Estimated gross was \$230,000 for the run. Show averaged between 11,000 and 12,000 attendance at each performance. The first week's crowd reached 81,000.

Talent Agencies

JACK MIDDLETON, Cincinnati, has added to his books the Capitol Theater, Chattanooga, Tenn., a full-weeker.

MACK RAYMOND is now with the Marjory Perkins office, New York. ESTHER BERKE has rejoined Arthur Argyle's agency, Rochester, N. Y., after more than a year on the road with the Golden Gate Girls line.

FLORENCE D. NEWMAN, secretary to Mark Leddy, New York, goes off to a Florida vacation for three weeks starting December 27. . . . ARTHUR GROSSMAN, New York, is expected to leave the hospital within a week, after an operation. He will go to Florida to recuperate. . . . MAY JOHNSON, MCA, says there is a shortage of suitable singers and instrumentalists for cocktail lounges and smaller hotel rooms.

P. S. EDWARDS, New Jersey booker, has set the Rollicking Trio at Club Esquire, Dayton, O., and the Southern Melodians at Hotel Ellis, Phoenix, Ariz. . . . AL BENSON, of Cleveland, and HOWARD F. EISNER, of Pittsburgh, who recently pooled their interests, have placed four new spots upon their books—Edwards Hotel, Jamestown, N. Y.; Squire Cafe, Meadville, Pa., and the Kit Kat Klub and Paradise Gardens, Cleveland. . . . GLYDE SNUDER, former performer, has opened a booking office in Minneapolis. He is stressing his *One Glorious Night Revue*, a 30-people unit. He booked the Firemen's Ball at Minneapolis Auditorium December 9. Also booking Coconut Grove, Minneapolis.

FRANK BARBER will produce the floreshows at the Lido Venice, Philadelphia.

SAM ROSEY AGENCY, San Francisco, has booked into the Commercial Hotel, Eiko, Nev., December 23 to 31, the Albioms, comedy dancers; the Guardamen, quartet; John To, talking parrot; the Southern Sisters, acro dancers, and Frank Devos, emcee. Set indefinitely was Eddie Pope and his orchestra.

Veteran Performer Blames the Unions

To the Editor:

As a trouper for the last 25 years I would like to advance my reasons for the decline of vaudeville. Foremost are the musicians' and stagehands' unions, whose demands for high salaries have put a stop to many combination policies. They must get together with theater owners anxious to bring back stageshows and reach an understanding regarding scales and working conditions. Are musicians better off when forced to go on relief and work 20 hours a week for less than the price they ask for four hours' work in a theater?

I am not razzing the unions. I have carried a union card for years and understand unions. But they must change their stiff regulations, in keeping with conditions and trends in the entertainment field.

DAN VALADON (Les Valadons)
Providence, R. I.

Fires Burn Up More Night Clubs

MILWAUKEE, Dec. 14.—A blaze in the dressing room of the Club 26 here December 3 caused damage estimated at \$600, chiefly to costumes and personal effects, and resulted in slight injuries to Shirley Little, Virginia Hoffman, and Estella Samuels, entertainers. The first two sustained burns and the last named a leg injury. Nitery operated by John Chlatus and Daniel Tentis.

RICE LAKE, Wis., Dec. 14.—The Wheel-in nitery, operated by Joseph Gabriel, was razed by fire December 3. The loss was partly covered by insurance.

TEKARKANA, Tex., Dec. 14.—Fire destroyed the Cactus Club on North State Line. No estimate was given on loss.

George Raft Gets Boston

NEW YORK, Dec. 14.—George Raft is set to open at the RKO Keith, Boston, for eight days starting December 25. The William Morris Agency, handling his vaude appearance, is trying to get his studio to permit him to do an extended tour.

A unit will be built around him for the Boston date.

Don't Miss

What Night Club and Hotel Managements Think of Performers and Musicians

Informative and Amusing!

Showmanship in Night Club Operation

By Monte Proser

Angles on Shrewd Cafe Showmanship

Both Special Articles in Next Week's Issue (Holiday Greetings)

Unions Push Law Making Vaude Compulsory in Mex.

MEXICO CITY, Dec. 14.—Theatrical unions are agitating for a law making it compulsory for all theaters to play at least one act of vaude on their bills.

The petitioners are seeking to eliminate vaude unemployment.

Two More for "Paris"

NEW YORK, Dec. 14.—The Streets of Paris unit has been booked for the Stanley, Pittsburgh, week of January 24, and will follow with the Barle, Philadelphia, January 31.

The unit is getting \$7,500 net plus an overage on both dates.

Another Beachcomber Due

HENDERSON POINT, Miss., Dec. 14.—Bradley's night club, hit by erection of a railroad overpass at its front door, is being moved by sections to a new site nearer Bay St. Louis. Nitery will be rebuilt and opened around Christmas as the Beachcomber.

Springfield Spot Adds Band

SPRINGFIELD, Mass., Dec. 14.—Manager E. E. Boswell of the Sheraton Hotel has engaged Bill Tatro's orchestra for Saturday evenings the rest of the season.

Sheboygan Club Resumes

SHEBOYGAN, Wis., Dec. 14.—Buck Krause opened his remodeled Scoreboard Tavern here December 4 with music by Howard Hoppe ork.

Miami Split Week Opens With Tucker

MIAMI, Dec. 14.—The Olympia Theater here and the Beach Theater, Miami Beach, will open for five days each with Tommy Tucker's band.

Tucker will go into the Beach December 25, and will follow at the Olympia January 1. Paramount is booking both houses from New York.

Full Week for Holidays

SCRANTON, Pa., Dec. 14.—Vaude for a full week instead of three days is planned for the Christmas and New Year's week at the Family Theater.

PHILLY GROSS

(Continued from page 20)

Herman's band to carry the bill, will fill the season full neatly, considering the good opening, with \$48,000. Only two acts in, the Three Arnolds and Bob Dupont, with billing padded by band's Kitty Lane, Steady Nelson, Frankie Carlson, Saxe Mansfield, Neal Reid, and the Woodchoppers. Screen helps some with Christmas in July.

Pay's Theater (seating capacity, 2,200; house average, \$6,900) also slumped for the period ended Wednesday (1), hitting \$6,100, with Pat Patee, strip lead, and the vaude contingent in the Gaudemith Brothers, Ray Wilbert, Present and Past, Emerald Sisters, and Harry Kohn's house band, with Meet the Wildcat on screen.

New bill opened Thursday (12), figured on the opening day's big points to a few hundred dollars under, and will be considered plenty okeh with \$6,000. Dolla Carroll is the sexy siren, supported with Capt. William Meyers and YoYo, Clyde Hager, Hickey Brothers and Alice, Lewis and Van, the Roxettes, and Murder Over New York on screen.

BUFFALO GROSS

(Continued from page 20)

Loomis, Judy Garland is expected to help draw in Little Nelly Kelly, with financial anticipations running around \$16,000.

Bette Davis' much-publicized celluloid thriller, *The Letter*, came thru with flying colors at the Buffalo for week ended December 12, and was responsible for a fine \$14,900.

The Century (seating capacity, 3,200; house average, \$7,000) opened better than in some weeks, due to good weather and flashy flesh attractions, for week of December 13. Big comedy revue starring Stan Laurel and Oliver Hardy looks like a winner at the box office and is expected to tally around \$12,500. Sharing the spotlight with the screwballs are Lew Parker, Cass, Owen and Toppy; Darlene Garrison, Maxine Conrad, Sid Gold, James C. Morton, and Danny Dare's Hollywood Dancers. Screen shows *Stranger on the Third Floor*.

For week ended December 12 the Century went slightly below anticipations with \$11,000. Woody Herman was the main crowd-getting feature of the show. Kitty Lane, Joe Bishop, the Wood Choppers, Frankie Carlson, Neil Reid, Paul Winchell, Harry King and Arlima, and Saxe Mansfield completed the stage fare. Pix was Leddie.

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(For Orchestra Routes, Turn to Music Department)

TRADE SERVICE FEATURE of Billboard

Acts-Units-Attractions Routes

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

EXPLANATIONS OF SYMBOLS

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

NYC—New York City; Phila—Philadelphia; Chi—Chicago.

A

Abbott Dancers (Palmer House) Chi. h.
 Adler, Larry (Athletic Club) Detroit, c.
 Adorables, Six (Prinzess) Newport, Ky., cc.
 Alexander, Mentalist (Iceland) Acron, Ill., h.
 Allen, Beverly (Palmer House) Chi. h.
 Allen, Betty (Leon & Eddie's) NYC, nc.
 Alma & Roland (Henry Grady) Atlanta, h.
 Alvarez, Fernando (Cocacabana) NYC, nc.
 Alvin & Larsen (Willard) Toledo, h.
 Andre, Renee (606) Chi. nc.
 Andrews Sisters (Philadelphia) Phila, h.
 Angus & Searle (Tower) Kansas City, Mo., t.
 Arden's Artists' Models, Don (Lookout House) Covington, Ky., nc.
 Arma, Joe (Beverly Hills) Newport, Ky., cc.
 Armando & Lita (Paramount) Los Angeles, t.
 Arnolds, Three (Earle) Phila, t.
 Arren & Broderick (Star) NYC, t.
 Asner, Pepper (Green Villa) Baltimore, in.

B

Bacianova, Olga (Algonquin) NYC, h.
 Barclay, Irene (Barclay) NYC, nc.
 Barnett & Barclay (Stamps) Phila, c.
 Barnett & Gardner (Stork Club) Phila, nc.
 Barrett, Roy (Pamona Bay) St. Louis, h.
 Barry, Frances & Cecile (Earle) NYC, h.
 Barry, T. (Beachcomber) NYC, nc.
 Bates, Lulu (Gay Nineties) NYC, nc.
 Bates, Peg Leg (Pal) Cleveland, t.
 Beachcombers, South American (Southland) Houston, c.
 Bell's Hawaiian's (Oriental) Chi, t.
 Belmont Bros. (Gayety) Washington, D. C., t.
 Belmonts, Gloria (La Cigale) NYC, nc.
 Bellow, Pappy (Village Inn) NYC, nc.
 Bentley, June (Stanton) NYC, c.
 Bergen, Jerry (The Top) Montreal, nc.
 Bernard, Ben (Gay 90's) NYC, nc.
 Berni & Jovanina (Netherland Plaza) Cincinnati, h.
 Berry, Al (State) NYC, t.
 Bertie & L. Bertha (Friendly Bar) Toledo, nc.
 Best, Magician (Rockport, Ind., 17) New Albany, h.
 Blanchard, Jerry (Mon Paris) NYC, nc.
 Blake, Betty (Rainbow Tavern) Miami, nc.
 Blake, Humphrey (Chicago) Chi, t.
 Blocker, Mlle. Yvonne (Pago Pago) NYC, nc.
 Bowers Major, Sixth Anniversary Show (Paramount St. Cloud, Minn., 18-19) Eau Claire, Wis., 20-21.
 Bowley, Ray (Old Heidelberg) Milwaukee, nc.
 Boyd, Florie (Cat & Fiddle) Cincinnati, nc.
 Brent, Harriet (Jeff's) Miami, Fla., nc.
 Brent & Young (Old Harbor House) Boston, nc.
 Brodsky, Bob (Cher Parer) Chi, nc.
 Brown, Red (Sportatorium) Dallas, nc.
 Brown, Betty Jane (Lemon Sq.) Decatur, Ill., 18; (Paramount) Aurora 19; (Palace) Peoria 20-21.
 Brown, Evans (Witter) Wisconsin Rapids, Wis., h.
 Brydon, Louise (Queen Mary) NYC, re.
 Bucky, Johnny (Chicago) Chi, t.
 Burnett, Martha (Cox Rouge) NYC, nc.
 Burns Twins & Evelyn Price (Commodore Ferry) Toledo, h.
 Burns & Swanson (Evergreen Casino) Phila, nc.

C

Callahan Sisters (Orpheum) Madison, Wis., t.
 Calvin, Al & Margie (Drake) Old City, Pa., 18; (Maryland) Cumberland, Md., 22-24; (New Bradford) Bradford, Pa., 25; (Avenue) Baltimore 26; (Grand) Philadelphia 27-28.
 Capella & Beatrice (Club Royale) Detroit, nc.
 Carbone, Kitty (Chicago) t.
 Carlson, Kay (McGee's 15 Club) Phila, nc.
 Carlyle Sisters (Embassy) Phila, nc.
 Carroll, James (Latin Quarter) Boston, nc.
 Carr, Billy (606) Chi, nc.
 Carroll Sisters (Henry Grady) Atlanta, h.
 Cascade Billy (Landing) Phila, nc.
 Casse, Hubert (Chicago) Chi, t.
 Caston, Hobie (Southland) Boston, c.
 Celinda (El Chico) NYC, nc.
 Challis, Beth (Evergreen Casino) Phila, nc.
 Chandler, Fred (Lemon Casino) Phila, nc.
 Chaney & Fox (Walton) Phila, h.
 Chase, Chas (State-Lake) Chi, t.
 Chevalier, Lorraine (Evergreen Casino) Phila, nc.
 Chiquita (Jack & Bob's) Trenton, N. J., nc.
 Chords, Three (Hippodrome) Pottsville, Pa., 16-18.
 Claire & Hudson (Blackhawk) Chi, re.
 Clark, Beverly (Oriental) Chi, t.
 Clark, Coleman (Gibson) Cincinnati, h.
 Claudette (Oddities on Parade) Norfolk, Va.
 Cleland, George (Carnegie Club) Phila, nc.
 Cole, Marie (Sawdust Trail) NYC, nc.
 Cole, Jack (Rainbow Room) NYC, nc.
 Coles, Jean (Benny the Bum's) Phila, nc.
 Colleghans, The (Brown) Louisville, h.
 Collette & Betty (Hussler) NYC, nc.
 Collins & Wanda (Philadelphia) Phila, h.
 Colston, The (Buffalo) Buffalo, t.
 Colston, The (Leon & Eddie's) NYC, nc.
 Conrad, Bob & Chick (Club) Miami, nc.
 Coon, Leonard (Stamps) Phila, c.
 Cook, Joe Jr. (The Top) Boston, c.
 Cook, Alton (Greenwich Village Inn) NYC, nc.
 Cooper, Diane (Jack & Bob's) Trenton, N. J., nc.
 Copp, James III (Cafe Society) NYC, nc.
 Cornell, Billy & Marion Ford (Wright) Annapolis, h.
 Corriolo's Hollywood Casino Mimics (Palace) Cleveland, t.
 Corles, Arturo (Havana-Madrid) NYC, nc.
 Corshon's Hollywood Casino Mimics (Pha.) Cleveland, t.
 Cosmo & Anita (Hopkins Rathskeller) Phila, nc.
 Costa (Martin) Sioux City, Ia., h.
 Covert & Reed (Warwick) NYC, h.
 Crackers, Five (Palumbo's) Phila, c.
 Currito & Coral (Gauchos) NYC, nc.

D

D'Amour, Franklin (Palmer House) Chi, h.
 Daka, Nicholas (Music Hall) NYC, t.
 Dale, Carlotta (Philadelphia) Phila, h.
 Danley, Billy (Park) Phila, nc.
 Dore, Vette (Coco Charles) Baltimore, nc.
 Dario's La Conga Dancers (Rox) NYC, t.
 Dayton, Jack (Steamship Zee) Chi, nc.
 Davis, Eddie (Leon & Eddie's) NYC, nc.
 DeCarro, Carmine (Embassy Club) Phila, nc.
 DeCler, Harry (School Aud.) Mt. Sterling, O., 18; (Aud.) Milford 19; Marysville 20-21.
 De, Dorothy (85) Chi, nc.
 DeMarco, Edward (Pal) Chi, re.
 DeMarco, The (Fizza) NYC, h.

E

DeMilo & Marr (Blue Willows) Akron 17-22, nc.
 Del Rio, Jose (Frontenac) Detroit, nc.
 Del Rio (Music Hall) NYC, nc.
 Delanty Sisters (Cox Club) Chillicothe, O., nc.
 Dell, Patsy (Harry's New Yorker) Chi, nc.
 Delmar, Josephine (Stalder) Cleveland, h.
 De Simon, Maxine (606) Chi, nc.
 DeVal, Melba, and Lee (Chicago) Chi, t.
 Dickson & Gloria (The Top) Boston, c.
 Dixie Brownies, Two (Wright) Annapolis, Md., h.
 Dixon, Gays (Carroll) Phila, nc.
 Dorben Dancers, Dorothy (Edgewater Beach) Chi, h.
 Dore, Elma (Cuban Casino) NYC, re.
 Downey & Reed (Diamond-Sawdust Lounge Bar) Binghamton, N. Y., nc.
 Doyle, Helen (Mambo Inn) Phila, nc.
 Drake, Blue (Bartolotta's) NYC, nc.
 Dray, George (Lorox) NYC, nc.
 Driscoll, Bob; Vandalia, Ill., 17; Pans 18.
 Dryden, Louise (Queen Mary) NYC, re.
 Dwyer, Herb (Walton) Phila, h.
 Duggan, De (Irish) West) Sioux City, Ia., h.
 Duval Twins (Book-Cadillac) Detroit, h.
 Dumont, Marie (Crisis) NYC, nc.
 Dvorak, Ann (Earle) Phila, t.

F

Eddy, Val (Philadelphia) Phila, h.
 Elin, Maria (El Gaucho) NYC, nc.
 Elinger, Julian (Diamond Horseshoe) NYC, nc.
 Elyra & Santos (Club Nomad) Atlantic City, nc.
 Emil & Evelyn (Oriental) Chi, t.
 English, Margaret (Stevens) Chi, h.
 Erico & Novello (Benjamin Franklin) Phila, h.
 Estela & Papp (Havana Madrid) NYC, nc.
 Estes, Ed (Mimic) Chi, nc.
 Ethel & Lewis (Kelly's) Cincinnati, nc.
 Evans, Bob (Buffalo) Buffalo, t.
 Evans, Fred, Girls (Cher Parer) Chi, nc.
F

Faced, Norbert (Brevoort) NYC, h.
 Fala, Charles T., Comedy Co., Tampa, Fla.
 Fay & Jordan (Waverly) Reno, nc.
 Fay, Vivien (Music Hall) NYC, t.
 Faye, Frances (Famous Door) NYC, nc.

G

Gail Gail (Rainbow Room) NYC, nc.
 Gaite & Leonardo (Stalder) Detroit, h.
 Gale, Alan (Stork Club) Phila, nc.
 Gail-Gail (Strand) NYC, t.
 Galesworth, Marjorie (New York Casino) NYC, nc.
 Garat, Pepper (Yacht Club) Phila, nc.
 Gardner, Kenny (Leon & Eddie's) NYC, nc.
 Gasca Brothers, Three (Tower) Kansas City, Mo., t.
 Gearhart, Livingston (Brevoort) NYC, h.
 Georges & Jo Ann (Hollenden) Cleveland, h.
 Georges & Jaina (Cocoanut Grove) Los Angeles, h.
 Geraldine & Joe (Club Charles) Baltimore, nc.
 Gilbert, Bobby (Oriental) Chi, t.
 Gilbert, Ethel (Gay 90's) NYC, nc.
 Giehn, Louise (Cocoanut) Chi, nc.
 Glover & LaMan (Benjamin Franklin) Phila, h.
 Golden Gate Quartet (Cafe Society) Uptown NYC, nc.
 Gomez, Vicente (Rox) NYC, t.
 Gordon & Sawyer (Harry's New Yorker) Chi, nc.
 Gordon, Jean (Wavel) NYC, re.
 Gordon, Grace (Stamps) Phila, nc.
 Grant, Bobby (Top Hat Lounge) Shreveport, La., nc.
 Gray, Cyria (Pago Pago) NYC, nc.
 Gray, Odds (Diamond Horseshoe) NYC, nc.
 Grayce & Graham (Commodore) NYC, h.
 Greiner, Raymond & Cherie (Book-Cadillac) Detroit, h.
 Grey, Jon (Cher Maurice) Montreal, Que., nc.
 Grey, Joan (Ill Hat) Chi, nc.
 Greer, Bill (Pal) Cleveland, t.
 Grindled & Esther (Groomes Supper Club) Towson, Md., nc.

H

Haakon, Paul (Piana) NYC, h.
 Hadress, Jimmy (Club Ball) Miami, nc.

I

Harden, Zelma (Cat & Fiddle) Cincinnati, nc.
 Harold & Lita (Chicago) Chi, t.
 Harrow, Amelia (Cocoanut) NYC, nc.
 Harris, Claire, & Shannon (La Conga) NYC, nc.
 Harris & Burns (Fountain Square) Cincinnati, h.
 Harrison, Spike (Gay 90's) NYC, nc.
 Hauser, Johnny (Pago Pago) NYC, nc.
 Hayland, Dick (Times Sq. Club) Rochester, N. Y., nc.
 Hayward, Sealbee, Revue (Carolina) Rocky Mount, N. C., 17; (Broadway) Fayetteville 18; (Carolina) Wilson 19; (Gem) Kannapolis 20; (Carolina) Ashboro 21, t.
 Healey Twins (St. Regis) NYC, h.
 Heiler, Jack (Beverly Hills) Newport, Ky., cc.
 Heistler, M.H. Pontes; Guthrie Center, Ia., 20; Coon, W. 21; St. Peter, Minn., 22.
 Hervey, The (Capitol) Washington, D. C., t.
 Hill, Dorothy, Ballet (Oriental) Chi, t.
 Hildegarde (Savoy Plaza) NYC, h.
 Hillard, Harriet (Strand) NYC, t.
 Hinton, Frankie (La Salle) Battle Creek, Mich., h.
 Hoeter, Harriet (Capitol) Washington, D.C., t.
 Hollywood on the Loose (Colonial) Detroit, N. Hologwood, Pa., Hawaiian's (Harry's New Yorker) Chi, nc.
 Hollis, Marie (Oriental) Chi, nc.
 Honter Family (Latin Quarter) Boston, nc.
 Honner, Johnny (88) Chi, h.
 Houston, Josephine (Piana) NYC, h.
 Hovey, Winnie, Dancing Darlings (Harry's New Yorker) Chi, nc.
 Howard, Ann (Kathleen Little Rathskeller) Phila, nc.
 Howard, Marguerite (Evergreen) Phila, nc.
 Hyer, Frankie (Club 18) NYC, nc.

J

Dea, Steven (Weylin) NYC, h.
 Jaksops (Paramount) NYC, t.
 Jarmagard & Alan (White) NYC, h.

J

Jackson & Nedra (606) Chi, nc.
 Jackson, Helen (Lexington Casino) Phila, nc.
 Janene (Kelly's) Cincinnati, nc.

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

Janne & Anthony (Palumbo's) Phila, nc.
 Janney, Four (Weber's Hofbrau) Phila, nc.
 Jaxon, Venturicola (Kentucky Club) Toledo, nc.
 Jemma, Aunt (Oriental) Chi, t.

POLLY JENKINS
 And Her MUSICAL PLOWBOYS
 Dec. 25-26-27, Kalket Theatre, Polaski, N. Y.
 For Dates and Terms JOHN SINGER, Mayor Building, 20 Seventh Ave., New York City.

Johnson, Peter (Club Society) NYC, c.
 Johnson, Patsy (Club Nomad) Atlantic City, nc.
 Jordan, Leo (B-Bar-N) Chi, nc.
 Joyts & Maravilla (El Chico) NYC, nc.
 Karpis, Charles (Gay 90's) NYC, nc.
 Julian, Don & Marjori (Rainbow Grill) NYC, re.

K

Karaveef, Simcon (Russian Kretchma) NYC, nc.
 Kay, Dolly (Harry's New Yorker) Chi, nc.
 Kay & Ray (Park Casino) Phila, nc.
 Keys, Irene (606) Chi, nc.
 Keith, Sally (Little Rathskeller) Phila, nc.
 Keller, Grete (Algonquin) NYC, h.
 King, Charles (Gay 90's) NYC, nc.
 King, Evelyn (Green Villa) Baltimore, nc.
 King, Nellie (Lorox Rev. Museum) Atlanta.
 Kirk & Clayton (State-Lake) Chi, t.
 Korda, Nina (Phila. Ave.) NYC, h.
 Lawrence, Clarence (Broad Robin) Lawrence, Mass., nc.

L

La Gitanelle (Gauchos) NYC, nc.
 Lamont, Ted (Walton) Phila, h.
 La Neer, Jeanne (Stork Club) Phila, nc.
 Landrum, Robert (Music Hall) NYC, t.
 Lane, Harry (Diamond Horseshoe) NYC, nc.
 Lane, Mitzel (1323 Club) Phila, nc.
 Lane, Wanda (Royal) Marion, O., c.
 Lane, Rosemary (Paramount) NYC, t.
 Lane, Larry (Jack & Bob's) Trenton, N. J., nc.
 Langford, Frances (Pal.) Cleveland, t.
 Lathrop Bros. & Virginia Lee (Palmer House) Chi, h.
 Lawlor, Terry (Fairway Yacht Club) NYC, nc.
 Le, Bob (Wivel) NYC, re.
 Le, Jack & Jane (Cocoanut) Chi, nc.
 Leonard, Edith (Diamond Horseshoe) NYC, nc.
 Le Paul (Walton) Phila, h.
 LeRoy, Hal (Beverly Hills) Newport, Ky., cc.
 Lewellen, Clarence (Broad Lincoln) Columbus, O., h.
 Lewis, Joe E. (Cher Parer) Chi, nc.
 Lewis, H. Kay, & Hollywood Varieties (Houston) Tex., 18-20.
 Lewis, Ralph (Little Rathskeller) Phila, 18-23, nc.

Lewis, Radio Herb (Peter Stravantski) Buffalo, h.
 Lila, Bernie (Green Villa) Baltimore, h.
 Lita, Angie (Kelly's) Cincinnati, nc.
 Lloyd & Willis (Barnsaw) Montreal, Que., nc.
 Loomis, Maxine (Club 18) NYC, nc.
 Ludwig, Sunny (Dancers) Belle Vernon, Pa., nc.
 Lucia & Pepilo (El Chico) Pittsburgh, nc.
 Lynde, Don & Betty (Commodore) Toledo, h.
 Lynde, Pat (Crystal Tavern) Youngstown, O., nc.
 Lytled Dancers (El Chico) Miami, nc.

M

McCabe, Sara Ann (Rosevelt) NYC, h.
 McDonald & Ross (Harry's New Yorker) Chi, nc.
 McDonald, Barbara (606) Chi, nc.
 McKay, Delord (Club Ball) Phila, nc.
 Mack, Krnie (Village Nat Club) NYC, nc.
 Mack, Max (Lookout House) Covington, Ky., nc.
 Magley, Pearl, Girls (Kelly's) Cincinnati, nc.
 Manners, Jack & Judy (Mayflower) Jacksonville, Fla., h.
 Marimex Singing (Netherland Plaza) Cincinnati, h.
 Marlow, Counts (Green Villa) Baltimore, h.
 Marlow, Great (Mt. Royal) Montreal, h.
 Marlowe, Don (Famous Box) Hollywood, t.
 Martin, 606) Chi, nc.
 Marquis, Magician (Aud.) Ft. Stockton, Tex., 18; (Eliz. Aud.) Roosevelt, N. M., 19; (Griffin Theatre) El Paso, Tex., 20; (Carnegie) Murf., Mo., 21; (Aud.) Artesia 22-23.
 Martin, Tommy (Book-Cadillac) Detroit, h.
 Martines, Helena (Carroll's) Phila, nc.
 Martini, Hickey (The Star) Chi, nc.
 Mata & Hart (Music Hall) NYC, t.
 Mater Bros. (Cies Ami) Buffalo, nc.
 Mathews, Emmett (Southland) Boston, c.
 Maychelle, Blise (Harry's New Yorker) Chi, nc.
 Mayhew, Edith (Capitol) Washington, D.C., h.
 Mayfair, Miti (Versailles) NYC, nc.
 Mazzone-Abbott Troupe (Palumbo's) Phila, nc.
 Merrill, Joan (Hurricane) NYC, nc.
 Midnight in 33 (Revue (National) Richmond, Va., 23-29, t.
 Miller Bros. & Lita (Music Hall) NYC, t.
 Minton, Rita (Havana-Madrid) NYC, nc.
 Minton, Robert (Cien Park Casino) Wilkes-Barre, N. Y., nc.
 Moody, Linda & Roy Benson (Walton) Phila, h.
 Moran, Emilio (Emerald Lodge) Studio City, Calif., nc.
 Morey, Virginia (Brevoort) NYC, h.
 Moxton, Alvin (Mimic) Chi, nc.
 Moyer Twins (Henry Grady) Atlanta, h.
 Murphy, Scott (Capitol) Washington, D.C., h.
 Myra & Martin (Prinzess) Newport, Ky., cc.

N

Neller, Bob (Waldorf-Astoria) NYC, h.
 Nelson & Evans (Lookout House) Covington, Ky., nc.
 Nevada, Vicki (Pt. Meigs) Toledo, h.
 Netherland Bros. & Roy Benson (Phila, c.
 Netherland's (Rosevelt) New Orleans, h.
 Netherstrom Sisters (Continental) NYC, c.
 Norman, Karyl (Club Frontenac) Detroit, nc.
 Northwest Mounties, Four (Gibson) Cincinnati, h.
 Norton Sisters (Netherland Plaza) Cincinnati, h.
 Nose-Ables, Nieman (Ambassador West) Chi, h.
 Nunn, Claire (St. Francis) San Francisco, h.

O

Oceanairs, The (Seaside) Atlantic City, h.
 Ochanan Twins (Hollenden) Cleveland, h.
 O'Neil, Fred (Prinzess) Newport, Ky., cc.
 O'Neil, Jimmie & Cecilia (Paramount Club) Centralia, Ill., nc.
 (See ROUTES on page 34)

BURLESQUE (Hirst Circuit Shows)

Broadway Scandals (Hudson) Union City, N. J., 13-21.
 Dazzling Comedy (Colonial) Utica, N. Y., 20-22.
 Follies of Pleasure (Empire) Newark, N. J., 15-21.
 Frisky Follies (Troadero) Phila, 15-21.
 Grand Belles (Garrick) St. Louis, 14-20.
 Midnight Maidens (National) Detroit, 12-19.
 Naughty Nitties (Gayety) Baltimore, 15-21.
 Night Hawks (Lyric) Bridgeport, Conn., 15-21.
 Peek a View (Chi Howard) Boston, 16-21.
 Revue of Revues (Gayety) Norfolk, Va., 15-21.
 Sean-Dolla (Casino) Pittsburgh, 13-19.
 Stars of 1941 (Orpheum) Reading, Pa., 15-21.
 The Merry Girls (Mayfair) Dayton, O., 13-19.
 Topical Teasers (Gayety) Washington, D. C., 15-21.

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

About Tomorrow (Curran) San Francisco.
 Chatterton, Raft, in Pygmalion (Ehrhardt) Chi.
 Ellis, John, Rip Van Winkle: Playing Chess schools.
 Flight to the West (National) Washington, D. C.
 Gooden, Ruth, in Here Today (Selwyn) Chi.
 Hellzapoppin (Bartman) Columbia, O., 16-18.
 Heppburn, Katharine, in Philadelphia Story (American) St. Louis.
 Ladies in Retirement (Gass) Detroit.
 Lent & Fontanne, in There Shall Be No Night (Pabst) Milwaukee, 16-18.
 Pal Joey (Farewell) Phila.
 Male Animal (Springer) Buffalo, 16-18.
 Meet the People (Grand O. H.) Chi.
 Night of Love (Harris) Chi.
 On the Record (Locust St.) Phila.
 Old Acquaintance, with Jane Cowd (Plymouth) Boston.
 Pins & Needles (Studebaker) Chi.
 Poor's L. Verne, Theater Workshop: Farmington, Ill., 17; Springfield, 18; Sullivan, Ill., Chicago, 20; Springfield, Creek Mich., 21.
 Time of Your Life (Victory) Dayton, O., 17.

ICE SHOWS ON TOUR

Henie's, Sonja, Hollywood Ice Revue of 1940 (Buffalo 17-22; Stadium) Chi. 24-Jan. 4.
 Ice Revue (Harvey Sports Arena) Kewanee, Pa., 13-20.
 The Gardens Pittsburgh 23-Jan. 2.
 Lamb-Veeum Ice Revue (Ponentine) 10-16 Omaha 9-23.

Magic Review Burlesque Notes

By BILL SACHS

PLATO AND JEWEL, after winding up at Club Belvedere, Hot Springs, Ark., moved their bag of tricks into Hotel Claridge, Memphis, Tenn., December 13. . . . **RAY-MOND**, busy on school, theater, and club dates in Maryland, Pennsylvania, and Virginia the last several months, opens at the Hippodrome Theater, Baltimore, December 19 for a week. Ray-Mond says he caught the Blackstone show at the Hipp at least a dozen times last week. . . . **THINK-A-DRINK HOFFMAN** and Russell Swann appeared on the double benefit show sponsored by The Detroit Times Goodfellows at the Michigan and Fox theaters, Detroit, Saturday, December 7. . . . **FLORETTA AND BOYETTE**, magic-mental combination, are currently showing their wares at the Hotel Pons Marquette, Peoria, Ill. . . . **ALEXANDER**, mentalist, closed a four-weeker at Hotel Jefferson, Peoria, Ill., December 9 and opened two days later in the new Plantation Room of the Leland Hotel, Aurora, Ill. . . . **CHARLES A. LEEDY** entertained the Penn Power Club at the Penn-Ohio Country Club, near Sharon, Pa., December 7 with a humorous lecture, including magic. . . . **IBM RING NO. 20**, Harrisburg, Pa., at its annual dinner December 7 elected Russell Charles president for the coming year. Other officers chosen were Ralph Schreadley, vice-president; C. L. Rohrer, secretary; J. Harry Messerschmidt, treasurer, and William Wise, chaplain. Retiring President Charles (Colta) Jones was toastmaster. Russell Charles, Mike Zerrance, Ray Campbell, Charles Jones, and Vin Carey entertained. . . . **DUKE MONTAGUE** returns to Salt Lake City this week to play club dates until after New Year. He has been playing the Pacific Northwest, and reports that business was good until November 1, but very poor since then. . . . **LESTER (MARVELO) LAKE** is playing niteries in the Cincinnati area.

JOAN BRANDON, in from the Nixon Cafe, Pittsburgh, December 8, left New York December 10 to open at the new Romany Room, Washington, set thru Tony Phillips and Bill Stein of New York. . . . **HOWARD ROBINSON**, after a fortnight in Cincinnati niteries for Jack Middleton, was set by the latter for the Capitol Theater, Chattanooga, Tenn., December 12-16, with two weeks in the Carolinas to follow. Robinson toured Alabama, Georgia, and Tennessee the past summer for the Alkahest Eyeless Bureau. . . . **OSZIE WELLS** returns to Gussano's, Philadelphia, with his bag of tricks for the holidays. . . . **VERNON HENRY** has left the Marquis Show to perform his stint in the army. Gayland Barton, past summer with Martin's Life Show on the Dee Lang carnival, has joined the Marquis staff, with Harry Meyer continuing as chief electrician and right bowler to Marquis. . . . **JUDITH JOHNSON** and Harold Laughon, mental team, after winding up at the Moose Club, Erie, Pa., opened December 13 at Berghoff Grill, Fort Wayne, Ind., booked by Eddie Sligh, of Chicago. . . . **KINGDON BROWN**, of Pittsburgh, and Baffles Brush, of Canton, O., were guest entertainers at the 10th annual banquet of the Gus A. Doeright Ring No. 2, International Brotherhood of Magicians, Youngstown, O., November 30. Bob King, playing the new Cascaides Room of Hotel Ohio, Youngstown, was a surprise feature. Charles A. Leedy, Youngstown Vindicator columnist, was emcee of a program which included Arthur Bush and Company, Everett Duncan, Du Kish and Del Mar, Robert Morris, Nevin Hoefert and Company, Will Ross, Frank Zaccane, and George Betig. . . . **GLORIA JEROME**, magic lovely from Dallas, current at the new Casino Royale, New Orleans, writes that the magic lads down that way are just too, too lovely. "They just want to take you somewhere every minute," pens Gloria. And so wonder! . . . **DANIEL** scribbles from Fredericktown, Mo.: "Recently caught Birch's matinee. He puts over a wonderful hour's program; doesn't give one time to breath. Needless to say, the audience ate it up."

SF, Sacramento Shows
SAN FRANCISCO, Dec. 14.—Harry Faros, of the Liberty, burly house, has adopted a policy of playing shows here four days on alternating weeks. Performances will be given on Fridays to Mondays.

"Capricious Flirts"

(Reviewed at Troc, Philadelphia, Tuesday Evening, December 10)

Again burly production is jarred from its complacency. And again it's Natalie Cartier turning in the neat trick. As was manifest when Charlie Kemper appeared here several units ago with comedy that had all the blue blue-penciled, it still takes the strippers to bring them in; but the mob is just as hungry for good entertainment. There's plenty of that in this unit.

Standing out were the ballet numbers, with Dream Dance the best. Gals in spangled matador headdress fairly sparkled among the settings, fitting for legit. And Mickie Pearl added smart and smooth acrobatics. Miss Pearl is just as effective in the Beautiful Beauty ballet, also a beaut, with a session of high kicks. And it's real romancy off-and-on-stage singing to give it all story body by Bernice Miller, youthful lad displaying a polished tenor. Miller also straight.

Francis number a dozen, with three additional for show. Gals above average for looks, and really try to make their routines count.

Three comics are on, with Dusty Fletcher, septa lad, in the lead with his wholesome humor and characteristic Harlemese delivery. Keeps it clean and show-stops with his drunk bit in the Open Door Richard sketch. Johnny Barry and Frank X. Silk, in their characteristic tramp get-up, stick close to the mill-run standards, but with more than average success.

Wen Miller straight for Barry and Silk, with the strip principals also falls. Fletcher gets assist from Louise Rudy and Frisco Beauman, septas.

Three strippers also have a field day. And it's always that with Margie Hart in the top spot. Also aiming at finesse in building to the flash are Evelyn Brooks, first on, and Sally O'Day, setting the pace for Miss Hart.

Rhythm Brown adds a tuneful round of tapping on roller skates, flashing his wheeled kicks and steps on a table.

Merrick Vallnote makes the musical setting from the pit. Biz plenty good at this catching.

Marianne Miller heads the next unit in.

M. H. Ordesker.

Rosenberg Placements
NEW YORK, Dec. 14.—Phil Rosenberg's latest placements: At Eltinge here, opening yesterday (13), Vickie Welles, Lovey Stacey, Winnie Garrett, and Magda Loy; December 20, Hank Henry, Bob Alda, Marian Wakefield, Jean Eugene, and Rose LaRose.

At Republic here, opening tomorrow (15), Patricia Perry and Petite Carroll, Troc, Philadelphia, tomorrow, Marjans Miller, Harry Cleox, I. B. Hamp, Bob Taylor, George Tuttle, Gertie Beck, Marie Vos, Valerie, and Bob and Babette.

Casino Pittsburgh, opening tomorrow, Tress, Jack (Tiny) Fuller, Fran Lewis, Jackson and Sevier, Danny Morton, Read and Write, Jessica Rogers, Anger and Woolley, and Stanley Brothers; and December 22, Hinda Wassau, Benny (Wop) Moore, Slats Taylor, Charles Schultz, Sam Gould, Vickie McNeely, Esmaine Parker, Alice Jewell, and Ann Sinclair.

Pat Paree, Bob Ferguson, Mary Murray, Max Coleman, Chick Hunter, Margie White, Irving Karo, Mary Welsh, and Betty Coette opened yesterday in Gayety, Detroit.

4 Vanders for Miller
NEW YORK, Dec. 14.—Glenn Miller is set to do four theater dates following his stand at the Paramount starting either January 22 or 29.

Miller has been booked for the Palace, Cleveland, February 14; Shubert, Cincinnati, February 21; Keith's, Columbus, O., February 28, and the Fox, St. Louis, March 7. General Amusement Corporation booked.

105th, Cleveland, Reopens
CLEVELAND, Dec. 14.—RKO will re-open the 105th St. Theater with the Crazy Show, headed by Milt Britton, week of December 27. The unit includes Floyd Christie, Tommy Rafferty, Five Eights, Carol Kaye, and Helen Pammer. The house will use spot bookings thereafter. The deal was made in New York by Charlie Yates thru Bill Howard. The unit is getting a \$3,500 guarantee.

NEW YORK:
GRACE CARLOS, from the Why Do show that was at the Flushing Fair, opened as dancing principal at the Eltinge December 6 after two weeks at the Crawford House, Boston. Held over indefinitely. . . . **MANNY KING** replaced Looney Lewis at the Gaiety December 20, when Annette and Diane Logan also opened. . . . **ED J. RYAN**, a visitor in town from Boston last week, is seeking talent for the Casino, which returns to flesh the end of the year. House playing six the last three weeks. . . . **ELEANOR DALE** is back after seven months of out-of-town engagements. . . . **WILLIAM RUBENBAUM**, cornetist in the Gaiety's pit, mourning the loss of his dad, who passed away December 7. . . . **MAC (GOOGLES) BARRON**, comic, doubling at the Globe (burly) and the Piccadilly Club, Baltimore, was tendered a party by the Kolker Brothers, operators of both spots, to commemorate his third successive year at the nitery. At the festivities were Mickey Straus, Jackie Holmes, Lee Green, June Martin, Walter Budd, Miles Murphy, Yvette, Nellie Stout, and Irish Hutt, of the Piccadilly, and Dew Lewis and Jack Heath, of the Globe.

ANN CORIO, following a tour of the First Circuit, opens next month at the Rialto, Chicago, for four weeks at \$700 per week, which is tops for a stripper in the Windy City. Thence to other Midwest Circuit houses, including two weeks in Cleveland, one each in Toledo and Toronto, and a repeat in Buffalo. When accepting the Rialto date she promised not to play the State-Lake and Oriental, Chi vaude houses which had offered twice the Rialto bid. . . . **HAROLD MINSKY** opened his "51" Club December 12. Will double between operating the Gaiety and the new nitery. . . . **PAUL SLAYER** is the new manager of the Triboro, where new principals for December 13 opening were Irma Vogdes and Paula Lind and, for December 20, Lilli Dawn. . . . **TIVOLI, BROOKLYN**, New Follies house opening December 27, will be booked by Milt Schuster and Tommy Levene. Due to open are June St. Clair, Tommy Rart, Floyd Halley, Bob Rogers, Ripper Barker, Eleanor Sheridan, and Garrett Price.

SALLY KEITH, tasse dancer and part owner of the La Petite Suisse Restaurant, returns to the Crawford House, Boston, January 6 for 10 weeks. A repeat from a recent booking of 26 weeks. . . . **LAMEE LANE** celebrated a birthday December 4 at the Cow Shed nitery, Cleveland. Returned to the Royal Club, also in Cleveland, December 5. Writes Lamee: "Like working clubs; the night passes away so fast, you hardly realize you're working." Plans to spend the holidays with mother and home in Florida. . . . **LOUISE CLAYTON** returned from her Atlantic City home and niteries to become a Billy Good front-liner at the Gaiety. . . . **ROMAYNE**, dancer at the Republic, has discarded snakes for white rats. Out of a dozen recently purchased, she has trained seven to work with her in a new routine. . . . **ALABASSE** and Marnee opened at the Star, Brooklyn, December 13. . . . **JUNE MARCH** now working under her own name, DeMarco, at the Hi Hat, Chicago. Sister Gay Knight is at Frank's Casino, also in the Windy City. . . . **THELMA DEUTSCH**, showgirl at the Star, Brooklyn, given the opportunity to do a solo strip December 5, when Stella Mills had to exit hurriedly for her first stop on a Midwest Circuit tour.

MARGIE HART opened with a new First Circuit show December 8 at the Troc, Philadelphia. After her Union City week, December 15 to 21, Margie leaves to spend Christmas with the family at the farm in Lathrop, Mo. . . . **LAROSA SISTERS** back to the Star, Brooklyn, for a return date, week of December 27, when Charmaine also comes in for two weeks following her Gaiety booking. . . . **JEAN CHAPMAN**, goblet dancer, moved into the Eltinge from the Star, Brooklyn, December 6. . . . **HELEN ARMSTRONG**, usherette captain, celebrated her third year of front-of-the-house supervision for the Star, Brooklyn, Raymonds and Adler. . . . **SEN HAMILTON** replaced George Tuttle at the Republic December 8. Tuttle now with the First Circuit. . . . **DOROTHY O'DAY**, featured all summer in the China Wedding spot in Gay New

Orleans, Flushing Fair, is now an Eddie Lynch showgirl at the Star, Brooklyn. UNO.

CHICAGO:
HARRY HIRSCH is undecided now whether to reopen the Alvin Theater with straight burlesque or the Palace in Minneapolis, because the latter, which runs pix, is now starting to do business. . . . A MEETING of the Midwest managers will be held at the Bariatn Hotel, Detroit, December 23. . . . **MIMI LYNN** made a flying trip to New York to replenish her wardrobe. She is reopening on the Midwest Circuit at Toronto December 20. . . . **PEACHES STRANGE** will be added attraction at the Rialto here December 27. . . . **DOROTHY LAWRENCE** and Moran and Wiser are at the Rialto, Chicago, this week. . . . **LOUISE STEWART** will open at Cleveland next week. . . . **ROXANNE** plays the Globe, Boston, week of December 20, after which she will fly to Buffalo to join her husband's (Red Buttons) company at the Palace. . . . **ANN POWELL** closed the Mandy Kay show in Canton, O., Thursday (12) and trained to New York. . . . **MARIE CORD** flew from Buffalo to St. Louis to join Bozo Snyder's company Friday (14). . . . **VICKI WELLES**, joining the Midwest Circuit, will open at the Roxy, Cleveland, next week. . . . **ZALA ROCKLIN** has joined June St. Clair's company as dancer.

BALTIMORE:
JACK MONTGOMERY was here December 8 to produce the Jack Diamond show, which opened the same day at the Gaiety. Lew Devine opened with the show after a seven-month run at the Folies, Los Angeles. . . . With six on the upgrade Gaiety will run three shows on New Year's Eve. . . . **BETTY ALFRED**, recently of the chorus on the Diamond-Poster show, was scheduled to open as stripper last week for Hirst in Detroit. . . . **ROSE LA ROSE** is making the First Circuit tour accompanied by her mother. . . . Two of the Gaiety's band members, **JACK HYATT** and **MITCHELL KAY**, were married recently in a double ceremony. . . . **SID GOLD**, straight man, recently opened at Jimmy Lake's Cafe, Washington. . . . After a major operation **JOE BROWN**, concessionaire at the Gaiety, is back again. . . . **BOB FERGUSON** may join the Dennis King legit show.

FROM ALL AROUND:
LYRIC THEATER, Allentown, Pa., ordinarily playing Hirst units Wednesdays, makes it a two-day stand for the first week of the new year. Hindu Wassau booked in for New Year's show. . . . **SCARLETT KELLY** rushed to a hospital in New York Tuesday (10) to get her appendix bobbed.

N. Y. CIRCUIT HOUSES
(Continued from page 21)
chorus members, respectively. Contract will be in effect for a year.
Negotiations are also under way with Balaban & Katz and with Jones, Linick & Schaefer.

NEW YORK, Dec. 14.—A closed shop agreement signed with Leon and Eddie's last week calls for a six-day week and weekly minimums of \$50 for principals and \$30 for chorus people. Pact has been signed for a year, expiring September 30, 1941.

WANTED
DANCERS AND SHOW GIRLS
for
TIVOLI THEATER
BROOKLYN, N. Y.
New Follies Show House
Rehearsals . . . December 20
Opening . . . December 27
Allen Gilbert, producing

Backer's Tenter Ends Long Season

COLUMBUS, Ga., Dec. 14.—Earl D. Backer's Famous Minstrels has moved into quarters here after a 47-week trek under conditions so satisfactory returns. Manager Backer announces that the show will be enlarged for its 41st annual tour, with the band boosted to 18 pieces, and the line to 14 girls. George Henry and his working crew will begin work on rebuilding the show soon after the first of the year.

With the closing, members of the troupe went their various ways, with most of them planning to spend the holidays at home. George and Bessie motored to Jacksonville, Fla.; Otis Jordan jumped to Augusta, Ga.; James Powell, Wilmington, N. C.; "Sugar" Decatur, Baltimore, Md.; "Sparky" and Eva Jones, Atlanta; Rich and Helen Anderson, Greenville, S. C.; Rock and Mary, Danville, Va.; Harry and Anna Ramey, Atlanta; Louise Stoney, Newport News, Va.; Jessie Mae Waite, Albany, N. Y.; Sam and Vivian Lee, Fayetteville, N. C.; Buster and Esther Johnson, Macon, Ga.; Frank Keith, Knoxville, Tenn.; Eugene and Katharine Slappy, Knoxville; Sidney and O'Dress Perrin, Concord, N. C.; Homer Lee and Pearl Bowen, Wilmington, N. C.; and David Shaw and Charles Small, St. Louis.

Mr. and Mrs. Earl D. Backer will jump into St. Louis and Chicago in the interest of the show.

Mitchell Cites His Record; Filbert Recalls Old Shows

Hot Springs, Ark.

Editors The Billboard:

After reading Walter D. Nealand's article on old-time companies, I wonder if he has ever heard of the M & M Tent Show, which opened in the spring of 1914 at Ireton, Ia., traveling thru Minnesota, Iowa, South Dakota. At first it moved by teams and wagons, but in 1917 put the wagons aside for trucks and stuck to the highways for 26 years, never moving by train. We have missed only two dates in those 26 years.

LEROY MITCHELL.

Ekhart, Ind.

Editors The Billboard:

Having read Walter D. Nealand's article in your December 7 issue and also the articles in the 14th issue, I wonder if any of your readers remember the Orpheum Stock Company, owned and managed by Eddie Doyle. And, too, the old Rosar Mason Stock Company, the writer having been with both of the above-mentioned companies in the early 1900's. Both were 10-20-30-cent rep companies. I believe Eddie Doyle is still active, working fairs with his wife.

H. L. FILBERT.

Agrees With Whetten, DeComa

Fredericktown, Mo.

Editors The Billboard:

I agree with what Fred Whetten said in your Christmas Special issue, and also what Eddie DeComa had to say in The Billboard's December 7 issue about the 3-cent attractions in schools.

I wonder what DeComa would say about an agent who books, and sorry to say, a magician at that, with the understanding that they will charge all they can, then let all the rest in free. If this isn't another thing that's ruining what little is left of this once fertile field, I don't know what it is. But just what can one do about it?

3-10 DANIEL.

Yearns for 10-20-30 Days

Chicago.

Editors The Billboard:

Much has been said recently about 10-20-30 repertoire companies, but how many remember Walter Morosco, who in the '80s ran the Morocco Theater in San Francisco? The admission was 10-20-30 cents, and many a time I paid a dime to get into the gallery. One play I well remember is *Light of London*. Boy, how the gang in the gallery applauded the hero in that one.

In later years I saw Leslie Morosco do a shake-wire act. Walter Morosco in those days drove around with a four-horse team. How many remember Jessie Norton and Darral Vinton? They were great favorites of the Morocco Stock Company. If we could only drift back to those old days of show business. In those days it was live and let live!

JAMES CHURCHILL.

Be Safe Than Sorry In Legal Affairs . . .

Higher court cases pertaining to the amusement business are cited by Leo T. Parker, attorney at law, in the last issue of The Billboard each month. The next installment will appear in the issue dated December 28, under the title of "How To Avoid Liability for Injuries to Circus Patrons."

Rep Ripples

EDWIN WEEVER stopped off at the rep desk last Tuesday (10) en route to Charleston, W. Va., where he plans to frange a three-people turn to play theaters. . . . AL PITCAITHLEY, of Bilroy's Comedians, recently caught Jane Jordan at the Club Flamingo, Orlando, Fla., where she is working out a four-week stand. Jane was last summer with the Jack Brooks tent in Wisconsin. . . . THOMAS'S FUN SHOW, presenting pictures and E. F. Hannan's 45-minute comedy, *The Old Boy Himself*, is reported enjoying a good play around Prescott, Ariz. . . . CICCIO BROS.' SHOW, vaudeville trick, is working to satisfactory biz in halls and schools in the territory around Buffalo, Okla. . . . JAY MAISON, past summer producing comedian with Buddy Players in Pennsylvania, has located in Savannah, Ga., where he plans to launch a small unit to play military camps in the South. After winding up with the Buddy troupe Maizon made 11 weeks of Eastern and Southern fairs as emcee and lecturer with Bob Lee's frozen-alive show.

CASPOD PLAYERS are working auspicious dates for a Rochester, N. Y., concern. . . . WRANGLER RAMBO, well known in rep circles, is busy on auspicious engagements in the territory around Overland, Mo. . . . BIRD'S SHOW reports business okay in Central Mississippi. They will show religious pix along with their regular entertainment during the holidays. . . . CHESTER STEELE,

former owner of Steele's Comedians, has a school and hall show in the Albuquerque, N. M. area, presenting vaude sketches, 35mm. pictures, and small animal exhibits. DOW'S SHOW, vaude-pix combination, will offer the religious film, *The Crown of Thorns*, in conjunction with its regular program during the holidays. Troupe is now in Maine. . . . HARRY L. TAPLEY is reported having good luck contacting sponsors for the religious play, *The King Still Reigns*, in Maine territory. He has been working recently in the Waterville section of that State. . . . FORREST BROWN, general agent for Bilroy's Comedians; R. E. (Doc) Robertson, working ahead of Clyde R. Pierce's Mighty Minstrels, and Elmer Yancy, agent for P. S. Wolcott's Rabbit Foot Minstrels, all tent outfits, together with their advertising crews, clashed recently at Belle Glade, Fla. All three shows made the spot to satisfactory business. The Pierce-Might Minstrels will play Tampa Christmas Day.

Cutting the Nut

By E. F. HANNAN

FREMONT TURGEON has operated a small vaude-pix trick in New England and Eastern Canada for several years, the past summer confining his activities to resort towns in Maine and New Hampshire, showing halls, hotels, and whatever else popped up. He has recently designed and has built from his own plans what he terms an original model film and vaude-show idea.

He has taken a large light-bodied truck and converted it into a portable theater which seats about 100. Turgeon's portable opy house has let-down sides that help make seating space for his audience, and in order to step up receipts he plans to give two nightly shows and a kids' matinee when business warrants.

Turgeon is no newcomer to the game, as his family were vaudevillians. Turgeon will augment his film show with his own music, cartooning, paper tearing, and a dash of magic. The outfit is hooked up with a p.-a. outfit for street ballroom and will move south for the winter. Here's one trick that has about gone the limit in slacking overhead—even hall rent is kicked.

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

One Year Ago

SID COHEN'S All-American Championship walk in the Coliseum, Chicago, was down to 12 teams and four solos. The contest opened September 23 with 40 couples. . . . CHARLES J. WALPERT'S second contest in as many months was under way in Los Angeles. . . . MRS. BILL STEIN was recuperating from a serious illness at her home in Beverly Hills, Calif. . . . EDDIE LEONARD and Wiggles Royce were in their third week at the Merry-Go-Round, Terre Haute, Ind. . . . HE HILL was in Veterans' Hospital, Kecoughton, Va., with ulcers of the stomach. . . . CURLY LINDER was convalescing in General Hospital, Denver, of injuries sustained in an auto accident. . . . EARL HARRINGTON and Violet Kaye were resting up in Brooklyn, having left the Coliseum contest in Chicago. . . . GLEN WEST and Betty Lee Doris, with Jeff Bentley's Whispering Notes, were in their 10th week at Porter's nitery, Danville, Ill.

THREE PARTICIPANTS in Ray Passo's San Francisco walk have been forced out of the contest. First, the fit hit Ray himself; then got Hughie Hendrixson, who was in the hospital last we heard. Porky Jacobs became the innocent victim of a spectator's ire, when said spectator threw a bottle at judge Ernie Bernard, missing Bernard but hitting Porky on the leg, necessitating 18 stitches and crutches. According to reports, the contest is going over big.

JEAN DAKIN types an inquiry on Johnny Makar and Skippy Skidmore. Knock off a card to the column for Jean, kids.

CLAIRE MARTIN says that she is now working in Washington and having lots of fun. Claire opines that she might take another fling at the walkies if she can find the right partner. "Has Harry Hudson gone into hiding?" she asks.

"It seems that way, as I haven't heard anything of him since the Joliet, Ill. show."

DOLLY SMITH infos that Mitzl Hamid, former walkathon nurse, was recently signed to a long-term contract by Warner Bros.

INQUIRIES WERE RECEIVED recently on Joe and Mary Rock, Edith Merritt, Jack Duval, Phil Arnold, Pee Wee Collins, Joe Nalty, Johnny Bowman, Chick Archer, Bob Turner, George Harrington, Ruthie Carroll, Edie Tompkins, Stanley West, Charlie Smalley, Benny Leonard, Jack Glenn, Margie Sheets, Buddy Lee, Chuck Payne, Gordon Haring, Roy Meyers, Chad Alviso, Johnny Russo, Mickey Britton, Johnny Hughes, and Buddy and Doris Jefferies.

JIMMIE HORAN and wife and Johnny and Bernice Kenevan are vacationing in Hot Springs, Calif.

"I HAVE BEEN reading the endurance column ever since the Milwaukee River-view Ballroom contest closed," writes Mrs. A. Bartz, "but so far have seen very little news from the kids who were in the show. If the kids knew how interesting it is to those who watched them night after night, they would surely be more considerate in writing to the column more often." Mrs. Bartz asks about Angie Oger, Clyde Hamby, and Jess Long.

ART WOODS writes: "My sister, Ruthie, and I are in Baton Rouge, La., coming here after the Denton (Tex.) show. On the way down we stopped in Shreveport, La. and saw Judy Ellis, Edith May Dornell, Adele Balles, and Ruthie and Al Smith, all of whom are working in Shreveport. Ruthie and I are working at the Heidelberg Hotel, where I am a bellboy and Ruthie hostess in the dining room. Some of the other marathons here are Rubber-Legs Martin, who is driving a cab; Jewel Allaman, working

46th YEAR

The Billboard

Founded by W. H. DONALDSON

The Largest Circulation of Any Amusement Weekly in the World

Member Audit Bureau of Circulation

Published Every Week

By The Billboard Publishing Co.

E. W. EVANS, President, Treasurer & General Manager.

R. S. LITTLEFORD, Jr., Vice-President.

W. D. LITTLEFORD, Secretary.

A. C. HARTMANN, Editor.

Outdoor Dept., 25 Opera Place, Cincinnati, O.

E. E. SUGARMAN, Editor.

Indoor Dept., 1504 Broadway, New York, N. Y.

Main Office and Printing Works: The Billboard Building, 25 Opera Place, Cincinnati, O.

Phone, Main 5308. Cable Address, "Billby," Cincinnati, O.

BRANCH OFFICES: NEW YORK—6th Floor

Palmer Building, 1004 Broadway, Rooms

Model 3-1016, 3-1017, 3-1018, CHICAGO—

12th Floor Ashland Bldg., 155 No. Clark Street,

Phone, Central 8480. ST. LOUIS—320 Arcade

Bldg., 218 and 219 Broadway, Phone, Chest-

nut 6443. PHILADELPHIA—B. H. Patrick,

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vertising copy due to press room Monday.

No returned advertisement accepted unless re-

sistance is telegraphed or mailed so as to reach

publication office before noon Monday.

The Billboard reserves the right to edit all

advertising copy.



Vol. 52 DECEMBER 21, 1940 No. 51

as waitress, and Sunmy Drisco, who is vacationing with us. We will stay here until the first of the year, and then plan on going to the Coast." Art and Ruthie inquire about Jimmy Barrie, Helen Clark, and the rest of their friends.

REMEMBER—If you can't make it home for Christmas this year, at least drop the folks a card.

Denver Grosses Equal Last Year

DENVER, Dec. 14.—Receipts this year are on a par with those of last, according to Arthur M. Oberfelder, under whose management legitimate attractions are operating here. Oberfelder had expected this season to surpass last year, and holds that the box office falling somewhat short of expectations is due to a general public unrest which has resulted in the customers doing a great deal of shopping before deciding on what they want to see and hear.

Tallahah Bankhead in *The Little Foxes* drew an attendance of 5,000 in two night and one matinee showings November 27 and 28. Cornelia Otis Skinner, in a matinee and evening performance December 7, drew 2,000. Prices were scaled from 56 cents to \$2.80.

The Man Who Came to Dinner, booked for the week of January 13, has been canceled, and *There Shall Be No Night* is set for March 12.

Springfield Plans Jell

SPRINGFIELD, Mass., Dec. 14.—In a report mailed to present and prospective charter members of the Springfield Playgoers League, Inc., Albert E. Steiger, president, announced that several leading producers are revising their schedules to bring outstanding stage attractions to this city after the first of the year.

Steiger and Daniel J. Maloney, executive secretary of the league, visited New York last week and reported "a number of successful conversations" with producers and managers. Altho a definite announcement of productions to come cannot be made until further arrangements are completed, Steiger expresses optimism over the manner in which theater people expressed their eagerness to see Springfield return to the roadshow fold.

Non-Theatrical Films

Conducted by THE ROADSHOWMAN
(Communications to 1564 Broadway, New York City)

Tin Can Tourists' Conventions To Up Florida Roadshow Dates

TAMPA, Dec. 14.—Roadshowmen are turning their attention to Florida, where four conventions of the Tin Can Tourists of the World will be held between now and February 24 and where the government is spending nearly \$40,000,000 on two defense projects. In addition to these projects, some 15 other military projects are under way in various parts of the State, affording the operator an unusual opportunity to give shows for the workmen.

Meeting in Session

The first of the series of conventions for Tin Canners opened at Avon, Fla., Monday and will close December 21. Annual home-coming and Christmas holidays will be spent at Sarasota December 22 to January 4. Another meeting is scheduled at Arcadia January 6 to 18, and the winter program will be climaxed by the annual convention in Tampa February 10 to 24. Several other Florida towns have billed special events to attract trailblazers.

Convention headquarters is in the Tampa city trailer park, only a few blocks from the downtown section. During the winter non-theatrical movies have been shown here by roadshowmen who go south for the season. Movies have also been a definite part of the entertainment program at Towers' Trailer Camp and at Hilltop, on the outskirts of the city.

16MM.'s Known at Tampa

Programs which have been shown in the Tampa area and which have attracted large crowds include *Calling of Dan Matthews*, in Old Louisiana, Lot-

tery *Bride I Conquer the Sea*, *Death Rides the Range*, and *Texas Wildcat*. Because of the number of children either members of trailer families or living in the vicinity, roadshowmen are expected to add some teaching films to their programs.

Tin Can Tourists of the World was organized here in 1919 and has adopted Tampa as its permanent winter quarters.

Louisiana Schools Use Lecture Films In Classroom Work

CROWLEY, La., Dec. 14.—Working in co-operation with teachers, roadshowmen in this section have increased their bookings by showing films during time allotted classroom recitations. Subdued lighting is used and the movies run 10 to 15 minutes, allowing the instructor ample time to lecture on the subject covered by the movies.

Films on plant life are reported as the tops in this field. Consolidated schools are arranging for these shows on regular schedules. Biology classes in this section have shown *Dream Flowers*, film story of the poppy; *Plant Life, Life of a Plant, Roots of Plants, Gathering Moss*, and *The Iris Family*. Previews of the films were held to allow the instructor to map the lectures. *Wild Flowers in California*, a one-reel subject in color, has been booked for showings following the holidays.

Other subjects available in this field include *In All His Glory, Magic Myths, Tree and Plant Life, The Dodder, Plant Traps, and Reactions in Plants and Animals*.

Cutting It Short

By THE ROADSHOWMAN

Steve B. Brigham is in charge of the shows given at the Boys' Club, Fairlawn, N. J. Movies are shown every Friday night, and the program runs approximately 90 minutes. A screen 38 by 48 inches is used. Recently a special show was conducted for the Girl Scouts. A recent program included *Mickey the Detective, Scuttling and Diving Aces*, and a cartoon.

James (Tiny) Day, who puts on shows in the Pine Room in the Stratfield Hotel, Bridgeport, Conn., recently showed *High Voltage*, with William Boyd and Carole Lombard. He reports the show clicked solidly with the audience.

Philadelphia's Art Museum has again arranged a pretentious program of 16mm. film showings for the 1940-'41 season. Showings Saturdays and Sundays until May 25 will include 24 programs of more than 70 films.

Roadshowmen in the Philadelphia area are finding much interest manifested in old-time films, showings mostly sponsored by British aid groups in the area. A movie revival program, featuring films of Charlie Chaplin and Mary Pickford, was held recently at suburban Haverford College, with proceeds going for the purchase of beds for British hospitals. Enthusiasm was so great that the roadshowman reports that he booked three similar shows on the spot.

Pete Tarditi, operator of The Place, New York night club, is planning an all-musical program for New Year's Eve. He reports that he has reserved a number of bouncing ball subjects and will show them at frequent intervals during the night. Tarditi has had movies in his history for two years. Floorshow for the celebration will also be augmented, he said.

Among the roadshowmen cashing in on New Year's Eve celebrations is Arthur Daly, New Jersey operator. He has booked several night clubs and private parties for this night. Daly will handle the night assignment and his partner, Francis Ring, will take over the private parties.

and Claudia Dell. Story is built around two American gangsters who try to reform but find their efforts resented by their pals. In an effort to get away from the other gangsters, the Americans enlist in the Foreign Legion. Running time, 58 minutes.

STAND-BY FEES DOWN

(Continued from page 3)

pit band idea also, but the Warner house was also content to fork over to the union instead of hiring a house crew.

Bands which have played the Paramount with stand-by charges necessitated include Bob Chester, Glenn Miller, Matty Malneck, Harry James, Orrin Tucker, Will Bradley, Frankie Masters, and Tommy Reynolds. Stand stand-by bands include Bob Crosby, Wayne King, Jimmy Dorsey, Bobby Byrne, Woodie Herman, and Ozzie Nelson. Majority of the name crews which have played both houses are members of 802.

SPONSORED ARMY SHOWS

(Continued from page 4)

recreation facilities in ratio to trainee capacity. Camp Edwards, Falmouth, Mass., for example, will have one theater and seven recreation halls.

Recreation Policy

The recreation policy at each camp will be dictated by the officer in charge of morale and recreation. Army officials state that the frequency of live shows and the size of the budget will be determined by the man in charge. At present there appears to be no dictation of policy from Washington. Army officials also publicly disclaim any political tie-ups.

Vaudeville shows will most likely be shown in conjunction with films. Spokesmen for Lord & Thomas, in charge of the Lucky Strike unit, say they are offering their shows free to the camps. If vaude were shown only, there would probably be no admission charge, but that would kill the lucrative business now being done in the camp theaters by straight films. It is thus expected that the same admission price, usually around 20 cents, will be charged for admission, with a vaude show thrown in.

The U. S. Motion Picture Service maintains six offices throughout the country, located in New York, Washington, Dallas, Atlanta, Seattle, and St. Louis. They are under the direction of the Adjutant General and are staffed by civilian employees. No vaude booking will be done at these offices, but bookers attempting to get a foothold in the Army biz will probably contact these offices for information on procedure.

Phil Morris, New York booker, has already sent one free show to Fort Dix. In co-operation with Major J. C. Donoghue, in charge of recreation, cuffed talent and transportation were lined up. The show was intended to be a sample, with Morris being hopeful of getting the future Dix biz. Morris envisions a vaude unit getting two weeks in that camp alone, with one night in each recreation hall.

But the new trend toward commercially sponsored shows may put a damper on the hopes of vaude bookers. However, acts will be needed whether the shows are commercially sponsored or bought by the camp.

Burly Banned

The Army has also made it clear that burlesque shows will be banned at camp theaters. However, there is nothing in the regulations preventing operators from setting up a burly theater outside the camp grounds. The only risk is the hope that may be set up by residents near the camp or by reform organizations.

The Army policy of weekly dances will be continued by most camps. The post band will probably supply the music. Femmes are usually transported to the camps for that night. Close chaperoning is provided.

Corny entertainers, one army official warned, had better stay away from the army camps. He says the trainees are up to the times, radio having hepped even rookies from the provinces on modern performing standards. He said that rookies will have no qualms about booing anyone off the stage.

Entertainment off the grounds may also be supervised.

The camps are providing shows as fast as the construction program permits. Within three months, it is estimated, live entertainment will be in full swing.

LITTLE ROCK, Ark., Dec. 14.—Name bands and floor acts Saturday nights,

changed weekly, are new policy at the Hotel Marion. Eugene T. Oliver was named booker by Manager C. M. Hairston. First ork December 21 is Barney Hupp and Ila New Englanders, with Del Courtney and Henry Busse crews to follow.

Oliver stated that opening of Camp Joe R. Robinson and improved general business have brought about better patronage of night spots in this vicinity.

"The Billboard" Morale

NEW YORK, Dec. 14.—Lieut. Bruno Kern has been appointed officer in charge of morale at Fort Hamilton, Brooklyn.

Kern was formerly correspondent for *The Billboard* in Newark, N. J.

ORCHESTRA ROUTES

(Continued from page 14)

Thompson, Lang; (Aracon) Chi. b. Thornhill, Claude; (Mark Hopkins) San Francisco, h. Tison, Paul; (Commandore) NYC, h. Teal, George; (Berk Club) NYC, h. Tovar, Pedro; (Henry) Pittsburgh, h. Towne, Jack; (El Morocco) NYC, h. Trace, Al; (Ivanhoe) Chi. h. Troxel, Buck; (St. James) Reading, Pa. h.

U

Unell, Dave; (Alabama) Chi. h.

V

Valero Sisters; (Carrousel) Miami Beach, Fla., h. Varel, Whiskey; (President) Atlantic City, h. Varrol, Tommy; (Club Bells) Brooklyn, h. Vera, Joe; (Congress) Chi. h. Verse, Danny; (College Inn) Phila., h. Vares, Eddie; (St. Martin) NYC, h. Viera, Pete; (Coca Loma) Flint, Mich., h. Vizza, Al; (Ivanhoe) Chi. h. Vinn, Al; (Sportmen's Inn) Galveston, Tex., h.

W

Wald, Jerry; (Child's Spanish Gardens) NYC, h.

Wald, Jean; (Fort Hayes) Columbus, O. h.

Walker, Pat; (Sherman) Chi. h.

Walters, Lee; (Blue Lantern) Detroit, h.

Weber, Jack; (Bobby's Club Era) Chi. h.

Werns, Fred; (Palace) Youngstown, O. 17-19.

Wick, Lawrence; (Hob Ballroom) Etobicoke, Ill. 17; (Aud.) Mahomet 18; (Aviation Ballroom) La. Crosse, Wis. 19; (Maonic Temple) Freeport, Ill. 20; (Hink Ballroom) Waukegan 21.

Williams, Chick; (Gay '90s Cafe) Phila., h.

Williams, Clem; (Spread-Eagle Inn) Stratford, Pa., h.

Williams, Griff; (Stevens) Chi. h.

Williams, Sander; (Aster) NYC, h.

Wilson, Teddy; (Cafe Society Uptown) NYC, h.

Winn, Dick; (Mor Paris) NYC, h.

Windsor, Reginald; (Club 1550) Camden, N. J., h.

Woods, Howard; (Tantilla Gardens) Richmond, Va. h.

Woods, Herby; (Ben Franklin) Phila., h.

Wright, Charlie; (Club Cuba) NYC, h.

Y

Young, Eddie; (Music Box) Omaha, h.

Young, Roland; (Lombard's) Bridgeport, Pa., h.

Z

Zahler, Al; (Log Cabin) Trenton, N. J., h.

Zanella, Doc; (Brooklyn's) Albany, N. Y., h.

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ADAMS—Lewis R., 80, dean of the Boardwalk bathhouse operators in Atlantic City, December 7 at his home in that city after a long illness. He opened the Adams Baths in 1889 and has operated it ever since. Survived by his widow, Sarah E.; a son, and a daughter.

I acknowledge with grateful appreciation the kind expressions of sympathy from my friends and the friends of my late wife.

OSCAR C. BUCK
O. C. Buck Exposition

BRENNEN—Joseph D., 81, retired actor, December 10 in the Edwin Forrest Home, Philadelphia. Brennen began his stage career in 1886, and retired in 1931. His most popular performance was as Simon Legree in Otis Skinner's production of Uncle Tom's Cabin, in which he toured throughout the country for several years. Although he had played the lead in many plays, he was best known for his character roles. He had been connected with David Belasco, William Gillette, and David Warfield. Brennen was a member of the Lambs' Club for 37 years, and formerly belonged to the Players Club and the New York Athletic Club.

CALDWELL—Mrs. Ritta, 63, daughter of the late Ferdinand Puchringer, Cleveland orchestra conductor, December 9 at Huron Road Hospital, Cleveland. There are no immediate survivors. Interment in Cleveland.

CALE—Howard K., 67, for 12 years chief usher at the outdoor stadium at Steel Pier, Atlantic City, December 5 at his home in that city after a long illness. Survived by his widow, Johanna; two sons, two daughters, and a sister.

COBB—Harry J., 55, former musician with various name bands, at his home in Middlebury, Vt., December 3. Survived by his widow and two sons.

DAGMAR—Alexandra, vaudeville and variety artist, recently at the home of her son in Mobile, Ala., after a brief illness. Her first appearance in this country was in *After Dark*, with William Brady and Jim Corbett. She also played the Orpheum Circuit and at Koster & Bolls in New York. Miss Dagmar appeared in Europe in English pantomime with Dan Leono, Chevalier, Herbert Campbell, and Harry Lauder, and was featured during a tour with Moss and Stoll. Deceased returned to this country in 1915; was seen with Al Johnson and in the *Last Waltz and Blossom Time*. She retired in 1928. Services and burial in Mobile December 11.

DAVISON—W. K. (Billy), 65, veteran ride man, in Broward Hospital, Fort Lauderdale, Fla., December 12. He had been ill more than a year. Born in Robinson, Ill. Davison was recognized in outdoor amusements as the oldest continuous owner and operator of a Ferris Wheel, having bought his first one 34 years ago. He was operating the ride with Central Amusement Company at the time of his death. Known among showfolk as "Ferris Wheel Bill," he was connected with such organizations as E. W. Weaver's St. Louis Amusement Company, Bernard Exposition, Wolcott's Model Shows, Nat Narder's Exposition, Herbert A. Kline, D. D. Murphy, Sol's Liberty, Miller Bros., and Imperial shows. After brief services in Fort Lauderdale, body was shipped to Jacksonville, Ill.

J. Harold Murray

J. Harold Murray, 49, retired singer and actor, died December 12 at home in Killingsworth, Conn.

In 1918 Murray started his stage career in Waterbury, where he remained for two years. In 1920 Oscar Hammerstein gave him his first Broadway role in *The Passing Show of 1921*. After this he performed in many musical comedies, among which were *The Midnight Rounders of 1921*, *The Whirl of New York*, *The Springtime of Youth*, *Caroline, Vogue of 1924*, *China Rose*, *Captain Jinks*, *Cortina in the Ar. Rio Rita*, *East Wind*, *Face the Music*, and *Thumbs Up*. In 1925 he made his last stage appearance in *Venus in Silk* in Pittsburgh. In 1929 Murray started to make motion pictures between stage roles. Since his retirement from the stage Murray appeared occasionally in summer stock. In 1939 he appeared for four weeks in Leon and Eddie's, a New York night club. Since 1936 Murray was engaged in private business. He was a member of the Lambs' Club.

He leaves his wife, the former Dolly Hackett, and a son.

The Final Curtain

where Davison made his home for many years and was employed during the winter at the El Bridge Company. Burial in Diamond Grove Cemetery, Jacksonville, December 15. Survivors are his widow, Mildred; a daughter, Jean Lorain, and two brothers, Frank, who was managing Davison's ride at the time of his death, and Ray, ride man with Imperial Shows.

EVANS—Clark Wright, 83, pianist and composer, in General Hospital, Wilkes-Barre, Pa., November 30 after three weeks' illness following a fall in his home. He leaves his wife and daughter. Buried in Hanover Green Cemetery, Wilkes-Barre.

FEARN—Charles (Pop), well known for more than 50 years in the circus world, at his home in Philadelphia November 24.

FRANEY—William, 58, film comedian, in Hollywood December 6 of a heart ailment. Before the World War Franey was a leading comedian and had his own producing company. He also acted for Keystone Comedies, and his career included circus clowning and a period in vaudeville. The past two years he had staged a successful comeback at RKO studios, where he appeared in the Edgar Kennedy comedy series. Survived by his widow, Anna; a brother, Edward, and a sister, Nellie. Services in Hollywood December 11.

GRAY—Mrs. Ada, 68, wife of Bee Ho Gray, circus and vaudeville performer, in Winona, Mo., November 28 after a brief illness. A vaude and circus star in her own right years ago, deceased continued as an equitienne and small animal trainer after her marriage. The Bee Ho Gray Shows in their day gave command performances before four Presidents and many notables. Services in Ironton November 22, with interment in the K. P. Cemetery there.

HADDOCK—Mrs. Martha Ellen, 66, mother of Hoyt S. Haddock, national executive secretary of the American Guild of Variety Artists, at home in Fort Worth, Tex., December 8. She leaves also her husband, eight children, a brother, and a sister.

HALL—Fannie, 33, member of the aerial ballet of the Gainsville (Tex.) Circus last season, recently at her home in La Crosse, Mo. She had been in ill health several years.

HILTZ—Walter P., 64, partner in the firm of Clark & Hiltz, operators of theaters, roller rinks, and ice rinks in Kentville, Windsor, and Wolfville, N. S., recently in Kentville after an illness of two years. Survived by five sons and three daughters. Interment in Kentville.

HIMMELEIN—Arthur, for eight years manager of the Plaza Theater, Sandusky, O., December 9 at Altoona, Pa. At the time of his death he was director of a chain of 15 theaters in Altoona. Services at Sandusky, with burial at Kelley's Island, O.

HOLMES—Fred M. (Truxton), 56, well-known magician, November 11 at his home in Greenville, Mich., of a heart attack. The past two years he had been a salesman in Greenville. Survived by his widow and two daughters, Marjorie and Phyllis.

HUDSON—Mrs. Dora Selma Upton, mother of Peggy Hopkins Joyce, December 8 in a Norfolk, Va., hospital after two days' illness. Services in South Norfolk December 10.

HUMPHREYS—Hubert W., 68, actor and musician, formerly well known in Eastern theatrical circles, December 5 at Rutland, Vt. Survived by his widow and two children.

HUTCHINSON—Thelma (Thelma Ham-schett), 26, night club performer, of gas asphyxiation at home in New York December 9.

HYAMS—John, 71, former vaudeville actor and father of Lella Hyams Berg, motion picture actress, in Hollywood Hospital, Hollywood, December 9. Deceased and his wife, Lella McIntyre, composed the vaude team of Hyams and McIntyre. Hyams appeared in many short comedies and in a number of feature pictures, including *Broadway Scandals*, *In Caliente*, and *The Virginia Judge*. He leaves his wife, daughter, two sisters, and a brother.

JARVIS—Herbert, 68, operator of music stores in Philadelphia for many years, December 2 from a heart attack at his home in Millville, N. J. Surviving are his widow, Mamie; a daughter, a son, three sisters, and two brothers.

JONES—William C., 68, operating motion picture theaters in Tuckerton, N. J., for many years, December 3 at his home in that city after a short illness. Sur-

vived by his widow, Nina; two daughters, three sisters, and two brothers.

LA FEVRE—H. E., brother of J. B. La Fevre, wire worker of Palacios, Tex., at his home in Chillicothe, Mo., December 6 of a heart attack after an operation.

LOFTUS—Marie, 83, old-time music hall artist and mother of Gladie Loftus, British actress, December 7 in Hendron College Hospital, London. Deceased began her career as a child in Glasgow and for many years was a leading soubrette.

LUCAS—Wilfred, 69, pioneer silent film actor, in Hollywood December 13 after eight weeks' illness. Lucas entered movies in 1907 after 22 years on the stage. He was an associate of David Griffith and one of Mary Pickford's first directors. His lead role in *Acquitted* won him the outstanding player award of several film magazines in 1916.

MCCOY—Billy (Meizer), serialist, in Tampa, Fla., December 6 of injuries sustained in an auto accident. He had been with the Flying Meizers and Flying Columbians. Survived by his mother, Pauline; stepfather, John; a sister, Fay, and three stepbrothers, Billy, Buster, and Ray.

MCCREADY—Mrs. Marvel, 41, musician and organizer of children's bands, recently in Mercy Hospital, Denver, of a brain hemorrhage after a three-week illness. In May, 1939, the American Accordionists' Association voted her the most outstanding accordion band director in the United States. She organized Just Kids bands in some 50 cities and towns. Survived by two sons, a sister, and her father.

MARSHALL—James E. Sr., 69, widely known musician and concert band leader, December 2 at his home in Roebbing, N. J., after a long illness. He conducted many bands in Pennsylvania and was most prominently associated with the John A. Roebbing & Sons Company band, Philadelphia; the Hope Hose Band, of Bordentown, N. J., which he organized, and a band made up of his sons and daughters. Survived by his widow, Margaret Ann; three daughters and 10 sons.

MAXWELL—Leon, 44, musician, Philadelphia, after an illness of 10 weeks. He was active in musical circles in Bridgeport, N. J., where he made his home, and had been associated with a number of bands and orchestras in Southern New Jersey for many years. Survived by his widow, Geneva I.; a daughter, his mother, and three brothers.

MAYS—Samuel J., father of Chester Mays, formerly with the Downie Bros. Circus and now employed at the Grand and Erie theaters, Mount Airy, N. C., in that city December 7 of injuries sustained in an auto accident November 7. Burial in Mount Airy December 9.

MEGAARDEN—Theodor, father of Theodor Megaarden Jr., theatrical advance man, November 22 in New York after a six-month illness. Deceased was an attorney, a graduate of the University of Minnesota, and a Mason. Survived by his widow and son.

MORRIS—Lew H., 68, indoor and outdoor showman, formerly with Wallace Bros.' Circus and Bostock-Ferrari Carnival and recently stagehand and carpenter at the Selwyn Theater, Chicago, at his home in that city December 2. Survived by his widow, Nellie; a sister, Maude, and a brother, Burt.

NIVEN—Della, 71, former grand opera singer, December 6 at her home in Detroit after a long illness. She sang in Paris, Dresden, and Berlin before the turn of the century, later was principal contralto with the Henry W. Savage Grand Opera Company, and also sang with the Metropolitan Opera Company. Deceased taught music in Detroit for a quarter century until retirement a few years ago. Two sisters survive. Cremation at Detroit.

REBETZ—Herbert, 36, manager of the Princess Theater, Radville, Sask., in Radville December 2 after a long illness. Survived by his mother and one sister. Burial at Radville.

REGAN—George, 50, stage and screen actor, recently in Hollywood. Among his screen appearances were roles in *Ites of a Bengal Lancer* and *Rose Marie*. His last part was in *The Mark of Zorro*.

ROLANDOW—G. W., 67, performer, December 6 in New York after an illness of three months. He had a strong-man act and had appeared in Tony Pastor's Theater and later in one of the Ziegfeld Follies.

SCHILL—Paul, 64, owner and operator of the Airport Ballroom, Milton, Vt., at his home in that city November 27. Survived by his widow and son, Henry.

SCHREIBER—Sam, 47, brother of Nate, Jacob, and Alex Schreiber, each of whom has owned theater circuits in Detroit over many years, December 5 in that city. He was an invalid for 20 years. Burial in Cloverhill Cemetery, Detroit.

SULLIVAN—Edward Paul, son of Mr. and Mrs. Paul Sullivan, Bloomington, Ill., and caterer in the Flying Sullivans' act, December 10 at Cooke's Hospital, Tampa, Fla., of injuries sustained in an auto accident December 6. Billy McCoy, who was riding with him, died on reaching the hospital. McCoy was buried December 10 in Myrtle Hill Cemetery, Tampa.

WHITTLESBY—Charles W., 79, retired actor, December 6 in St. Luke's Hospital, New York. Whittlesby trained under David Belasco and Daniel Frohman. Among the shows in which he appeared was *Romeo and Juliet*, opposite Julia Marlowe. He retired from the stage in 1912.

WUSTNER—Ernest, 63, well known among circus people coming into Philadelphia, of a heart attack December 5 while gunning near New Ringgold, Pa. An employee of Armour & Company, meat packers, he handled all contracts for meat and produce for circuses coming into the Philadelphia territory. Survived by his widow, Gloriana; four daughters, and two sons.

Marriages

BALLOU-THOMPSON—George Ballou, staff member of Station WIOD, Miami, and Dorothy Fern Thompson, musician, in Fort Lauderdale, Fla., recently.

BENORIC-BEATTY—Stephen Benoric, member of Larry Clinton's orchestra, and Veronica Beatty, ice skater, in Atlanta, last October. It has just been revealed.

COOK-ONDEK—Edmund Cook, of Charles Masters' orchestra, and Irene Ondek, nonpro, in Duryea, Pa., November 27.

DICKENS-LYLES—John Douglas Dickens, nonpro, and Hilda Lyles, daughter of the late Jack V. Lyles, in Tarboro, N. C., November 18.

ILLER-OWEN—Joseph Iller and Rosalind Owen, on the staff of Producers' Releasing Corporation, Detroit, recently in that city.

MARIN-MORRIS—Erwin L. Marin, film director, and Ann Morris, film actress, in Santa Barbara, Calif., December 8.

RAST-JENISTA—Burt Rast, MCA's transportation man in the Chicago office, and Margie Jenista, nonpro, December 7.

WEST-BLACKWELL—Frederick W. West, president and director of Radio Theater Group, Wilkes-Barre, Pa., and Amelia Blackwell, nonpro, recently.

Coming Marriages

Frank McOvren, sports announcer at Station WJBC, Bloomington, Ill., and Genevieve Anderson, secretary to Carl Meyers, WGN chief engineer, January 11.

Holly Chester, of the Dead End Kids, and Peggy Garrick, of the Olympic Girls in Boston soon.

Births

A daughter, Patricia, to Mr. and Mrs. Christopher Carey December 5 at Temple University Hospital, Philadelphia. Father is assistant manager of Warner Bros. Karlton Theater in that city.

A daughter to Mr. and Mrs. Herman Comer December 4 at Chestnut Hill Hospital, Philadelphia. Father is manager of Warner Bros. Capitol Theater in that city.

A son to Mr. and Mrs. Frankie Rye December 3 at Hahnemann Hospital, Philadelphia. Father is comedian with the Panama Bette Broadway musical show, and mother is the former Bert Clemons, of night club fame.

A daughter to Mr. and Mrs. John Lattimer December 4 at Hahnemann Hospital, Philadelphia. Father is manager of the Waverly Theater, Drexel Hill, Pa.

A son to Mr. and Mrs. Robert S. Howard in St. Vincent's Hospital, Hollywood, December 7. Mother is Andrea Leeds, film actress.

A daughter, Flora Louise, to Mr. and Mrs. Eddie Howatt December 5 in Hudson City Hospital, Hudson, N. Y. Father formerly played the major vaude circuit with the Jaxa Naval Eight and Eddie Howatt Sextet, and is now director of Headquarters' Company Band at Hudson.

A son, Donald Lee, to Mr. and Mrs. (See BIRTHS on page 3E)

A Review of the Carnival Season of 1940
and
Important Events and Happenings of the Year
will be features of the
Holiday Greetings Number
Watch for this issue dated December 28

Allerita Foster To Pilot PCSA Auxiliary in '41

LOS ANGELES, Dec. 14.—Allerita Foster was elected president of the Ladies' Auxiliary, Pacific Coast Showmen's Association, at the club's annual election in the clubrooms here Monday night. Incumbent First Vice-President Babe Miller did a capable job of handling the highly contested election in place of President Nina Rodgers, who was unable to attend because of illness.

Other officers were Vivian Gorman, first vice-president; Rosa Rossard, second vice-president, and Vivian Horton, secretary and treasurer. All will be inducted into office at the annual installation dinner on January 8 in the Alexandria Hotel. All past presidents officiated at the voting booths and among those tabulating the returns were Nell Ziv, Maybell Crafts, Martha Levine, Ethel Krug, Peggy Forstall, and Mario LaFors.

Nail Behind 1939; Quarters in Monroe

MONROE, La., Dec. 14.—C. W. Nail Shows went into local quarters last week after closing what the management said was "a not very profitable 30-week season" on November 30. Organization had been out since April 13 and L. M. Brown reported that shows lost more nights to cold and rainy weather this year than in a number of seasons. Equipment has been stored at 1816 De Saird Street and Owner and Mrs. C. W. Nail are wintering at their home on South Third Street.

Quarters' work is expected to get under way some time in February, and management has not as yet decided upon its opening date for 1941. Among those closing here were Mr. and Mrs. Kid Murphy, Mr. and Mrs. Pete Hoffman, Mr. and Mrs. Earl Atchison, and Bill Boyles.

Two Miss. Fairs to Jones

WASHINGTON, Dec. 14.—Upon his return here from the Chicago meetings, E. Lawrence Phillips, owner Johnny J. Jones Exposition, announced his organization had been awarded the midway contracts for the 1941 Mississippi Fair and Dairy Show, Meridian, and Mississippi-Alabama Fair, Tupelo. Both fairs were played by Beckmann & Gerety Shows last season.

New Chicago Office Address at 155 N. Clark Street

On Saturday, December 21, the Chicago office of The Billboard will move from 54 West Randolph into its new quarters on the 12th floor of the Ashland Building, 155 N. Clark Street. Telephone number will remain the same—CENTRAL 8480.
To those unfamiliar with Chicago, the Ashland Building is at the corner of Randolph and Clark streets, directly opposite the Hotel Sherman.

SLA Names Its New Trustees

HASC Elects Lohmar Head

New ticket goes into office unopposed — Cresswell quits banquet-ball post

KANSAS CITY, Mo., Dec. 14.—Officials of the Heart of America Showmen's Club for 1941 went into office unopposed here on December 5 at a combined nomination and election meeting. Since only one slate was named, club members voted the ticket into office unanimously. Heading the new directorate is Robert L. (Bob) Lohmar, president, with J. C. Reynolds, first vice-president; Neal Walters, second vice-president, and Art Brantner, third vice-president. G. C. McGinnis was re-elected secretary, while Harry Altshuler continues as treasurer.

New members appointed to the Board of Directors were Brothers Dave Stevens, Harold Elliott, and W. F. Wilcox. Walters arrived at the meeting late and, upon learning of his election, requested that he be released from serving, but members refused his request. Club announced that Norris B. Cresswell, who recently was named chairman of the club's annual Banquet and Ball, which is to be held on New Year's Eve as usual, has resigned that position and that to date a successor has not been appointed. Cresswell had replaced Hymie Schrieber, who resigned because of continued absence from the city.

Ruby Kirkendall Given Party by Coast Friends

LOS ANGELES, Dec. 14.—Ruby Kirkendall, well known in West Coast outdoor show circles, was tendered a surprise birthday party at her home here on December 6 by a number of her show-folk friends. Peggy Forstall was hostess and among guests were Edith Bullock, Margaret Brady, Sug Richards, Martha Levine, Vivian Gorman, Lucille King, Marie Sweeney, and Mother Minnie Fisher.

Telegrams of regret at not being able to attend were received from Mora Bagby, Inez Walsh, and Nina Rodgers. Ruby was recipient of numerous gifts and all in attendance reported an enjoyable time. Mrs. Forstall presented Mrs. Kirkendall with a huge birthday cake.



CARNIVAL EXECUTIVE of note and manager of the Rubin & Cherry Exposition, ACA unit, R. L. (Bob) Lohmar was elected president of the Heart of America Showmen's Club, Kansas City, Mo., on the 1941 ticket which went into office unopposed at a combined nomination and election meeting on December 5. He was out of the city at the time and was notified of his election by wire.

ACA Officers Re-Elected for '41

CHICAGO, Dec. 14.—The annual meeting of the Amusement Corporation of America came to an end today with the election of officers for 1941. Directors of the corporation have been conferring behind closed doors in its Ashland Building offices for more than eight days, but the only announcement following adjournment was that "the company had a successful year in 1940." ACA is an amalgamation of four prominent carnivals, including Royal American, Beckmann & Gerety, Rubin & Cherry and Hennies Bros.

Fred Beckmann again is chairman of the board and Carl J. Sedlmayr president. C. J. Velare and Harry W. Hennies are vice-presidents. B. S. Gerety again is secretary; Elmer C. Velare, treasurer, and J. C. McCaffery, general manager. Herbert W. Bye is general counsel and D. H. Schwartz general auditor.

Banquet-Ball Net Will Total Nearly \$2,000

Exhibit profit is more than \$1,000—plans for party on New Year's Eve

CHICAGO, Dec. 14.—Pursuant to an amendment to the constitution and by-laws recently adopted by the Showmen's League of America, the League at its meeting on Thursday named eight members to serve with the eight past presidents as members of the newly-created board of trustees. Amendment provided that during the first year the eight past presidents serve on the board, one for a five-year term, three others for four, three, and two years each, and four for one year, and that eight members from the body serve for like terms.

At the end of the first year four past presidents and four members from the body will be retired. The outgoing president automatically becomes a member of the board, and one man from the body will be elected, thus giving the board 10 members. The president of the League will be chairman of the board but will have no vote unless there is a tie. Board of trustees will in no sense usurp the duties or powers of the board of governors, its sole duty being to pass upon expenditures of \$500 or more.

Past presidents now serving on the board are Frank P. Duffield, J. C. McCaffery, J. W. (Patty) Conklin, Ernie A. Young, Edward A. Hock, Sam J. Levy, Zebbie Fisher, and Milton M. Morris. Appointed from the body on Thursday to serve until the next election were Charles G. Driver, L. S. Hogan, G. L. (Mike) Wright, Maurice Hanauer, Ned Torti, M. J. Doolan, John O'Shea, and H. A. Lehrter.

Program Returns Excellent
While the final report on the December 4 banquet and ball has not yet been (See NEW SLA TRUSTEES on page 33)

Strates Renewed at Batavia

SAVANNAH, Ga., Dec. 14.—Midway contract for the 1941 Batavia (N. Y.) Fair again has been awarded the James E. Strates Shows, it was announced from quarters here by Assistant Manager Dick O'Brien. Engagement will mark the show's 10th year there.

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

By STARR DE BELLE

Orange Dist. Fla. Week ended December 14, 1940.

Dear Editor: Footsore and weary, the five Ballyhoo brothers returned from the Chicago conventions with a forlorn and faraway look in their eyes. They returned unaccompanied by their general agent, Lem Trucklow. Gossip had it that, due to Lem making such a poor booking showing with a fair secretary's daughter and he warming up more to the fair sex than to the fair seas, his resignation became automatic. Buzzing from house trailer to house trailer soon had the resignation story built up to a point where he had even blown with the deposit money and two showmen's dogs on the Duff and on the leash. Cookhouse rumor revived an old story that was supposed to have been lived down and outlawed by time. It was that Lem had taken a runout powder with the banner money in 1900.

On Tuesday the bosses opened up with plenty of fair-booking information. From what the writer can learn, the show is well set for a long string of fairs, starting in July and ending after Christmas. "There was nothing definitely settled," stated Pete Ballyhoo. "Our booking was done on general conversation. As soon as the other carnivals

announce what they have booked we will be in a position to carry on where they left off." Jake Ballyhoo ordered the press department to contact The Billboard and submit the news as authentic that they will open early and be the first in the town where they winter the show, should they decide to close this year.

Upon the bosses' arrival here they were quite enthused about the hundreds of automobiles parked around the lot. After circling the grounds twice they departed to the train to soak their feet and shave before appearing before what they thought would be a packed midway. You can imagine their disappointment upon arriving on the midway to find it as empty as a broken sheetwriter's dream. It was then that they learned we were sitting in the center of a jolly graveyard and that we had spent several hundred dollars for hauling the fallpipes from the center to the edges to make room for the midway. All idle time during the week was sent in pulling Ford axles and securing parts for the personnel's cars.

Thursday morning everyone was in for a pleasant surprise. As a produce train slowed down alongside our coaches Lem Trucklow climbed out of a car loaded with onions that was heading north. (See BALLYHOO BROS. on page 33)



FIRST VICE-PRESIDENT of the Pacific Coast Showmen's Association, Los Angeles, Joe Glacy recently was nominated for the presidency in 1941. A West Coast showman, he will have as his running mates Mike Krebs, first vice-president; Roy E. Ludington, second vice-president; Earl Douglas, third vice-president; Pat Armstrong, fourth vice-president; Ross R. Davis, treasurer, and Harold (Pop) Ludwig, secretary.

Midway Confab

(Communications to 25-27 Opera Place, Cincinnati, O.)

CAMP followers next season?

TOM IRVING, of Irving Bros.' Shows, is in Syracuse, N. Y., where, he reports, he's enjoying his role as Santa Claus.

STILL in Veterans' Hospital, Atlanta, is R. W. Reed. He'd like to read letters from friends.

FRANK ZORDA is still playing week-end spots in Georgia and Alabama with his Unborn Show to good results.

LEW DUFOUR passed thru Dallas last week en route to Mexico City, where he plans to remain for about a month.

FAMOUS last words: "No, we do not need any advice about our portable light plant."

AFTER a successful season with John H. Marks Shows, Mr. and Mrs. Michael Roman are wintering in Tenny, N. J.

THAD REISING, minstrel show operator, recently hospitalized, visited in Macon, Ga., several days, while en route to Florida, where he plans to winter.

the cleverest costumes were Pinky Pepper, G. D. Scott Shows, and Francis Bond, Barfield's Cosmopolitan Shows.

IN The Youngstown (O.) Daily Vindicator Charlie Leedy said: "In a store show downtown it is amusing to watch the freaks in the windows looking at the funny people in the street."

"**WE'LL** spend Christmas here, as the soldiers promised us all their holiday leftovers."

WILLIAM LEWIS, of the Art Lewis Shows, was a victim of burglars when they broke into his house trailer at quarters in Norfolk, Va., and stole clothing valued at \$50.

SINCE leaving Miller Bros.' Shows, W. M. (Mack) McKenny signed with the Sensational Wishards, aerialists, where he will do the catching in the second act for 1941.

MEL VAUGHT, owner-general manager State Fair Shows, was a recent visitor in Dallas, stopping over en route to Tucson, Ariz. His shows are quartered in Peabody, Kan.

J. C. (TOMMY) THOMAS, general representative of the Johnny J. Jones Exposition, was a visitor at Cincinnati offices of *The Billboard* on December 14 on his way east after a trip in the South.

HAVING concluded his 11th season as swing foreman with F. H. Bee Shows, James Anderson, with Mrs. Anderson, went to Humboldt, Tenn., where they will winter.

No Matter Where, One Finds The Billboard Reps There

PORT CROOK, Neb., Dec. 14.—No matter where a man in the show business goes, there's sure to be a representative of *The Billboard* looking out for him.

For instance, here in B Company, Third Infantry, Bennie Lucchino, pitcher and former talker with Sally Rand's Nude Ranch at the Golden Gate International Exposition, San Francisco and Leo D. Lockhart, once a talker on the Royal American Shows, are doing hitchhikes as recruits.

And their captain is Barney Oldfield, *The Billboard* man for many years in Lincoln, Neb., before being called for a year's active duty.

but decided recently to remain home and make new wardrobe for our acts next season."

GEORGIE SPEARS JR., past season with Jim Hodkes' Ten-in-One, is appearing at the Cafe Majestic, Lansing, Mich. He says he'll open in Atlanta about January 7.

TERRAFLANE foreman on Hughey & Gentsch Shows, Robert Moore, and V. L. Valentine, second foreman, were among recent visitors in Natchez, Miss. While there they were the guests of Key Check Harry Hisco.

A **FAIR** secretary was heard offering a carnival his fair from fence to fence, provided that the carnival furnished the fence.

HAVING closed a successful 37-week season with Mighty Sheesley Midway and Bartley's Shows, Sensational Kays, high-wire act, played Mabel Shrine Temple Fair, Miami, under management of Endy Bros.' Shows.

VET carnival trouper W. P. (Bill) Spence recently entered Soldiers' Hospital, Mountain Home, Tenn., to undergo an operation for a serious eye infection. He is reported to be mending slowly.

ROBERT HUGHEY, of Hughey & Gentsch Shows, currently playing Pollock, La., was in Natchez, Miss., on December 5, cleaning out last winter's storage barn. The shows will not return to the Mississippi city this winter.

CHIEF RAIN IN THE FACE, 78 years young, scribbles from San Antonio: "I'm still with the John T. Hutchens Modern Museum playing this city after winding up my 44th year in outdoor show business. I'm ready to begin my 45th now."

It didn't take a war scare to make showmen patriotic. The nation's flags have been waving over midways and circuses for years.

PLEASE! PLEASE sign your communications to this column. Last week we were forced to toss some 15 letters into the waste paper basket because they bore no signatures. We can't use 'em if you don't sign 'em.

SIDE SHOW OPERATOR of note, Art L. Converse, and wife, Crystal, mentalist, are playing night clubs in Baltimore. After two weeks more in Eastern territory they plan to fulfill bookings in the Middle West.

R. C. PFISTER has been retained as special agent of the Sunset Amusement Company for 1941, making his fourth season there. He's working out of the show's headquarters at Excelsior Springs, Mo., and reports the spring route is nearly completed.

HAVING closed his second season as calliope player and organist with the

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TWINS, Mrs. James W. Gross and Mrs. Martin S. Earl (Helen and Stelli to their many friends) posed for the photo just before leaving Pahokee, Fla., to spend the holidays with their family in Grand Rapids, Mich. From there they will rejoin their husbands in Florida and then go to New Orleans to celebrate their wedding anniversaries and attend the Mardi Gras.

H. B. DICKSON, ride operator, and family are wintering in Wynnewood, Okla., where they have begun to repair and paint equipment for 1941.

SINCE closing with Dodson's World's Fair Shows, Homer B. Sharar (Roberta Roberts), who went to Miami for the winter, reports he will return to the Ray Cramer Side Show next season.

ABOUT 100 showfolk attended the Masquerade Ball at Fisher's Tourist Camp in Tampa, Fla., on December 5. Tex Putegnat reports. Prize winners for



WELL-KNOWN side-show operators and front talkers, Betty John (right) and Mary Webb will combine in the operation of a single show next season. Betty John has had the People Who Make the News Show on the Great Saffron Shows for the past few years, while Miss Webb, with her brother, the late Johnnie Webb, has operated attractions on several shows for a number of years.

"**WE'RE** positive our advance staff will be with us next year, so we have plenty of time to answer their letters."

MAXENE RAY has been signed as the annex attraction on the Francis Doran Side Show on the Elite Exposition Shows for 1941, Doran reports from Parsons, Kan.

LILLIAN HOSE, known in carnival circles as Billie Ross, recently returned to Birmingham from Fresno, Calif., to assume management of the Rinky Dink night club in the Alabama city.

CAPT. AND MRS. BILLY SELLS scribe from Columbia, S. C., that they have had their lion act on Funland Shows for the past seven weeks. They may book the act with the organization again in 1941.

CARNIVAL manager (in lobby of Hotel Sherman during the meetings)—"This flath would be an object lesson to my banerman."

"**MY OLD FRIEND**, Charlene (Charley Lane), has been visiting me here," cards Ray Terrill from St. Joseph, Mo. "We planned to play night clubs this winter,

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John R. Ward Shows, Albert Stringer, accompanied by Mrs. Stringer, went to Aransas Pass, Tex., where they are spending the winter fishing and repairing their house trailer.

COOKHOUSE Gossip: "Wonder why the g. a. didn't come out to see us when he was in town, as we meant nothing by our hasty remarks."

JAMES LALLO, marquee and light tower foreman on Gold Medal Shows the past season, has been visiting his wife's relatives in Bisbee, Ariz., since closing with the show in Sylacauga, Ala. He is with a construction company there for the winter.

LAST season with the State Fair Shows, Sidney and Mildred Presson are now with the Santa Fe Exposition Shows in the Rio Grande Valley, with headquarters in Westaco, Tex. Presson adds they are working a few clubs on the side and spending some time fishing.

EASTERN AMUSEMENTS, INC., recently held its winter stockholders' meeting in Tampa, Fla., where President Robert C. (Bob) Edwards resides. Last season Edwards managed the International Casino, one of the company's units, on the World of Mirth Shows.

BILLY SIEGRIST TROUPE, in quarters at Savannah, Ga., is working out a new routine for next season. Billy and Rosalie are planning to play several indoor dates in Cleveland and Detroit, and Billy is negotiating for an interest in a new-type cannon act which is being framed in Savannah.

"IT'S never too late to mend," remarked a midway patcher when he handed over a double for a Saturday night's work.—Milo McCool.

"JUST BOOKED my new Turnover Funhouse with John Geocoma's Bright Light Exposition Shows for 1941," scribbles Frank W. Lowe from Pittsburgh. "Made the trip here from Cumberland, Md., by train because of the bad weather. Geocoma's local office seems quite busy."

"**MANY SHOWFOLK** have been coming into this city, winter quarters of Wallace Bros.' Shows," writes C. O. Lawson from Jackson, Tenn. "Among those sighted recently were Sam Brain, Robert Skelton, and Diedo Brewer. I plan to leave here soon for a visit in Virginia until after the holidays."

"**MR. AND MRS. C. E. (DOC) BARRFIELD** and Mr. Collier left here on December 11 for their quarters in Baxley, Ga., after spending a week fishing with us." Mr. and Mrs. Billie Clark pen from Jensen, Fla. "Mr. and Mrs. Frankie Fay and two-week-old son, John, are here, as are Mr. and Mrs. Clarence Girard."

O. C. (HEAVY) McCLAIN pens from Sulphur Springs, Fla.: "Have joined my wife here as the produce business in Columbia, S. C., is no good in winter. Have decided to return to the road with the Mighty Monarch Shows in 1941 and my wife, Miggette, will continue as The Billboard sales and mail agent."

WHILE most general agents are basking in balmy weather in Florida, their bosses probably will be out looking for an opening spot.—Cat Rack Annie.

MR. AND MRS. HARRY RUBIN and Mrs. Rubin's parents, Mr. and Mrs. M. C. Collins, have returned to their home in Mount Vernon, Ind., from a trip to California. They plan to remain in the Indiana city until Christmas, when they will go to Tampa, Fla., for remainder of the winter.

FORMERLY with several cruises and Fred's Weekly Fair Shows and the past season operator of Mrs. Endy's Kiddie Ride on Endy Bros.' Shows, Charles Condon recently enlisted in the United States Army and is with the 33d Field Artillery Battalion at Fort Ethan Allen, Vt.

TO compete with the cookhouses at a pumpkin fair last fall I had to buy a pie from a church booth and use the slices as skills flash.—Oscar, the Ham.

"**MY WIFE** and I recently closed a prosperous season with the Gold Medal



GENERAL AGENT of the West Coast Amusement Company for the last 10 years, W. T. (Bill) Jessup recently was re-engaged in that capacity for 1941 by Owner-Manager Mike Kreckos. Jessup is widely known in circus and carnival fields, having traveled for more than 25 years with most of the time being spent in advance of various outdoor organizations.

Shows," advises Bruce J. Duffy from Galveston, Tex. "They are swell folks to work with. We plan to do some visiting and fishing in this section before going back to quarters to prepare our popcorn and candy floss stand for next season."

V. P. MEADE advises from Pittsburgh that he recently concluded negotiations with John Geocoma, of Bright Lights Exposition Shows, to present his Wild Animal Show and two concessions with the organization next season. Meade adds that he will go on a hunting trip before leaving the Smokey City for Florida for a couple of months.

FOR the first time in several years no carnival is wintering in Macon, Ga. Dodson's World's Fair Shows were granted use of buildings in Central City Park, but were unable to obtain trucks for the show train, because railroads are being rushed with construction of a huge army training camp a few miles out of the city.

A TOTAL of 27,619 pounds of ham and bacon was distributed as premiums on Denny Pugh's concessions at 1940 State Fair of Texas, Dallas, auditors of the Pugh Concessions announced last week. The vet operator chalked up his best year at the fair and was right in line with the record-breaking attendance attained by the 53d annual

DURING the Chi meetings some got, some didn't get, some should have gotten, and some got what they went after—a helluva good time with old friends and cronies.—Colonel Patch.

MR. AND MRS. HARRY STEWART, Cumberland Valley Shows, are wintering in Waverly, Fla., assisting Mr. and Mrs. Walter King on their chicken ranch. Harry was electrician with the shows last season. Mrs. Stewart had two concessions, and Mrs. King had three. All plan to return for the shows' opening in 1941. Doris King is attending school in Lake Wales, Fla.

"**WE'VE RECEIVED** numerous letters of condolence in the last few weeks from our friends in outdoor show business reporting they had heard my wife had passed on," inks George Ward, of the Knife-Throwing Wards, from Washington, D. C. "We wish to inform your readers that she went to a dentist to have some teeth extracted and passed 'out,' not 'on.'"

"**SINCE** closing one of my best seasons with the World of Mirth Shows with the World's Fattest Family I've booked part of the unit in night clubs and vaudeville houses." Eddie Karn writes from Orlando, Fla. "Members of the troupe were guest performers at the Orlando City Auditorium on December 3. Fishing in Lake Apopka has been good. Our attraction has been booked with the World of Mirth Shows again in 1941."

PIONEER SHOWS' NOTES from Waverly, N. Y., by George Harvey: Benjamin Griffiths, formerly with many leading circuses, has booked his band

for 1941. Nine shows are in the line-up so far and a new panel front is being constructed for the front gate, under supervision of Willie Mullibolland. Chuck Martin has booked his high striker and several other concessions. F. L. Sweeney is doing well with the indoor unit.

AN out-all-winter showman gave his help advance notice that only half salary would be paid this month on the shortest day of the year, but he promised three double pay next summer on the longest day, provided they stayed with him.—Whitely Cooks.

DEE NIFONG, who has been wintering in Charleroi, Pa., has returned to work at the government engineering plant following his release from a Washington, Pa., hospital, where he underwent an operation for blood poisoning which resulted from an infected arm. Besides his connections at the plant, Dee is working on two Christmas productions with Alden Craig and reports much activity in show circles in the Charleroi area.

LAST season manager of the Colored Revue on the Johnny J. Jones Exposition and formerly with Ringling Bros.' Circus, Russell (Punk) Ewing arrived at his home in Tampa, Fla., on Thanksgiving Day to find his trailer had been demolished by fire, which resulted from a leak in the connection to the oven of the gasoline range in which Mrs. Ewing was baking a cake. Almost all of the Ewings' clothing was lost.

ON the closing night two broken ride boys were bidding each other good-by and trying to keep up a front. Said one, "If you see my ad in The Billboard this winter, don't write or wire; just come on. And if I see yours, I'll do the same.—Cousin Peleg.

LAWRENCE HESTER, former photo gallery operator and sign painter with the Johnny J. Jones Exposition and J. F. Sparks and other carnivals, is residing in Moorehead, Ky., where he has been operating a photo studio since last September to good returns. During a visit to the carnival desk last week, Hester said he planned to leave for Tampa, Fla., about the middle of January to take in the Florida State Fair and visit in Gasparilla.

A. L. (DINTY) MOORE, ride and digger operator of late, went to Macon, Ga., after the Chicago meetings to attend the annual fall ceremonial of Al Shih Shrine Temple and to visit friends. He was accompanied by Jack Baillie. Dinty had an elaborate arcade on the Bill Hames Shows last season, as well as a Skooter and diggers. He also operated a Skooter, Arcade, and other attractions at the beach at Galveston, Tex. After his Macon visit he plans to go to Brownwood, Tex., where he has an Arcade operating. He will start building activities soon in Fort Worth, Tex.

OWNER of Buckeye State Shows, Joe Gallier, last week returned to Hattiesburg, Miss., where the organization is quartered, from the Chicago meetings to resume his duties as director-general of the Hattiesburg Lions' Club Circus for the benefit of that city's Doll and Toy Christmas Fund, December 10-21. Associated with Gallier are Walter B. Fox, associate director; Clyde Praytor, publicity; B. W. Curry, tickets; Ed Turner, grounds, and Paul Draughn, ticket sellers and ushers. Gallier reports he plans to remain in Hattiesburg until March 5 when his organization returns to the road. En route from Chicago Gallier stopped off in Cleveland for a visit with his parents and other relatives.

AFTER good early-fall business rain started falling on a small show and continued for three weeks. The show moved and paid salaries but never opened. "Does yo-all think deals a fix on this yesh show?" asked a newcomer on the minstrels of an old-timer on the trick. "New," was the reply. "It's left th' at' equalizer ketching up wid de boss befo' Christmas."

NOTES FROM PALACIOS, TEX., by Al Nation: A carnival atmosphere prevails in this city. The governor is putting in a big camp here and showfolk are well represented. Jack Stanley and Crawford have the Black Cat Cafe, and Mr. and Mrs. Crawford also have their knife rack and ball game on hand. Others here include Ed Yagler and Don Cotton, lead galleries; Sammy Lasky and Chuck Moss, lead gallery and taxi stand; Joe Kemp, photo gallery; Bill Cudney, Big Tom; John Walsh and Scott Lamb, fruit stand; Virgil Sills and Lee Welch, soda fountain; Ray Brewer, arcade and several concessions; Ma Nation and Lola Potter,

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A Sensational Money-Maker! Popular! Flashy! Fast!

Beautifully Designed
Extra Durable
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Uniform Percentage!

WHEELS OF ALL KINDS!
Merchandise Wheels, Paddle Wheels, Horse Race Wheels, etc.; Shooting Galleries, and everything for the Midway. Send for Free Catalogue.

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TILT-A-WHIRL

AFTER TEN YEARS STILL TRUE . . .

"Chief among the money earners for the season has been the Tilt-A-Whirl" . . . "It got an exceptional large number of repeat rides" . . . "The ride has sufficient sensation to be depended on for year after year's profitable operation."

IF YOU WANT TO GET . . .

GIVE YOUR Spring of Fairs and Celebrations a NEW TILT-A-WHIRL in 1941.

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MODEL TRUCKS & PASSENGER CARS
Available for Immediate Delivery.
Originators of the Showman's Finance Plan.

Write **CHAS. T. GOSS**
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Three Fertilizer Cells Organ, A-1 Condition.

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EDDIE HACKETT
New With "Mac" McElly
Handling Show People's Business

Southland Chevrolet
MIAMI, FLA.

penny pitch, cigarette stand, hoop-la, and ball game. The writer and Claude Williams have the A. & C. Cafe and trailer camp; Bud Hazelwood, dart gallery; Cy Perkins, hamburger stand; Emmett Rutkin, two concessions, and Lee Kimball and Ryan, cookhouse. Reynolds & Wells Shows closed here to a fair week's business. Recent visitors included Jack Ruback, Benny Hyman, A. (Booby) Obadal, Art Hansen, Tommy Stevens, Mrs. Helen Brewer, Whitley Dixon, Johnny Quinn, Pat Harvey, George Proctor and family, Jockey Lewis, and Russell Grant. Bill Spears and Bob Hammond are the electricians.

AN old southern derby arrived on the lot early Sunday morning to watch the lot man lay it out. During the entire week he walked from baby to baby, from ride to ride, and from concession to concession, but never once springing for a dime. He was there from opening time in the morning until closing time at night, making every baby until he became a familiar figure to each talker. Apparently, the side show was his favorite, as he spent hours at a time in front of it. At closing time on the last night the lights were flashed just as the old man had stepped up to the ticket box and was untying his handkerchief to get a dime. Then all the banners were dropped with a splash, ticket sellers jumped out of the boxes while the talker yelled, "It's all out and over." The colored man scratched his head and murmured, "Does showfolks sho is de harrington people?"

First Two Stands Of Arthur's Trek Are Satisfactory

WESTMORELAND, Calif., Dec. 14.—Second stand of the winter tour of Arthur's Mighty American Shows, formerly Hilderbrand's United Shows, resulted in satisfactory returns here. Weather was fair and American Legion Post sponsors gave good co-operation, Ted Right reports. Mrs. Arthur's Side Show topped the midway, and the Ferris Wheel and Merry-Go-Round vied for top ride money. Concessions received little consideration in the customers' strolls up and down the midway.

Highlight of the local stay was the birthday party tendered Mrs. Dolores Arthur by Owner Arthur. Event was held in shows' clubrooms and the personnel attended en masse. Mrs. Arthur received many beautiful gifts, including a diamond-studded watch from her husband. Party was brought to a close by a brief talk by Mrs. Arthur. Marshall Brown spoke for the personnel.

At Somerton, Ariz., opening stand, attendance was satisfactory. Although unusually cool, the weather did not handicap shows and crowds spent freely. Staff and personnel include M. E. Arthur, manager-owner; Dolores Arthur, treasurer; G. C. Conkling, secretary; Manfred Stewart, general superintendent; Tommy Williams, advance; Frank Powers, sound truck.

Shows

Circus Side Show, Mrs. Dolores Arthur, manager; first opener, George Hunt; alternate openings, Guy Smith; Arthur Ness and Willy Britton, tickets; Jerry Tilton, inside lecturer. Lu Verne Conkling, doubled-bodied girl, annex; Jack Gordon, ventriloquist; Dunbar the Great, magician; Chief Whitecloud, knife thrower; Cheri Leigh, snake charmer; Ruth Warren, midjet; Amok, fire worshiper; Darlene, neon girl, and Tanya Livitoff, Monkey Circus.

Greenwich Artists and Models, Mr. and Mrs. Ted Right, with Ted handling outside openings; Ming Tol, inside opener and dancer; Ginger O'Shea, Pauline Furness, Bobbie Dykstra, dancers; Ray Mas-

RALPH R. MILLER

Wants Wheel and Loop the Loop Operators. Electrician for new power unit. Earl, come out; good job. Can place exclusive Photos, Mitt Camp, Lead Gallery, Pick Bill Win, East Joliet, Country Scene Wheel, and experienced Man to operate Estey Merchandise Machines. Wanted to buy—Pool Tables, Wire.

RALPH R. MILLER, Fort Hill, La.

List of Army Camps

Readers interested in U. S. Army Posts, Camps, and Stations will find a list of these running in installments in the Wholesale Merchandise Section of The Billboard. The first installment appeared on page 38 of the issue of December 14. The second appears on page 32 of this issue.

sel, ticket seller and canvas boss; Bill Marlon, spotlight and canvas. Life Show, outside talker and ticket seller, Harry Willis; inside lecturer, Rose Earley. Dope Show, Walter Gossline, operator and inside lecturer; Robert Zilko, front. Athletic Show, Wild Bill Hendricks, operator and openings. Expose, Dorothy Williams, outside openings; Jim Warren, inside lecturer, and Bob Dolphus, tickets.

Rides

Ferris Wheel, Edna Collier, tickets; Virgil Wright, foreman, and Frank Powers-Merry-Go-Round, Mrs. Ralph Balcom, tickets; Mickey Emerson, foreman, and Harold Means, second man. Loop-O-Plane, Myrna Goble, tickets; Harry Brown, foreman, and Fred Howard, second man. Kiddie Ride, Mike Rogantini, tickets and operator. Octopus, Frances Dalton, tickets; Walt Brandt, foreman, and Blackie Page, second man.

Concessions: Cookhouse, Charles Case, operator; Al Nannen and Harry Thorpe. Photo gallery, Mrs. Charles Case, operator; Willy Kellog, dark room. Rollidown, operated by Ralph Balcom; Eddie Parslee, Jerry Fox, and Marshall Brown, agents. Nail store, Ralph Balcom, operator; Bill Collier, Frank McGowan, and Jerry Jackson, agents. Ball games, Jack Williams, operator; Chuck Ramsey and Bob Schmidt, agents. Redwood pins, Mrs. Jack Williams. Long-range shooting gallery, Sig. Scoted, operator; Gus Mantel, agent. High striker also is operated by Sig. Scoted, with Wayne Merck as agent. Eric Diggers, Jack Dykes, operator; Al Lawley, agent.

Frank Dykes, who recently closed with the diggers on the Tip Top Shows, is assisting his brother, Jack, in the operation of the diggers. Short-range shooting gallery is operated by Mrs. Jack Dykes. Pan game, Joe Krug; candy floss and popcorn, Ethel Krug; J. Mitchell, palmistry stand; String game, Joe Steinberg. Mrs. Jerry Fox underwent an operation at California Hospital, Los Angeles, and is doing well. Fred Stewart has completed work on installing transformers and electrical equipment. Office was renovated by Stewart, with Frank Powers assisting.

Los Angeles

LOS ANGELES, Dec. 14.—Continued good weather is proving a big help to outdoor attractions in this sector. Mark Kirkendall is well on the road to recovery from his recent illness. Peggy Forstall came down from her mountain home, near Wrightwood, Calif., for a visit with friends. Mr. and Mrs. Jack Kenyon came in from Texas and are wintering here, as are Mr. and Mrs. Frank Forest. Mr. and Mrs. Eimer Hanscom, of Crafts Enterprises, returned from a vacation and are located at the Hotel Bristol. Theo Forstall is located at Kensington Heights, Fla., where he is in government service. W. E. (Bill) Severn, who handled the ticket sale at the Christmas Show, left for Oakland, Calif. Crafts Shows had several rides on the Columbia Pictures lot. Deal was arranged by Jimmie Woods, who is directing the Christmas Show Santa Claus Circus on Wilshire Boulevard.

Ernest Clark, of the Clarkons, who is critically ill at a Santa Monica (Calif.) hospital, is reported to be showing some improvement. Joe Teitx came in from Salem, Mass., for the winter. Al Myers has charge of the Snowball Range at the Christmas Show. Carl Bonitz, assistant to Waldo T. Tupper, is working on the ticket sale for the Christmas Show. Mr. and Mrs. C. H. Alton, after

closing with Silver State Shows, came in for the winter, as did Joe Pasola, of New Kensington, Pa. E. N. (Dad) Workman came up from Balboa, Calif. Lobby of the Hotel Bristol is the daily meeting place for carnival folk, with Al Fisher, Charley Walpert, Mos. Esman, and Sammy Dolman the chiefs of the strategy board. Roy E. Ludington left for the San Francisco fair board meeting. Bert Conklin has succeeded Bill Severn as ticket sale superintendent for the Christmas Show, and A. P. Payne is the auditor.

Tip Top Shows, last of the carnivals operating on the West Coast, opened at San Pedro, Calif., Tuesday night to fair business. Charley Toomey is another arrival from the East to join the Coast Defenders. The Siebrand Bros.' Piccadilly Circus is in quarters at San Diego, Calif. Jimmie D. Smith is at one of the major department stores on mechanical toy sales. Curley Twyford and Darlene Elyerson opened at the Christmas Show with their bird act. Johnny and Marie Winters are working in the movies. Tommy Woo and Frank Matney are working mechanical toys on Broadway and Red Culbertson and Harold Dreyer are located on Hill Street selling names on wood. English George Davis is visiting here and will locate in Southern California. Bert Fishers' chimps have recovered and are at the Christmas Show again. Earl I. Hall, assistant to Waldo T. Tupper at the show, is recovering from the flu at a local hospital. Sam Houston reports the Main Street show is doing satisfactory business. George Rehm is in the ticket box.

Jack Lynn came in from Wilmar, Calif., and booked several special-event spots. Lawrence Buck, Johnny Bush, and Bozo are framing an act for night clubs. Lucille Zimmerman has taken a downtown apartment and is operating concessions at the beaches. Al Mann opened two concessions at the Christmas Show and Lou Watts has a long-range Airgun concession there. Johnny Kearns is back from a trip to Detroit and Chicago and is located for the winter at the Bristol Hotel. Arthur Stahlman is working novelties during the holidays. Charley Rhodes came in for the winter and Dick Fleming left for Pittsburgh for the holidays. Frank Mason joined the Tip Top Shows for the holidays. Mr. and Mrs. Ben Debert, of Golden State Shows, left for San Francisco and the fair secretaries' meetings. Bert Rasmussen was here briefly while en route to Montana for the winter. Mr. and Mrs. Arthur Bromfeld, concessionaires, stopped briefly en route to Honolulu. Jack McPherson left for Tucson, Ariz., and Jimmie Gilday is working in Hollywood.

15 Years Ago

(From The Billboard Dated December 19, 1925)

Sam J. Levy, chairman of the Showmen's League of America annual Banquet and Ball, announced that it netted the club's Charity Fund about \$4,000. . . . Windstorms in Daytona, Fla., blew down the Dykman & Joyce and Billie Clark Shows. . . . D. D. Murphy Shows signed to provide the midway at the 1926 South Texas State Fair, Beaumont. . . . Jerry F. Jacobs, special and general agent for Zeldman & Pollie Shows, again began his indoor promotion work for the winter in Grand Rapids, Mich. . . . Harry S. Noyes signed to pilot Billie's Gold Medal Shows for 1926. . . . F. N. Ogilby closed his fifth season as general agent of Rodgers' Sunshine Exposition Shows and went to his home in Providence, Ky., for the winter.

C. R. Leggett Shows closed a successful season in Monroe, La., and went into quarters there. . . . Dave Carroll and Leo Small were on the advance of the Lipka Amusement Company's Indoor Show in Michigan. . . . Clyde T. Wilkins was in Chattanooga, Tenn., spending a few days with friends before going to his home for Christmas, after closing his second season as special agent of Sunshine Exposition Shows. . . . Mr. and Mrs. O. E. Trout were in Miami after a season with the Nat Reiss Shows. . . . Mr. and Mrs. E. C. May were vacationing in Daytona, Fla. . . . Drummer with Max Montgomery's band on Dodson's World's Fair Shows, Reid Strange was spending the winter working in a newspaper office in Shoals, Ind.

Mrs. Mary O'Neil, wife of Phil O'Neil, well-known concessionaire, died on December 9 at the home of her mother

Be Safe Than Sorry

In Legal Affairs . . .

Higher court cases pertaining to the amusement business are cited by Leo T. Parker, attorney at law, in the last issue of The Billboard each month. The next installment will appear in the issue dated December 28 under the title of "How To Avoid Liability for Injuries to Circus Patrons."

In Nashua, N. H., after an attack of acute indigestion. . . . Mr. and Mrs. Bryan Woods were vacationing in Norfolk, Va., after having re-signed with Brown & Dyers Shows for 1926, making their fourth season with it. . . . Mrs. Ann McNulty was presenting her Punch and Judy show in a department store in Jacksonville, Fla. . . . Milton M. Morris and brother, Plain Dave, left for the Chicago meetings to spend the holidays with their parents in Washington, D. C. . . . Tampa, Fla., proved a lucrative spot for the David A. Wise Shows.

BIRTHS

(Continued from page 28)

Sollie Hancock in Durham, N. C., November 30. Father was former snaky show operator on the Mighty Shesley and Royal Palm shows. A daughter, Nicoletta, to Nicholas and Sophia Troukalis, in Detroit November 30. Parents are dancers at the Monte Carlo Studios, Detroit.

A daughter, Roberta Frances, to Mr. and Mrs. Ivan Kinter November 19 in the Indiana (Pa.) Hospital. Mother is the daughter of R. H. Work, well known in show business.

A girl, Barbara Estelle, to Mr. and Mrs. William (Sailor) McKean, of Art Lewis Shows, in St. Vincent Hospital, Norfolk, Va., recently.

A son, Harry, to Mr. and Mrs. Sam T. Polack, of Polack Bros.' Circus, at Fort Madison, Ia., November 23. Mother was formerly Genevieve Hughes, once a rider.

A son to Mr. and Mrs. Tommy Nunes in Miami recently. Father is affiliated with the Club Ball in Miami.

Divorces

Leta S. Gosden from Freeman Gosden, Amos of the radio team Amos 'n' Andy, in Hollywood December 10.

Frances Joyce, former showgirl, from Charles Howard Jacoby in Reno recently.

Gloria Grafton, musical comedy actress, from W. Dixon Kramer, of Port Washington, N. Y., recently in Miami. Marcia Brenner Long, musician, from Chester Long, musician, now connected with Station WIRE, Indianapolis, in Cincinnati December 13.



LOOK IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

AN IMPORTANT ANNOUNCEMENT BY THE SHOWMEN'S LEAGUE OF AMERICA

Beginning September 1, 1941, our initiation fee will be increased from \$10 to \$25.

You are urged to join now for only **\$10.00**

Contact your nearest League member or write direct to Membership Committee, SHOWMEN'S LEAGUE OF AMERICA, Sherman Hotel, Chicago.

Museums

Address Communications to Cincinnati Office

Des Moines Fortnight Big For International Congress

DES MOINES, Ia., Dec. 14.—After a successful week for the International Congress of Oddities at 214 Walnut Street here, business warranted another week that proved better than the first, reported Starr DeBelle, publicity director. Much radio advertising by remote control from the museum floor, newspaper ads, and rural mailing lists, backed by a strong show that advertised itself, brought not only city patrons but those from surrounding country.

Many staff members went to the Chicago conventions as guests of the management while operation of the show was in charge of J. J. Stevens and Arthur Hoffman. General Representative Ray Marsh Brydon reported his Chicago visit pleasant and profitable, having contracted the International Congress of Oddities under canvas as a unit to appear at several independent fairs and parks in the East and Middle West. Building here was well located, although the ceiling was a bit low and floor space limited. Heating was expensive because of the boiler being operated with an oil burner that used 120 gallons daily, making the bill for the 13-day run about \$100 without union firemen's wages. Willard Backenstoe, vet showman, rejoined here and Roland, the Anatomical Wonder, arrived.

Program presented is fast without any long stalls. On the bill are 19 acts presented on 22 stages with a variety of musical, acrobatic, physical acts, freaks, magic, mental demonstrations, and other exhibitions.

Lewiston's Freaks Strong In Charleston, Youngstown

YOUNGSTOWN, O., Dec. 14.—Harry Lewiston's World's Fair Freaks successfully opened their second week at their West Federal Street location here on December 9 after a big initial seven-day stand. Unit came in here from Charleston, W. Va., where it remained three weeks after being originally booked there for only one week. Bob Hallock, agent, said the final day was the best single day of the engagement. Long move here was made in good time and without accident. Owner Lewiston took delivery on a shipment of two 20-foot pythons in Charleston, and unit now boasts of an assortment of eight big snakes.

The Youngstown Vindicator has given good co-operation, and spot announcements over Station WKBN, as well as several remote-control broadcasts, have been a good agency in attracting crowds. In appreciation of the loyalty and hard

work being done by the troupe, Lewiston presented each member with a new hat. Among recent visitors were Ralph Clawson, Mrs. Morris Miller, and Maurice Miller, and a number of show-folk wintering here.

First Five Weeks Good for Hutchens's Modern Museum

SAN ANTONIO, Tex., Dec. 14.—Management of John T. Hutchens's Modern Museum, currently in its second week at 111 Alamo Plaza here, reported this week that business for the first five weeks of the winter tour has been satisfactory. Owner Hutchens said he plans to remain at this location until after January 1, and then move to Austin, Tex., for a two-week stand. Unit has been booked with Texas Exposition Shows for 1941.

Owner and Mrs. Hutchens took delivery on a new car here. Mrs. Hutchens is under the care of a local doctor, but hopes to be sufficiently recovered to go out with the organization next spring. With the addition this week of Maurice, ossified man; Michael Rovelio, frog boy, and Abilo, fire dancer, unit now boasts of 22 main-floor attractions and three annex attractions. Among recent visitors were members of the Beckman & Gearty Shows, which are quartered here.

Kortes' World's Fair Unit Moves to El Paso Location

EL PASO, Tex., Dec. 14.—This city saw its first large museum in several years with the opening here on Thursday of Pete Kortes' World's Fair attraction, Roy B. Jones reported. Located in the old First National Bank Building on Oak Antonio Street, unit will remain here for the Sun Carnival and New Year's Day football game. Date was heavily advertised and Johnny Smith and Louis Ingleheim, billposters, billed the countryside for a distance of 50 miles.

Radio stations here and in Juarez, Mexico, are being used and unit carried out an extensive newspaper and ticket campaign in advance. This city has taken on the appearances of a boom town with thousands of soldiers stationed at Fort Bliss. New attractions brought in for the engagement were Edman, human automobile tire; Harry Lewis, ossified boy; Allen Greenstreet, rice writer, and Doris and Thelma Patent, Albino Twins, all of whom have been on an extended vacation in Mexico. Mrs. Peter Kortes also arrived, having come in from her San Antonio home.

Scheidler's Assembly Scores At Union, S. C., Engagement

UNION, S. C., Dec. 14.—S. J. (Doc) Scheidler's World's Assembly of Strange People scored a winner at its 10-day local stand, H. M. (Tommy) Thompson reported. A tie-in with the Merchants' Association materially aided attendance, and Bill Robinson's ice act was one of the features of their annual Santa Claus Parade.

Joining here were Ruth Rae, tattooed lady; Billie Ovis and monster reptiles; Nellie Marion, box of Bagdad; Madam Alford, mentalist; Ted Blank, equipment superintendent; Capt. Johnny Raymond, sword swallower, and Miss LeVon, who is headlining the annex attractions. Unit took delivery on a new semi-trailer here.

Lorow Bros.' Oddities Open Well After Lengthy Lay-Off

WINSTON-SALEM, N. C., Dec. 14.—After a seven-year lay-off, Skeeter and Sookie Lorow again have their Living Oddities of the World on a winter tour, having opened here recently to good results. Since closing their regular season with Hennies Bros. Shows, where they had three midway attractions, at Birmingham, the Lorow Bros. Oddities played a week's stand in Gadsden, Ala., to satisfactory results.

Main street location in Greenville, S. C., gave only fair returns. Stand here marks the third of the winter so far. Bill Davis, formerly secretary-treasurer of Hennies Bros. Shows, is handling the advance and publicity.

BALLYHOO BROS.

(Continued from page 29)

Our aggressive general agent claimed he had passed thru the town on his way down, but on account of the train not stopping, he had been forced to double back. Well covered with onion peels, cinders, soot, and coal dust, his appearance started the house-trailer buzzing again. Alibi Pete, part owner of the show bearing his name, covered up for Lem with, "That is the usual carnival agent's arrangement." His sooty appearance proved that he was on the job in the coal fields and there isn't any doubt that we will play West Virginia next spring."

Buzz, buzz, buzz! There are many buzzy bodies in house-trailer hives who carry poison pollen all over the lot, but never bring in any honey. There are drones, busy bees, and queen bees in every trailer camp, busy putting somebody in the wax. MAJOR PRIVILEGE.

NEW SLA TRUSTEES

(Continued from page 29)

made, Chairman Sam J. Levy announced at Thursday's meeting that the affair would show a net profit of close to

\$2,000, 1,041 tickets having been sold and there being an excellent return from the printed program.

M. J. Doolan, of the Showmen's Exhibit Association, which staged the exhibit in connection with the outdoor conventions, reported that profits of the display, to be turned over to the League, would amount to more than \$1,000. The League will benefit from future exhibits thru an agreement made with the NAAAPPB last week. Only one exhibit will be held. The League is guaranteed \$1,500 and 50 per cent of any sum over \$2,500.

Keller Party Chairman

The League will hold a New Year's Eve party in the Hotel Sherman, and Thursday night Lew Keller was appointed chairman and will name his own committee. He also will have assistance of the house and entertainment committees. Tickets will be \$3 each. In line with the spirit of the occasion, it is planned to make the affair a gala one. Party will be held in one of the many banquet halls of the Sherman and Manager Frank Bering has assured the League that a splendid dinner will be served. There will be music, entertainment, noisemakers, and everything that goes with a New Year's Eve celebration. Members, their families, and friends may attend.

21ST ANNUAL BANQUET BALL AND CONVENTION
OF
HEART OF AMERICA SHOWMEN'S CLUB AND LADIES' AUXILIARY
KANSAS CITY, MO.

CHRISTMAS TO NEW YEAR'S TACKY PARTY DANCE, DECEMBER 30TH AT REID HOTEL
BANQUET AND BALL, NEW YEAR'S EVE FIESTA ROOM, HOTEL PHILLIPS
MAKE RESERVATIONS NOW. TICKETS \$3.50
Showmen's & Fair Secretaries' Convention All Week
\$ HUNDREDS OF DOLLARS IN GIFTS \$
(Donated by Manufacturers and Supply Houses)
GIVEN AWAY DURING WEEK

"The Convention Where Sociability Reigns."
HEART OF AMERICA SHOWMEN'S CLUB
Reid Hotel Kansas City, Mo.

BEN WILLIAMS SHOWS, INC.
WISH ALL OUR FRIENDS
A MERRY CHRISTMAS AND HAPPY NEW YEAR
WE ARE NOW CONTRACTING ATTRACTIONS FOR 1941

SHOWS: Metedrome, Filion or Midjet Shows. We will finance any new or novel idea to reliable showmen.
RIDES: Flying Scooter.
CONCESSIONS: Corn Game, Grind Stone, Photos, Long and Short Range Galleries, Pluck Till Win, etc.
FREE RIDES: Ward High Sensational Act of Cannon Act.
HELP: Needed in all departments. Ride help, truck drivers, mechanics, electricians, etc.
FAIR SECRETARIES AND COMMITTEES, contact our general manager, MATTHEW J. RILEY, for a few remaining open weeks.
WINTER QUARTERS:
50-25 Seventy-First St.
Woodside, Long Island, N. Y.
President
BEN WILLIAMS

EVANGELINE SHOWS

Can place balance winter, Eric Diggers, Photo Gallery, Palmist, String Game, Fish Pond, Watch-La, Hoop-La, Knife Rack, Country Store, Lead Gallery, Bottle, Ball Game. Winnfield, Louisiana, week December 16; Springhill, week December 23.

USE A CALLIOPE NEXT SEASON

Start your season with a calliope and get away from the old style loud speakers that everyone in town now use. Get an advertiser that will make them up with a tone that is different. We have some result instruments at bargain prices and will guarantee them show as we do new ones for one year. Low price for next thirty days. Equipped with engine for truck use or electric motor for bally-hoo show use or for concert on lot.

TANGLEY COMPANY, Muscatine, Iowa

"TENTS—BANNERS"
NEW TENTS
USED TENTS
NEW BANNERS
USED BANNERS
MAY WE SERVE
"YOU"

Write—Wire—Phone

BAKER-LOCKWOOD
603 Hardisty, KANSAS CITY, MO.
America's Big Tent House
Eastern Representative, A. E. GAMFIELD,
162 W. 42d St., New York City, N. Y.

WRITE
SIoux TIRE & BATTERY CO.
SIoux FALLS, S. D.
Buy on Our Easy Terms.

JOHN R. WARD SHOWS

Now playing acts in Alexandria, La. Big day acts, three tramp comedies.
Want Shows and Show Concessions.
Want A-1 Mechanics.
Address: Alexandria, La.

Selective Service Mail for These Men at The Billboard's Offices

CINCINNATI, Dec. 14.—The following men have Selective Service mail at The Billboard's various offices. In some instances the mail consists of questionnaires and in others order number cards. All of these men are requested to send forwarding addresses immediately:

CINCINNATI OFFICE, 25-27 OPERA PLACE

Name	Order No.	Serial No.
Alford, Elmer R.	511	3481
Allen, Billy	12	
Angell, Jos. B.		
Ball, Emorie	499	3483
Banks, Harold Chester		
Barber, Otis G.	546	3737
Battiste, Willie Curloy	25	4645
Beaver, Clarence E.	443	3512
Beaver, J. Francis		
Bookman, Chas. C.	415	3764
Bowman, Chas. R.	154	2970
Breece, Dale V.	83	
Bright, James H.	339	3671
Bujnowski, Joseph Steve		
Bumgardner, Lee		
Cantwell, Chas.		3783
Chickan, William		
Childers, Wm. R.	486	3700
Clark, Robt. A.	393	3155
Cole, Creston E.	4206	4026
Cooke, Winston Ralston		
Davis, Robt. L.	478	3559
Davis, E. W.		3937
Davis, General		
Dawson, Samuel Geo.		
Demetro, Archie	388	3586
Demetro, Tom		
Eckhart, Harry A.	142	3942
Elliott, Merl R.	384	364
Ely, Mike J.	35	
Endicott, Jimmie R.	417	3238
Farmer, Lewis E.	573	2980
Fastenberg, Louis J.	423	3457
Faulstich, Chas. T.	413	3004
Felmet, Robt. G.	509	3609
Force, Harold W.	484	3261
Foster, Jack Mitchell		
Gavron, Steve J.	132	3536
Gibson, Don L.	510	3278
Giosler, Edw. J.	527	3701
Goldfarb, I.	520	3680
Grantham, Burford Odell		
Greaves, Wm. F.	257	3673
Gribble, Ralph V.	378	3068
Griffith, Arnold James		
Hale, Charles Walter		
Hargreaves, Leo J.		
Harper, Marshall T.		
Henderson, James Calvin		
Heth, Floyd		
Hoffman, Woodrow		
Hogg, Mack		
Horton, Walter		
Hull, Leo V.		
Jackson, Ralph		3686
Jackson, Robert	82	
Jacobs, Wesley LeRoy		
Johnson, Mike J.	397	3563
Johnson, Cody T.	510	3357
Keith, Ferrell Edward		
Kelson, Charles Edward		
Kessler, Sydney	403	3793
King, Ray Taylor		
Kvenmoen, Douglas Olen		
Lacy, William Arnold		
LaLonde, R. L.	538	2953
Lamb, Buddy	340	3488
Lee, Arthur W.	237	3033
McDaniel, Daniel E.	450	3019
McCormick, Jesse A.	494	3168
McRoberts, Robert C.	1693	4935
Mallery, Richard	194	3137
Mason, Chester H.	361	3123
Miller, Ralph A.	424	3492
Miller, Harry Edward		
Miller, Harvey A.		
Miller, Jake	68	3510
Miller, John L.		
Miller, Orson Augustine	219	
Mills, Madison E.	96	3655
Moore, Thomas		
Murphy, John W.	487	3685
Myk, Joseph E.		
O'Neill, Kenneth Robert		
Ow, George	69	3681
Patterson, James Edward		
Patterson, Leon L.	401	3347
Patty, Chester	545	3384
Petty, Leon		
Polite, Leo		
Polk, Milton L.		
Porter, Clyde R.	473	3576
Ragland, Phillips T.	531	3273
Richardson, Raymond J.	382	3317
Roberts, Steve		
Rogers, Clem	13	2489
Rose, Roscoe		
Ruscetto, Leonard S.	375	3014
Russell, Paul G.		
Sallust, William Waldon		
Samuelson, Charles Elmo		
Satterfield, Thomas M.	120	3674
Sawyer, Hugh T.	492	3325
Schubemaker, Hoyt W.	391	3665
Shaw, Wm. M.	315	3661
Shaw, Bernard James		
Sheldon, Samuel Marshall		
Shoe, Carl Murphy		

Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

Prell's World's Fair

BENNETTSTOWN, S. C., Nov. 14.—Activities at quarters will start about January 1, with a heavy schedule laid out for the rehabilitation of equipment. At present a skeleton force is being maintained, under direction of Joseph Parsons, with Stacy Knott in charge of rides, and Harry J. (Dad) Ward directing the canvas crew. Owner Samuel E. Prell, accompanied by Charles M. Powell, contracting agent, left on a booking trip, but will be here in time for Christmas. The writer and Mrs. Rice, with Cash and Gertie Miller, stopped over in quarters for a few days, en route South, and received a warm welcome from the crew, including Mr. and Mrs. Ben Cheek and Marion Ellis and Flash White, of Motordrome note. The Berzoni Troupe is wintering in Tampa, Fla., as are Mr. and Mrs. Harry Fox. THOMAS W. RICE.

Wallace Bros.

JACKSON, Tenn., Dec. 14. — Good weather has enabled the crew to complete much work. All woodwork and painting is being handled first and all equipment is housed under one roof, with plenty of ground space for painting and erecting. Mr. Baker, Clifford Mathews, and Bob Sicks, all of the P. H. Bee Shows, were recent visitors. Among members of the shows in Jackson are Mr. and Mrs. E. E. Parrow, Jack Oliver, Rubie Wadley, Pearl and Roy Hawkins, Mr. and Mrs. Frank Sparks, Mr. and Mrs. James Reed, Jim Bailey, Benny Burger, Ross Crawford, Eddie Welch, Roy Edison, and Ed Malone. EUGENE C. COOK.

James E. Strates

SAVANNAH, Ga., Dec. 14.—With ideal weather activity at quarters, under direction of Master Mechanic James Yoris, is showing results. Management plans to get as much done as possible before the Christmas holidays to permit quarters crew to take a well-earned vacation. Mike Olsen, transportation superintendent, is overhauling all ride motors. New Hawaiian Revue front is rapidly taking shape and new lighting effects will be featured. Neon and fluorescent tubing will be combined in different color combinations. Fluorescent lighting also is being installed in the remodeled office wagon. It also will be used in the press wagon. General Agent William C. (Bill) Fleming info that things are progressing

nice on his current booking tour. Recent visitors included Mr. and Mrs. Shepard, Mr. Bennett, Mickey Dooley, Gus Hinderman, Bill Leon, Charles Everham, Mr. and Mrs. Frank Lynn, Charles Everett, Bill Spaulding, D. B. Sterling, Charles Ward, Bill Naham, and Sam Levitt.

Mr. and Mrs. Sky Putnam, Mr. and Mrs. Arthur Walsh, and Al and Inez Campbell advise they are having a swell time in Florida. John Gordon writes from Charlotte, N. C. that he has returned from a visit to his folks in Minneapolis, and will visit quarters en route to Florida. The lions and other animals, under care of Captain Lumpkin, are attracting much attention from localities. DICK O'BRIEN.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Dec. 14.—Reflecting upon the seventh annual meeting in Chicago, we are more than ever convinced that the membership represented at the two sessions has indicated an enthusiastic interest in the activities of the association, and present indications are that the next year will see the association move ahead to greater progress.

We desire to welcome into membership the International Congress of Oddities. The present show membership of the association totals 52.

All in all, we were much pleased with the outcome of the meeting and shall (See AMERICAN CARNIVALS on page 33)

Draft Delinquents

CINCINNATI, Dec. 14.—Draft Board No. 7, located in Room 201, Hotel Havlin, Cincinnati, announces that the following troupers are considered delinquents, having failed to respond at the proper time: Bowman, Charles R. Satterfield, Chandler, Ray Thomas M. Demetro, Tom Stewart, Blakey Eckhart, Harry A. Thomas, Arthur Endicott, Roy Warmus, John Joseph Mallery, Richard Washburn, Nelson Miller, John L. Mills, Madison E. Jr. Own, George Winst, Richard L. Roberts, Steve Womack, Carmack Rollin, Vernon D. Yost, Arthur M.

Short, John Edward	96-A	1944
Smith, Jimmy Leroy		
Smith Jr., Geo. Edward		
Stacey, Michael J.	388	3064
Stanley, Frank	330	3573
Stevens, Tom		
Stewart, Blakey W.	74	3151
Sullivan, Chas. E.	370	3458
Tomlin, Willie F.	488	3407
Triplet, Luther Clifftok	998-A	1941
Vaughn, John Clifford		
Wapnick, Nathan	418	3477
Ward, Wm. P.		
Warmus, John Joseph		
Weathers, Sandy F.	533	3360
Wetvoda, Albert A.		
Whyte, P. A.	538	3852
Williams, C. B.	533	2933
Wilson, Joe Adley	V-20	2680
Winst, Richard L.	118	3041
Williams, Lewis Henry		
Woodard, Bussey W.	21	
Woods, Earl Edward	21	
Wray, John H.	409	3789
Yost, Arthur M.	130	3065

ST. LOUIS OFFICE, 390 ARCADE BLDG.

Beaudreaux, Carlisle Albert	145	1428
Benjamin, Chester Everett	130	2344
Frey, Russell James		
Stark, Mike		

NEW YORK OFFICE, 1564 BROADWAY

Estrowits, Theodore		
Fraser, William Patrick		
Lerner, Harry	468	2528
McKernan, Patrick		
Nicholas, Steve	1626	5667
Piano, John Joseph	331	
Shallow, Thomas Alonzo	492	2444
Stark, Mike	341	2493
Treat, Robert C.		
Ward, Harold Benjamin		
Williams, Leopold Buster		
Yates, Eddie Penn		

WARNING: Delinquents as far as the questionnaires are concerned are being referred to the United States District Attorney's office, so don't delay.

Showmen's League of America



Sherman Hotel
Chicago, Ill.

CHICAGO, Dec. 14.—Excitement of convention week is over and club has settled back into its regular routine. Thursday night's meeting was interesting. President Frank R. Conklin presided and seated with him were First Vice-President Carl J. Sedlmayr, Second Vice-President Harry W. Hennies, Treasurer William Carkey, and Secretary Joseph Streiblich. Past presidents on hand were Edward A. Hook, Sam J. Levy, C. R. Fisher, Ernie A. Young, J. C. McGaffery, and Frank P. Duffield. Membership committee got into action early and presented applications of Samuel Snyder and Sol Andrews. Both received favorable action by the board of governors. Relief committee reported Brother Edgar G. Hart is in Alexian Brothers' Hospital for attention. Still ill at home are Tom Rankine, James Murphy, and Jack Lydick. Reports indicate Arthur Hopper is getting along nicely.

A wire advises that Oscar and Mrs. Babcock left Philadelphia. House committee has been active and the rooms are being cleaned for the holidays. Greetings to date are from Marvin and Mrs. Laird. Banquet and Ball committee's final report reveals a profit of close to \$2,000. Memorial Service and President's Party committees handed in their final reports and were discharged with thanks and compliments by the chair. Consensus is that the 1940 ball was one of the finest ever staged by the League. Al Roseman again did himself and the League proud with the program. Brother Charles G. Driver announced that the O'Henry Tent & Awning Company's membership drive prize will be a five-

(See SLA on page 39)

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size and price:

65 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$6.25; 200 cards, \$11.25; 250 cards, \$13.75; 300 cards, \$16.50. Remaining cards, \$5.00 per 100.

No. 140 — Extra Heavy Green Both Sides. Per 100, \$8.50.

3000 KENO

Made in 50 sets or 100 cards each. Played in 3 rows across the card—no end down. Light-weight card. Per set of 100 cards, tally card, calling markers, \$9.50.

All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7. \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50c.

LIGHT WEIGHT BINGO CARDS
Black on white, postal card thickness. Can be returned or discarded. 3,000 size 5x7 per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50c.

Automobile Bingo Shaker, Real Glass \$12.50
3,000 Jack Pot, 50s (strips of 7 numbers), per 1,000 1.25
Lightweight Leopard, 6x10, Per 10050
3,000 Small Tip "Horseshoe" Bingo Sheets, 7 colors, pad of 25, size 4x5, per 1,000 1.25
3,000 Featherweight Bingo sheets, 8 1/2 x 8, 100s, \$1.25 per 100. Sampled in pads of 25, Per M 1.50
Postage extra on these sheets.

Bingo Card Markers, in strips, 25,000 for 1.25
Dice boards and marks, swatche checks, coupon books, subscription books, misc. items. Cat and sample cards free. You pay for C. O. D. fees. No personal checks accepted. Instant delivery.

J. M. SIMMONS & CO.
19 W. Jackson Blvd., Chicago

WINTER'S WORK

Can place to join at once, capable, sober Mechanic and Electrician with circus or carnival experience. Carl, wires or any other Mechanic I know favorably. Reply this week only. RAY McBRIDE, BRYDON, 412 E. 6th St., Cincinnati, Ohio.

INTERNATIONAL CONGRESS OF ODDITIES

World's Newest Big Show

REYNOLDS & WELLS SHOWS

Now Booking and Contracting For Season 1941
Opening March 4
Winterquarters: BOX 604, Yaakum, Texas

SOL'S LIBERTY SHOWS

NOW BOOKING SHOWS AND ATTRACTIONS FOR 1941 SEASON
Address: P. O. BOX 225, Corinth, Miss.

Club Activities



National Showmen's Assn

Palace Theater Building
New York, N. Y.

NEW YORK, Dec. 14.—Wednesday's meeting proved the most interesting the club has ever had. After lengthy discussion the following Regular Ticket was nominated and accepted by the membership body: Officers: Max Linderman, president; Art Lewis, first vice-president; Oscar C. Buck, second vice-president; Jack Rosenthal, third vice-president; Sam Rothstein, secretary; Jack L. Green-spoon, treasurer; Joseph H. Hughes, assistant treasurer; George W. Traver, chaplain. The following members were nominated to the board of governors: George A. Hamid, president emeritus; Joe Basile, Frank Bergen, Thomas Brady, William J. Bloch, Jack Carr, J. W. (Patty) Conklin, Lew Dufour, Andre Dumont, Dave Endy, Dave Epstein, Murray Goldberg, Sam W. Gumpertz, Mack Harris, Arthur L. Hill, Harold G. Hoffman, Edward A. Hughes, Phil Isser, Harry Kaplan, Jesse Kaye, Johnny J. Kline, Joe Landy, Lew Lange, Jules Laures, Sam Lawrence, Jack Lichter, Ross Manning, Fred C. Murray, Alfred O. McKee, Joseph A. McKee, Frank C. Miller, Charles (Doc) Morris, H. P. O'Malley, Sam Peterson, Fred Phillips, E. Lawrence Phillips, William Rabkin, Bernard Rens, Harry Rosen, Irving Rosenthal, Matthew J. Riley, Charles Rubenstein, Max Schaffer, Adolph Schwartz, D. D. Stumson, James E. Strates, Elias E. Sugarman, Harry Sussman, Leonard Traub, Irving Udowitz, Sam Wagner, Ben Williams, and Jack Wilson. Secretary Sam Rothstein will cast one ballot on election day, December 27, to put the above ticket into effect. The nominating committee consisted of Chairman Joseph A. McKee, George W. Traver, Fred Phillips, George Bernert, Lew Lange, Charles Rubenstein, and Harry Rosen.

It was announced that the New Year's Eve Party to be held in the rooms will be free. Music for dancing will be available. Organization wishes to thank the following brothers for their contributions toward Christmas dinners to be served in the rooms: J. W. (Patty) Conklin, George A. Hamid, Max Linderman, Sam Lawrence, Charles Rubenstein, Dave Epstein, Charles (Doc) Morris, Tom Brady, Jack Greenspoon, Harry Rosen.

Pacific Coast Showmen's Assn

623 1/2 South Grand Ave., at Wilshire
Los Angeles

Ladies' Auxiliary
Auxiliary's regular meeting on December 9 was presided over by Vice-President Babe Miller because of the illness of President Nina Rodgers. Attendance totaled 85. Election of officers was held and First Vice-President Babe Miller handed it in capable style. Meeting saw the return of Past President Maybelle Crafts. She was greeted with a big round of applause and responded with a brief talk. Vera Downie and Ruby Kirkendall also were on hand, as was Past President Ethel Krug. Ethel presented the club with a goodly sum from the White City Shows. Rose Clark, who was to be hostess, was stricken ill. She returned to her rooms at a local hotel. A tasty luncheon was served, with Edith Bullock handling arrangements.

Word was received that President Nina Rodgers was moved from the hospital and is now at her home. She is doing well but still under a doctor's care. Mora Bagby aired her regrets at not being able to attend because of illness, as did Tillie Palmstead. Topsy Gooding rushed in from her work at the British Relief Circus to be in attendance. All members pledging their attendance for the first memorial services on December 15, at which the unveiling of club monument in Evergreen Cemetery will take place.

Matthew J. Riley, Herman Cohen, Jules Lasuros, Jack Feldberg, Joe Landy, Sam Levy, Jack Caspia, and Max Kassow.

It was announced that club's Third Annual Banquet at the Hotel Astor had netted close to \$3,500 and President Max Linderman, who presided at the meeting, thanked everyone for his co-operation. NSA Day will be held on June 17 next year and all members are requested to co-operate to make it a bigger and better event. More detailed information will be available after club's next meeting on December 27.

Brother Fred Phillips is very happy over Dr. Lewinski's successful treatment of Mrs. Phillips. Incidentally, Brother Lewinski received a nice story in *The Daily News* about the success of some of (See NSA on page 55)

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25 Opera Place, Cincinnati, O.)

Detroit Biz Builds For WF Show; Buck, Kelley Top Midway

DETROIT, Dec. 14.—Almon R. Shafter's World's Fair Brightlights opened disappointingly here on December 5, but built up to an excellent 11,000 Sunday, and totaled about 35,000 the first six days. Serious slump, typical of recent shows of all kinds here, set in Monday and Tuesday, but the week-end was counted on to bring the closing total Sunday (13) to about 75,000, according to H. H. Shuart, Detroit promoter of the event. Show is playing at 30-cent admission, with some combination reduced advance sale tickets thru Knights of Pythias, who are sponsoring.

Best business inside is being drawn by Frank Buck's Jungleland Show, managed by Joe Pollock, which is drawing about 40 per cent of the gate, or probably 12,000 admissions for the first six days. It is only slightly ahead of T. W. (Slim) Kelley's Slide Show, which has been running almost the same figures, grossing \$1,000 in the first four days.

(See WF SHOW on page 39)

Miami Shrine Date Is Click for Endys

MIAMI, Dec. 14.—Mahl Shrine Fair here, December 5-14, drew attendance of more than 27,000 on the first seven days, resulting in big business for all attractions with Endy Bros.' Shows, reported Secretary Vernon Korhn. Programs arranged for three remaining days were expected to make the event the greatest ever staged in Miami. Good employment conditions, dry weather, and temperatures in the 80s are reasons given for the excellent take.

David B. and Ralph N. Endy, operators of Endy Bros.' Shows, directed the event. On the executive staff were Duke Druk-enbrod, office manager; Peaky Hoffman, advertising; Louis Rice, manager; Wil-

Heart of America Showmen's Club



Reid Hotel
Kansas City, Mo.

KANSAS CITY, Mo., Dec. 14.—Regular weekly meeting was called to order by First Vice-President Art Brainerd, with Secretary G. C. McGinnis and Treasurer Harry Altshuler also at the table. Minutes of the last meeting were approved and a note of thanks read for the floral offering sent to Mrs. Huback, Brother Jack Ruback's mother. There were no committee reports and the nomination of officers for 1941 was next in order. Brothers Nancy, Elliott, Deem, and Duval were appointed to the committee to make arrangements for club's annual Memorial services.

Several members made brief talks and Brother Harry Duncan praised the work accomplished by Brothers Lohmar and Reynolds. The sale of tickets for the banquet and ball, which will be held in the Fiesta Room at Hotel Phillips on New Year's Eve, was given attention, and the floor plot placed on exhibition. Reservations were made by Brothers R. E. Nancy, Art Brainerd, Harry W. Hennies, Lester K. Carter, Hymie Schreiber, Robert L. Lohmar, Hass & Wilkerson, Joe Levins, Noble C. Fairly, Midwest Mercantile Co., Ellis White, Tony Martone, and Paul Parker. Motion to adjourn was made by Lester K. Carter and seconded by Bill Wilcox. Brother C. F. (Doc) and Mrs. Zeiger are visiting here, as is Mrs. Harry Hennies.

Ladies' Auxiliary

Regular auxiliary meeting was held in the clubroom on December 7, with Mrs. C. W. Parker presiding. Billie Willis' membership application was approved. She then was brought into the clubroom and introduced. Plans for the bazaar were discussed and local members were to bring foodstuffs, while out-of-town members were asked to send other articles. Hattie Hawk, chairman, asked that all have their donations in by December 19. Night's award, donated by Bird Brainerd, went to Catherine Boyd.

Nominating committee's report was delayed because of a ticket change. Many members were present and those who attended the Chicago meetings reported a delightful time. All were royally entertained by the Ladies' Auxiliary of the Showmen's League of America. Viola Fairly and Rose Hennies came in on Saturday, as did Clara Zeiger.

Ham Tucker, grounds superintendent; Russell Huston, publicity; George Kerestes, office; Barney Meehan, billing, and Lawrence Boyd, Norman Howard, Earl Curry, J. W. Wilson, H. Showalter, and G. Craig, Shrine committee men. Four Kays were the free act.

There was a 10-cent gate. On the midway were 61 concessions, new Rocket and Flyer rides, three Ferris Wheels, four Kiddie rides, Rolloplane, Octopus, Tilt-A-Whirl, Merry-Go-Round, Chairplane, Caterpillar, Motordrome, Fun on the Farm, Arcade, and show included Monkey, Cassino, Hawaiian, Midget, Fat Sack, Wild Animal, Glass, and Duke Jeanette's Twin Show. Exhibits were displayed in a tent.

Jax Moose Ball Sale Large

JACKSONVILLE, Fla., Dec. 14.—Advance ticket sale up to last Saturday for the annual Moose Charity Ball here was 35,000 and indications are that it will close with sale of about 60,000, said Harry E. Wilson, who is again directing the event. He is using popularity and baby contests and a program to stimulate interest. Tickets sell for 10 cents, good for admission to the ball and participation in award of a Chevrolet sedan. Herman Bantly and Bill Whitmore, of the Bantly Shows, who recently closed with the Mighty Monarch Shows after playing Florida fairs with a Rolla-plane and arcade, visited Wilson recently. They were en route to Reynoldsville, Pa., where Bantly's son, Harry Gopping Bantly, will be married on December 23.

FIREMEN'S CIRCUS AND FROLIC

NEWPORT NEWS, VA., DECEMBER 26-27-28
Can place Circus Acts, Band, Musical Revue, Vaudeville Acts, Animal Acts, Lions, Ponies, Dogs, etc. For Sale—Bingo, Refreshments, Scales, Peppercorn, Novelties, Rat Game, Photo, Pan Game, American Palmistry, Opereatic Gallery, Short Range Gallery, etc. Also Demonstrators in Exhibit Dept. Million dollar pay roll. Bring home trailer or living tent, room source. 25,000 tickets sold. Mammoth building. Day and night. Doors open noon daily. Address: FIREMEN'S CIRCUS REVUE, 2400 Washington Ave., Newport News, Va.

RB Quarters Busy; Building, Training Moving Along Fast

SARASOTA, Fla., Dec. 14.—Many improvements are in the making at the Ringling-Barnum quarters here, and training has begun much earlier than usual, with new horse acts and new animal acts progressing at a rapid pace.

A concrete ring barn is under construction. It will connect the two old round-top ring barns, one of which is now in use by Alfred Court, housing his cats and cage weapons, and the other by Tex Elmund, who is breaking horses for a new Liberty act. Two other horse trainers are using two round-top tents, breaking and schooling high school and jumping horses. Court is using a big top, just outside his ring barn, to cover his big cage-training arena. A small fee is charged to see him in action. This tent seats 1,000 persons. Court is working new acts.

New wagons are in the making, and the old ones are being overhauled and repainted. All are to have either solid rubber or pneumatic tires. Aluminum is being used to a great extent on cages and wagon bodies.

The sail-lift is a busy spot, turning out canvas to correspond with the new idea of suspending the tops without inside poles, etc.

Willard Oakley Visits Quarters

Willard J. Oakley, who has been visiting the quarters the past two weeks, says there are more people there this season than he has ever seen visiting Sarasota in many years, and a new bus line, marked Circus Quarters is operating between town and the main gate.

The same open-air training rings, located between the ring stock barn and the elephant house, will be used to put on the usual free circus, consisting of elephants paced by Walter McLain and Liberty horses worked by Elmund, a high act, etc.

All trucks, wagons and tractors and air-conditioning equipment are protected under a big top. The zebras and camels are housed in the old baggage stock barn.

Some new ring stock, including rosin-backs and jumpers, has arrived and will go into intensive training at once. Two high school "blacks" arrived from Tampa, also two jumpers from Virginia.

Staff at Quarters Of the Cole Show

LOUISVILLE, Ky., Dec. 14.—About 70 people are on the pay roll of Cole Bros.' Circus in quarters at the State fairgrounds here.

Winter quarters staff includes Zack Terrell, president and general manager; Mrs. Estrella Terrell, secretary to the president; J. D. Newman, general agent and traffic manager; Robert De Locht, treasurer; Lorne M. Russell, auditor; Fred (Cep) Seymore, general superintendent; Ora O. Parks, general press representative; Richard Scatterday, national advertising representative; O. F. (Curly) Stewart, superintendent and manager of zoo; Herbert E. Leeman, timekeeper; Alonzo Dever, superintendent of elephants and zoo animals; Charles (Red) Hunter, superintendent of ring stock; Frank (Dutch) Warner, superintendent of baggage stock; Charles Luckie, mechanical engineer and superintendent of shops; Mrs. Harry McParian, mistress of wardrobe; Jack Bigger, trainmaster; Joseph Kuta, general utility man; J. W. Nix, steward; Dr. W. B. Foreman, physician; Dr. G. P. Isbell, veterinarian; Rex de Rosell, director performer personnel; Mrs. Katie Luckie, assistant wardrobe mistress.

New Chicago Office Address at 155 N. Clark Street

On Saturday, December 21, the Chicago office of The Billboard will move from 54 West Randolph into its new quarters on the 12th floor of the Ashland Building, 155 N. Clark Street. Telephone number will remain the same—CENTRAL 8450.

To those unfamiliar with Chicago, the Ashland Building is at the corner of Randolph and Clark streets, directly opposite the Hotel Sherman.



MRS. JESS ADKINS, who recently sold her interest in Cole Bros.' Circus to her late husband's partner, Zack Terrell. This marked her retirement from the circus business.

Dailey Ends Tour; Uniformly Good Biz In Lone Star State

GOLIAD, Tex., Dec. 14.—Dailey Bros.' Circus closed its season here today, having made 42 stands in Texas to uniformly good business except three days that were lost on account of flooding rains.

R. M. Harvey, who completed his season as general agent for Russell Bros.' Circus, stepped over to the Dailey show and promoted it in all but three of the Texas stands so that it had its locals free and this without guaranteeing the sponsors anything.

The performance was given in two rings under a three-pole top, and seemed to please, inasmuch as almost daily the sponsors told the management they would welcome a return date next season.

The personnel follows: B. C. Davenport, owner and manager; Mrs. Eva Davenport, treasurer; R. M. Harvey, general agent; Butch Cohen, secretary; Walter Lawrence, in charge of the No. 1 car, and Harry Doran with No. 2; Paul Pyle, equestrian director; Frank Ketrov and Nate Leon, banners; Ray Morrison and Thomas Kennedy, midway concessions; Frenchy Lebonouf, bandmaster; W. S. Shuemaker, electrician; Guy Smuck, sideshow manager; Harry Fitch, adjuster; Thomas Reno and Johnny Stevens, sideshow concessions; Bertha Draine, purser. (See DAILEY ENDS TOUR on opp. page)

300 Attend First Anniversary Of Youngstown Showmen's Club

YOUNGSTOWN, O., Dec. 14.—First anniversary of the founding of the Youngstown Showmen's Club was observed December 8 at the Ohio Hotel here, with more than 300 attending the banquet and ball. The organization has more than 200 members.

Management of hotel, Hal Petersen and Jack McNulty, former trouppers, gave over the newly completed Cascades night club for the showmen's party, in addition to contributing the current opening floorshow and band appearing at the club. More than 30 members of the Charles Siegrist Showmen's Club of Canton attended the affair, and about 40 from Western Pennsylvania cities and towns were in attendance.

The party got under way shortly after 5 o'clock with a reception for visiting showmen. A full-course turkey dinner was served at 6:30, which was followed by an informal social hour. Circus movies, showing the Ringling-Barnum circus during its Youngstown engagement the past summer, screened by Ted Deppish, were shown. To lend atmosphere, Deppish used recordings conceived by Beverly Kelley, in charge of radio exploitation on the Big Show, for sound accompaniment.

Floorshow Presented

With Tiny Harris, member of Bud Hanaway's band at the Cascades, taking over as emcee, five-act floorshow playing

Fire Threatens Rosaire's; Fossett's Last Touring Show

LONDON, England, Nov. 23.—Rosaire having called a halt on October 26, Tom Fossett's (traveling Wales) has the distinction of being the last circus out tenting in Britain this season. Only thru the presence of mind of the youngest son, Derrick, did Rosaire's Circus escape disaster on the way home to quarters. Resuming the journey after an overnight pull-in, the leading lorry backfired and set its load alight. A strong wind blowing toward the following loads very close behind augured ill, but young Derrick, acting with promptitude, freed the gas tank of the burning lorry. As luck would have it, a train of lorries laden with sand came along at that moment and the drivers quickly smothered the blaze from their loads.

The proprietors of this show, Mr. and Mrs. Fred Rosaire, express satisfaction at the business done during the tour. In many places straw matlines were experienced, and more often than not the night shows were sellouts.

Two Christmas Shows

Everything points to Britain's Christmas circus activities being confined to Manchester Belle Vue and Edinburgh Waverley Market. Barring accidents, the former will open on Christmas Eve for a five-week run of two performances a day. Edinburgh, always associated with an early start, begins on December 14. Star attractions at Manchester will be Tommy Kayes and his lion act, and Johnny Swallow's elephants.

Gainesville Work Will Get Under Way After Holidays

GAINESVILLE, Tex., Dec. 14.—The annual business meeting of the new board of directors of Gainesville Community Circus was held night of December 11 to approve a budget for the 1941 season. Work in all departments will get under way immediately after the Christmas holidays.

The Santa Claus parade unit, which played 10 engagements, concluded its tour Tuesday and returned to quarters here. Verne Brewer was in charge with a crew of five assistants.

Carl Clark, who heads a circus unit of trained dogs, ponies, goats, and pigs, was a visitor here last Saturday en route to Houston to visit his father, 90 years old. He has been working in Pennsylvania and New York States the past season, but expects to remain in Texas for some time.



IRVIN J. POLACK, managing director of Polack Bros. Circus. The show was founded in the summer of 1932 by Polack and Louis Stern (general manager) and has operated continuously ever since. It is on the road from 40 to 45 weeks each year. The show for the first several years was a small organization that produced a combination indoor circus and bazaar.

Increase in Shrine Dates for Polack

CINCINNATI, Dec. 14.—Polack Bros.' Circus, now a three-ring indoor show, has grown by leaps and bounds during the last four years, playing almost exclusively under auspices of Shrine Temples in the United States and Canada during the fall, winter, and spring and continuing during the summer in theaters and at fairs. Its Shrine bookings have doubled each year for the last three.

Shortly after the first of the year a second unit will be assembled to exhibit at West Coast Shrine dates exclusively. The present unit will play at the Riverside Theater, Milwaukee, week of December 20, with two additional weeks in theaters to follow. Then it will open its Shrine dates under auspices of the Syrian Temple, Cincinnati, in Music Hall, January 25-February 1. The unit will then go to East St. Louis, Ill., Louisville, Ky., Davenport, Ia., Rockford, Ill., and play other dates.

The show moves on trucks and trailers. During its eight and one-half years of operation it has traveled over 350,000 miles.

No More Sewer Rental Charge in Des Moines

DES MOINES, Ia., Dec. 14.—Hereafter circus trains using the State Fairgrounds will not have to pay the city an extra charge for city sewer rental. The city council agreed to drop the charge in a contract signed with the railroad lines. The charge previously had been 10 per cent of the regular water charge.

THE LIONS' CLUB at Hattiesburg, Miss., is sponsoring a circus under a big top. Proceeds are to go to the Benefit Doll and Toy Christmas Fund. Twenty professional acts are scheduled to perform, according to J. O. Barron Jr., chairman of the circus committee.

A Review of the Circus Season of 1940

and
Important Events and Happenings of the Year

will be features of the
Holiday Greetings
Number

Watch for this issue
dated December 28

Harnett Awarded Prizes

Harnett was given a prize for enrolling the most members during the recent campaign and another award for disposing of the most tickets for the banquet. Dancing, with Harrison's orchestra in the band shell, continued until midnight.



With the Circus Fans

By THE RINGMASTER

President
WILLIAM H. JUDD
25 Murray St.,
New Britain, Conn.
(Conducted by WALTER BOHRENADL, Editor
"The White Tops," care Bohrenadel Printing
Company, Rochelle, Ill.)

Secretary
W. M. BUCKINGHAM
P. O. Box 100
Galva Ferry, Conn.

ROCHELLE, Ill., Dec. 14.—J. A. Wagner, a past president of CFA, left Des Moines, Ia., on December 1 for Tucson, Ariz., where he will spend the winter. His address is 2915 East Lee Street.

The West Junior High School Leaders' Club Circus was held at Binghamton, N. Y., on December 6. It was attended by 1,610 persons and given on a stage 80 feet wide and 70 feet in depth. Seating was built to represent a tent interior and performance was given in a 50-foot ring. George H. Barlow III loaned the school enough miniature circus properties to fill two large showcases. Display included side-show banner line and two cage wagons with four-horse hitchers. There were three baggage wagons with six-horse hitchers attached to each. On one shelf were two immense scale model canvas trucks fully loaded.

John H. Yost, honorary member of Rockville, Conn., who has been in ill health for several years, is now at a convalescent home in that city. Drop him a line; he will enjoy hearing from fans. Address care Mrs. L. B. Ashland, 10 South Street, Rockville.

President William H. Judd, of New Britain, Conn., showed his circus movies and gave a talk on the circus before a meeting of the Oaks Club of that city evening of December 10.

Melvin D. Hildreth, Washington, D. C., a past president of CFA, writes: "John Ringling North has been most courteous to our inaugural committee. I am for the third time chairman of the committee on arrangements. Our group will assist in getting permission for Gargantua's mate to enter from Cuba. Special arrangements must be made with the Bureau of Animal Husbandry, which seems an excellent title for an organization on having to do with a mate for Gargantua."

Plans are under way for the first meeting of the 1941 season of the Pat Valdo Tent, Binghamton, N. Y., to be held after first of the year. Stage setting for the recently held Valdo Tent regional meet in the Recreation Hippodrome is being kept intact, as there are so many persons who daily come to see the display. There are thousands of parts to the circus and all put together on the stage. The annual Valdo Tent West Pocket Circus and the annual Live Wire Club party will be held in the Recreation Hippodrome after the first of the year.

RB Buys 14 Driving Horses

CHICAGO, Dec. 14.—Dan DeBaugh, manager of the local Ringling office, purchased 14 driving horses this week for the Ringling show. In the lot were four Hackneys, six Percherons, and four Clydesdales.

EDDIE FRODELL, Eddie McLory, and Connie Smith Trio, after playing 14 weeks of parks and fairs, are in Indianapolis, McLory as Santa Claus at the Star store; Smith as clown at Murphy's store, and Frodell as Santa at People's Outfitting Company, his 13th year there. Other troupers in Indianapolis, says Frodell, are Tex Conroy and Brandenburg, clowns at Sears, Roebuck Store, where Sid Jerome is doing a Santa Claus broadcast; Charlie Sterling, formerly of the Four Crescents, as Santa at the J. C. Penny store; Don Donahue, clown at Emerich's Furniture store; Leo Frances, clown and Santa at Block's store and Bobby LaRue, Santa Claus at Ayres Department store. Troupier Burke is reported handling horses at the fairgrounds.

PHONE MEN

Children's Tickets Only
CINCINNATI SHRINE CIRCUS

Week of January 26th
If I know you, WRITE, otherwise write, giving full particulars of your past, education and experience.
VERNON L. McREARY, Syrian Shrine Temple,
616 and Sycamore Streets, Cincinnati, O.

Read the Christmas Number of

THE WHITE TOPS

Single Copy 25¢ Postpaid.
Subscription \$1.00 Per Year. Address:
WHITE TOPS, Rochelle, Illinois

15 Years Ago

(From The Billboard Dated
December 19, 1925)

Work of enlarging Orange Bros. and Moon Bros.' circuses was underway at winter quarters in Ada, Okla. . . . Bernie Griggs, bareback rider, was in West Baden, Ind., breaking horses for Mugivan and Bowers. . . . The Clark Duo (bag punchers), was engaged by the Ringling Barnum circus for the 1926 season. . . . The Rose Killian Circus was making small towns in Southeast Georgia. . . . The Hodgkin Troupe was in Chicago until the holidays, when it was to play indoor circuses. . . . J. J. Evans, circus man of Massillon, O., was awarded judgment for \$2,000 in a suit against the B. & O. Railway for the loss of five trained dogs. Evans claimed the railway misdirected his shipment of dogs.

E. H. Jones, manager of Cooper Bros.' Shows, had extended his season and was on tour with a two-car show under the management of Alex Sokolove, playing Southern Arkansas, Louisiana, and Florida.

Capt. Jack Smith, crack revolver shot, who traveled for years with Wild West shows, was instructor in shooting for the police employed by the New York Central Railroad. . . . Selis-Photo trouper that had arrived in Chicago for the winter included Mr. and Mrs. Homer Hobson Sr., Mr. and Mrs. Homer Hobson Jr., and Mr. and Mrs. Chester Pelke. . . . The H. L. Morris and C. R. Bathe Dog and Pony Show sailed from San Francisco December 9 for Honolulu to fill an eight-week booking.

Elmer Purdue, after closing with the Walter L. Main Circus, joined the Knight Bros.' Vaudeville Circus Unit, playing New England. Purdue was producing clown, Frank Ketrov was agent for the show. . . . Lloyd P. Stoltz and A. B. Bowden, who had been with Leo Bros.' Circus, joined the James Dutton Society Circus. . . . Walter Clark, of Moon Bros.' Circus, was employed by the Dixie Construction Company, Alexander City, Ala. . . . Palmer Robinson, former Haggenbeck-Wallace Circus agent, was seriously injured in an auto crash near Perry, Ia. . . . Joe Nichols, old-time circus hostler, was shot and instantly killed by a mine guard at Carbondale, W. Va.

Circus Historical Society and Other Notes

WICHITA, Kan., Dec. 14.—The Wichita Zoo recently acquired a tiger from Haag Bros. Circus.

Dr. E. N. Oldeman, of Manchester, N. H., member of both CFA and CHS, received a picture from London of Tom Thumb and Joe Cushing standing beside Thumb's coach.

Rud E. Anderson reports that he will have a wild animal act next season. The Andersons are planning a visit to Hot Springs, Ark., after the holidays.

Bill Kasaska, Circus Fan of Baraboo, Wis., says that Jim Whalen, former boss canvasser of Ringling-Barnum, visited that show at its last stand. Whalen is wintering in Sarasota, Fla.

W. W. (Bill) Green Jr., CHS of Washington, Kan., saw the Ringling show at Beatrice, Neb., for the first time in 10 years.

F. M. Farrell, ventriloquist, of Ithaca, N. Y., reports he caught Russell Bros.' Circus at Ithaca; Ringling-Barnum at Binghamton, Cole Bros. at Geneva; Hamid-Morton at Binghamton, Syracuse, and Oswego; and Bell Bros. at Candor and Newark Valley, all in New York.

Jimmy O'Neill is in quarters at Emporium, Kan., with Bud Anderson's Circus. C. Kenneth Audibert, of San Diego, Calif., member of Circus Model Builders and Circus Historical Society, has picked up several old route cards of the Al G. Barnes Circus.

Don Smith, of Detroit, writes that he had a pleasant week's visit at the Detroit Rodeo and Thrill Circus. Allen King also was there.

Walter W. Tyson, of Guelph, Ont., member of CHS, was once a dabbler in magic. He gave shows at clubs, lodges, churches, and theaters under the stage name of Wright. Reported by Bette Leonard.

Circus Saints AND Sinners' Club

By Fred P. Pitzer
(National Secretary)

NEW YORK, Dec. 14.—At the Irving Berlin luncheon a new method of introducing the new members coming into the Dexter Fellows Tent was inaugurated. After the Tent ritual, which is a very sad. . . . After the luncheon, all of the new members who have come in since the last luncheon are called to the platform and introduced by the vice-president. They are then grouped around a picture being drawn of the Fall Guy by Tex O'Rourke and Jolly Bill Steenke. This group is then photographed and becomes a part of the Tent's archives. The new arrangement seems to be a winner and will hereafter be a part of the regular luncheon program. . . . A huge Christmas luncheon is being planned for December 19 and up to the time of writing this column 820 reservations are in.

Remmie L. Arnold, past national president of the CESSCA, writes that our luncheons in New York are so entrancing that he has asked the recording secretary to reserve a seat for him for every luncheon of the Tent. This means that Remmie must journey from Petersburg, Va., once a month to get a lunch. Some lunch! Some enthusiasm!

The props of the Fellows Tent are accumulating so rapidly that a paid prop man has been hired to look after them. The fine rhinestone back-drop of the Capitol, with an American flag blowing in the breeze, and used to give color to the singing by the Fred Waring Glee Club of God Bless America, was used on the same night to set off the singing of The Star-Spangled Banner at the NSA banquet. The control of these props is under a committee.

Here is another action taken by the Tent which was necessary. No member shall use the roster of the Tent for the purpose of mailing personal or advertising literature to members unless he shall first request and receive the permission of the executive board of governors to do so.

Al Sutphin Exploiting HM Show in Cleveland

CLEVELAND, Dec. 14.—Bob Morton will be general director of Hamid-Morton Circus, presented by Al Sutphin at the Arena here from December 25 to January 3. Sutphin is making use of heavy radio exploitation, as well as ticket book-ups all over the city, billboards and newspaper work by a crew of representatives. Omer J. Kenyon is in charge of the advance ticket sales department, with Bob Stevens on banners. Other ticket men are Lee Barton Evans, John Burke, James Manchell, W. A. Barry, and Thomas Keane.

The program will include the Hanneford Riding Family; Terrell Jacobs and his wild animals; Peely Ringens and his bicycles; the Wallendas, high wire; the Nixes, motorcycle riding in a glass ball; Great Pussner, on spiral globe; Deteros, feats and flights on whirling planes; Flying Behees; Five Albanis, riding motorcycles high in the air; Peaches Sky Revue; Bee Kyle, fire diver; the Walters, bars, and fireworks.

Filbert Indoor Circus Is Laying Off at Elkhart

ELKHART, Ind., Dec. 14.—The H. L. Filbert Indoor Circus and Charity Bazaar closed at Warsaw, Ind., December 7 and came here for a layover until the last week in January, when it will open again under auspices for eight weeks.

The Warsaw engagement was very good, considering the opposition by opening of Christmas windows, two basketball games, bank night, and a free movie show on Friday night. D. A. Sappington is handling promotions and press, and Filbert is doing the booking. He will enlarge the show after January 1.

THE HENRYS (Art and Marie) recently concluded three weeks of Christmas parades at Seymour, Tex., opening the following week for the Doll and Toy Indoor Circus at Alexandria, La., to be followed by an engagement with the Red Cross Indoor Circus at McComb, Miss., which will conclude the 1940 season for the Henrys.

Selective Service Mail

In the Carnival Department of this issue appear the names of those having Selective Service mail in the various offices of The Billboard. This list is published in addition to the names which are set in capital letters in the regular Letter List.

Also in the Carnival Department is given a list of registrants who are considered delinquents.

Annie Oakley Home Is in New Hands

MINSTER, O., Dec. 14.—The historic homestead of Annie Oakley (Laura Moses), internationally famous marks-woman, located 10 miles west of here on U. S. Route 127, passed from the hands of the Moses family at public auction recently in settlement of an estate. The property was acquired by William Wingelwich, of Fort Recovery, O., who, altho he has made improvements on it, has not changed in the main the cottage which for years was the home of the famous woman.

John H. Moses, brother and only immediate survivor of the riflewoman, said the home was not her birthplace but was the original homestead of her mother and the place where Annie spent most of her younger years.

A memorial shaft, erected at the homestead a few feet off U. S. Route 127 and paid for by funds raised by historical societies, became the possession of the purchaser of the homestead, as did the 10-acre tract included with it.

Many Members of Canton Showmen's Club Working

CANTON, O., Dec. 14.—Activities of the Canton Showmen's Club, Inc., are slowed down until after the Christmas holidays, since many of the members have steady bookings of their acts. In practically every Northeastern Ohio city some member of the club is working. Others are in Eastern cities, and George Marlow will soon open in Montreal.

Applications continue to roll in for membership and there is use for the ballot box at each meeting. Many business professionals, with the idea of a new clubhouse in view, are joining the club as social members.

Committees on club site and February Jubilee will make reports at the first meeting in January.

Detroit Billers' Alliance Party Attended by 200 Folks

DETROIT, Dec. 14.—The Billers' Alliance, Local No. 94, held a victory party last Saturday at Woodward and Davison Avenues to celebrate presentation of a large permanent silver trophy to the best float in Detroit's 1940 Labor Day Parade. About 200 attended, making it the first event at which wives and families of the Detroit local have ever gathered.

Matthew Kobe was chairman of arrangements. Guests of honor were Clarence D. Blessed, president of Walker & Company; Pat McNamara, vice-president of the Detroit Federation of Labor; Frank Estabrook, one-time trouper, who was agent at the Whitney Opera House, Detroit, in 1880, and is celebrating his 50th year of activity with Walker & Company.

DAILEY ENDS TOUR

(Continued from opposite page)

chasing agent; Harry Fitch Jr., The Billboard and mail agent; Arthur Hart, front door; George Griffin and Jimmie Dubois, inside tickets; Willie Rawles and Charles Carter, side-show tickets; Kid Cummings, side-show door; Blackie Hense and Nemo Copenhagen, elephants; Timmie O'Brien and Lou Gish, producing clowns; Cayland Merriam, master of transportation; Raymond Frevoel, superintendent of menagerie; Eddie Gilliam, steward.

Among the performers were Si and Nellie Kitchie, Melbourne Sisters, Archie Silverlake, Hazel Leboeuf, Myrtle McGuire, Billie Gilliam, Delbert and Ma Knight, Mildred and Donnie Pyle.

Mr. and Mrs. Davenport left immediately for their home at Bens Run, W. Va., and plan to open the show early in the year in Texas. Winter quarters have been established at Aransas Pass, Texas.

Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

JACK H. THOMAS, former publicity man for the Haag circus, is in Chicago looking things over.

GEORGE SINGLETON, after closing with the Cole show, returned to his home at Baldwin Park, Calif.

ELOISE SPRANKLE, trapeze performer with the Ringling-Barnum circus the past season, has returned to her home in Indiana, Pa.

MR. AND MRS. WALTER L. MAIN have returned to their home in Geneva, O., after a visit with relatives and friends in Pittsburgh, Pa.

SANTA CLAUS will be the Fall Guy at the luncheon of the Dexter Fellows Tent, Circus Saints and Sinners Club, at Hotel Astor, New York, December 19.

R. M. HARVEY will enjoy a few weeks' period of relaxation at Perry, Ia., after a 10 months' grind with the Russell Bros. and Dailey Bros. circuses.

W. B. FISHBACK, of Galena, Mo., a veteran billposter of the sawdust trail many years ago, says that any showmen down that way are welcome to visit. His address is R. R. 3.

EDW. C. ANDREWS was in the side show of Dailey Bros. Circus.

CLARENCE AUSKINGS is not booking the Biehler Variety Animal Circus anymore, according to Ray L. Böhler, manager. Show is now playing in Indianapolis.

EVELYN JOYCE COOK, formerly an equestrienne with the Ringling circus, and widow of Frank A. Cook, has opened a restaurant, called Barney's on 48th Street, New York City.

JOHNNY OTERI, midget clown, formerly with the J. R. Malloy Circus unit, is appearing at the John G. Myers Department Store, Albany, N. Y., with Barney and Jimmy Arnesen.

HUFFY HOFFMAN will again be in clown alley on the Cole show. He is now in hospital at Zanesville, O., and would like to hear from clowns who were with Cole. His address is 726 Moxahala Avenue, Zanesville.

CLINT W. SHUFORD, for nearly 20 years treasurer of the Sparks and Downie Bros. circuses, has returned to Macon, Ga., after attending the showmen's convention in Chicago. He is now in the carnival business.

GEORGE RHOADES, for the past several years with Lewis Bros. Circus, visited old friends in Hazleton, Pa., last week. He was motion picture projectionist in Hazleton's first movie house, which was operated by A. E. Schuman.

HARLEY HUBBARD, for many years with the Mighty Haag Circus, has an investment business in Shreveport, La. He was a recent visitor at the home of J. W. Beahome in Marshall, Tex. Bill and Agnes Johnson, old-time aerialists, have a home in Shreveport, Hubbard says.

DR. H. H. CONLEY, CFA and CBS of Park Ridge, Ill., recently called on Clint Beery, who tramped with the Ringlings 40 years ago and made his home in Baraboo, Wis. For many years he has been a heating and ventilating engineer in Chicago.

CHARLES (KID) KOSTEL, with the Tallulah Bankhead company, writes: "Al Butler, contracting agent with the Ringling-Barnum circus, was on the train with me en route from Denver to Salt Lake City and we had an old-time circus gabfest."

SILVERS JOHNSON, after 11 days of deer hunting in Northern Wisconsin, which netted him a nice buck, stopped over at Milwaukee and saw Will H. Hill's Society Circus at the Gimbel Store. Mr. and Mrs. Johnson will be at Fox Lake, Wis., with the latter's parents until after the Christmas holidays. Then they will go east for indoor dates for Gus Sun.

ROY BARRETT, clown, will close at the Famous Barr Department Store, St. Louis, December 24 and open the next

day in Cleveland with the Hamid-Morton Circus for a nine-day run. He has some eastern dates booked later in the winter. It is Barrett's eight year at the St. Louis store. He is staging show and doing clown numbers with Otto Griebling.

MR. AND MRS. JOE HAWORTH, who were with the Cole show, while in Cincinnati last Saturday visited the offices of *The Billboard*. They are touring around and say they are celebrating their "13th honeymoon."

AFTER Arthur Borella closed his second tour of nine months in the Hawaiian Islands with E. K. Fernandez units—circus and revues, as comedian and doing specialties—he played a variety of engagements out of Los Angeles, then joined Cole Bros. Circus with his trio of clowns for the remainder of the season. He is now in San Antonio, Tex., visiting relatives.

MR. AND MRS. ROY G. VALENTINE, of the Flying Romas, who bought a new car, drove from their winter quarters at San Antonio, Tex., to attend the Chicago and Des Moines conventions. They will spend Christmas vacation with the Atterburys, parents of Mrs. Valentine, at Dakota City, Neb. They will then return to San Antonio to prepare their flying act for the indoor season.

V. E. (WHITEY) BEASON, who has made his home at Hermosa Beach, Calif., since the closing of the Hagenbeck-Wallace Circus, with which he was trainmaster, made a hero of himself December 6 by saving the life of Mabel Collins, 8, a neighbor of his. The girl's dressing gown was on fire and Beason, hearing her screams, tore the burning clothing from the girl.

FREDDIE AND ETHEL FREEMAN are taking a rest in Peru, Ind., before opening for Orrin Davenport in St. Paul, then Cleveland and Detroit, and Freddie says he hopes the remainder of his dates. The Freemans will again be with the Cole show in 1941. There are many circus folks in Peru doing very well out of show business. Joe and Etta Hodgins have a restaurant, and Fred Young's Jockey Club Tavern is a favorite meeting place for all showfolks. Nick and Dorothy Carter have an eating place, called Steak House. Jimmy McCleod has Polly's News Shoppe. Terrell and Dolly Jacobs are in town. Terrell told Freddie that he opens in Cleveland Christmas Day with the Hamid-Morton Circus, Otto and Hanna Griebling are in St. Louis working at the Famous Barr Store. Freddie Freeman Jr. graduates in June and will join the RAF in Canada.

SLA

(Continued from page 36)

year paid-up card to the runner-up in the campaign. Should Brother Mendelson be in a position to receive the award, he will not be eligible, and decision of the winner will be left to membership committee and the board of governors.

A New Year's party is being planned for either the Louis XVI or the Crystal Rooms of the Hotel Sherman. Brother Lew Keller is in charge, with house and entertainment committees assisting. Welcome brothers at the meeting were Dave Russell, Noble C. Parry, Max Goodman, Lee Sloan, Carl J. Sedimayr, Harry W. Honnies, Al Carsky, Val Coogan, and Walter Hale. Don't forget the New Year's Eve party. Members and friends are invited.

Ladies' Auxiliary

Club held a social on December 12 at the Sherman Hotel, with Mrs. Anne Doolan as hostess. Beautiful prizes were selected for the occasion, and a large crowd attended. A lovely letter was received during the week from Virginia Laughlin, who is recuperating in Hot Springs, Ark., after an illness of some time. Bessie Simon is ill at her home. President Mrs. Joseph L. Streibich asks all members to send messages of cheer to both.

At the December 5 meeting, Past President Mrs. Leah M. Brumleve was given a rising vote of thanks for officiating at installation dinner on December 3 in the Crystal Ballroom at Sherman Hotel. All arrangements and decorations were credited to Mrs. Brumleve. On December 19 the auxiliary will resume regular meetings, with President Streibich presiding.

Be Safe Than Sorry— In Legal Affairs...

Higher court cases pertaining to the amusement business are cited by Lee T. Parker, attorney at law, in the last issue of *The Billboard* each month. The next installment will appear in the issue dated December 28, under the title of "How To Avoid Liability for Injuries to Circus Patrons."

AMERICAN CARNIVALS

(Continued from page 35)
be glad to have the reaction of our membership on the subject. From correspondence being received at this office, there appears to be a rather general interest in the outcome of the meeting. All associate counsel who served in 1940 have been reappointed for 1941. Further appointments of associate counsel are under consideration and will be announced as soon as decisions are made.

Philadelphia

PHILADELPHIA, Dec. 14.—For the first time in years this city has no museums this winter. South Street Museum, which has been operated by Tom Hason for the past six years, is vacant, and Tom is on the road. Mr. and Mrs. Carl J. Lauther stopped here briefly while en route from the Chicago meetings to his museum in Norfolk, Va.

S. A. Kerr is wintering here, as are Mike Ziegler, Max Gruberg, and some concessionaires. Litt's Bros.' department store has Three Musical Clowns, George Fredo, Johnny Pedro, and Gus Troy at its Christmas show. They were at Steel Pier, Atlantic City, the past summer. Professor Peaks, Punch and Judy, is in his fifth year at the store. Mr. and Mrs. Al Fisher are wintering here. Bench Bentum came in this week from Chicago on business. She was accompanied by Jack and Blanche Bentum.

WF SHOW

(Continued from page 36)

Roster of the show includes Whitney Sutton and Red McKettrick, front men; Harry King and Hank Silo, inside lecturers; Mickey Ward and Mike O'Connor, tickets; China Red Delorey, steward; Erna Puschnick secretary; Jammie Hurd, publicity; Frieda Puschnick, half-girl; George Vokel, man with two mouths; Mster Russell, mentalist; Nuretta, sword swallower; Silas Whaley, anatomical wonder; Nail Corey, magician; Diane Franko, third sex; Faye King and Ruth Begley, headless girls, and Sing Lee, fire eater.

Mrs. Charles J. Ziegler brought in a Kiddie Auto ride and Till-a-Whirl, only two attractions booked locally. She reported poor business, with six-day gross of \$23 on the latter ride, primarily because of absence of small children. Matinee business has been generally poor, altho attendance peaked up nightly. Ray J. Williams has two refreshment concessions. Publicity is being handled by Frank Tuobey, with Walter Howell, formerly of Michigan State Fair, Detroit, in charge of exhibits. Among visitors were Sally Rand, Murray Goldberg, Lew Dufour, and Frank Wirth.

Advertising program was fairly heavy, with 5,000 sheets of paper up and 150,000 folders distributed. Frank Buck appeared on radio programs, as did others in the show. There were also daily broadcasts from the floor over WMBG. Slim Kelley's personnel put on a 45-minute show over CKLW.

Bulk of show lays over until Milwaukee date. Varsity Eight will fill an engagement in a Varsity night club. Plans were being made for the Kelley and Buck shows to play store dates in this territory until the Milwaukee opening.

Shorts

MOUNT HOREB (Wis.) Chamber of Commerce, sponsor of the Fall Frolic there for the past 18 years, elected Isaac Myrland chairman and Jorgen M. Moe secretary of the 1941 annual.

WILLIAM NESBITT'S Santa Claus Parade Company ended three weeks of Ohio and Pennsylvania bookings at Washington C. H. O., on December 7.

The Corral

(Communications to 25-27 Opera Place, Cincinnati, O.)

DIAMOND TED LEWIS, after eight weeks with the E. K. Fernandez Circus in Honolulu, called for the United States on the S. S. *Atsania* November 28.

MARY CARTER writes that she is doing well with her tourist camp, filling station, and grocery store in E. Reno, Okla. She reports business has been good and that she has added four new modern cabins to her string.

FOUR dates, including a Sunday, have been set by the Pendleton (Ore.) Round-up board as the dates for its 1941 show. It is the first time in the history of the 32-year-old classic that a Sunday date has been included.

DAN HINES, general manager of the H. J. Lutchter Stark Range at Orange, Tex., was named arena director for the 1941 rodeo at the nine-day Houston Pat Stock Show and Livestock Exhibition in Sam Houston Coliseum this winter. Everett Colburn was signed as rodeo producer recently.

PAT CLANCY informs that among the JE Ranch Rodeo boys wintering in Kissimmee, Fla., are Alvin Parshal, Mexico Slim, and Buck Dowell at the Kissimmee Hotel; Bill and Mary Parks and Beryl and Jack Jackson at the Kissimmee Trailer Camp, and Bud Mefford at Leysin Hotel. At Largo, Fla., are Mr. and Mrs. Chip Morris, Pat Wee Morris, Leonard and Peggy Murray, and Bill Sayer. Doc and Mrs. Blackstone and baby and Joe Evans are at Center Hill, Fla. Jack Kennedy is reported breaking horses for the government in Kansas City, Mo.

COWBOY STANDINGS, as released December 1 by Fred S. McCargar, secretary of the Rodeo Association of America, are: Fritz Truan 7381, Homer Pettigrew 6379, Toots Mansfield 6128, Kid Fletcher 6042, Clay Carr 5980, Pete Grubbs 5708, Nick Knight 5454, Bill McKracken 5389, Jackie Cooper 5247, Burel Mulkey 4985, Everett Bowman 4778, Gene Ross 4564, Jack Wade 4488, Dave Campbell 4462, Dick Griffith 4357, Chet McCarty 4227, Gerald Roberts 4113, Buckheath Sorrells 3985, Jess Goodspeed 3926, Paul Carney 3778, Smokey Snyder 3659, Howard McCrorey 3599, Hank Mills 3468, Bruce Ross 3366, Doff Aber 3178, Asbury Schell 3078, George Mills 2997, Everett Shaw 2838, Hoyt Heffner 2838, Clyde Burke 2837, Roy Lewis 2673, Fritz Becker 2641, Ken Roberts 2615, Jim Whiteman 2598, Hubert Sandall 2584, Carl Dossey 2474, Bob Walden 2444, Frank Finley 2440, Harry Hart 2428, Frank Schneider 2405, Jerry Ambler 2341, Hilt Whiteman 2311, Hugh Thomas 2311, Bart Crennan 2308, Ike Rude 2272, Dick Herron 2153, Alvin Gordon 2119, Mitch Owens 2097, Cecil Jones 2091, Carl Shepard 2081, Tony Salinas 2052, Bud Spilsbury 2023, Lonnie Allen 2000, Bronk Riding—Fritz Truan 5637, Nick Knight 5454, Jackie Cooper 5218, Burel Mulkey 4935, Bull Riding—Dick Griffith 4109, Kid Fletcher 3898, Smokey Snyder 3054, Hank Mills 2581, Bareback Riding—Carl Dossey 1911, Fritz Truan, 1231, Kid Fletcher 1210, Frank Finley 1139, Cliff Roping—Toots Mansfield 5569, Jess Goodspeed 3431, Asbury Schell 2834, Roy Lewis 2673, Steer Wrestling—Homer Pettigrew 4639, Gene Ross 4478, Everett Bowman 4210, Howard McCrorey 3599, Steer Decorating—Jack Wade 416, Dan Connelly 252, Waldo Ross 224, A. K. Lund 188, Single Roping—Clay Carr 1507, Buck Goodspeed 916, Ike Rude 861, Hugh Strickland 800, Team Roping—Pete Grubb 586, Charles Whitelaw 467, Charles Jones 316, Hugh Strickland 282.

In the line-up were six trucks and tableaux floats, Alice and Jimmy Foeter, Mabel Mack's dogs, Buck Barnard's ponies and bears, and C. A. Klein's sound system. Troupe also put on half hour free shows. Lester Rodgers played several spots with peanuts.

AMONG attractions at eighth annual State Center (Ia.) Corn Show on December 10-12 were WHO Songfellow; Dan Woods, violinist, and Wayne Richards, pianist.

FOURTH Annual Food Show and Cooking School of the Kenosha (Wis.) Retail Food Dealers' Association on December 3-5 in the Eagles' Club attracted a record crowd of 7,490. Among entertainers were Malone Sisters and Four Screwballs. There was a 15-cent admission charge.

IOWA WOULD VOID S. S. TAX

Seek Exemption On Three Years

Managers plan retroactive law for 1937-'39—opening get-together is popular

DES MOINES, Ia., Dec. 14.—Harness horse racing, the Social Security tax, and the Monday night get-together of the fair men furnished the highlights of the 33d annual convention of the Fair Managers' Association of Iowa on Monday and Tuesday in the Savery Hotel here. There were other important topics, and the program as a whole was one of the best balanced the association has ever had. J. Howard Peterson, Spencer, was elected president of the association. Federal taxes as they affect fairs was probably the most important topic, as every county fair in the State has been in a quandary as to its federal tax obligations since enactment of the Social Security and similar laws. F. M. Halpin, chief of employment, tax division, Internal Revenue Department, gave an enlightening talk on Social Security and Tax on Admissions, in which he explained in detail the rules and regulations that must be observed by the fairs. Under a new government ruling, he explained, fairs are now exempt from paying Social Security taxes. The ruling went into effect on January 1 of this year and does not exempt fairs from their Social Security obligations for 1937, '38, and '39. None of the fairs has paid their Social Security taxes for those years, having been advised by the attorney-general of Iowa that they were not required to pay.

The revenue office has ruled otherwise, however, and has filed notice on the fairs that they must pay the amounts assessed against them with added penalties. E. S. Estell, Waterloo, suggested that the Internal Revenue office withhold penalties and payments for the three years until the Iowa Fair Managers' Association can seek aid from Congress to make the exemption law of 1940 retroactive to 1937, '38, and '39. Halpin stated his office had no authority to take such action and said it would have to come from Congress.

A special resolution was adopted to assess each member of the association \$10 to defray expenses of a legislative committee to ascertain what can be done toward voiding the taxes due on the last three years prior to 1940. Later in the day, in the regular resolutions, a similar resolution was adopted, providing for a legislative committee to make a study of the tax laws affecting fairs and present the views of the association to the Iowa Legislature, tax officials of the State, and, if necessary, to Washington tax officials and Congress. It made no mention of assessing members.

Disagree on Racing

Trotters and the future of racing in Iowa provoked more discussion than any other topic. At the opening session John W. Cory Jr., superintendent of speed at the Clay County Fair, Spencer, prefaced his paper, *Iowa Racing Circuits*, by saying that horsemen and racing organizations have done little to further the harness horse racing sport and proceeded to detail some of the shortcomings of county fair races as at present conducted. Unless harness horse racing can draw an attendance commensurate with the cost of the sport, racing will die, Cory asserted. The racing organizations, he said, must come forward with some plan which will increase the popularity of the sport.

"No longer is harness horse racing a sport," said Cory. "It's a business. If it is to be saved it behooves the associations not to be too cautious and to give prompt consideration to the smaller fairs. Concerning the United States Trotting Association, which invaded the Middle West last year with some success, Lee Beale, representing the Eastern Iowa Racing Association, said: "We have fought it up and down but had to accept it. The best we can do now is have some of the rules and regulations (See IOWA S. S. FAX on page 49)



J. HOWARD PETERSON, new president of the Fair Managers' Association of Iowa, elected at the annual meeting in the Savery Hotel, Des Moines, December 9 and 10, has been secretary of Clay County Fair, Spencer, since the fall of 1937. He early became interested in fairs when he was secretary to an editor who was secretary of an outstanding Minnesota county fair. Later he became connected with Clay County Fair, serving in numerous departments and acquiring a valuable background for his present post.

A. R. Corey Steps Down; Cunningham Is Made Iowa Sec

DES MOINES, Ia., Dec. 14.—After managing 30 Iowa State Fairs, Arthur R. Corey stepped down as secretary of Iowa State Fair and was replaced by Lloyd B. Cunningham, Cresco, a member of the board of directors, at the annual meeting of the State Fair board in the Savery Hotel here following the annual meeting of the Fair Managers' Association of Iowa this week.

Corey, elected secretary of the board in 1911, is considered an outstanding fair manager. Altho he did not comment on the action, the board announced a resolution thanking him for his years of service and stating that he had asked to be relieved of his duties. It was said that he was not a candidate for reelection and had presented the name of Cunningham for the post.

The board elected Corey as assistant secretary, which position he accepted. N. W. McBeth was re-elected treasurer, and

Advertising the Modern Fair

Address delivered at the 50th anniversary convention of the International Association of Fairs and Expositions in the Hotel Sherman, Chicago, on December 4

By L. R. FAIRALL

Iowa State Fair

THERE has always been one rather peculiar attitude of mind on the part of fair managers and fair officials toward advertising. I have noticed that when they have a record-breaking attendance, it is always due to the fine entertainment program, the fine exhibits, or the excellent weather. But when they have a poor attendance it is always the fault of the advertising. So in presenting what remarks I have to make I don't expect to have complete agreement on your part with the points I make and the suggestions I have to offer, but they are offered in the hope that from them you may glean a few suggestions that will help you in your own advertising with your own fair.

In one respect I can agree with this attitude of mind of fair men toward advertising, because I believe experience shows that the success or failure of any fair is generally determined before a single line of advertising or publicity is written about that fair. That success or failure is determined largely by two

Dallas Net Profit \$72,223; \$50,000 For Improvements

DALLAS, Dec. 14.—Stockholders of the State Fair of Texas, closing the fiscal year at the annual meeting on Monday in the Educational Building on the grounds here, recommended expenditure of \$50,000 for permanent improvements and discussed creation of a reserve fund to care for future emergency expenses. President Harry L. Seay's report showed net profit of \$72,223.18 for the 1940 fair, entertainment department being the only one that failed to show a profit. President Seay said extra expense in construction of a permanent stage had caused the overdraft in entertainment funds.

Eight members of the board of directors, whose terms expired and who were re-elected for three-year terms, are R. L. Thornton, J. C. Tenison, W. F. Pendleton, A. M. Matson, Arthur L. Kramer, E. J. Kiest, Frank P. Holland, and E. L. Flippen. In discussing the plans for its own carnival next year, President Seay said he believed the fair management could establish its own midway attractions next year and pay for them with an investment of \$15,000.

Included in the \$50,000 improvement fund for 1941 is \$10,000 for removal of the Petroleum Exhibit of the New York World's Fair to Dallas. The exhibit, recently acquired by the fair, is to be reconstructed and added to its plant. An improvement fund of \$15,000 was recommended for repairs to the Cotton Bowl. Financial transactions in 1940 included \$42,088.08 for permanent improvements, \$18,892.51 paid on bills of previous fairs, \$60,214.67 annual pay roll, and \$294,792.68 for material and supplies.

Stockholders were shown two reels of technical films taken at the 1940 fair, and these will be shown during the year in all Texas theaters and in other sections of the Southwest. An amendment to the constitution was voted to give Secretary Roy Rupard a much-needed assistant.

Beam Now With Woolfolk

CHICAGO, Dec. 14.—B. Ward Beam, producer of thrill shows, has joined the Boyle Woolfolk Agency as a partner in fair booking. New combination will be known as the Boyle Woolfolk Booking Agency and B. Ward Beam, with main offices in Chicago.

W. J. Campbell, Jessup, retiring president of the fair managers' association, was named a director for one year to succeed Cunningham.

A Review of the Fair Season of 1940

and Important Events and Happenings of the Year

Holiday Greetings Number

Watch for this issue dated December 28

Rutland's \$7,375 Despite Waterfall

RUTLAND, Vt., Dec. 14.—Rutland Fair's 95th renewal came thru with an operating profit of \$7,375.32 in the face of downpours and a flood which put lower part of grounds under water, washed out roadways, and moved bridges and small buildings from foundations.

Figures were disclosed at annual directors' meeting last week. Day gate admissions brought \$29,236 and night turnstiles \$6,802. Despite the nearly 5-to-1 superiority of daytime draw, night grandstand receipts were \$9,532, with day grandstand bringing \$9,099. Total revenue from all sources amounted to \$83,729.48. Next to gate, major revenue item was from rentals—privileges, \$18,577.

Total disbursements were \$76,394.16, of which \$17,216 went for attractions, including vaudeville, revue, bands, fireworks, auto races, and thrill show. A new vaude stage cost \$5,338. Reserve as of December 1, 1940, was \$22,500. Cash in bank amounts to \$4,656. Total assets are \$28,756, with no liabilities.

Will L. Davis, president-treasurer, said "we feel satisfied with results of 1940 fair in view of rainout and flood on Labor Day, the more so because last year we invested \$68,000 for a new grandstand." The 1941 officers are:

J. C. Dunn, Carlton Wilson, vice-presidents; C. W. Olney, secretary; Lloyd Aldrich, O. E. L. Bedlam, H. O. Smith, G. A. Davis, D. D. Burditt, and S. C. Dorsey, trustees.

Fair is a non-profit org with no stocks or bonds. "It does not now and never has paid any dividends, and trustees are not paid for their services. It receives no aid from the U. S. Government, State of Vermont, county municipal government, or from any outside sources. Profits go into improvements and betterment."

Total attendance was 120,000 and it was estimated that \$140,000 is left in Rutland "on account of the fair."

Pennsylvania Show 25 Years Old

HARRISBURG, Pa., Dec. 14.—The 1941 Pennsylvania Farm Show here will observe its 25th anniversary, having grown to the largest winter exhibition of its kind in country. Space utilized started at 10,000 square feet and has soared to 515,000 square feet. Premiums have grown from \$735 in the first year to \$42,918 for 1941, and entries have jumped from 440 to 10,818.

New Chicago Office Address at 155 N. Clark Street

On Saturday, December 21, the Chicago office of The Billboard will move from 34 West Randolph into its new quarters on the 13th floor of the Ashland Building, 155 N. Clark Street. Telephone number will remain the same—CENTRAL 8480.

To those unfamiliar with Chicago, the Ashland Building is at the corner of Randolph and Clark streets, directly opposite the Hotel Sherman.

(See Modern Advertising on page 54)

IMPORTANT TO FAIR SECRETARIES!!!

The New Double-Barrelled Combination

BOYLE WOOLFOLK

BOOKING AGENCY
AND

B. WARD BEAM BOOKING OFFICE

Boyle Woolfolk originated the tabloid musical shows now called units. Former Partner-Manager, Gus Sun Agency, Chicago.

**OUTSTANDING
OUTDOOR
ATTRACTIONS**

B. Ward Beam originated what is known as the Automobile Thrill Show. A producer of unexcelled Fair Revues.

A Combination of Originality and Dependability That Can't Be Tied

GEORGE B. FLINT ROLLAND ADE

Traveling Representatives

CAN USE A FEW MORE GOOD ACTS

ADDRESS: ROOM 605, WOODS BLDG., CHICAGO, ILLINOIS

BOYLE WOOLFOLK BOOKING AGENCY

Booking Theatres -- Clubs -- Private Entertainment

Around the Grounds

EDMONTON, Alta.—Directors of Edmonton Exhibition Association decided to hold a 1941 annual after Managing Director Percy W. Abbott reminded them that the Dominion government specifically had asked Edmonton to continue operations for its aid to wartime agriculture and the livestock industry. Manager Abbott reported profit of \$28,783 on the 1940 fair. In 1939 it was \$32,703. Net surplus on all 1940 operations was \$10,801, a gain of \$645 over 1939.

MANSFIELD, O.—Richland County Fair was on the right side of the ledger for the second consecutive year, showing profit of nearly \$800, it was reported. Secretary R. D. Hale said the 1940 fair made about \$400 more than the 1939 annual and that the association's debt of \$5,900 would be reduced to about \$3,200. Receipts in 1940 were \$15,280.

FARIBAULT, Minn.—Attendance at 1940 free-gate Rice County Fair here was 45,000 and Barnes-Carruthers shows were featured before the grandstand, reported E. F. Schuck, carnival and concession committee chairman.

GRESHAM, Ore.—Fires in six separate stalls in a barn during a pre-Christmas celebration at Multnomah County Fairgrounds here recently were quickly extinguished and loss was negligible. It is believed they were of incendiary origin.

BOSTON.—Proposal to declare illegal all forms of pari-mutuel betting in Massachusetts has received over 20,000 signatures for its necessary petition to the Legislature and will be presented to that body early in January. If passed it means that voters will have submitted to them as a State-wide measure the proposal as to whether or not pari-

mutuel betting shall be allowed in any part of the State. Two fairs now use pari-mutuel betting, Great Barrington and Marshfield.

UNION, Ore.—At the annual stockholders' meeting of Eastern Oregon Livestock Show here plans were made for rebuilding of the grandstand in time for the 1941 show. County has appropriated \$1,500 for the purpose. Show corporation holds some funds and WPA labor is to be sought.

RUTLAND, Vt., Dec. 14.—Despite a Labor Day of torrential rains, causing over \$1,000 damage to grounds, Rutland State Fair made profit of \$7,500 in 1940, according to report of President-Treasurer Will L. Davis. Receipts were \$87,825. During the year \$7,000 was spent on permanent improvements, including repair of storm damage.

TRENTON, N. J.—Dates for the 1941 New Jersey State Fair here were erroneously given in the Christmas Special Number of *The Billboard*, said Secretary-Manager Harry E. LaBregue, who stated that the correct dates are September 21-27, with AAA auto races on September 28. These dates fall during the daylight-saving time period and this has greatly helped night show attendance in the past two years, he said.

ELKHORN, Wis.—The 1940 report of Ralph V. Brown, treasurer of Walworth County Agricultural Society, shows cash on hand of \$10,533.99, to which will be added \$3,087.54 due in State aid, or \$554 more than was on hand at the same time a year ago. In 1940 \$10,000 was spent on permanent improvements. Gate receipts and general and grandstand admissions amounted to \$30,615.30. Total receipts were \$50,690.77.

MARSHALLTOWN, Ia.—Central Iowa Fair Association stockholders have agreed on a \$79,000 WPA building program, to include erection of a steel and concrete amphitheater to replace the stand destroyed by fire last summer, three race horse barns, re-roofing of all buildings, and construction of new race track roadways.

MADISON, Wis.—Vouchers totaling \$160,000 in aid were issued by State

department of agriculture on December 4 to 78 county and district fairs, according to Ralph E. Ammon, department director. With October 30 as a deadline for fairs to file claims, all claims were audited and paid earlier than in the (See *Around the Grounds* on page 45)

Fair Elections

MARSHALLTOWN, Ia.—Central Iowa Fair Association re-elected D. S. Collins, president; Fred Glenora, vice-president; T. H. Knutson, treasurer.

WAPAKONETA, O.—Auglaize County Fair Association re-elected E. W. Laut, president; A. J. Giechart, vice-president; Harry Kahn, secretary, and named Harold Kattohenry, treasurer.

OSHKOSH, Wis.—A. P. Schroeder was re-elected president of Winnebago County Fair Association. Others re-elected were Charles P. Warning, vice-president; T. G. Brown, secretary, and Carl Fugleberg, treasurer.

RUTLAND, Vt.—Will L. Davis was re-elected president-treasurer of Rutland County Agricultural Society. Carlton Wilson and James C. Dumas, vice-presidents; Carl L. Olney, secretary.

KUTZTOWN, Pa.—Fair Association elected Worth A. Dries, president; Claude L. Bordner, secretary; Herman A. Pieter, treasurer.

MARYSVILLE, O.—Union County Agricultural Society elected Frank White, president; J. P. Sidle, vice-president; Paul Tossey, treasurer; Harry A. Taylor, secretary.

Grandstand Shows

R. R. WILLIAMS, secretary of Central Wisconsin State Fair, Marshfield, has booked Sloan auto races and Jimmie Lynch's Death Dodgers for 1941.

WHILE at the December Chicago meetings Secretary A. L. Putnam, Northern Wisconsin District Fair, Chippewa Falls, Wis., booked a revue, band, and acts for

the 1941 fair thru Sam J. Levy, of Barnes-Carruthers. The fair will have Theatre-Duffield fireworks and a unit of the Amusement Corporation of America on the midway.

ATTRACTIONS signed thru Barnes-Carruthers for 1941 Clay County Fair, Spencer, Ia., are Pallenberg's Bears, Saxons, Juvalys, and Three Freshman, comedy. Rube Liebman, clown, many years an attraction at the fair, has also been signed.

AFTER a successful season and an extended trip in the North Mr. and Mrs. Ken Davis, of the Ken Davis aerial act, report they are at their home in Orlando, Florida.

THE BONETTES, balloonists and parachute jumpers, are constructing a special bag for high ascensions and plan to carry an altimeter at 1941 dates to register height, reported C. C. Bonotte. Prince Herbert, jumper, will make most of the high ascensions.

★ **For Real Thrill—EVERY MINUTE EVERY SECOND**

Book

Seldom
THE STRATOSPHERE MAN

World's Highest Aerial Act!

Perm. Add: Care of The Billboard, Cincinnati, O.

Seasonal and bread - taking, night or day, from beginning to end. High Swaying Pole - Tractor - 500-Ft. Slide for Life. A great finish to your grandstand program. Write or wire.

WANTED

Five Acts of every description for the 1941 season for parks and fairs in the East. Send literature or photos.

WEAVER & COOKE
Box 806, LEXINGTON, VA.

Casino Set for Part Operation In Fort Worth

FORT WORTH, Tex., Dec. 14.—Boardwalk, concession stands, and Roller Coaster in bankrupt Casino Park on Lake Worth near here have been sold to a local wrecking company and demolition started on December 9. Purchase price of boardwalk and concessions was said to have been over \$3,000.

Ballroom and bathing beach will continue in operation each summer. Beach and bathhouse are operated by Fort Worth Recreation Department, and ballroom will be privately operated. In the bankrupt proceedings the ballroom was sold to S. N. Arni, Bellefontaine, O., who was the first mortgage holder, for about \$15,000. George Smith, who has operated the ballroom several years, is representing Arni in negotiating for a new lease with the city on the ballroom site, property on which the ballroom is located being city-owned. Announcement has been made that the ballroom will be open during the holiday season, Carol Lofner's orchestra to be featured.

Receivership for the park is to be closed and all available funds disbursed on December 19, according to James E. Whitmore, trustee in bankruptcy. The bankruptcy of the park came late last summer. Casino Park boardwalk and ballroom were built about 13 years ago and in their first years drew from all parts of Texas and surrounding states. Fires twice destroyed portions of the boardwalk, but it was rebuilt each time. The past season a portion of the boardwalk collapsed, injuring 60 persons who were witnessing July 4 fireworks.

AC Pub Contract Approved

ATLANTIC CITY, Dec. 14.—City commissioners this week approved a contract between the city and the Convention and Publicity Bureau for use of its personnel and facilities in publicizing the resort and obtaining conventions during the past year and payment of \$5,000.

REVERE, Mass.—Raymond E. Carey, owner of General Edwards Inn and several restaurants here and who is considered a good friend of amusement men, was elected mayor of Revere at the run-off election on December 10, winning by more than 1,400 votes. He has been active in formation of plans for development of Revere Beach.

A Review of the Park Season of 1940

and

Important Events and Happenings of the Year

will be features of the

Holiday Greetings Number

Watch for this issue dated December 28

Fire Equipment Campaign Launched at Meyers Lake

CANTON, O., Dec. 14.—Meyers Lake village near here, location of Meyers Lake Park, hopes to have its own fire department as the result of a recently launched campaign. During the past five years fires in the park have caused damage of more than \$100,000, and Owner George Sinclair and his son, Carl, are co-operating with those behind the movement.

Arrangements have been made for a benefit dance in the park's ballroom on January 17. Advance sale is under way, with canvassers appealing for city-wide support. Village now depends on the Canton Fire Department in case of fire in the park and its environs.

Fighting Fear for Defense

Patriotic and Inspirational Address Which Caused Much Favorable Comment at the Chicago NAAPPB Convention on December 4

By A. R. HODGE

Secretary National Association of Amusement Parks, Pools, and Beaches

I know that all of you have witnessed at some time in your lives either a partial or a total eclipse. I am not going to attempt to stage any eclipse, but I am not so sure that I may not stage a total collapse because, as you know, public speaking is not my forte. However, I find myself in a situation which I have been successfully evading for more than 20 years. As I said before, public speaking is not only not my forte, but it is a painful ordeal to me and a pain in the neck for my audience. Nevertheless your

program committee enacted its own constitution bill and drafted me. Your chairman said I asked to get on the program, but I did not. So here I stand, facing the firing line, and beg for your tolerance and especially your mercy.

I realize that convention time is primarily a time for good fellowship and congeniality, with just enough business thrown in to serve as a contrasting background for our more pleasant moments. However, these are sober times in which you and I are living, and it seems to me entirely proper and fitting that we give a little time to the consideration of a serious subject; namely: *Fighting Fear for Defense*. We stand upon the threshold of a new year. Perhaps we are about to witness the dawn of a new era in the social, political, and economic history of the world. About us drift the mists and fogs of doubt, confusion, and uncertainty, as beneath us roll the waves of the greatest social upheaval in the history of mankind. What wonder then if we are off our course and perhaps a bit bewildered?

The wise mariner, when he finds himself upon a storm-tossed sea, keeps his eye to his compass and his charts and gazes ever anxiously aloft for the first faint glimmer of a star from which he may ascertain his exact position and chart his course to the safety and security of some near-by or distant port.

Fundamentals Unchanged

We are all ships' captains, some of us masters of mighty vessels, others of lesser (See *FIGHTING FEAR* on opposite page)

With the Ladies At the Annual Banquet of NAAPPB

By VIRGINIA KLINE

CHICAGO.—Three banquets in one week remind me of the old saying that you cannot eat quail every night for a month without sickening of it, but the three banquets I attended during the Chicago meetings were only side-dishes to me. It was the women and their wearing apparel that held my interest. The banquet of the National Association

of Amusement Parks, Pools, and Beaches at the La Salle Hotel on December 6 was a fitting highlight to the busy week. It was somewhat smaller than some of the other affairs, but what it lacked in size it made up in sociability. The men were genial and generous hosts and kept the party at a fast pace until an early morning hour. The dinner was excellent. (See *LADIES OF NAAPPB* on page 7)

New Chicago Office Address at 155 N. Clark Street

On Saturday, December 21, the Chicago office of *The Billboard* will move from 54 West Randolph into its new quarters on the 12th floor of the Ashland Building, 155 N. Clark Street. Telephone number will remain the same—CENTRAL 8450.

To those unfamiliar with Chicago, the Ashland Building is at the corner of Randolph and Clark streets, directly opposite the Hotel Sherman.



ON FRIDAY NIGHT, DECEMBER 6, the National Association of Amusement Parks, Pools, and Beaches closed its annual convention with an elaborate banquet and ball in the La Salle Hotel, Chicago. Nearly 200 park men and their guests enjoyed the music of Joe Sanders and the floorshow under the direction of George A. Hamid.

NAAPPB Banquet Registrations

The following filled out registration cards for *The Billboard* at the annual banquet of the National Association of Amusement Parks, Pools, and Beaches in the La Salle Hotel, Chicago, on the night of December 8.

A.

Mr. and Mrs. A. W. Abbott, Playland, Rye, N. Y.; Mr. and Mrs. Ray W. Anderson, Thearle-Duffield Fireworks Co., Philadelphia; Leona Ackley, Arnold Park, Philadelphia; John C. Allen, Philadelphia Toboggan Co.; Eric A. Arneith, Fisher's Pool, Lansdale, Pa.

B.

Mr. and Mrs. George Baker, Playland, Rye, N. Y.; Mr. and Mrs. Emery Boucher, Quebec Provincial Exhibition, Quebec City, Que., Can.; Mr. and Mrs. Alvin Esch, Esch-Rocco Co.; Mr. and Mrs. A. M. Brown, Buckeye Lake (O.) Park; Joseph H. Barnes, Adelphia Roller Rink, Philadelphia; Mr. and Mrs. C. L. Bears Jr., West View Park, Pittsburgh; J. D. Blake, Harry J. and Richard J. Bass, Pontchartrain Beach, New Orleans; C. D. Bond, Dodgem Corp.; Ray Bromley, Wesley Amusements; Mr. and Mrs. H. Belden, Riverview Park, Chicago; Al Bindow, International Mutoscope Reel Co.

C.

Mrs. Midge Cohen; Mr. and Mrs. John L. Coleman and Mrs. Lattie A. Colter, Riverside Park, Indianapolis; Frank Cervone, George A. Hamid, Inc.; John J. Caslin Sr. and Jr., Caslin's Park, Baltimore, Md.; Mr. and Mrs. J. W. (Patty) Conklin, Canadian National Exhibition, Toronto; John Logan Campbell, J. L. Campbell & Co.; Belle Cohen; Arch E. Chair; R. E. Chambers, R. E. Chambers Co.; Edward J. Carroll, Riverside Park, Agawam, Mass.; I. Luzern Custer, Custer Specialty Co.; Mr. and Mrs. A. Cleary, Riverview Park, Chicago.

D.

W. J. Devore, Coney Island, Cincinnati; Law and Ada Dufour, Dufour & Bogers; Ann Dreyfus; F. E. Dudley, Jantzen Knitting Co.; Mr. and Mrs. John R. Davies, Philadelphia Toboggan Co.; James A. Donovan, Dodgem Corp.; Joe Drambour; William del'Horbe Jr., Esch-Rocco Co.; Mr. and Mrs. J. H. Dickson, Cascade Plunge, Birmingham, Ala.

E.

J. W. Eberhardt, Cincinnati Zoo; Leo U. Eyerly, Eyerly Aircraft Corp.

F.

Mrs. L. E. Fink; Mrs. Minette Dixon Farrar, Lake Winnepesaukee, Chattanooga, Tenn.; Fred Fansher, Fred Fansher, Inc.; B. W. Frederick, Frederick Bros., Music Corp.

G.

C. M. Gerhart, Philadelphia Toboggan Co.; John M. and Budd Gurtler, Elitch Gardens, Denver.

H.

Paul H. Huedspohl, Jantzen Beach Park, Portland, Ore.; A. W. Hutchinson, Coney Island, Cincinnati; Mr. and Mrs. George A. Hamid, George A. Hamid, Inc.; J. B. Hickey, West View Park, Pittsburgh; A. R. Hodge, secretary National Association of Amusement Parks, Pools, and Beaches, Chicago; Mr. and Mrs. H. J. Humphrey, Badid Beach Park, Cleveland; Jack Horner.

I.

R. F. Irwin Jr., Woodside Park, Philadelphia; Harry A. Illions, Maynes-Illions, Inc.

J.

Mr. and Mrs. Darrell S. Jones, Buckeye Lake (O.) Park; W. St. C. Jones, William B. Berry Co.; Mr. and Mrs. O. B. Jenkinson, Point Pleasant (N. J.) Beach.

K.

A. W. Ketchum, Forest Park Highland, St. Louis; Mr. and Mrs. Abner K. Kline, Eyerly Aircraft Co.; Frank Kramer, Pontchartrain Beach, New Orleans; Benjamin and Joseph Krasner, Lakeside Park, Denver.

L.

Fred Lauerman, Lauerman Bros., Inc.; Max Linderman; Roger Littleford Jr., *The Billboard*; Mr. and Mrs. Richard F. Lusse, Forest Park, Chalfont, Pa.; Raymond and Florence M. Lusse, Lusse Bros., Inc.

M.

Ruth Meyer, Jantzen Knitting Mills; Joseph A. McKee, Palisades Amusement Park, Palisade, N. J.; W. P. Mangels, W. P. Mangels Co.; Ruth Monblat, Philadelphia Toboggan Co.; Mae Moore, Cincinnati Carousel Co.; Fred L. Markey, Dodgem Corp.; Gladys L. Mills, Custer Specialty Co.; James T. Mitchell, R. E.

Chambers Co.; W. C. McCastin, Phelan Faust Point Co.; Paul McDowell, Somerton Springs Pool, Philadelphia.

N.

Mr. and Mrs. J. Harwood Norton, Lake Compounce, Bristol, Conn.

O.

H. F. and Leah M. O'Malley, Playland, Rye, N. Y.; Polly Orr, Lake Winnepesaukee, Chattanooga, Tenn.

P.

Dorothy Packman, George A. Hamid, Inc.; Mr. and Mrs. H. Pickner, Lagoon Resort, Farmington, Utah; Fred W. Pearce, Fred W. Pearce & Co., Inc.; Charles Paige, Lusse Bros., Inc.-National Amusement Co.; Vernon D. Platt, Somerton Springs, Philadelphia; Mr. and Mrs. Eddie Pratt, Forest Park Highlands, St. Louis.

R.

Jack Rosenthal, Palisades Amusement Park, Palisade, N. J.; Mrs. Fred Rosenthal; R. Rees, West View Park Co., Pittsburgh; Mickey Rockford, Music Corp. of America; Mary Rooney, National Amusement Device Co.

S.

Edward L. Schott, Coney Island, Cincinnati; Mr. and Mrs. Herb and P. J. Schmeck, Philadelphia Toboggan Co.; Mr. and Mrs. Marvin Staton and Mr. and Mrs. Roy Staton, Springlake Park, Oklahoma City, Okla.; Mr. and Mrs. W. Carl Snyder, Frederick Bros. Music Corp.; Mr. and Mrs. Frank D. Shean; Mr. and Mrs. Leonard B. Schloss and Mr. and Mrs. Amby Schloss, Glen Echo Park, Md.; J. H. Smith, Cincinnati Carousel Co.; Joseph Shribman, General Amusement Corp.; Howard D. Stoneback, The Humphrey Co.; Mr. and Mrs. G. Schmidt, Riverview Park, Chicago.

T.

Mr. and Mrs. Cliff Thomas, Riverside Park, Indianapolis; Leonard Traube, *The Billboard*; H. G. Traver, Traver Enterprises.

U.

R. S. Uzzell, R. S. Uzzell Corp.

V.

A. Vazin, National Amusement Device Co.; Mr. and Mrs. E. G. Via, Camden Park, Huntington, W. Va.

W.

Ralph G. Wachse, Fred E. Wesselmann, and Shirley Watkins, Coney Island, Cincinnati; Hal Wilson, Lake Winnepesaukee, Chattanooga, Tenn.; Jack Whalen, Woodside Park, Philadelphia; Wenona Brothers, Jantzen Knitting Mills; Walter D. Williams, Humphrey Co.

Long Island Toll System Spreads to Lesser Beaches

FAR ROCKAWAY, L. I., N. Y., Dec. 14.—Tolls paid by automobiles and other patrons using certain beaches constitute an income of about \$10,000,000 annually to underwrite the cost of maintaining island watering resorts. No other region is so entwined in the toll system, as far as resort motor travel is concerned. To reach Rockaway, Long Beach, Jones Beach, Atlantic Beach, Rye Park, or a half dozen lesser spots the pleasure-seeking driver must part with a fee ranging from a dime to a quarter.

The toll system has proved a boon to solons who have been racking their brains for solutions to financial problems. Besides taxing motorists, Jones Beach, Long Beach, Rye Park, and Atlantic Beach have placed a charge on use of the beaches and have swelled revenues handsomely.

Smaller beach spots are in many instances right now drafting means of extracting fees. Next summer should see at least three or four additional toll points here, provided that necessary legislative enactment is achieved.

FIGHTING FEAR

(Continued from opposite page)

craft. We have been tossed about on a rough economic sea for more than a decade. About us drift the wrecks of countless other vessels whose captains have failed to find their star or whose craft have been too fragile to withstand the ceaseless beating of the storm. Perhaps we would do well to follow the example of those stalwart sailors of the seven seas, keeping our eyes to our compasses and charts and endeavoring to locate that star which will guide us to safety and security. There is such a star if we can but find it by brushing aside the fogs and clouds of doubt, confusion, and discouragement. I can point

it out for you, but it is your responsibility to see it and to follow its silvery beam.

Countless ages before the sun started the heavens for the first gorgeous sunrise, two times two made four. And countless ages after the sun shall have sunk in the West for its final sunset and this planet shall have vanished from the universe, two times two will still make four. The destructive forces which can erase a planet have not the power to change a fundamental fact. A million generations before Newton discovered the falling apple and gave to the world his discovery of the law of gravitation, the law of gravity was an operating force. And a million generations hence the law of gravitation will still be an operating force. Ever since the earliest history of mankind, faith, hope, courage, honesty, intelligence, love of freedom and the like have been these constructive forces which have ever raised men to higher and finer states and stages of civilization; and no foreign ideology can any more prevent man's progress to higher and finer states and stages of civilization than it can alter the facts and the truths of mathematics or prevent the operation of the law of gravity. These are of fundamental facts and forces. They originate from a source far beyond the reach and greed and mad ambitions of puny, putrid, political pirates.

Constructive forces are permanent; it is only destructive forces that are temporary. We have all noticed of late the dastardly work being done in some of the prostrate countries of Europe by the so-called fifth column, and we have also noted with equal horror the terror used as a new technique of modern warfare. Treason and terror are the twin tools of tyrants. But bombs nor barbarism, hate nor hypocrisy, ruthlessness nor revenge, can hinder man's progress to higher and better things.

Fun Is Gloom Chaser

I suppose that you are wondering by now what all this has to do with you and me. I have talked about the modern technique of fear. Fear acts as a potent drug. It paralyzes partially and temporarily the human mind; it freezes the heart; it suffocates the soul and strangles the spirit, causing confusion, apathy, helplessness, hopelessness, despair and, finally, disaster.

We have under preparation in this country at this time perhaps the greatest defense program in the history of the world—a magnificent army, a superb navy, a marvelous air force. But I ask, what good are cannons without courageous hearts behind them, what good are dreadnaughts without dauntless souls to man them, of what avail are peerless planes without patriotic pilots? In fact, of what value are any of the modern mechanized monsters of war without a magnificent morale both in the line and back of the line? That is where we fit into the picture. It has long since been proven that perhaps the finest antidote for fear is fun, and that is our business.

Fun is a gloom chaser; fun drives out discouragement and despair; fun puts aside pessimism, it lightens the heart and lifts the spirit and brings sunshine into the innermost recesses of the human mind, making room first for hope, then faith, then courage, then confidence, then determination, then achievement. Contrast for a moment the difference of the two pictures—the handiwork of fear on the one side, with helplessness and hopelessness and despair; on the other hand—the picture painted by fun, joy, contentment, and victory.

As Factors in Defense

I would like to digress here for a moment. Some of you may have remembered an election we had a few weeks ago. I was one of the 22,000,000 minority party who voted for the right man, but lost. I confess that on election night I scarcely was able to sleep, and for two or three days following the atmosphere was so blue around me you could not cut it with an ax. I was just the victim of what we are talking about, fear. I was a good example of what fear in even a moderate form can do.

However, I saw the star we have been talking about, and I came to the realization that there is no single man, no small group of men, no whole party that is as strong or as powerful as America and, therefore, no single man, no group of men, no whole party could wreck America so long as we had confidence in America. I made up my mind that if the fellow who believed in the other candidate and I both worked in unity and we all cut out fear, nothing in the world could permanently harm America. I maintain that if we do the kind of a job in this fighting of fear for defense that we expect the soldiers and sailors and pilots to do, we can be just as important a factor in the defense of our country as any department of the government service. All the battles are not fought on the sea or in the air or in the trenches. Well, how are we going to do it? Not by going around with sour faces and long noses and whispering lack of confidence and talking pessimism. No.

The first thing we have to do is to cheer ourselves up. We have got to buckle on the old armor of optimism, gird ourselves with the belt of courage, pick up in our hands those weapons of confidence and determination, and sally forth. We have got to paint up, clean up, build up our parks and pools and beaches, and carnivals and fairs. We have got to spend more time and money on advertising and publicizing our enterprises. We have got to reach into every nook and corner in our respective communities and encourage the thousands who have never known what fun is to be had at a park or a pool or a beach. And when we get them to our establishments we have to combine some patriotism with the profit motive. We have got to be more interested in filling our friends with fun than our tills with bills, more interested in making happy souls than glittering gold. And if we do that, at the close of each day we will find that the profits have very beautifully taken care of themselves and, in addition, we will enjoy a great sense of gratification as we see thousands of happy faces leaving our grounds in the realization that we have freed them from gloom and better fortified them to combat it in the future, thru the simple expediency of a day's fun.

And when at last this sad old earth shall again regain its equilibrium and the dove of peace shall again come down to earth we are going to enjoy a justifiable sense of pride in the knowledge that we as members of this great amusement armada have done a generous share in protecting our own land from the deadliest of all foes, in my judgment, that foe we call fear. Remember, treason and terror are the twin tools of tyrants. Fearlessness, faith, fortitude, and a fighting spirit are the allies of freedom. Only fearless men can long remain free. Only free men are truly fearless. "Breathes there a man with soul so dead, Who never to himself hath said, 'This is my own, my native land?'"

I do not believe, gentlemen, that there is a member of this industry whose soul is so dead that he won't rise to his country's call if and when he is needed, and do his part.

Yonder shines your star;
Before you lies your job.
So buckle on your armor
And sally forth to meet the foe.
If and when it shows its ugly face.

DETROIT.—Eastwood Park here will be host to the Michigan Showmen's Association at a New Year's Eve Frolic in the ballroom. Bobby Grayson's band has been booked.

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American Recreational Equipment Association

By R. S. UZZELL

Our recent annual convolve has most emphatically demonstrated the folly and weakness of division. There were two exhibits, neither up to satisfaction. There was no other way out. Many weary hours were spent in an endeavor to prevent the split-up with two weak exhibits. Wise counsel failed where hard facts of experience have shown what many of us anticipated—a most unsatisfactory exhibit experience.

It is too early yet to outline what the new set-up will mean to AREA, but of one thing we are all certain—never again will our members want to take their products up 19 stories on the outside of a building with the attendant hard work, delay, and added expense. R. E. Chambers Company paid truckmen some \$30 for waiting to move up where they could get under the tackle for drawing the exhibits up that long, cold, outside ascent. Let us hope for better treatment in 1941.

Markey Planning Program

The earnest effort of Ed Schott in producing a live and interesting program should be commended. He made it shorter than usual except for two numbers which ran very much over allotted time. This can happen to any program chairman when outsiders are called in. In some way they just lose the sense of timing, interesting the they may be. Perhaps limiting pages as well as time will help. No one reads a typewritten page in much less than five minutes. Asking for four pages on a 20-minute performance may help in holding new speakers to allotted time. It is easier to suggest than to get desired results, as all past program chairmen know.

Fred L. Markey comes to bat as 1941 program chairman. We can all be sure he will give it time and hard work and produce a creditable program. Already he is thinking of a new approach to sustain interest. If the New England program of 1940 is a criterion, and we think it is, we shall have an interest-sustaining meeting at the 1941 show. Fred is quiet and purposeful and has been assured of the helpful co-operation of all of his New England following as well as all others who know him.

Now that all live park subjects have been mulled over numerous times in 23 years, it requires ardent gleaning to

gather up enough for a three-day session. He wants suggestions now so as to choose and to find the right man to present the topic. After his program has gone to press it cannot well be changed.

Fanaher Presents Problem

Fred Fanaher should take a tib or an apron to the next convention. He makes a good "fall guy" but, with no protection, it is rough on shirt, collar, tie, coat, and vest. Perhaps an all-rubber suit would be a better solution. Wonder what would have happened if that solution had produced the expected amount of laughter. Hamid was only an apprentice barber; perhaps he will develop more skill. George cannot book his own act, so he has left it to the writer. We just must protect Fanaher's clothes or half of our act will strike. How to protect Fred's eyes from the latter is as yet an unsolved problem. The price of the act must advance with the rising cost of potatoes, cabbage, and carrots.

Our old friend Sinclair at Meyers Lake Park, Canton, O., is laid up temporarily for repairs. The old pump is taking an overdue rest. He is still good for a long run if he puts on the brakes at intervals. He has done a lot of hard work in building up that resort. Now we want him to cash in on the next two years of good business.

If "Andy" McSwigan could see the transformation at Kenneywood Park, Pittsburgh, it would gladden his heart. His son, Brady, and partner, Fred Henninger, have made the park the apple of their eyes and have it modernized and streamlined for the big increase of business the steel mills are producing for 1941. Frank Danahy, who has rejoined the staff after a long absence, will help reap an abundant harvest in the coming year. Vetter is back as mechanical superintendent after wandering far and wide. He says he expects to camp at Kenneywood the remainder of his active life.

The Pool Whirl

By NAT A. TOR

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

Open Letters

To Adrian W. Ketchum: First, permit this column to wish you the best of success in your new post as president of the National Association of Amusement Parks, Pools, and Beaches. You certainly deserved the post, and all of us in the beach and pool field know that you will carry the banners of the association to greater glories. I trust you won't think me forward if, immediately upon the heels of this greeting, I burst open with a suggestion. Now that you're in the driver's seat you must expect instructions from us in the back seat. I hope that the NAAPPB during the next year

will make an even greater effort than ever before to enlist new memberships from the pool operators' group. The pool boys must be made to realize that the organization is for their benefit and that they should join. Especially should the big appeal be made among managers of outdoor pools operated exclusive of parks, and also to those who run enclosed plunges. Those are the babies who have to be told more about the org. Most of the park men who control beaches and pools in conjunction with their playground projects are members. The men who don't have parks, who just run swim tanks, with perhaps a handful of side-line games and handball courts thrown in—they are the ones who have always believed the NAAPPB to be exclusively for park men. They are the ones who must be reached. That so many pool and beach fellows were noted at the various meetings of the recent confabs is proof that some interest exists.

To Laurence J. Johnson: That was a mighty purty speech you made, sir, extolling the virtues of AAU swim competition as business builders at the Chi convention. You made it sound very interesting and awfully appetizing. But don't say you never heard of AAU censorship. You mentioned that AAU races were sure-fire publicity getters for parks and pools, and in some instances that is so. But how about certain sections of the country where local AAU boards demand that all pools and beaches submit their advance publicity copy for the ock of the board? And how about when that board shoots back stories, deleting reference to the pool and its facilities, stating "it's too commercial." Then, of course, Mr. Johnson, you must admit that in those cases AAU swim races are just too much bother. It's always been this column's contention that oftentimes a small local meet, without a high and mighty AAU sanction, entices just as much interest from the press. One other point, Mr. Johnson, you also failed to mention in your convention speech—and that is the stupidity of some of your AAU officials in booking meets on conflicting dates. How can a pool attract publicity for its AAU races when another tank near by is also staging contests on the same day?

To Norman S. Alexander: You are to be congratulated again on the fine work done by your insurance committee. Your report at the confabs was most inspiring. It certainly is a shame that more park men do not avail themselves of the advantages of the co-operative plan—but what gets me is why pool and beach operators haven't become more interested than they are. It certainly is dangerous the way some of the pool men look upon insurance. Tell them about the NAAPPB insurance plan—as

I have done often—and they look at you as if you're crazy. "Oh, sure it's all right for park men, who have risks with Roller Coasters and the like—but for a mere pool operator it doesn't pay." That's their philosophy, and what can you do to break it? Can you imagine! I know of at least two dozen commercial natoriums throuthout the country, many of them plenty big, too, that are operating year in and year out without a single cent of insurance. Here's hoping it won't take a big accident to make some of the fellows realize! Maybe when Adrian Ketchum contacts the pool owners—if he does—he will impress upon them the advantages of the insurance project, which is one of the features of an NAAPPB membership.

Ventnor Pier Risk Is Paid

ATLANTIC CITY, Dec. 14.—Twenty three insurance companies which carried policies on Ventnor Municipal Pier have concluded tendering of payments aggregating \$92,000 covering damage to the pier by fire August 1. The auditorium, largest of the three pier buildings, was destroyed, but a smaller sunroom and a library were only partially damaged, as was the fishing pier. Until some decision has been reached as to what will be done to replace the auditorium, the site has not been fully cleared, and it is not expected that anything will be done to rebuild the pier until the new council organizes the first of the year and a pier committee chairman has been appointed.

With the Zoos

BOSTON.—When reporters asked Hoot Gibson why he was here last week, he replied, "I am here solely to visit the Hickory Tree Wild Animal Farm, because the proprietor, Charlie Phelan, is an old friend of mine and I want to see how he runs it." As a busman's holiday this probably wins some sort of prize, since Gibson, who flew here to make the visit, has spent nearly all his life around circuses, motion picture lots, or in training wild horses.

COLUMBUS, O.—August Wagner Animal House, long a hope of municipal zoo fans here, will be a reality next spring, as contractors are now at work on the building. It will embody several new ideas in housing and is designed for large animals. Building was made possible thru donations of August Wagner, civic leader. Quarters for two elephants, hippopotamus, and sea lions will be provided in the building. It will also include quarters for a rhinoceros, as yet unprocured. Outside runways for most of the animals will be built.

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THE AMERICAN RECREATIONAL EQUIPMENT ASSOCIATION held its annual dinner and meeting on December 2 in the La Salle Hotel, Chicago. About 50 members and guests listened to C. V. Starkweather, AREA's re-elected president.

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

Rawson Sees Dance Strides

Interest in international style amazing, honorary chairman finds on tour

CINCINNATI, Dec. 14.—A big advance in skate dancing in rinks of the Middle West is noted by Perry B. Rawson, honorary chairman of the skate dance committee of the Roller Skating Rink Operators' Association of the United States. The New Jersey expert visited the Sefferino Rollerdom on Tuesday and Wednesday as guest of William F. and Cap Sefferino after a swing around numerous RRROA member rinks. Expressing enthusiasm for the strides

made in the past two years and admiration for the manner in which skaters have taken to the international style, he predicted that skate dancing would be the most effective stimulant to rink business and the making of new skaters in the history of the industry.

"The way in which the skaters have become interested in the international style is amazing," he declared. "And the depth to which they have gone into it in serious work is evidenced by the intelligence and keenness of the questions asked. Many churches have become interested in rinks because of the activity being manifested by youthful members in skate dancing."

"The RRROA is not only promoting a sport in the new program but an exercise and an art. The interest will grow greatly in the future. Only real rink patrons have been enlisted so far, as we have not yet begun to work on the general public."

FLYING MARVELS, roller-skating act, recently headlined the floorshow at Club Mayfair, Detroit.

PALACE Roller Rink, Camden, N. J., is staging Friday night snowball parties for remainder of winter.

NILES AND JO-AN, roller skaters, have returned to Stamp's Cafe, Philadelphia, as part of the holiday shows.

ROLLER rink has been opened in new Greenwood Avenue Armory, Columbus, O. Sessions are held each afternoon and night.

COLISEUM Roller Rink, Orlando, Fla., is the nightly mecca of soldiers quartered in an army camp in the city, many of whom are learning skate-dance steps, reported Mr. and Mrs. Ken Davis.

THEO a summer spot, River Garden Rollerdom, Healdsburg, Calif., is operating four nights weekly during the winter, reported Manager Armand J. Schuab Sr. Healdsburg merchants sponsored a county roller skating meet at the rink on November 24. It was directed by Tri-State Roller Skating Association. There was competition in waltzing, couple and solo figure skating, and accounts skating. In all 18 trophies were awarded winners and runners-up in individual and club competition. Judges were Tom Meaghan, former professional roller skater, now connected with Sonoma Ice Rink, Santa Rosa, Calif.; Charles Young, Sacramento, and Charles Stahl, Oakland.

BUSINESS at Mills-Hi Roller Rink, Denver, is par with that of last year, according to Manager Carl C. Johnson, and he anticipates a spurt early in 1941. Armistice Day party was successful, and a party is planned for New Year's Eve. Prizes will be given useful souvenirs on Christmas night. System of printed programs and an electric sign on the organ left to flash the corresponding number is to be inaugurated. Beginning on New Year's Eve there will be public skating nightly and reservation of one night a week for private parties will be discontinued. Floormen Herb Belzandine, Skippy Swanson, and Pop Ginsburg and Instructress Mary Colelet have new uniforms. Club now has 268 members and much enthusiasm is being shown for dance and figure skating classes. Each Monday night a club member receives a prize in a drawing.

FINALS in a State racing meet at Fair Park Roller Rink, Dallas, on December 1-3 drew over 800 nightly. Jack Walker, Dallas, won the State championship, awarded on points, placing first in the five-mile race, second in the two-mile race, and first in the one-mile. F. M. Tinkler, Dallas, was runner-up with 70 points. He placed third in the half-mile, second in the five-mile, second in the one-mile, and second in the two-mile races. Winner of third place was Charles Whitman, Dallas, with 40 points. Vera Windsor, Dallas, was winner of the half-mile race for women. Dorothy Bradley, Houston, was awarded the sportsmanship medal for women, and B. C. Bailey, Fort Worth, won on a similar medal for men. Winners in consolation races were Charles Young, Dallas, quarter mile; Mark Leubner, Dallas, half mile, and Harold Bailey, Fort Worth, one mile. B. L. Houston, manager of Dallas



JOHN BALAZS, "The Flying Shoemaker of Los Angeles," who is on a 25,000-mile tour of the United States and Canadian territory on Chicago roller skates. Beginning his tour at Los Angeles on April 15, 1940, he visited the New York World's Fair in July and plans to pass thru every State on his 500-mile-a-week journey, returning to Los Angeles on April 15, 1941. Balazs began long-distance skating 12 years ago to cure a stomach ailment. His only equipment is an 18-pound knapsack.

In Fred A. Martin's Arena Gardens Roller Rink to the point where near-capacity crowds are on the floor. Wednesday night attendance is especially heavy and progress in bronze medal dancing, taught on that night, has been notable. Skaters in the Thursday night silver medal classes are given diagrams of steps at the beginning of each new dance series as an aid to them. Speed skating club is meeting six times monthly under supervision of Jess Bell. Many new skaters have joined and plan to take tests. Gift contest series, which began on November 2, will be continued into spring. Each week a pair of shoes and skates is given to a man and woman. Three contests were held in connection with the annual turkey hunt on Thanksgiving Eve and 20 birds were awarded. Fifth edition of the Arena Gardens Roller Skating Club Year Book is expected to be ready for publication about December 25. Preparations are being made for a New Year's Eve party. Noise-makers and souvenirs have arrived and organist Russell Bice is preparing a special musical program.

AROUND THE GROUNDS

(Continued from page 41)

past when December 31 was the deadline. Total represents a 1.52 per cent reduction, Ammon said.

GREENFIELD, Mass.—Debt of \$30,000 incurred in 1926 by Franklin County Agricultural Society has been reduced to \$3,800, according to the association's annual report to the State department of agriculture. Payment of \$1,100 was made this year. Balance of \$300 is on hand for 1941. Receipts in 1940 were \$12,788.44, of which \$7,424.94 came from ticket sales. Attendance was estimated at 22,000.

COOPERSVILLE, Mich.—Mrs. Harvey Walcott, secretary of Ottawa and Kent Agricultural Society here, reported a storm about three weeks ago did considerable damage to the fairgrounds. It leveled the grandstand, judging stand, and race track lighting system; tore off most of the roofing on the horse, hay, and cow barns; loosened the art hall from its foundations, and broke windows in other buildings. Secretary Walcott had planned to attend the Chicago meeting of the International Association of Fairs and Expositions, but she decided otherwise in view of storm damage and the society's annual meeting that week.

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GAGAN BROTHERS
 444 Second St., EVERETT, MASS.

parks, presented trophies on the final night, which featured a broadcast of the event. Sunday night speed racing at Fair Park Rink, abandoned for the holidays, will be resumed early in January.

FORT THOMAS (Ky.) Roller Rink, recently leased from William Stegeman by Mr. and Mrs. E. R. Eyer, operators of Eyer's Roller Rink, Anderson, Ind., has inaugurated novelty programs and international-style skate-dance classes, said Mrs. Eyer, who is in charge of the rink. The Eyers obtained a one-year lease, with option for another four, she said. Eyer has remained in Anderson to manage the rink there. Dance classes are held on Wednesday night and Friday afternoon, the latter for women. Equipment was brought to Fort Thomas from Anderson. Prior to the November 30 opening, attended by a fair crowd who witnessed an exhibition of international steps put on by a group of 30 Anderson skaters, the rink was closed several days for redecorating and sanding of the floor. Charles Pickett, a bronze-medal skater, accompanied Mrs. Eyer to Fort Thomas to work as floor instructor.

TREND toward good skate dancing in Detroit has boosted attendance at Wednesday and Thursday night classes

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For Shoe Attachment

Hartmann's

Broadcast

SEVERAL weeks ago we ran an item about the large number of former circus men in the carnival business this year, and gave the names of some of those who entered it in 1939 and 1940. Later we overlooked the names of others whom we overlooked, and as a result of requests, also ran the names of still others who previous to 1939 had been with circuses and were with carnivals this year.

We now have a list of such men from Frank J. Lee, press agent of the Greater United Shows. "I know that you know yours truly has been in all ends of the outdoor show business in 10 to these many years," writes Frank. "Having broken in on the Con T. Kennedy Shows in 1908, naturally I know many others who have been both circus and carnival agents, so here are the names of fellows who were located on the shows mentioned when I met them: last: Ed. Bauer, West Bros.; Bill Oliver, Rubin & Cherry; Eugene Cook, J. F. Sparks; Roland Davis, Texas Exposition; Jack Edwards, Greater United; Walter B. Fox, United American; Bill Fleming, Strates; George Alabama Florida, Keystone; Clint Finney, Goodman Wonder; Harry Gordon, Crowley's United; Arthur Hoffman, International Congress of Oddities; William Judkins Hewitt, Eric B. Hyde; Les Hutchinson, Crowley's United; C. N. (Pop) Hill, Greater United; Bill Hicks, Blue Ribbon; Roy B. Jones, Sol's Liberty; Charles A. Koster, Little Fozes; H. B. Shive, Globe Medal; Steve Kunkin, World of Pleasure; Rex Lee, Bantley's; Al American; Jack (Red) Lang, Monarch Exposition; Rube Liebman, Imperial; Clyde Malloy, World of Pleasure; Roland Douglas, World of Mirrh; Freddie McDaniels, P. H. Bee; Nic Wagner, Golden States; Al (Big Hat) Fisher, Archie Clark; Jack Kelly, Sol's Liberty; Eddie Moran, Pete Wright Exposition; Omar J. Kenyon, Beckmann & Gerety; Arthur Hockwald, White Way; Vic Canaries, Showley.

"All the agents mentioned in this list are thoroughly experienced, the majority having been in the outdoor game a long time and are personally acquainted with me."

And here's a note from Jack F. Fenelon on the same subject: "You have been asking for the circus men who are now in the carnival field to let you know what they are doing. Well, I have been with the Goodman Wonder Show for the last two seasons as police officer and am more than pleased at the treatment I have received from Max Goodman and all connected with his show."

THOMAS J. FEELY, of Baltimore, Md., was very much interested in the defense we put up for animal acts and trainers in this corner recently. The not a trainer, Feely has been trying to get into the wild animal training game but without success.

"I have worked around lions, tigers, pumas, and bears and know nearly every trainer in the business," he writes. "You asked animal trainers to answer the statements made by Mr. Rehbeck, but what he wrote was comparatively nothing compared to Jack London's book, *Michael—Brother of Jerry*, published by Grosset & Dunlap, New York, also the Macmillan Company.

"The American Humane Educational Society of 180 Longwood Avenue, Boston, issues pamphlets against animal training. In one there is a picture of 'Dutch' Ricardo and in another a picture of Bruno Rodtke and his lions."

"Mr. London's book centers around vaudeville, which has seen its best days. The Jack London Club members are supposed to get up and leave an audience until an animal act is over. It would be almost impossible to see a present-

day circus and live up to that. The book was written in 1918, yet trainers today must suffer for what happened 25 years ago.

"You may do as you please with this letter—rewrite it and perhaps use some of it in your column, or throw it away.

"Thanks for your interest in animal training and for upholding trainers in the eyes of both the public and the profession."

BY THE time this appears in print Julius Cahn, secretary of the Keauonee County Fair, Luxemburg, Wis., will be on his way to Miami, Fla., or maybe he's already there.

Julius, as usual, had a gay time mingling with the fair and show boys at the Chicago outdoor meetings early this month. At that time he didn't know whether he would go to California or Florida this winter, but he has since decided on the usual trip to Florida, where, as he puts it in a letter, "I expect to stay and roam around under the famous moon for awhile (if I find the girl to admire it with) and wind up my trip at the big fair in Tampa (if the dough lasts that long). Of course, I wouldn't miss the fair at Largo, Winter Haven, Orlando, etc., either. Will have plenty of time this year to take them all in."

Just noticed that this wasn't all he wrote. There's another line, and it reads: "If I should happen to run short of funds, I will certainly call on you." But we shouldn't be worried about that, because if we had Julius' b. r. we'd probably go south, too.

ELEANOR COLLINS acknowledges, with gratefulness, details of the death of her father, press agent, which we sent her at the time of his passing last summer. "It was very good of you to give me all the information," she wrote from London, where she resides, on November 15, "and I cannot tell you how grateful I am. Except for yourself, I would not have known the cause of his death, nor the date, etc. Daddy often spoke of you when he was home, and he used to send you articles at times. He said you had been good to him, and for that and your letter to me I wish to thank you again."

Out in the Open

By LEONARD TRAUBE

Those Salaries Again

THAT controversy about salaries to wild animal trainers is in again, but this time your humble servant is being spanked. B. H. Nye, an accomplished cynic, observes from his promotional lair in Bluefield, W. Va., that the subject is giving him a pain. We should be grateful that he doesn't say where. He chirps:

"Haven't popped off lately—so let's go! The comment on the San Antonio Zoo's \$75 per month for a trainer is giving me a yawn." That's better than a pain, anyway.

"Once you let that sort of thing get started, you are going to be flooded with mail setting forth similar cases wherein show managers offer band musicians salaries of \$12 to \$16 per week, and as low as \$1 per day in the winter." If the mail has to come in, we won't squawk. Things are very lean right now.

"Surely musicians, too, are men who have spent years in learning a profession. And vaudeville teams at \$25 per week! These wages are on a pay-your-own basis. Perhaps the bossman in San Antonio has had a knowledge of or training in the show business, too." Maybe that's the trouble.

"I agree most emphatically that the figure which has caused the furor is too d—d low, but why single out one particular instance, when we know that there are too many like cases in the business?" Now that's a fine point and we trust B. H. is not serious, because if he is we can track him to his den very cutely. As we said last winter to a very famous circus, one subject at a time please.

Notes From

The Crossroads

By NAT GREEN

RETURNING from the Iowa fair men's meeting in Des Moines Wednesday (11) we expected to find few showmen remaining on the Magic Carpet at the Hotel Sherman, but many are still in Chicago and the wives have been making the most of their opportunity to visit the State Street shopping centers. The street has taken on a gay holiday atmosphere and stores are overflowing with customers, presaging a profitable holiday season. The stores are using less holiday talent than in former years, but have gone to town on decorations and mechanical displays that will attract children. At Mandel Brothers, Joe Coyle (Ko-Ko!) is making the kiddies happy, and at Goldblatt's a big midget show is being presented by Jack (Abie) Tavlin. Amusement Corporation of America executives have been holding business meetings daily, but most of them will be heading south by the time this is in print. Mr. and Mrs. Lew Dufour left on Sunday (8) by auto for Mexico City. On their return they will visit New Orleans, Mobile, and Fort Benning, Ga., and plan to arrive at Miami for New Year's Day. Frank D. Shean and wife left by auto Monday for New York, and Cliff Wilson departed for Florida. The Dufours, Sheans, and Wilsons will meet in Miami for their annual New Year's party.

The J. W. (Patty) Conkling left early last week for their home in Canada and planned to stop for a visit with their son, who is attending a Canadian private school. . . . Congratulations to Bob Lohmar on his election as president of the Heart of America Showmen's Club! . . . L. C. (Curly) Reynolds, one of the owners of the Reynolds & Wells Shows, left for Kansas City with the intention of making the Des Moines convention, but was taken ill and entered Memorial Hospital in K. C. . . . A letter from Thomas H. Canfield, former manager of Minnesota State Fair, indicates he's still a fair man at heart, tho' he's now running a hotel in Glendale Calif. Tom was strongly interested in a central office for the IAFE and still thinks it would be a good idea. . . . Starr DeBelle got some nice publicity for Ray Marsh Brydon's

break show while he was in Chi. The *Daily Times* carried a half-column item under the heading "A Grasshopper Boy Jump Into the News. . . . Ever so often Frank Gavin, former circus man, breaks into print. The December 8 issue of *The Omaha World-Herald* carried a story about Gavin and his 345-acre farm near Audubon, Ia., along with a three-column picture of Pawnee Bill, Gavin, and the late George Miller, of the 101 Ranch.

The banquet show at the Iowa fair men's meeting again demonstrated that it's a flock of headaches for the man who handles it. It was a good show, in the main, and "Deak" Williams did a good job of handling it. But it was too long drawn out and a few things crept in that should not have been counted. One small booking office had three acts on the bill, and that's bad. From long observation and listening to the remarks of spectators, it seems to us that a shorter bill, holding each office to one act, would be much more satisfactory. And we're still of the opinion that a master of ceremonies will make friends and earn the gratitude of the audience by merely announcing the acts and allowing them to go ahead with their offerings without further ado. And the reaction of the audience bears us out in these sentiments.

The International Livestock Show claims an all-time attendance record of 461,000 this year. Yet, according to B. H. Heide, general manager, the show always closes in the red. "Every year," says Barney, "I have to go out and solicit donations from good friends of the show." While it is primarily educational, offers \$100,000 in prizes, and receives no State or federal appropriations, it would seem that a show drawing close to half a million attendance would at least break even. Perhaps too great a proportion of the attendance comes in on passes!

Max Goodman has completed his work in Chicago and left for North Tonawanda, N. Y., to buy a couple of tides. He will go on to New York. W. H. Hohenadel, editor of *The White Fox*, in from Rockelle, Ill., with his wife on his and pleasure. Billie Burke, Stadium treasurer and manager of the Sonja Henle ice show, jumped in from St. Louis, where the Sonja Henle show played last week, for a couple of days' visit.

A few weeks later a trainer with another carnival said he would teach me how to handle cats if I would pay him \$300 for a course of instruction lasting about six weeks. After the course he would let me work with three other lions in another drome at \$50 a week. I doubt if he got that much himself.

"I worked for a wild animal farm in Massachusetts for \$5 a week, plus room and board. There I was supposed to work a trained male tiger and break and work two three-year-old lions. I stayed there about five weeks and quit. A showman in Texas wanted \$50 a week for six weeks' instruction.

"I've been interested in animal training for the past seven years, but it is the printing trades which have supplied me with a living, or at least an existence. I wanted to be an animal trainer long before I ever saw a print shop. I am 23 years old, five feet nine inches, and weigh 140 pounds."

This is one of the most sincere letters this column has ever received. Probably one of the reasons the circus is dying is that not enough young people are being encouraged to join the ranks. The correspondent's complaint is nothing new, but it deserves some attention in a show business whose life must be snuffed out without the presence of young people who are coming up to succeed their elders.

Marie Mang, remembered as an aerial-act and a very good one, is in the home-made candy business in New York. A menu she encloses with a note makes my mouth water. There's nothing more appropriate than a gift of the Mang variety at yuletide (adv.).

New Chicago Office Address at 155 N. Clark Street

On Saturday, December 21, the Chicago office of *The Billboard* will move from 54 West Randolph into its new quarters on the 12th floor of the Ashland Building, 155 N. Clark Street. Telephone numbers will remain the same—Central 8480.

To those unfamiliar with Chicago, the Ashland Building is at the corner of Randolph and Clark streets, directly opposite the Hotel Sherman.

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Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

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ATTENTION, AUTHORS — FIRST CLASS CLUB material wanted by humorist. Smart, up to date songs especially. HARRY MILFORD, Van Voorhis, Pa.

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EARN WHILE TOURING — EXPERIENCE UNNECESSARY. Sell Originals, 9x11 Blue Signs, Scriptural Motives, Changeables. Write now! KOEHLER'S, 335 Goetz, St. Louis, Mo. de28x

LOCAL AGENTS WANTED TO WEAR AND demonstrate suits to friends. No canvassers. Partial payment plan. Up to \$12.00 in a day. Experience unnecessary. Valuable demonstrating equipment, actual samples free. PROGRESS TAILORING, Dept. M-117, 500 Throop, Chicago.

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20 GIANT RHESUS MONKEYS, \$17.00 EACH; Cassowary, \$250.00; Female Chimpanzee, \$250.00; other stock. Send for list. WARREN BUCK, 420 Garden Ave., Camden, N. J. de28

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FOR SALE — ROLLER RINK, COMPLETELY equipped; Hammond Organ, fountain, skates, display. Real bargain, \$1,500 down. Priced right quick sale. BOX C-638, Billboard, Cincinnati.

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START MAIL ORDER BUSINESS — FORTUNES have been made in typewriters alone. Send 25c for our 6,000 idea and item catalogue, or \$1.00 to make you a member of Typewriter Exchange. STANDARD PRODUCTS COMPANY, Howell, Mich.

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Forms Close Thursday for Following Week's Issue

(12-21-40)

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City, N. Y. j11x

LATEST 216-PAGE ILLUSTRATED Professional Magic Catalogue of Tricks, Books, Supplies, Ventriloquist Figures, etc., 25c. KANTER'S, 1311 Walnut, Philadelphia, Pa. de21x

MISCELLANEOUS

ARE TRICKS YOUR HOBBY?—OUR COLLECTION of ten Novelty Jokes, postpaid \$1.00. KANT NOVELTIES, 323 Third Ave., Pittsburgh, Pa. de21x

M. P. ACCESSORIES AND FILMS

NOTICE

News and display advertisements of interest to roadshowmen will be found in **The Billboard's** new film department. Look for "Non-Theatrical Films" in the index on page 3.

A LARGE CATALOG OF NEW 35MM. ROADSHOW Attractions from \$10.00 to \$300.00. Also Westerns, Comedies, Action Pictures. BUSSA FILM EXCHANGE, Friendship, Ohio. de21

AMAZING BARGAINS IN 35MM. FILMS — Also pair R.C.A. Portables, 35MM. Sound, cheap. Complete outfit. STANDARD FILM SERVICE, Charleston, W. Va. de21

AMAZING BARGAINS — 16MM. SOUND AND Silent Film, Equipment and Accessories; used Ampro, Victor Sound or Silent Projectors, cheap; easy terms. ZENITH, 308 W. 44th St., New York. de21

AMBITIOUS?—SHOW TALKIES THEATRELESS Communities. Sound Equipment. Weekly Programs rented. Used 16MM. Sound Projectors, \$95.00. ROSHON, 521 E. State Theatre Bldg., Pittsburgh. de21

"ALL-AROUND" REFLECTOR COMPANY'S New Motion Picture Reflector; Guaranteed to Increase Screen Illumination 40%. BOX 1967-K, Cleveland, O. de21x

BARGAINS IN USED PROJECTION MACHINES. Opera Chairs, Screens, Spotlights, Stereopticons, etc. Projectors repaired. Catalogue \$ free. MOVIE SUPPLY CO., 1318 Wabash, Chicago. j49x

EXHIBITORS — COMPLETE NEW STEREOPTICONS, \$15.00-\$25.00 from factory. Has color wheel, adjustable lenses. Catalog free. CROMBERG STEREOPTICON WORKS, Sycamore, Ill. j49x

FOR SALE — BUCK JONES 5 REEL SOUND Feature, \$6.50. Good Silent Features cheap. TEXAS ROADSHOW EXCHANGE, Alvin, Tex. de21

FOR SALE CHEAP — 35MM. SOUND PRINTS. Features, Westerns. Also 1 Sound and 1 Silent Projector. BOX 311, Gainesville, Fla. de21

RELIGIOUS FEATURES AND COMEDIES — 35 and 16 in Sound. Silent 35 only. E. ABRAMSON, 7204 N. Sheridan Rd., Chicago. fe1

RENTAL — 16MM. AS LOW AS \$10.00 WEEK; catalog free. 35MM. sale Films, Projectors, Lamps, Supplies. CENTRAL FILMS, Box 163, Hastings, Mich. de21

SOUND PROGRAMS — 35MM. RENTED, \$7.50 two nights; \$15.00 week. Equipment. List free. Silent Features, \$5.00. SIMPSON, 1275 S. Broadway, Dayton, O. de21

TWIN WESTERN ELECTRIC 35MM. SOUND Film Projectors, Double Amplifier, Pre-Amplifier, Speaker, Thrower Switches, Cables, 1,000 Watt, three Suitscases, 7x9 Perforated Screen. Original cost, \$3,300.00; special, \$345.00 complete. Trades accepted. Easy terms. Many other bargains. 8-16-35MM. National Film Library. Catalogues. MOCULL'S, 29 W. 48 St., New York. de21

35MM. BARGAINS—SOUND SUBJECTS, \$2.75; Features, \$12.00; Silent Features, \$5.00; Odd Sound, \$1.35. BEDNER FILM SERVICE, 5300 S. Talman, Chicago. de21

PARTNERS WANTED

ACTIVE PARTNER WITH \$500.00 FOR "Black Magic Miracles," never before shown in America. Address J. PATEAU, 1122 Tulane Ave., New Orleans, La. x

PARTNER WITH \$4,000.00 TO HELP OPERATE new show boat. New good deal. HOUSTON, 18 E. Fourth St., Cincinnati, O. de28

PHOTO SUPPLIES AND DEVELOPING

ALL 4 FOR 10c OPERATORS—CUT PRICE ON all Machines and Supplies. Full Length Camera. WABASH PHOTO SUPPLY, Terre Haute, Ind. de21

ABSOLUTELY BEST DIRECT POSITIVE BUY— New Portable Double Unit, with cool fluorescent lighting system. Takes both 1 1/2" x 2" and 2 1/4" x 3 1/4" pictures. Send for general catalog and information on new metal precision enlarger-producer. MARKS & FULLER, INC., Dept. BC-540, Rochester, N. Y. j49x

Show Family Album



SOME showfolk who were on tour with Hagenbeck-Wallace Circus, season of 1915. Left to right are Bert Cole, Oscar Lowande, Mr. and Mrs. Robert Cottrell, Louise Powell, James Robinson, Mrs. Oscar Lowande, Mrs. Dallis Julian, Fred Ledgett, Gilbert Eldred, and Mr. and Mrs. Bud Gorman.

The **Billboard** invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, **The Billboard**, 25-27 Opera place, Cincinnati, O.

DIME PHOTO OUTFITS CHEAP—ALL SIZES. Better drop in and see them. All the latest improvements. Bargains. P. D. Q. CAMERA CO., 109 E. 35th St., Chicago, Ill. j49x

DIREX DIRECT POSITIVE PAPER — NO FADING, best gradation, highest speed. THE POSITIVE CORP. OF AMERICA, 244 Fifth Ave., New York, N. Y. mh1x

ROLLS DEVELOPED — TWO PRINTS EACH and two Free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1c. SUMMER'S STUDIO, Unionville, Mo. j411x

SALESMEN WANTED

SELL BUSINESS CARDS, STATIONERY, BOOK Matches, Gummed Tape, Restaurant Necessities, Salesbooks, Advertising Specialties, Pencils, Picture Cards, Tags, Pricing Sets. Lowest prices. 40% commission. Experience unnecessary. Free deals. Sales portfolio free. WILLENS, 2130 Gladys, Dept. 512, Chicago. x

SCENERY AND BANNERS

BEST CARNIVAL SIDE-SHOW BANNERS AND Pictorial Panels — Positively no disappointments. NIEMAN STUDIOS, INC., 1236 S. Halsted St., Chicago, Ill. de21

At Liberty Advertisements

Figure TOTAL Number of Words in Copy at
5c a Word—FIRST LINE IN THIS STYLE TYPE
 2c a Word—FIRST LINE IN THIS STYLE TYPE.
 1c a Word—ENTIRE AD in this style type.

Minimum 25c Cash With Copy

AT LIBERTY ACROBATS

BAR PERFORMER — AERIAL OR GROUND Bars. LOUIS OCZVIRK, Always Billboard, Woods Bldg., Chicago. de21

AT LIBERTY AGENTS AND MANAGERS

Adverse Agent with Car—Reliable and know all Territory. Can book anything with merit. Write Jack Draxton, Park Hotel, Columbus, O. de21

Agent With Car — Book Route Attractions for schools, theatres, dance orchestras or vaudeville units. Sober, reliable, years experience. Join immediately. H. Bernard, General Delivery, Columbus, Ga. de21

Money making campaigns for Clubs and Organizations. Specializing in Police and Firemen's Benefits. I guarantee very profitable results. J. W. DuFort, 23, Box 95, Seattle, Wash. de21

THEATRICAL PRINTING

CHRISTMAS AND NEW YEAR WINDOW CARDS for advertising holiday attractions. Non-binding 14x22 cards, \$3.00 per hundred. TRIBUNE PRESS, Fowler, Ind. de21

DATED HERALDS — LARGE SIZE (4 1/2 x 12), \$1.25 per 1,000. Five Date Changes. (All 16MM. Releases.) NONPAREIL PRINTING, 812 Stanton Way, Pittsburgh, Pa. x

FREE BUSINESS CARDS — 125 STREAMLINED Letterheads, Envelopes, Cards, \$1.00 postpaid. Five hour service guaranteed. Samples 10c Postage (refundable). JOHNSON, 939 Windsor, Chicago. de21

NEARGRAVURE EMBOSSED STATIONERY — Flashy Letterheads in colors. Magician, Orchestra, Midway, Fair, Clown Illustrations. Samples free. SOLLIDAYS, Letterhead Specialists, Knox, Ind. de21

WINDOW CARDS—14x22 ONE COLOR, 100, \$2.50. 50% deposit, balance C. O. D., plus shipping charges. THE BELL PRESS, Winton, Penn. x

WANTED TO BUY

STEAM CALLIOPE—NEITHER TRUCK NOR boiler necessary. HOUSTON, 18 E. Fourth St., Cincinnati, O. de21

At Liberty for 10-11—Carnival General Agent, 20 years' carnival experience. Know conditions, fair and celebration necessities. Show good will. Rate made very profitable (with or without gate). Have been with railroad shows, also large trunk shows. Work for the interest of my employer. Am 44 years old, married, neat appearance, sober, on the job 24 hours per day. Can book some fairs over for 1941. Write for salary until April 2. Address Box 221, care The Billboard, 300 Arcade Bldg., St. Louis, Mo. de21

AT LIBERTY BANDS AND ORCHESTRAS

OPEN FOR LOCATION after January 12th. Red Raven Orchestra. Victor and Decca records; 9 men (a versatile swing-jazz band). Wisconsin's finest commercial and swing band. LAWRENCE DUCHOW, Hilbert, Wis. j41

JACK FROST ORCHESTRA—AVAILABLE FOR Christmas week and New Years in this territory. 8 men, union. Real attraction. JACK FROST, care Bloomburgs Orchestras, Hagerstown, Md. de21

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "Blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

3-PIECE SWEET SWING TRIO—PIANO, Drums, Sax doubling Violin. Vocals. Available Jan. 5th. Desire location nite club, hotel, Sober, reliable, especially capable. Union Licensed bookers, within 300 miles, write EVERETT SWANGER, Clearfield Co., Clearport, Pa. de21

Five Six Piece Sweet Swing Orchestra—Excelling long engagement, now available for good, reliable bookings. Piano, Drums, String Bass, Doubling Electric Guitar or Violin, Tenor Sax, Doubling Clarinet, Trumpet and Trombone doubling second Trumpet; also four Vocalists. Write or wire Leader, 4035 Harvard Lane, Toledo, O. de21

Red Williams and His Orchestra—Modern 7-Piece Dance Band. Play sweet and swing. Available for location or tour December 20. Latest equipment, large library, Radio and stage experience. Red Williams, 131 Main St., Riverview, Ala. de28

The South's Finest 8-Piece Orchestra and Girl Singer — Together 8 years. Available Jan. 4. Solid swing or commercial. Professional uniforms. Only reliable clubs, hotels, contact Leader, Forrest Hotel, Huntington, Miss. j44

8 to 12 Piece Latin-American Orchestra—Com- pletely equipped, uniformed, with featured artists. Desires. At Liberty after February 1. Write Jose Listona, care Majestic Pictures, P. O. Box 17, Rockham, Mass. de21

AT LIBERTY CIRCUS AND CARNIVAL

ANNEX ATTRACTION FOR STORE SHOW OR Museum — Complete flash, wardrobe, blow up, etc. Can join at once. State all. LEE-LESTRA, care Parsons, 128 School St., Manchester, Mass. de28

AT LIBERTY COLORED PEOPLE

SONG STYLIST, PIANIST, ENTERTAINER — Handsome soprano male for lounges, bars, small clubs, classy spots. Travel. Three years here. Casino ends Dec. 21. ROD ANDRE, Eator Rapids, Mich. de21

AT LIBERTY DRAMATIC ARTISTS

Leading Lady and G. B. and Mermaid Man—Age 22 and 28. Nice appearance, experienced. Specialties, good business, fast study. Work as cast. Join on wire; go anywhere. M. & M. Team, 1616 Evans St., Omaha, Neb. de21

Three Useful People. The Cellars, Jack, Luella, Margaret. Play Piano, Piano-Accordion, Guitar. Handle responsible line of parts. Harmony singing and novelty specialties. Man capable director. Put on concerts and make them go. Have car and home trailer, also riding plans. Reasonable salary accepted for rep, mod or circ. You state salary. Write or wire Jack Collier, 2216 George St., Anderson, Ind. de21

AT LIBERTY MISCELLANEOUS

Attention, Bandleaders—Experienced Bus Driver and also can fill in as relief Drummer. Would like job driving and playing with some name band. Can furnish full references for either. Write or wire Red Williams, 2508 4th St., Santa Monica, Calif. de21

Clowns — Clubs, parties, fairs, indoor and outdoor dates. Musicien. Originator Laugh Provoking Product. Best of wardrobe. Produce single, double, trio or bunch numbers. Box 460, Billboard, Chicago, Ill. de21

AT LIBERTY MUSICIANS

SAXOPHONE, CLARINET. Alto or Tenor—Take-off, play sweet or swing. Show experience. Married, sober, reliable. All locations considered. DICK WATTS, Knightstown, Ind. de21

1ST OR 3RD TRUMPET — BOX 635, Bensenville, Ill. de21

A-1 TRUMPET — SIGHT READ, TONE, RANGE Double Piano, Experienced night club and road bands. Prefer small location band, but will accept road work if salary is right. GEORGE ROY, 208 N. Macy St., Fond du Lac, Wis. Phone 2105. de21

ACCORDIONIST — AGE 27, MARRIED, READ Fake, fine instrument. Union. Radio and touring experience. Desire reliable offer. Location only. Salary must be good. BOX C-640, care The Billboard, Cincinnati, O. de21

DRUMMER — 19, EXPERIENCED, NATURAL sense of rhythm, creative, rudimental. Forced to quit last job because of ptomaine poisoning; healthy now. Good appearance. Consider all offers. Ambitious. New pearl drums. ARN SALMON, Stockham, Neb. de28

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by SAM ABBOTT—Communications to 1564 Broadway, New York

Fur Season Slow on Getaway But Demand Sets New Record

Trend to better merchandise noted as firms increase staffs to take care of shipments—reports agree that part of defense money is going for 1941 designs

NEW YORK, Dec. 14.—Altho the season for furs was late getting under way this year, dealers here report a definite trend to better merchandise and increases in business in both volume and number of customers. Tardiness of the buying trend was attributed to the mild weather. Business increases were attributed to the work being done over the country as part of the national defense program. Brian Eward, of Andrew Paul & E. Arkas, says that his firm makes about 100-odd items and that it is difficult to single out any one that has had exceptional demand. He adds that business is well over last year's figures and that more class merchandise has been shipped. Salesboard operators are pushing furs as a cold weather item, and many have reported unprecedented success with them.

Big Over 1939

S. Angell, of the firm of the same name, declares that his business is up this year as compared with 1939. He is looking forward to one of the biggest seasons in the history of his firm. When asked what had been his most popular items, Angell named boleros, chubbies, and jackets, with coats also figuring in the top brackets. These, he said, are especially popular in the South. Angell's firm is working a full staff to keep orders moving, feeling that prompt shipments are of great importance to salesboard operators who are pushing furs during the pre-Christmas rush.

At M. Seidel & Sons, Charlie Seidel estimates his firm's sales as "five times over last season." He, too, attributes the increase to the fact that factories are humming with defense program orders.

H. M. J. Fur Company reports that orders are being shipped daily to those in the trade and that all items—coats, scarfs, capes, and jackets—are sharing almost equal popularity. Cohen, Bros. & Sons also have found this a big season for furs, with all lines clicking solidly.

Chubbies Popular

General Fur Manufacturing Company discloses that its pleced seal-dyed coney chubbies are among the leaders on its list. These are available in black or brown and in sizes 12-20, it is said.

Charles Brand, of the firm bearing the same name, advises that business is better than in several years. In addition to the fact that money is freer this season, (See Fur Season Shows on page 55)

Coal Area Churches Strong for Bingo

WILKES-BARRE, Pa., Dec. 14.—Churches still remain among the leading sponsors of bingo games in this anthracite region, where a survey has revealed at least 50 games are staged every week. Churches and organizations have been sponsoring the parties to pay off long-standing debts and mortgages or to make improvements.

At least 30 games are advertised weekly. One spot, Loomis Hall on North Main Street, has a game every night, with matinees on Sunday. Hotel Sterling recently acquired the adjoining Elks' Club, and games are run by outside operators at least three days a week on two or three floors at a time, drawing anywhere between 1,000 and 3,000 people. One night a week tables are set up in the taproom also, where patrons may purchase drinks during the game. Reservations must be made to get the latter location.

Judging from the current status, Sundays and Fridays are the best days, since they lead in the number of games held. Thursdays and Mondays are tied for third place, with Tuesdays and Wednesdays close behind. Few games are held on Saturday nights.



PROFESSIONAL OPERATORS, it seems, are conducting campaigns to get bookings for next year with organizations which may be in a position to use professional guidance in their games. Announcement cards—some of them of punchy design and make-up—have reached this desk of late, indicating that ops are really striving for more dates following the holiday lull. This, among other things, shows that ops realize that the field still offers great opportunities, provided they go after them.

THE QUESTION that usually arises in the minds of sponsoring groups is whether or not professional operators serve a real purpose in the bingo field. This question has been answered several times in this column, but we feel that the value of these men cannot be stressed too much. We are always discussing this matter with persons of authority and find that we think eye-to-eye on the matter.

THE ANSWER is that professional operators are definitely a part of bingo and are needed in supervising bingo or any type of fund-raising activity for certain types of organizations. In large organizations, even those whose memberships run into thousands, it is foolish to assume that any one member of a group can take the responsibility and devote the proper time to organizing and supervising the game. Such organizations, almost without exception, have found that the best thing they can do is to employ a professional operator and turn over the game to him. The operator's experience in running the game, his extensive knowledge of details and angles—which amount to the difference between success and failure—enable him to run the game more enjoyably for the players and more profitably for the sponsoring group.

WHAT ABOUT professional operators for smaller organizations? This is asked several times during the week in letters that come to this desk. In this case the situation is a bit different. As a rule, members of the smaller organizations are in a position to run their own games almost as profitably as an operator could run them. Most operators are not interested in supervising smaller games, because there is not sufficient profit in them. However, if a game has potentialities of drawing sizable crowds, the thing to do is to employ an operator. It is our opinion that good operators are worth every cent they charge. Operators increase the take enough to pay their fees and then some.

KNIGHTS OF COLUMBUS at Monroe, La. are starting bingo games for the (See BINGO BUSINESS on page 55)

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

"Salesboard A, B, C's" Installment No. 3.

Salecards and salesboards can be placed most anywhere. As a rule store-keepers are not solicited. Successful operators work on the principle that the harder it is to get a location the better it is likely to be. Instead of going thru the back door they walk right into the front offices of concerns like electric and telephone companies, large brokerage houses, steamship lines, and banks. They have been able to place cards in these offices with persons from the switchboard girl to the president. It is all in the manner of approach and not as difficult as it may seem. Of course it requires selling ability and a complete lack of an inferiority complex. But an operator who cannot sell will never become a real producer.

In most instances an operator should play up his item to a prospect before showing him a card or mentioning a deal. He should excite the prospect's interest in the merchandise and then when the latter's appetite has been whetted knock him over by telling him how he can obtain the premium without cost to himself. Coming right out with a solicitation for a card placement, especially in a large office, will more often than not be met with a cold turn-down.

When a switchboard operator or a reception clerk accepts a card she will probably run it off herself. If an executive takes on a deal, he may work the card himself as a lark or turn it over to one of the boys or girls in the office. The percentage of completions in this type of location is high, in many cases 50 per cent or better. What is most important, repeat orders are the rule and (See DEALS on page 55)

Pitchmen Eye Florida Cash

Camp workers busy as Starke grows five times over because of building

TAMPA, Dec. 14.—Because the government is building camps and naval air bases and tin can tourists are headed South, Florida is a paradise for pitchmen and training camp workers this winter. With 21,000 men at work on \$20,000,000 Camp Blanding at Starke, 42 miles from Jacksonville, a \$17,000,000 naval air base just completed at Jacksonville, and some 15 other military projects under way in various parts of the State, Florida is flooded with government money, and crowds are in a spending mood. Since all trailers eventually come to Tampa, the town is preparing to receive thousands of members of the Tin Can Tourists of the World when they hold their annual convention here in the city trailer park overlooking the Hillsborough River, only a few blocks from the downtown section. Meeting date is February 10 to 24.

Concessions Go Well

Starke has grown five times over and has taken on a Coney Island atmosphere, with shooting galleries, three-for-a-dime photo places, and similar concessions. It is also a fertile field for pitchmen.

Arrival of soldiers and sailors at the Florida bases has fanned the patriotic atmosphere to fever heat, and patriotic novelties are going like hot cakes. Pitchmen say best lines are balloons with patriotic messages, flags, sofa pillow tops, and other items featuring patriotic legends.

Soldiers and sailors are among the best customers, particularly on the one-a-month payday, when they turn loose (See Pitchmen Eye Cash on page 55)

U. S. Army Posts, Camps, and Stations

Each week one of the nine corps areas of the army will be listed in this section. Clip these lists for future reference.

Second Corps Area

(New York, Delaware, and New Jersey)

ACTIVITY	POST OFFICE	FREIGHT OFFICE
Brooklyn Army Base.....	Brooklyn	Brooklyn
Delaware Ordnance Depot.....	Pedricktown, N. J.....	Pedricktown, N. J.....
Camp Dix.....	Wrightstown, N. J.....	Wrightstown, N. J.....
Camp Dupont.....	Delaware City, Del.....	Delaware City, Del.....
Governors Island.....	Governors Island.....	Bay Ridge Sta., L. I., N. Y.
Port Hamilton.....	Brooklyn.....	Bay Ridge Sta., L. I., N. Y.
Port Hancock.....	Port Hancock, N. J.....	Highlands, N. J.....
Port Jay.....	Governors Island, N. Y.....	Bay Ridge Sta., L. I., N. Y.
Port Lafayette.....	Brooklyn.....	Brooklyn.....
Madison Barracks.....	Sacket Harbor, N. Y.....	Sacket Harbor, N. Y.....
Miller Field.....	Port Wadsworth.....	Clifton Sta., L. I., N. Y.
Mitchell Field.....	Hempstead, L. I., N. Y.....	Mineola, Garden City, L. I.
Port Monmouth.....	Campanot, N. J.....	Little Silver, N. J.....
Camp Mott.....	Salem, N. J.....	Salem, N. J.....
New York Port of Embarkation.....	First Ave. & 58th St., Brooklyn.....	Bay Ridge Sta., L. I., N. Y.
Port Niagara.....	Youngstown, N. Y.....	Youngstown, N. Y.....
Port Ontario.....	Oswego, N. Y.....	Oswego, N. Y.....
Picatinny Arsenal.....	Dover, N. J.....	Dover, N. J.....
Pine Camp.....	Great Bend, N. Y.....	Picatinny, N. J.....
Plattsburg Barracks.....	Plattsburg, N. Y.....	Plattsburg, N. Y.....
Barritt Arsenal.....	Metuchen, N. J.....	Metuchen, N. J.....
Schenectady General Depot.....	Schenectady, N. Y.....	South Schenectady, N. Y.....
Port Schuyler.....	Westchester Square Sta., New York, N. Y.....	Bay Ridge Sta., L. I., N. Y.
Port Slocum.....	Port Slocum, N. Y.....	Bay Ridge Sta., L. I., N. Y.
Stewart Field.....	West Point, N. Y.....	West Point, N. Y.....
Port Terry.....	Port Terry, N. Y.....	Rockaway Park, L. I., N. Y.
Port Tilden.....	Port Tilden, N. Y.....	Bay Ridge Sta., L. I., N. Y.
Port Trotter.....	Port Totten, N. Y.....	Bay Ridge Sta., L. I., N. Y.
Port Wadsworth.....	Rosebank, S. I., N. Y.....	Clifton Sta., S. I., N. Y.
Waterriet Arsenal.....	Waterriet, N. Y.....	Green Island, N. Y.....
West Point.....	West Point, N. Y.....	West Point, N. Y.....
Camp Upton.....	Camp Upton, N. Y.....	Yaphank, L. I., N. Y.....

FREE XMAS CATALOG

Here's extra Xmas profits for you! Send for special FREE Xmas Catalog. Hundreds of outstanding premiums and gifts at sensational low prices. Electric appliances, sporting goods, toys, games, household items, luggage, radios. A complete gift selection at tremendous savings. Write NOW!

Evans Novelty Co.
800 Washington, Chicago, Ill.

Popular Items

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

Eskimo Hood

Salesboard and bingo operators and other prize users are finding big demand for the new Eskimo Parka Hood. Charles Brand reports. Indications are that this will be one of the leading items of the season. It consists of Eskimo hood and mitten sets designed for skating, skiing, and everyday wear. Hood is fur trimmed, with mittens made of brushed mohair to match. Also available in double knitted machine crochet fabric in red, white, and blue, and green and brown. Hoods are lined and interlined. Prize users will welcome its introduction to the list of cold weather numbers. Prices are low, allowing opportunity for real profits, the firm reports.

New Glass Knife

Renwal Distributing Company, Inc., reports that its new Vitex-Glas Knife recently introduced is clicking solidly with demonstrators. The item is not to be confused with the equally popular Iron-Glas Plastic Knife sold by the firm. The Vitex-Glas item is 9 1/4 inches long and 1 1/2 inches wide. It is ideal for cutting citrus fruits, tomatoes, cakes, and morning pie. The edge is smooth, making the knife invaluable as a kitchen aid. Other features are that it is sharp, sanitary, and stainless. Demonstrators are allowed an opportunity to make sizable profits as the price is low, the firm reports.

Lighthouse Lamps

New low price on genuine Colorado alabaster lighthouse lamps is being offered by the Denver Novelty Company. Lamps average 6 1/2 inches in height and come complete with cord, plug, and socket. With European sources of alabaster cut off and with the popularity of such items increasing constantly, the line is particularly inviting, the firm reports. Some of the finest alabaster in the world comes from Colorado. It is made into many items, one of the most popular being the lighthouse lamp.

Cigarette Server

According to Sterling Tool & Stamping Company, Big Shot, a cigarette server resembling a one-pound shell, shows promise of being one of the most popular items of the season with prize users. It holds 30 cigarettes and serves them automatically. Server is 5 1/16 inches high and 2 1/2 inches in diameter. Another item, the de luxe number, has potentialities of being among the leaders with training camp workers, for this one has an American flag decal. Both items are offered at low prices, the firm reports.

Automatic Egg Cooker

Egg-o-Master is the name of an item that is making money for demonstrators, A. M. Goldberg reports. Item may be used for preparing eggs in any style. It may also be used for sterilizing bottle nipples or preparing cereals. Features of the Egg-o-Master are that it steam cooks eggs, needs no timing as the whistle on the steam outlet does the timing, and may be used in kitchen or camp. It holds seven eggs. New low prices are available to those in the trade, the firm reports.

5-Piece Tie Set

The five-piece tie set is proving a money-maker with tie workers, Spora Company reports. Set includes three rayon ties, tie clasp, and collar holder packed in gift box. Ties are of different colors and in latest patterns. Three-piece set, including tie, collar holder, and clasp, is also offered in a fancy gift box. With the public now on its annual Christmas buying spree, tie men are finding the items in big demand, the firm reports.

SIDNEY C. ANSCHELL HAS ANOTHER SENSATIONAL MONEY MAKER FOR YOU!

I WANT TO HEAR AT ONCE FROM ALL OF THOSE FRIENDS, CONCESSIONAIRES AND OPERATORS WITH WHOM I HAVE DONE BUSINESS FOR SO MANY YEARS.

THIS IS ANOTHER REAL ONE! A PROPOSITION THAT WILL ACTUALLY MAKE YOU FROM ONE HUNDRED TO SEVERAL HUNDRED DOLLARS PER WEEK.

YOU, WHO HAVE DONE BUSINESS WITH ME FOR MANY YEARS, KNOW THAT I OPERATE ONLY ONE WAY—NO ONE HAS EVER FAILED TO MAKE MONEY ON ANY PRODUCT I HAVE EVER PRODUCED.

REMEMBER:

- FROZEN SWEETS
- SMILES AN' KISSES
- FOLLY TOWN
- CHEST O' GOLD
- HAPPIKRAK
- MAIN STREET
- SHOWBOAT
- JUBILEE
- HONEST JOHN
- CARNIVAL
- MARDI GRAS
- GLORY CHEST

YOU MADE REAL MONEY ON THEM ALL!

AND NOW—WE HAVE A BRAND NEW PRODUCT WITH A BRAND NEW SALES IDEA!

WRITE — WIRE

GET IN TOUCH WITH ME AT ONCE!

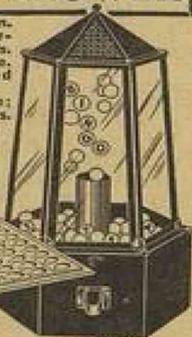
SIDNEY C. ANSCHELL CO.

628 SYCAMORE ST.,

CINCINNATI, OHIO

NEW 5 STAR AERO BINGO BLOWER

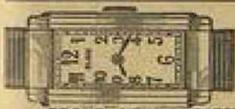
- * Fool-proof operation.
- * Automatic master-board returns balls.
- * One-year guarantee.
- * Portable — carried anywhere.
- * Hexagonal in shape; red & black colors.
- No second-hand material used in this high grade Bingo Blower.
- Jobbers only, write for full particulars.



Manufacturers of all Bingo Supplies.

1123 Broadway, N.Y.C.

MORRIS MANDELL



WATCHES AND RINGS

- BRAND NEW LADIES' WATCHES
- 1 Jewel—Yellow Top, In Box, Lots of 6—Each \$2.75
- 10K SOLID GOLD LADY'S DIAMOND RING, SPECIAL, Lots of 6, Each \$2.85
- Special Prices for Quantity Users, 25% Deposit, Balance C.O.D. Sample 50c Extra. Send for Catalog.
- 173 Canal Street
- N. SEIDMAN** New York, N. Y.

MECHANICAL TOYS

WRITE FOR COMPLETE LISTING AND QUOTATIONS ON OUR LINE

- BN 4245—O-U-DOG WITH SOCK, Small.
- BN 4238—O-U-DOG WITH SOCK, Large.
- BN 7434—O-U-DOG WITH SOCK, Jumbo.
- BN 7435—WACKY DONKEY
- BN 4303—TUMBLING GLOWN.
- BN 7433—CONCEITED MONKEY, Large.
- BN 744 —DANCING COUPLE, Large.
- BN 745 —DANCING COUPLE, Small.
- BN 8752—HULA DANCER, Large.
- BN 5305—JUMPING FUR DOG.
- BN 3285—STUNT FLYER (Airplane).
- BN 8111—KONGO MONKEY, Large.
- BN 4305—WALKING PENGUIN.

A Sample of Each Above for \$1.75 Postpaid.

BOARD OPERATORS!
IF YOU HAVE NOT RECEIVED OUR SALESBOARD CATALOG—WRITE TODAY

LEVIN BROTHERS

Established 1886
TERRE HAUTE, INDIANA

ELGIN, WALTHAM, BULOVA

Renewed Guaranteed
MEN'S WRIST AND POCKET WATCHES
Wholesale Jeweler Since 1914.
SEND FOR FREE CATALOG.
LOUIS PERLOFF
729 Walnut St., Philadelphia, Pa.

STARTS AT \$2.95

NOTES from SUPPLY HOUSES

fact at the Iowa State Fair a few years ago when we sent a reporter up and down Grand Avenue to make a survey of fair visitors. He asked them, "What did you come to the Iowa State Fair to see?" To our surprise, the answer was not the 4-H Club show or the farm exhibits or the machinery. In fact, only rarely were any of the educational features mentioned. The most frequent answers were the auto races, the horse races, the night show and the rodeo, and things like that. That result was rather startling to me and it may be startling to you, but the facts could not be disputed.

Highlight Crowd Pullers

As a result of this, I formed a theory about fair advertising which, to me at least, has seemed to stand the test of practice now for quite a period of years. My theory is that our livestock shows, our farm exhibits, our 4-H contests, etc., form the great basic background for our fair. But against that background we have to highlight those specific crowd-getting attractions which are going to be our big drawing cards. The people know that all of the educational features are there. They know they will see these exhibits at any good fair they attend. But the specific thing that makes them decide to come is the sensational attraction, the thrill feature, the entertainment event which catches their fancy and makes them willing to part with the money necessary for a trip to the fair. It is the same principle as advertising an automobile. People know that the automobile has a good motor, four wheels, and headlights, but the people buy the car which has that new automatic gear shift or air-conditioned ventilation, or whatever may be the latest gadget that has won the public fancy.

The fact of the matter is that the American public is a little crazy. It is thrill hungry. It wants something new,

something different all the time. So the modern advertising man sells the frosting instead of the cake. The cake is there, of course, under the frosting, but it is that new synchronous double gadget, fluid drive pink frosting that makes the public buy it.

Yes, our fine established educational features of our fair are there all the time—and the people know it—but it is the crazy thing, the exciting, sensational thing that makes the crowd come thru the gate. Just an example or two to illustrate what I mean.

Publicity Thru Controversies

A couple of years ago the WPA painted a mural of Iowa agriculture to be unveiled in the agricultural building at the Iowa State Fair on the opening day. The artist, in painting the picture of a man sowing grain, had the man throwing the gain with his left hand. A dispute arose over this and the fair board suggested that he correct the picture and have the man sowing with his right hand. We gave the newspapers the facts about the argument, and over a period of two or three weeks generated a tremendous hullabaloo as to whether the picture should be done over and whether a man sowed grain with his right or left hand. The newspapers were flooded with letters to the editors proving that a man could sow with his left hand and others proving that a man must sow with his right hand. I was a tempest in a teapot, of course, but it got the public eye and all during the fair that picture was one of the great centers of attention. That is just one example of what the public is like.

I believe the greatest crowd we have ever had on the Iowa State Fairgrounds came to see a train wreck which we had a few years ago. The wreck actually occupied only about five minutes, and it was a rainy afternoon at that, but it was something new, something sensational, something rather ghastly, and the grounds were black with people who had driven in from all over the State to see the collision of two rusty locomotives.

I believe the rodeo over a period of years was successful at the Iowa State Fair due to the fact that the first time we presented the rodeo we advertised a bullfight as an extra attraction. Of course, it wasn't a serious bullfight, but the word "bullfight" was enough. The board received letters and telegrams from as far away as New Jersey from humane societies, women's clubs, and affiliated groups protesting against the bullfight. The controversy brought headlines in newspapers all over the State. Humane society committees were sent to the fair on the opening night to see that cruelty to the bull was not practiced. Again, it was just a tempest in a teapot, but the grandstand and quarter stretch were packed with people that opening night, and it was all due to this senseless argument.

Need New Headlines

These are just examples of the types of things which seem to grasp the imagination of the public today, and which indicate a type of public psychology which is very important to us in planning our fair programs. Now, realizing these peculiarities of our public, how should we plan our advertising campaign? First, I believe that we should have two or three sensational or sensational drawing cards which are really worthy of advertising and exploitation.

Second, I believe we should give those two or three big features the spotlight all thru our campaign. At the same time, but to a lesser degree, we can talk about our educational features and other attractions—more or less as background for our big headlines.

In other words, let's take a lesson from the movies, the circus, or the World's Fair. The movies don't advertise a picture—they advertise a star. For example, they advertise Clark Gable and build their whole ad around Gable because the public is Gable crazy. Then, down in the corner of the ad, in fine print, perhaps you can find out what the picture is all about. In other words, the movies know what the public wants and they advertise what the public wants.

Take Ringling's circus. In Ringling's advertising last year, the feature wasn't how many acts or how many beautiful costumes or how many bareback riders or anything like that. People know they can always see those things in a circus. Ringling's big advertising feature last year was Gargantua the Great—a gorilla. Silly? Yes, but it was smart. It was something different and the crowd wanted to see Gargantua the Great and they milled around Gargantua's cage all afternoon and all evening. One year in the circus field it was Tom Mix; another year it was a man who hypnotized an alligator. You could hardly call those

educational features, but they certainly drew the crowds.

What was the big feature of the Chicago World's Fair? Was it the million-dollar beautiful buildings or marvelous exhibits or things like that? I would say it was Sally Rand. Sally was something new, seemingly something the public had been waiting for. It wasn't sensible or constructive, but it was typically American. And that Chicago World's Fair Sally Rand and the New York World's Fair Billy Rose's Aquacade type of American mentality is what we must keep in mind in planning an advertising campaign that will make the crowds want to come to our fair. So, in planning our fair program and our fair advertising each year, we need some new sensational features. In fact, I would rather have a big new headliner each year and only half as much money for advertising rather than no big new attraction and twice the appropriation for advertising. That big attraction, from the advertising standpoint, is more than worth its cost in added pulling power and added attention value.

Selling the Sparkle

But a word of caution. In choosing an attraction of this kind, don't think that you can fool the public. A year or so ago we let Hollywood sell the Iowa State Fair on the idea of a radio contest with Susan Hayward, a so-called Hollywood movie star, appearing at the State Fair in person in connection with the contest. Hollywood told us that Susan Hayward was a star or would be by the following summer when the fair was held and we believed it, and we proceeded to try to make the Iowa public believe it. But Susan Hayward wasn't a star, either then or by the following summer. And the public knew she wasn't a star, in spite of all the money we spent and all the effort we made to sell her as a top attraction. We also had Paul Whiteman for three days during the same fair, and Whiteman received 10 times the publicity and 10 times the interest and exploitation that Susan Hayward received. The newspapers knew Whiteman and the public knew Whiteman. They knew he was big time, and without very little effort on our part we obtained oceans of publicity. In other words, an Arabian juggling act is an Arabian juggling act, in spite of what we try to call it. A ham band is a ham band. The American public has been around, and if we are going to advertise a real star it has to be a real star. And if we are going to advertise a sensational feature, it has to be a sensational feature.

To summarize, I think we are living in a new age. The radio, the movies, the automobile, the night clubs, and things like that have changed the public's taste in entertainment. We may deplore it. We may say that these things aren't elevating. Perhaps they aren't. But looking the facts in the face, our fair is either going to give the public what it wants or our fair is going to face the prospect of constantly dwindling crowds.

Our fairs are serving a grand purpose in providing a showplace for livestock, farm produce, industry, 4-H club work, and all types of splendid educational activities. But fair visitors today, by and large, take those things in their stride when they come to the fair—and the thing which actually makes them come to the fair is not so much those things as the big sensational attraction which captures their imagination and makes them willing to spend their money to see it.

So, when we plan our advertising campaign, we have to give the public the cake . . . but, above all, we have to sell them the frosting. We have to sell them the sparkle and the fragrance and not the thing which our fairs have to offer the public is excitement, romance, thrills, adventure—things that none of us get in our ordinary humdrum lives. Folks come to the fair for that extra thrill, that extra sense of adventure and glamor, that crazy thing, that unusual thing which they never in their lives thought they would have an opportunity to see. As we plan our advertising this coming year, let's put into it that spectacular, that glamor, that excitement which let's put into it those things which the public craves—and we won't be able to build a fairgrounds big enough to hold the crowds.

OSWEGO, Kan.—Officials of Labelle County Free Fair Association plan construction of another 18 by 220-foot hog and sheep barn in 1941, reported Secretary Joe A. Carpenter. One that size was built this year and the association also owns a new 28 by 220-foot cattle barn. Officers are Duigt Cruzan, president, and Tom Dodd, vice-president.

MODERN ADVERTISING

(Continued from page 46)

him on the fact that we have more to offer, he will spend his money elsewhere. "All right," we say—"We DO have more to offer him." We have a great exposition with thousands of exhibits, 4-H club contests, livestock, etc., etc." But let's stop and think a moment. Is that what the general public wants? Do our prospective fairgoers want to be educated? Are these magnificent exhibits able to stand up and compete with the movies, the rodeo, the circus, and all the other attractions being offered them from week to week? In other words, as we plan our fair features and as we plan our advertising campaign, it isn't a question of what we want—it is a question of what the public wants, and the success of our campaign is more or less predetermined beforehand by how nearly we are able to meet the public's preference. We had an interesting example of this

MECHANICAL TOYS OFFER BIG SALES AND GOOD PROFITS



No.	Description	Per Gross	Per Dozen
B30N187	4 1/2 inch Metal Monkey	\$ 8.50	75¢
B30N23	4 inch Pistol	7.75	70¢
B30N24	3 1/2 inch Walking Dog	7.75	70¢
B30N15	3 1/2 inch Sh-U-Dee	7.25	65¢
B30N18	4 1/2 inch Wink	7.25	65¢
B30N16	Dancing Couple	6.00	65¢
B30N19	Driven with Donkey Cart	7.25	65¢
B30N27	5 inch Giant Walking Sh-U-Dee	24.00	2.10
B30N41	8 1/2 inch Chicken Chaser	22.50	1.95
B30N28	5 1/2 inch Dancing Dog	21.00	1.85
B30N29	6 inch Walking Dog	19.00	1.75
B30N19	4 1/2 inch Sitting Panda Bear	18.00	1.65
B30N33	6 1/2 inch Marching Soldier	15.00	1.50
B30N20	7 inch Dancing Panda with Ball	16.50	1.50
B30N10	5 1/2 inch Seating Monkey	16.50	1.50
B30N6	4 1/2 inch Humming Boppy	16.50	1.50
B30N12	7 inch Feather Dressed Walking Doll	15.00	1.35
B30N198	7 1/2 inch Duck and Frog	15.00	1.35
B30N155	Dancing Bear with Ball	15.00	1.35

WRITE FOR CATALOG B135
The Buying Guide of the Show World
State Your Business as We Do Not Sell Consumers!

N. SHURE CO. Adams St., CHICAGO, ILL.
200 West Adams St., Chicago, Ill.

SAVE 50%

BUY QUALITY CANDY DIRECT FROM THE MAKER

Give Customers the Finest Candy Made and Watch Repeats

Each assortment consists of dark and milk chocolates, nougat, caramels, butter creams, fruits and nuts, assorted creams and jellies.
Our chocolate assortment usually wholesales at 50c a lb. and retails at 75c a lb.

OUR SPECIAL PRICE TO YOU

1 lb. Assortment	25c	2 1/2 lb. in Round Hand-Painted Tin	75c
2 lb. "	50c	4 lb. Assortment	95c
		5 lb. "	\$1.15

ORDER SAMPLES WITH MONEY-BACK GUARANTEE
25% With Order, Balance C. O. D.

ANN STEVEN CANDIES, Inc.

4646 Washington Blvd., Dept. B Chicago, Illinois
Makers of the Highest Quality Chocolate Assortments

BINGO GAMES AND SUPPLIES

CARNIVAL SUPPLIES..... PREMIUMS

NOISEMAKERS..... HATS..... BALLOONS

WRITE FOR OUR NEW NO. 50 CATALOG
BE SURE AND MENTION YOUR LINE OF BUSINESS

MIDWEST MERCHANDISE CO.

1006 BROADWAY KANSAS CITY, MO.

FUR SEASON SLOW

(Continued from page 52)

Brand added that the public is growing more fur-conscious.

A representative of Sally's Furs stated that sections in the Deep South, which heretofore never proved profitable to furriers, had come into the fold with some real cash. He added that sales-board operators in that section are doing good business and that the items are clicking solidly.

In all cases, the firms report that their new catalogs and price lists are ready for mailing. The 1941 styles are now on the market, offering those in the trade a chance to be one jump ahead with the designs. Prices are lower than in years, which also offers the incentive of larger profits to those who work this field either with salesboards or in bingo.

PITCHMEN EYE CASH

(Continued from page 52)

hundreds of thousands of dollars overnight.

Prosperity Spreads

Prosperity and spending have spread from cantonment sites thru virtually the whole State, since workmen on military projects live in towns as far as 75 miles from defense centers.

Military developments are proving a boon to pitchmen. Usually their season does not begin until after January 1 at the annual parades and festivals. This year they have been able to get in several additional weeks of selling, and what many expect to be Florida's biggest season is yet ahead.

Most pitchmen quickly sold out leftovers from summer stock soon after arrival and have had to place many repeat orders.

Old-timers in the business say they never saw anything like it, not even in the Florida boom days of 15 years ago.

BINGO BUSINESS

(Continued from page 52)

benefit of the West Monroe Catholic Church fund.

MORRIS MANDELL, manufacturer of the Aero Bingo Blower, informs us that all the parts used in the item are new. In addition to this, Mandell states that the mechanical parts are guaranteed for a year against defective workmanship. This blower is silent and adds flash to the games.

ATLANTIC CITY night clubs operating during the off-season winter months are finding bingo the long-sought stimulant to get summer crowds on weekdays. Having a physical set-up made to order for the playing of bingo, many cabaret operators are eyeing the possibility of becoming bingo operators during the off-season. Tie-ups are being made with church and American Legion groups, and the feeling is that bingo will enable many night clubs to keep lights burning until the resort's regular spring-summer season starts. First of

the operators taking to bingo is Tom McDonough, proprietor of Erin's Isle Cafe.

DEALS

(Continued from page 52)

not the exception. Such locations are good all year around, merchandise being changed when a deal shows signs of petering out.

A capable placement man should be able to lay about 10 cards a day in good spots or 50 cards in a five-day week. However, if for one reason or another he can't click in the front office and goes after the run-of-the-mill locations, he should be able to hit 15 to 20 spots a day. In the latter case it means heavy pavement pounding, but there is no other alternative. Under the circumstances he must give the law of averages a greater chance to produce.

To make an operation most effective one man should devote his time to securing locations and another to taking care of collections and adjustments. When this is done completions can be stepped up and merchandise pulled promptly from spots which prove unsatisfactory.

HAPPY LANDING.

IOWA S. S. TAX

(Continued from page 49)

Rosenthal; Sol's Liberty Shows, Sam Solomon; Gus Sun Agency, W. C. (Billy) Senior, Irving H. Grossman; E. G. Staats & Company, Russell Green; Schooley Productions, Edgar L. Schooley; National Speedways, Al Sweeney, Gaylord White; Joe Scholbro; Theatre-Duffield, Inc., Frank P. Duffield, Ray Anderson; Art B. Thomas Shows; Flash Williams Thrill Attractions, Flash Williams; Wyse Shows, H. L. Wyse; Williams & Lee, Billy Williams; Boyle Woodcock Attractions, Mr. and Mrs. George B. Flint, Roland Ada, B. Ward Beam; Station W.L.S., George Ferguson; W. E. Olson; Capt. E. H. Hugo; Frank Winkley Thrill Productions, Frank Winkley; Tivoli Exposition Shows, Joe Howard, Joe Green; Feld Chevrolet Company, "Whittle" Elliott; Racing Corporation of America, John Sloan, Gus Schroeder; Midway Greater Shows, W. C. Dobson; Robinson Concession Company, Ralph W. Glick, Lillian O. Robinson; Miller Rodeo, Clyde W. Miller; Big Billie Collins; Entertainment Mart, George Francis; concessions, Mrs. Bob Robinson and daughter, Pat, and Jessie Krall.

Notes of the Convention

An innovation was installation of a 24-sheet board in the lobby of the Savery Hotel on which was a poster reading: "Welcome Iowa State Fair Meeting, Des Moines." Board was donated by the Stoner-McCray System and the paper by Globe Poster Corporation. The display attracted much attention. Remainder of the lobby was decorated with the usual number of posters of attractionists.

Leo C. Dailey, former Spencer fair secretary and now secretary of the Chamber of Commerce in Sioux City, was an interested visitor and received a big hand when introduced.

Rube Liebman was in his familiar role of sergeant at arms and his picturesque announcing of the meetings from the mezzanine got many a chuckle.

Art Bazata, manager of the Savery, and Lark Goble, assistant manager, were on the job thruout and saw to it that the wants of their guests were well looked after. The writer was agreeably surprised when soon after checking in a tempting-looking platter of fruits—oranges, apples, grapes, and bananas—appeared on the dresser. A thoughtful gesture on the part of the management and remindful of Florida resort hotels. The hotel management gave the boys every facility for displaying their wares and advertising matter and in many other ways made things pleasant for their guests.

Henry Brandt, who has been official stenographer for the convention more years than can be remembered, was on the job again and never missed a cue.

LADIES OF NAAPPB

(Continued from page 42)

lent, the floorshow unusually good, and everyone had a marvelous time.

Mrs. Arnold B. Gurtler came in late after visiting a hospital and caught a few acts of the show. Mr. and Mrs. J. W. (Patty) Conklin had a gay party and stayed late in spite of a full week of entertaining. Edythe looked charming in an aqua-blue dress with true green cocktail coat. Florence Dudley, of the Conklin party, wore a Windsor blue chiffon with grey bustle panel. Mrs. Lew

Dufour wore a ruffled black net with shirred bodice and sleeves. The new president's wife, Mrs. Adrian W. Ketchum, wore blue and gold crepe with a gardenia corsage. Mrs. Mabel Kiliany wore an Eleanor blue with silver trimmings and a tiny dusty rose evening hat. May Rooney wore black net with lipstick red slippers.

Mr. and Mrs. George Hamid had guests from the Ladies' Auxiliary of the National Showmen's Association at their table. Mrs. Hamid wore a lovely beige chiffon with iridescent bead trimming, gold evening bag, and gold tops on long white gloves. Dorothy Packman wore a Christmas red chiffon dress with gold shoulder straps. Mrs. Emma Fink wore black chiffon with gold collar and cocktail jacket. Mrs. Chuck Beares wore black velvet with a white corsage. Mrs. Dick Lusse wore black with ruffled white vest and yoke. Mrs. Midge Cohen wore black crepe with a dregg-of-wine shade cocktail jacket embroidered in gold.

Mrs. Herb Schmeck wore a white taffeta skirted dress with black velvet blouse. Florence Lusse wore black brocade velvet with a rich mink wrap. Mrs. H. Bisch wore champagne tulle and chiffon with gold trimmings. Mrs. George Baker wore black sheer crepe with blue embroidered bandings. Mrs. Frank Shean wore a full-skirted model with short cocktail jacket of gold. Mrs. Arthur Abbott wore dusty blue jersey with shadow silvered outlines. Mrs. Ruth Monblatt wore brown fog-shade, with coral trimmings. Wenona Brothers wore a smooth blue sheer tailored formal with gold jewelry. Mrs. Ruth Fredricks wore black with applied, pale blue flowers to outline the neckline. Mrs.

Rusty Schroeder wore black lame with gold flowers. Ruth Meyers wore copper brown with dulled silver trimmings. Leone Ackley wore a black and white striped skirt model with white blouse that was very becoming. Belle Cohen wore tucked net in black with demure yoke modeling.

NSA

(Continued from page 36)

his experiments. Members were glad to see Brother Jack Feldberg at the rooms after his recent hospitalization.

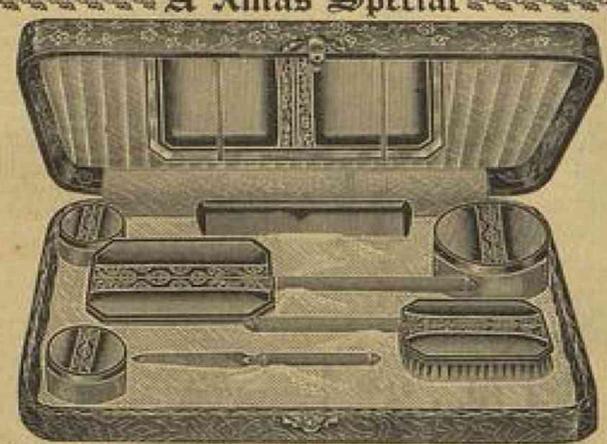
New applications received for Harry E. Prince, sponsored by Lew Lange; Sam Spitz, by Sam Rothstein, and Sidney Rifkin, by Daddy Simmons.

Birthday congratulations to Ben Abend, December 18; Art Lewis, James E. Strates, C. V. Starkweather, 20; Harry Kaplan, W. J. Giroud, Ralph N. Eady, 21; Ralph S. Corey, Arthur E. Campbell, 22; Edward Bramson, Morris Butalsky, Eddie Delmont, George J. Diefenbach, 23; Robert Kretrow, Sam Crowell, Fred C. Bothwell, Harry Weiss, 24.

Ladies' Auxiliary

Mail has been received from the Hey Sisters, who are working out of town. Sisters Shirley Lawrence and Anne Lager were declared well enough to leave the hospital and go home for the holidays. Midge Cohen, president; Bees Hamid, Dorothy Packman, and Emma Fink attended the Showmen's League of America doings in Chicago and were guests of the Ladies' Auxiliary at its installation dinner. Club will miss Mary Buck, but Providence was kind in awarding her a quick and quiet death. Sister Martha Wagner underwent an operation recently.

A Xmas Special



A Gift that your customer will choose above all others. The beautiful simulated cellulose colorful back or enamel finish sets are the most appealing we have ever offered. Complete assortment of colors, Peach, Black, Blue, etc. Non-Tarnish fittings. Sets include Comb, Brush, Mirror, Tray, etc. Complete in Beautiful Gift Box.

5-PIECE SET No. G61142 \$3.00 Per Set	8-PIECE SET No. F63680 \$4.10 Per Set	9-PIECE SET No. M64490 \$6.25 Per Set	10-PIECE SET No. J63710 \$6.50 Per Set
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DEALERS ONLY: Write for our new Counter Catalog—it's FREE!

ROHDE-SPENCER CO., 223 W. Madison St. (Dept. "B") Chicago, Ill.

Holiday Greetings
and
Best Wishes
for the
New Year

Jos. Hahn Co., Chicago

ELGIN-WALTHAM
and Other American and Swiss
Rebill Watches

Write for Free
1941 Catalog

EMPIRE JEWELRY CO.
59 E. Madison, CHICAGO

CHEVILLE BED SPREADS

Usual \$2.95 retail value, 90x105 in., colored spreads, \$29.50 covers, 3 pillows \$6.00, F. O. B. Nelson, 25% cash, balance C. O. D. Satisfaction guaranteed. GA. BED SPREAD CO., B-G, Nelson, Ga.

QUICK SALES—BIG PROFITS

TURKEY DEALS—CANDY DEALS—JAR DEALS
PATRIOTIC—CAMPAIGN—BANNERS—BADGES—PLATES
MECHANICAL TOYS—CATS—DOGS—BEARS—MONKS
LEADERS FOR THANKSGIVING—XMAS—NEW YEAR
RADIOS—LIQUOR SETS—CLOCKS—TOYS—GIFTWARES

WRITE FOR NEW CATALOG—PLEASE STATE BUSINESS

ACME PREMIUM SUPPLY CORP.
3139 OLIVE ST., ST. LOUIS, MO.

CHOCOLATE CANDY DEALS

- 21 24 1-lb. Gift Boxes & 1 600-Mile Board @ 5¢ punch—takes in \$30—complete \$5.75
- 22 1 2-lb. Chocolate Candy Tray & 1 24-Wide Party Card, takes in \$4.35—complete 1.00
- Wholesale Out-Fashioned Lamp Deal with 1000-Hour Base—takes in \$20—page directories, Complete Deal 3.20

CHAMPION SPECIALTY CO., 814-K Central St., Kansas City, Mo.

- Patriotic Pocket Knives, Pen and Pencil Deals.
- Desktop Lighters, Lamps, Clocks, Electric Showers.
- "God Bless America" Balm, Banners.
- 5x7, 6x9, 8x11, 10x12, 12x12, 14x14, 16x16, 18x18, 20x20, 24x24, 30x30, 36x36, 42x42, 48x48, 54x54, 60x60, 66x66, 72x72, 78x78, 84x84, 90x90, 96x96, 102x102, 108x108, 114x114, 120x120, 126x126, 132x132, 138x138, 144x144, 150x150, 156x156, 162x162, 168x168, 174x174, 180x180, 186x186, 192x192, 198x198, 204x204, 210x210, 216x216, 222x222, 228x228, 234x234, 240x240, 246x246, 252x252, 258x258, 264x264, 270x270, 276x276, 282x282, 288x288, 294x294, 300x300, 306x306, 312x312, 318x318, 324x324, 330x330, 336x336, 342x342, 348x348, 354x354, 360x360, 366x366, 372x372, 378x378, 384x384, 390x390, 396x396, 402x402, 408x408, 414x414, 420x420, 426x426, 432x432, 438x438, 444x444, 450x450, 456x456, 462x462, 468x468, 474x474, 480x480, 486x486, 492x492, 498x498, 504x504, 510x510, 516x516, 522x522, 528x528, 534x534, 540x540, 546x546, 552x552, 558x558, 564x564, 570x570, 576x576, 582x582, 588x588, 594x594, 600x600, 606x606, 612x612, 618x618, 624x624, 630x630, 636x636, 642x642, 648x648, 654x654, 660x660, 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PIPES For PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**
(Cincinnati Office)

DOC JERRY COATES . . . tells from Paterson, N. J., that he talked to a fellow there the other day who did not know him. When asked if he ever heard of Doc Jerry Coates, the fellow replied that Coates died in Allentown, Pa. in September. Doc says he has been reported dead six times in the last 10 years. He met Jack Kennedy in Paterson and says Jack is still with Wright Bros. there. Coates would like to see pipes from Bob Artman, Jimmie Millet, Jay Ross, Herbie Daniels, Fred Halspeath, and Jack Halstead.

I'M GOING to begin preparing for next year right now!

JOE COSTELLO . . . and wife are at Kresge's store, Paterson, N. J., doing well with pokes and ties.

JACK DAVID . . . is getting plenty of velvet on glass knives in Grant's store, Paterson, N. J.

JOE BARRER . . . informs from Los Angeles that George Lambert, Si Rappaport, Brownie Holmes, and Jimmie Busker worked in the hog department on The Sazine World at the Ogden (Utah) Stock Show and had a swell week's business."

OPTIMISM is the spirit and watchword among pitchmen.

J. HARRY McCASKEY . . . gives the dope on business conditions in Norfolk, Va., and the Eastern Carolinas. He says that the influx of draftees and the general increased activity due to the defense program has stimulated business in all lines. But he says there are few migratory workers in that section.

H. PARISH . . . made a long jump from New Orleans to Buffalo. There is a pitchman on every corner in the former town, according to Parish. He opens in a department store in Buffalo December 16 with your-name-on-a-shell.

SLIM McKNIGHT . . . of scale fame, is working red wood on Canal Street, New Orleans, and Walter Fischer is passing out your-name-on-a-shell in the same town.

NEXT WEEK ends this year's Christmas rush. Tell us how you made out.

MUSKOGEE, OKLA. . . . is harboring a host of pitch folks, including Mr. and Mrs. Tommy Cooper, Frank Johnston, of soldier fame; May and Duke Doeffler, blocks and blades; Jimmy Williams, colls; Billy Beam, med; Tim O'Day, oil worker, and Doc Homer Anderson, corn punk and oil. The last named informs that Billy and Tim O'Day

A Review of the Carnival Season of 1940

and

Important Events and Happenings of the Year

will be features of the

Holiday Greetings Number

Watch for this issue dated December 28

are headed toward West Virginia, and Red Purdue, Ray Redding, and Doc Robert J. Williams, for California. Anderson says the weather has been fair, and while nobody has gotten a lot, all have managed to get along. After working on a recent Saturday, Mr. and Mrs. Duke Doeffler, Frank Johnston, and Homer Anderson were guests of Mr. and Mrs. Tommie Cooper at a spaghetti dinner at the Coopers' home in Muskogee. Frank Johnston is at W. T. Grant's store, Muskogee, with a pen and pocket book demonstration for the holidays, according to Doc Anderson.

WE'VE LITTLE news from the boys and girls working in Florida. What's doin' down there?

JOE SCOTT . . . is working blades at a soldier camp in Alexander, La.

PHIL LANDEAU . . . looking prosperous, was sighted in New Orleans recently en route to Florida.

PROFESSOR AUBREY . . . blasts from Cleveland that the World's Fair Highlights is a great show, and that Murray Goldberg's boys did big biz with an attractive age and weight flash. Aubrey left Cleveland December 9 for New Orleans.

WE'D LIKE TO HEAR from demonstrators working indoor shows, including food shows, household exhibitions, and similar events. You don't need to tip off working dates in advance, but let's have lists of the boys and girls who are making the events right after they are over.

HARRY (KEY CHECK) HISCO . . . well-known pitch exponent and for a number of years The Billboard sales agent and mailman on Buckeye State Shows and who finished this year's tour with the Hughey & Gentsch Shows, has set up his pitch layout in Natchez, Miss., for the winter. Harry is working novelty breast pins to fair business, and says his key checks, rings, and dog collars are garnering lucre. He expects a big Christmas trade and also is getting novelties ready for the Garden Pilgrimages, which are held in Natchez during February, March, and April.

MR. AND MRS. T. H. PETTY . . . stopped over in Natchez, Miss., recently en route to New Orleans and worked tin-type machines and novelty name pins to satisfactory results. They plan to work Baton Rouge with the items before going into the Mardi Gras city.

TRIPOD OPINIONS: "It's hard enough to keep a town open, but it is far more difficult to open it again after it has been closed."

H. L. (COUNT) HARRINGTON . . . ace exponent of the leaf, comes thru with the following belated pipe from Raleigh, N. C.: "I'm still working farm sheet and have been finding business fairly good. It's not like the old days, but if one combines long hours with a

Round Signal \$13.50 doz.
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No. 110—New . . . Ladies "Expansion" Bracelets . . . this season's biggest "jewelry gift seller"—at this "seasonally" low price—highly polished yellow finish—looks as nice as "gold filled quality" styles—retailing for \$6.50 each. Both Round and Heart shapes—in gift boxes—*an ideal Christmas Gift Promotion!*

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good presentation money is available. This is my 28th year in the business. Have been working out of here since October 1 and plan to spend the Christmas holidays with my family in Fayetteville, N. C., and may enter "Veterans' Hospital there for a brief stay before opening my 1941 trek."

EDDIE (SHIFLY) LEWIS . . . had a profitable summer working '81, Louis and vicinity with car polish. He left there four weeks ago and has been in Jacksonville, Fla., the past three weeks, visiting friends. Things are quiet in

Selective Service Mail

In the Carnival Department of this issue appear the names of those having Selective Service mail in the various offices of The Billboard. This list is published in addition to the names which are set in capital letters in the regular Letter List.

Also in the Carnival Department is given a list of registrants who are considered delinquents.

Next Issue LIST NUMBER

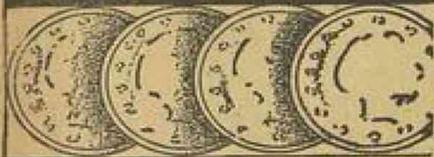
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Conducted by WALTER W. NURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

The Spirit of 1941

A Guest Editorial by David C. Rockola, Rock-Ola Manufacturing Corporation, Chicago



DAVID C. ROCKOLA

This is the dawn of a new day! Doubt is abolished, dismay vanquished. America is looking up!

From the coal fields of Pennsylvania to the fields of Texas, men are working together with the old verve, with a renewed assurance that life does not forget the courageous.

While there are, of course, several different schools of thought on the subject, many economists seem to agree that the

present war engaging the attention of numerous European nations is responsible for the upward swing of things in the United States. Others just as strongly that prosperity is bound to come regardless of world conditions.

While naturally no self-respecting nation or people wish to stand by waiting for the spoils of war, it does follow that the repercussions of the great conflict are bound to be felt by all non-belligerents in the form of a tremendous business upswing. This much is true: Whether due to natural internal causes or to the war abroad, America is entering a wonderful new era of prosperity that can bring rich rewards to us all!

It should be easy for wide-awake operators in the coin machine industry to see what an increased flow of money can mean to their business. Americans by nature are not frugal, and while we like to put something away for a rainy day, we do not stint ourselves on the pleasures of life as we go.

Manufacturers and operators, I am sure, do not intend to ask for their share of prosperity without earning it. To the best of our ability we, the manufacturers, will continue to build fine equipment, and operators, I know, will continue to give excellent service.

Yes—there are more jobs—pay rolls are higher—business is unquestionably better. Statistics show us that in Chicago alone there has been a 25 per cent increase in pay checks in the five-year average ending in 1939. One large Illinois concern, flooded with preparedness orders, has added more than 700 employees in only six months' time and is hiring more daily.

The great red glow that fills the night sky in Gary, Ind., is coming from the steel mills—scene of one of the richest operating territories in the country. Twenty thousand men are working there today, about 5,000 more than were employed in the same district even during the boom days of 1929. It is certain that business is climbing steadily toward the 1929 figure and that it will eventually pass that figure!

If there is any question about it, it must not be assumed that this increased business will merely fall into our laps

like a suddenly ripened plum. We will reap an abundant harvest only if we cultivate the soil with care.

It should not, for instance, be assumed that simply because men have money to spend that they will throw it to the four winds. Having been without it for so long they realize its value all the more. They are going to put it where it will give them the pleasure and benefit they have a right to expect.

Obsolete coin machine equipment will not "pay its freight" when placed in a busy location. It simply occupies otherwise profitable space. The operator who installs current model or standardized equipment will find full cash boxes, while the operator who thinks that any old thing will get the nickels will find collections very slim.

During the boom days of 1929, many real estate sharks bought huge tracts of land, subdivided it, and stuck up little colored flags along the street to entice easy money. In many cases they got it.

The little flags are up again today—but the easy money is held by shrewder buyers. The era of "easy come, easy go" is no more. In the coin machine business, pleasure seekers say: "We will spend, but we want full value for our money." Old equipment dug out of musty basements and shaken loose from moth balls certainly gives no player full value for his money.

The coin machine industry has had a wonderful growth. Leaping ahead on the crest of public demand, it has amazed skeptics and delighted millions of loyal patrons. It has placed amusement, relaxation, and convenience at America's finger tips. It has become as staple as the motion picture, as important as radio, and as necessary as mental freedom itself.

There can be no doubt that operators in the coin machine industry owe these loyal supporters—this great army of patrons, a debt. Payment of this obligation can best be made by maintaining a modern route with commendable and efficient service.

In the papers now and then we read of activities of patriotic groups, such as the Red Cross and the American Legion. The fine work these organizations do is a credit to the nation. And as I examine the facts, I am inclined to believe that the coin machine industry deserves no small share of the public plaudits itself. The important part it is playing in maintaining high morale and in giving America happiness insures its future in the modern scheme of things.

Faces up—faces forward! Rich smoke fills the air. From mines, factories, and shops it presages the growth of a newborn hope for the future—a future that is already here. America, the richest nation in the world, is putting its wealth to work! Shoulders to the wheel—determination to the fore—coin machine operators and manufacturers alike will help to forge this great new link in the progress of a great people!

EXPORTS OVER A MILLION

October Mark Is \$93,260 Covering 1,130 Coin Devices

Canada again biggest importer—Mexico second—games have largest total

WASHINGTON, Dec. 14.—October export totals of 1,130 machines valued at \$93,260 pushed the year's figure over the million-dollar mark. The figure, including the months from January to October, is 13,520 machines valued at \$1,016,866.

October's total compares favorably with the preceding nine months, striking about an average figure. During October, Canada was again the largest importer of coin machines, taking a total of 898 machines valued at \$57,724. This figure

includes the largest single entry on the October report, the purchase of 704 games costing \$38,169.

Second largest individual listing was 105 phonographs valued at \$19,807, which was taken by Mexico. Mexico was also second in the value of all coin machines taken during the month. Her total was 199 machines worth \$20,711.

Number of machines and their value in the three types of machines exported were: automatic phonographs, 275 valued at \$40,005; vending machines, 181 valued at \$8,490; and games, 773 valued at \$44,765.

Countries which surpassed the \$1,000 mark during October, besides Canada and Mexico, are Panama, Cuba, Venezuela, Philippine Islands, and Union of South Africa. The export figures are listed below:

EXPORT FIGURES OF OCTOBER, 1940

Country	Automatic Phonos.		Vending Machines		Games	
	No.	Value	No.	Value	No.	Value
Canada	84	\$11,729	130	\$7,376	704	\$38,169
Guatemala	1	185	—	—	1	230
Honduras	4	448	—	—	—	—
Panama	9	1,810	5	324	7	1,018
Mexico	105	19,807	26	514	8	390
Cuba	7	1,562	—	—	—	—
Neth. W. I.	9	—	—	—	—	—
Chile	9	327	—	—	—	—
Columbia	5	948	—	—	—	—
Venezuela	5	948	—	—	—	—
Philippine Is.	4	1,521	6	84	25	300
Brazil	—	—	8	131	7	1,031
Australia	—	—	2	13	1	191
Portugal	—	—	4	48	1	100
Canal Zone	1	75	—	—	3	995
U. of S. Africa	—	—	—	—	1	432
TOTALS	278	\$40,005	181	\$8,490	773	\$44,765
Grand Total	1,130	\$93,260	1,130	\$93,260	1,130	\$93,260



FRED WOLF, PROPRIETOR of Wolf's Restaurant and Bar, Guttenberg, N. J., and one of the three DuGrenier Champion cigarette merchandisers which serves customers of this popular dining and dancing spot.

Invitation for Conventioneers

CHICAGO, Dec. 14.—"We're issuing a blanket invitation to all of our friends who are expected in early for the 1941 Coin Machine Show to use our show-rooms as headquarters," reports Mac Churvis, of Grand National Sales. "They're at liberty to use our telephones and we're putting in as many extra desks as we can for their convenience."

"We're making some swell plans for our same old booth No. 206. In fact, we hope to make old 206 the surprise of the show."

"This big show surprise is another way that we can personally display our appreciation," said Al Sebring, head of Grand National.

Sky Fighter In Second Year

NEW YORK, Dec. 14.—Mutoscope's anti-aircraft machine gun, Sky Fighter, entered into its second year of production this week. A picture elsewhere in this issue shows the original Sky Fighter model which was introduced to the operating world at the parkmen's convention in 1939.

"By way of celebration," Mutoscope officials report, "a record sales week was chalked up." Commenting on Sky Fighter, they continued: "Few machines have enjoyed such a long run. The reason for its success will continue to make this gun even more profitable for many months to come."

"Sky Fighter gives the biggest thrill play of any legal machine on the market," claims William Rabkin, presi-

dent of International Mutoscope Reel Company. "What's more, Sky Fighter's appeal is increasing by leaps and bounds with every day's headlines. The timeliness of Sky Fighter and its usefulness in teaching Americans the first lesson of defense—to shoot straight—retains and heightens its fascination. Few people can view the Sky Fighter without succumbing to the urge to get those 300 pulse-raising shots for a nickel."

"The modern Sky Fighter has been redesigned and made much more colorful, flashy, and eye-catching than the original model first introduced a year ago. It is, say the majority of operators, the finest gun investment of all."

THE NAKED TRUTH

Stripped of all ballyhoo and wishful thinking, the machine that makes the MOST MONEY NET is the one YOU WANT . . . and that machine, by all odds and every comparison, is the amazing PHOTOMATIC! With PHOTOMATIC you make money every day, every week, year after year—and BIG MONEY at that! Wake up to the REAL facts.

INVESTIGATE!

International Mutoscope Reel Co., Inc.
44-01 11th St., Long Island City, New York

BARGAINS FROM DAVE MARION

IMPS—FRT.—CIG.—\$60.00 PER CASE

Gingers, Late . . . \$12.50	14 G.T. . . . \$24.50
Pennyback . . . 7.50	Goodie T. Grip . . . 8.50
Imp. Fr., Cig. . . 8.00	14 Ohio Post . . . 4.00
Reel P., 1940 . . . 14.50	Spot Page . . . 42.50
At-Sar-Ber, F.P. . . 14.50	Contact, A-1 . . . 15.50
Thirlowden . . . 62.50	

Money-Back Guarantee if Not Pleased.
Write for December List, F. P. Tables, \$10.00 op.
Jobbers—Write Us for Quotations. Any Machine,
1/3 Deposit Required—Packed Right and Prompt.

Write for Complete Bargain List,
MARION COMPANY, Wichita, Kansas

Four Roses Is Genco's Biggest

CHICAGO, Dec. 14.—"Shooting ahead of all its famous Genco predecessors, Four Roses is the most sensational hit that has yet come from our factory," report officials of Genco, Inc.

"It must be an art," said an Eastern operator, "the way Genco keeps knocking out hit after hit, one better than the other. It is proof to me that producing money-makers for operators is no accident. Genco has kept us supplied with the top money-makers in the field, and I've certainly come to bank on Genco games with definite confidence."

"Four Roses, the present Genco game, has shown larger collections in my locations than any game this year, and I've got more of these games on my route right now than any other single number of the past year."

Meyer Gensburg, executive of the Genco organization, reports that Four Roses has already surpassed the sales records of every Genco game of 1940.

Bert Lane, of Seaboard Sales, Eastern factory representative for Genco, says that he has never before been so swamped with orders. "The operators have discovered that Four Roses really takes in the money. They are operating large quantities of Four Roses because it is a Genco game, a fact that makes it all the better because of the higher trade-in values, greater mechanical excellence, and all around superiority of this great line."

Rothstein Reports '40 Biggest Year

PHILADELPHIA, Dec. 14.—I. H. (Doc) Rothstein, of Banner Specialty Company, reports that his firm has enjoyed its biggest year during 1940.

"This has been a year of real prosperity for the coin machine trade," he said. "The operators have grown right along with the advance of the business. They

have shown themselves among the most progressive of all business men in the country. Their advance is not only attributable to the finer machines the manufacturers have been producing, but mostly to their own keen insight and progressiveness in dealing with the right sort of institutions."

"Banner Specialty Company, both in the Philadelphia and Pittsburgh offices, has enjoyed its greatest business year. We have worked hard, but we feel that the co-operation and the efforts which we extended in behalf of the operators in our territory were more than worth while. We know that these men have prospered with us, and it gives us great pleasure to look at the industry and be able to feel that we have grown so much."

Biggest Show in History . . .

CHICAGO, Dec. 14.—Manufacturers of coin machines, parts, and supplies held a get-together meeting at the Sherman Hotel December 11 under auspices of Coin Machine Industries, Inc. The meeting opened with a dinner, and then a pep meeting and business session was held, followed by a quality floorshow.

The purpose of the meeting was to hear reports of the progress made toward the 1941 Coin Machine Show to be held January 13 to 16, and also to discuss suggestions for making a "bigger and better convention than ever before."

Present facts about the plans for the 1941 convention guarantee that it will be the biggest convention in the history of the industry. Reports by James A. Gilmore, convention manager, revealed that 177 booths have been sold up to December 13, and that only 51 exhibit booths remain unsold. A total of 188 exhibit booths were sold for the 1940 convention, so that a month before the 1941 convention practically as many booths as were filled at the previous show have already been sold.

By a coincidence the CMI reported having a membership of 100 and 100 firms had also signed up for exhibit booths. Fifteen new members had been received by CMI since last convention.

The Robert Silis organization will handle public relations for the convention this year. The Mills Panoram movie machine and other unusual devices will be shown this year, and many other special features are in the making.

Seeking Power To License . . .

CHICAGO, Dec. 14.—The finance committee of the Chicago City Council at a session December 6 considered the possibilities of working with civic organizations toward securing the passage of State legislation that would give cities and towns in the State greater powers to license business.

A few cities in the State have licensed pinball games, but some legal authorities have suggested that Illinois cities do not possess such power. The city council here may seek the aid of the Chicago

Association of Commerce to promote the passage of legislation that will give cities greater licensing powers.

A tavern trade paper here recently stated that Illinois cities do not have the power to license phonographs, and that if a license is passed it will be on the location.

Vermont apparently is the only State that has passed special enabling legislation to permit cities to license pinball games. The law was passed in 1937 and was delayed by court tests until 1939.

Daval Cub, Ace Setting Records

CHICAGO, Dec. 14.—The Daval Company, maker of Marvel and American Eagle, reports that its newest releases, Cub and Ace, have unexpectedly exceeded the sales of the aforementioned counter games.

"We never believed that we would exceed the records set by Marvel and American Eagle," declared Al Douglas, head of Daval. "However, after checking we find that Cub and Ace have been even more in demand since introduced than were Marvel and American Eagle in an equal period following their introduction."

Moseley's Mighty Midgets

RICHMOND, Va., Dec. 14.—Harry P. Moseley, Moseley Vending Machine Exchange, Inc., introduced Cub and Ace to the trade here recently. He comments: "These are the mightiest money-making midgets now available. They have every-

ONE BALL BARGAINS

DEAD HEAT	\$60.00
DERBY CLOCK	35.00
QUINNELLA	35.00
DERBY TIME	35.00
HEY DAY	35.00

Automatic Coin Machine Corporation

340 Chestnut St., SPRINGFIELD, MASS.

OPERATORS

TO BETTER SERVE YOU—
WE ARE MOVING JANUARY 1 TO
NEW AND LARGER QUARTERS AT
1206 FARNAM ST.

Write Us for Prices on New and Used
Novelty Games, Slots, and Counter Machines

HOWARD SALES CO.

322 South 13th Street, Omaha, Nebraska

thing that we all want, distributors, operators, and players alike."

Lazar Wires Operators

PITTSBURGH, Dec. 14.—Too anxious to let the news await mail delivery, B. D. Lazar Company wired its customers: "Come in and see Daval's new Cub and Ace, tiny-sized counter games." Ben Lazar, commenting, said: "These games are the best that we have ever had. They have all the zip and play appeal that players like."

Electro Ball's Fast Coverage

DALLAS, Dec. 14.—"We are covering our territory as quickly as possible, informing columnen of the new Daval releases, Cub and Ace," report officials of the Electro-Ball Company. "These two new Daval games are sure to bring operators thruout the Southwest the best profits enjoyed in many a day. Tho we are pulling hard for Ace, we can see where Cub is going to be mighty important."

"Two Ways To Show Profit"—Ewing EVANSVILLE, Ind., Dec. 14.—"We now have two ways to say profit," reports Charley Ewing, of the Automatic Amusement Company. "Those two words are Cub and Ace. Since we received our samples of Daval's new counter games we have simply pointed to them whenever an operator asks what we consider the best profit maker."

Monarch Guards Patron Relations

CHICAGO, Dec. 14.—In a Supreme Court ruling made some time ago the judge defined good will as being "the disposition of a customer to return to the place where he has been served well."

"This," said Al Stern, Monarch Coin Machine Company executive, "is the reason why Monarch enjoys so fine a reputation in the trade and why Monarch is fast becoming headquarters for the operating industry. Monarch machines, Monarch service, and, above all, the little extras on which we place so much emphasis, are responsible for our success in an industry where sensations are a common occurrence."

"The little things that count at Monarch and with our many customers are the friendly airs of our staff, the welcoming smiles with which all visitors are greeted, and the cheerful how-do-

Beg Your Pardon

In *The Billboard*, December 14, Page 73, a news item was published that Joe Hirsch had been re-elected president of the Amalgamated Vending Machine Operators' Association of New York.

Corrected information is that Mr. Hirsch was nominated to succeed himself as president of the organization. He has served the organization the past year in the office of president with great success.

The Amalgamated association represents amusement games operators in the New York area.

you-do that makes everyone feel at home in Monarch's new three-story headquarters."

Ed Raverby Holds Boston Showing

BOSTON, Dec. 16.—Columnen from all over New England gathered at the Hotel Statler, Boston, yesterday for the opening of the three-day showing of Panoram movie machines and Soundies.

The New England premiere was arranged by Ed Raverby, president of the newly formed Panoram-Soundies and Sales Corporation of New England, which is handling distribution in this area. Leon Task is treasurer of the firm.

The printed invitations sent to all columnen, regardless of the type of coin machines in which they are interested, read: "You are cordially invited by James Roosevelt, Fred Mills, and the Panoram-Soundies and Sales Corporation, of New England, to attend the New England premiere of Panoram movie machines and Soundies."

The show opened at 2 o'clock yesterday afternoon and was open until 10 p.m. The same hours will prevail today and tomorrow. Admission was by invitation only, but operators, distributors, and others thruout New England were included in the list of invited guests.

Modern Sees Boom For Remote Control

NEW YORK, Dec. 14.—It is the opinion of executives of the Modern Vending Company, New York, Eastern factory distributor, that 1941 will see practically every music machine location equipped with remote control.

"The reasons for this swing toward remote-control boxes on bars, in booths, and on walls are sound, simple, and fundamental," say Modern officials. "Remote control provides many more outlets for the purchase of music by patrons of the locations. It is the American way to make merchandise easier to buy, to promote its use by making it instantly and conveniently available. With remote control there is put into existence a constant reminder to patrons to drop coins into the box nearest them for their recordings."

"When the public doesn't have to leave its comfortable seat to walk to the phonograph and select records, but can stay put and choose its music within arm's reach, it has been definitely shown time and time again that plays spurt and profits boom."

"The year 1941 will be the year America goes remote control, and it is our good fortune to have the great Seeburg line of remote-control equipment that is proving to double and in many cases quadruple music profits for America's most progressive operators."

Modern will mark the beginning of the new year by moving to new, enlarged, and modern headquarters at 10th Avenue and 45th Street, New York.

REGISTER NOW

for
1941 COIN MACHINE SHOW

Registration blank in
this issue

WHAT???

Have'n you voted for
the most popular recording
artist and disk?

Coin Machine Dept., The Billboard
54 W. Randolph St., Chicago

Most popular recordings for 1940 (up to December 10) in my territory were:

First by
Second by
Third by

Most popular recording artists for the same period:

First
Second
Third

This vote is based on our records covering an operation of
..... machines.

Name
Company
Street
City and State

"BUY 'EM BY THE CASE!"

"CUB" BY DAVAL "ACE"

3-Reel 3-Way Play With Coin Divider and 2 Separate Cash Boxes. Sample \$13.95 Buy 'Em by the Case. Case of "6 CUBS" \$75

5 Reel Poker Play With Coin Divider and 2 Separate Cash Boxes. Sample \$14.95 Buy 'Em by the Case. Case of "6 ACES" \$80

ATLAS NOVELTY CO. 2200 N. Western Ave., Chicago, Ill.

ASSOC. OFFICES: ATLAS AUTOMATIC MUSIC CO., 3929 GRAND RIVER AVENUE, DETROIT; ATLAS NOVELTY CO., 1901 FIFTH AVE., PITTSBURGH



LET'S GO

TO THE COIN MACHINE SHOW

"BIGGER AND BETTER THAN EVER BEFORE!"

**SHERMAN HOTEL
CHICAGO**

JANUARY 13, 14, 15, 16, 1941

DON'T MISS THE '41 SHOW! - MAIL YOUR REGISTRATION TODAY!
COIN MACHINE INDUSTRIES INC., ³²³ *SHERMAN HOTEL* **CHICAGO**

SEND REGISTRATION BLANK IN THIS ISSUE TO THE BILLBOARD, 54 W. RANDOLPH, CHICAGO

MUSIC MERCHANDISING

Operators Can Service Public in ASCAP Situation

Machines can keep alive works of Gershwin, Berlin, and other beloved American composers banned from radio after January 1

NEW YORK, Dec. 14.—Probably the greatest single service that can be rendered to the American public by the automatic phonograph industry, if the current battle between the radio networks and the American Society of Composers, Authors, and Publishers continues for any appreciable length of time, is the keeping alive and in the public consciousness the thousands of established, familiar, and beloved musical works that are a part of American life and culture, and which will be banned from the airwaves, starting January 1 and continuing until the ASCAP-radio mess is straightened out. The musical creations referred to are not necessarily the popular songs of this month, last month, or even last year. They are the beautifully melodic, well-founded compositions of American composers such as Jerome Kern, Sigmund Romberg, Rudolf Friml, Irving Berlin, Richard Rodgers and Lorenz Hart, Cole Porter, George Gershwin, and innumerable others. They include numbers like *Old Man River*; *Loose, Come Back to Me*; *All Alone*, *Always*, *My Heart Stood Still*, *Night and Day*, *The Man I Love*, *Song of the Vagabonds*, *Smoke Gets in Your Eyes*, *One Alone*, and hundreds more in this vein. No contention is made here that these are great works of symphonic proportions; they aren't. But they are the musical backbone of this country, led by Victor Herbert and melodies of his such as *Ah, Sweet Mystery of Life*; *Kiss Me Again*, *A Kiss in the Dark*, they represent a type of musical creation that this country has fostered and that is entirely its own. And after January 1 no network radio program will be allowed to carry these perennial favorites into the homes and hearts of the American public.

Machines' Chance

That's where coin-operated music machines come in. As the only mass outlet for music besides radio, the phonos have an excellent opportunity to evoke more than a mere thanks for musical entertainment from the public. They now have the chance to make the public deeply appreciative of them for making available songs that the public isn't getting now in the profusion it did before the ASCAP-radio fuss began.

It is probably the loss of this type of music on the air that will force some sort of compromise in the situation. The public may not care so much about last month's biggest pop hit, but it definitely does care about *Only Make Believe* or *Indiana Love Call*. It is difficult to see radio existing without this sort of musical menu. But before the tangle is unraveled much water may pass under the bridge, and the alert phono operator is going to take advantage of the impasse to strengthen his own position and that of the music machine business in general.

The procedure is simple. It merely entails putting in the music boxes, for as long as the ASCAP shindig lasts, enough of these well-loved, practically necessary songs to make up to the public its radio loss. As time goes on and the radio struggle isn't consummated, recordings of the *Smoke Gets in Your Eyes*, the *Night and Days*, the *Rose Marie*s will become increasingly profitable, because the absence of these songs in one of their accustomed forms will become increasingly apparent and the longing for them on the part of the public increasingly acute.

The service phonograph operators can

New Chicago Office Address at 155 N. Clark Street

On Saturday, December 21, the Chicago office of *The Billboard* will move from 54 West Randolph into its new quarters on the 12th floor of the Ashland Building, 155 N. Clark Street. Telephone number will remain the same—CENTRAL 8420.

To those unfamiliar with Chicago, the Ashland Building is at the corner of Randolph and Clark streets, directly opposite the Hotel Sherman.

perform, therefore, should be obvious. They can easily continue to foster the greatest musical heritage this country has—the works of the Kerns, the Berlin, the Gershwins, the Rombergs—creations in music that are as American as baseball.

Ace To Hold Christmas Party

NEWARK, N. J., Dec. 14.—Jack Kay, of Ace Distributors, is completing plans for a gala Christmas party and open house December 24.

Due to lack of space, Kay will stage the party at Harry Pearl's Ace Music Company, 11 Coe Place. All friends are invited and are promised the time of their life. Party will begin at noon and run until the early-morning hours.

Attributes Record Popularity to Automatic Phono Plugging

NEW YORK, Dec. 14.—Automatic phonographs are credited with having been one of the factors behind the tremendous revival of phonograph records in the past few years. This credit was advanced by T. F. Joyce, vice-president of the RCA Manufacturing Company.

In a review of the record industry before the Sales Executives' Club, Joyce estimated that 1940 sales of records would reach the 75,000,000 mark. At the same time he forecast that 100,000,000 records would easily be sold in 1941.

Joyce said most of the credit for the revival was due to a program of advertising. This, he said, was instituted about 1932 and featured the slogan "Music You Want, When You Want It."

Automatic phonograph operators will note that this date coincides approxi-

One for the Books

NEW YORK, Dec. 14.—Babe Kaufman reports one for the books. Story is that one of her collectors turned in a slip on which was written a note that the location owner had paid over \$13 into the cash box. It developed that this was done because the Butterfly had stuck, allowing the machine to play without taking in nickels. Location owner explained that his patrons had enjoyed the music and it was up to him to pay for it.

Cleveland Music Men Meet Jan. 9

CLEVELAND, Dec. 14.—Automatic Electric Phonograph Owners' Association held its regular monthly meeting at Hotel Belmont Thursday (5) night, with Jerry Antel presiding. It was decided to hold a New Year's gathering January 9 at Brown's Cottage, Euclid Avenue and East 17th Street, to which employees will be invited.

A feature will be a round-table discussion between the employers and employees of problems of mutual interest for the purpose of closer co-operation. Dinner will precede the business session.

At Thursday night's meeting Jack Cohen, vice-president, gave an interesting talk on remote control and how it can stimulate business. All officers were given a vote of thanks for their services during the past year.

Business over, an informal supper was served. Max Marston, manager of the Graham Distributing Company, was called on for several songs and surprised with his excellent tenor voice.

Marks Catalog Sale To BMI May Result In New Phono Hits

NEW YORK, Dec. 14.—In a deal that trade circles regard as important enough to mean the difference between success or failure for Broadcast Music, Inc., E. B. Marks, president of Marks Music Company, last week concluded negotiations for the transfer of performance rights in the Marks catalog to BMI as of January 1. Deal had been on the fire for several months and its final consummation gives BMI a major victory in the fight with ASCAP to acquire music for broadcasting after the first of the year.

Deal is important to coin phonograph operators in that now there may be a great amount of radio plugging of a number of the best items in the Marks library, with subsequent hits created and thus the necessity of these songs being under music machine needles. Among the best known songs in the Marks line-up are *Gloss Worm*, *Rancho Grande*, *Andalucia* (latter popular as *The Breeze and I*), *Where Did You Get That Hat?*, *Mama Inez*, *Amapolis*, *Say Si Si*, *Lily of the Valley*; *Play, Fiddle, Play*, and *Parade of the Wooden Soldiers*. About 8,000 songs from the Marks catalog will be available to radio after January 1. Price involved in the deal was \$250,000 a year, or \$1,250,000 for a five-year lease on the catalog.

Operators will undoubtedly be interested in the development of these songs on the air, for the creation of any new hits or revival of old ones will of necessity be followed by recordings of them by top phono artists, some of which may be eventual coin phono successes.

Tri-Way Presents Illumitone Speaker

BROOKLYN, Dec. 14.—Tri-Way Products Company, Inc., manufacturers of the Ultratone chromium chandelier ceiling speaker, presented its new speaker, the Illumitone, this week.

The Illumitone features the same idea as the Ultratone, also being a chandelier speaker. The Illumitone, however, is a complete light-up job.

The speaker comes in gold or silver, reflecting the lights it features. It will also be presented in pastel colors for those operators who have locations that prefer pastel shades.

"The success of the Ultratone, which has become nationally accepted by all music operators, especially those music operators who are featuring wall and bar boxes," it is believed by executives of the firm, "will only be second to the Illumitone speaker baffle."

"The Illumitone speaker was created and designed on demand of the music operators themselves. Orders on our Ultratone speakers have been increasing daily, but many of the music operators advised us that they would like to have the same idea in a chandelier, ceiling speaker, all lighted for those locations that want this sort of attraction. In creating the Illumitone we took every detail of music operation into consideration."

Non-Radio-Plugged Tune Test Shows Up Well

CHICAGO, Dec. 14.—An interesting item in the light of current BMI-ASCAP difficulties appears in a recent news release from Robbins-Felst-Miller, music publishers. To test the selling power of a song thru music machines and appearances of a roadshow Jack Robbins did not allow the tune *Somewhere* to be used on radio network programs until the test was completed.

Meanwhile the music machines were playing the tune in many of the nation's locations and the roadshow was featuring the song in various cities. Twenty thousand copies of the sheet music for the song were sold before the tune was released for radio use. This was due to the roadshow and music machines entirely.

Recordings of the tune were made by Glenn Miller, Kate Smith, Sammy Kaye, Dinah Shore, and others.



FIRST PURCHASER OF A WURLITZER COLONIAL model in the State of Indiana was John Hogan (left), Wurlitzer music merchant of La Fayette, Ind. Gordon Sutton (right) of the Guarantee Distributing Company, Wurlitzer distributor of Indianapolis, closed the deal.

EASTERN FLASHES

NEW YORK, Dec. 14.—Conversation in coin machine circles was devoted principally to the coming convention and get-togethers that will be staged during Christmas week. Confidentially, the Chicago conclave has the edge over the Santa Claus talk. Indications are that Eastern operators are turning out en masse for the annual event.

AROUND THE TOWN

George Ponsler caped in from Chicago just as Homer Capehart arrived via air from Indianapolis. Both were enthusiastic over the reception given Ponsler and predict a banner 1941 for the music industry. Capehart took off from La Guardia Airport Saturday evening on a return trip to Indiana. . . . "The progress made by the Amalgamated Vending Machine Operators' Association, Inc., in 1940 is very little compared to our hopes for 1941," said Joe Hirsch, AVMOA prexy, who will soon present a new plan to help amusement game ops to better profits. . . . Mystic Music, Rock-Ola's wired music system, was inaugurated here this week by Charles Engelman in collaboration with Joe Fishman, of Interstate Machine Sales Corporation, when the central station was opened at 1422 St. Nicholas Avenue. . . . Deep-sea fishing was the subject of conversation when Joe Darwin, demon Wurlitzer representative, met Joe Eisen in the office of Manhattan Distributing. After some wrangling, Eisen voted for Mayaquez, P. R., as the best spot to find blue tunas. Darwin claimed waters off Northern Florida the best, supporting his argument with his record of four 90-pounders in four hours. . . . Eastern column will recall the swell time they had with Benny Leonard at last year's show. When the convention is held this year Benny will be operating his restaurant on Broadway between 53d and 53d streets, which is scheduled for an opening next week, and admits that he has a warm spot in his heart for the coin machine boys.

MEN AND MACHINES

Bert Lane, of Seaboard Sales, has become a triple-threat man these days with Genco's great games, Mutoscope's Sky Fighter, and Daval's Club and Ace and was one of the busiest men in town when he secured a record order for Cub and Ace. . . . Al Schlessinger spent most of the past week at Joe Fishman's home following a recent operation. Al will soon be back on the job. . . . Rudy Greenbaum left New York Saturday to make the rounds in his territory. His route included Philadelphia, Baltimore, Washington, and Pittsburgh. . . . Willie (Little Napoleon) Blatt uses his Brooklyn installations of Buckley Music System to convince operators of the profits to be made with this system. His favorite booster spot is Nugent's Tavern in Flatbush. "There are more spots like Nugent's from Yonkers to Montauk Point," he adds. . . . Sam Sachs, of Acme Sales Company, who is always bringing something new into the field, is attracting much attention from local music ops with a new remodeling job. . . . If some of the out-of-town distributors and jobbers want to see a busy distributor, Mike Munves's place is the one. . . . Joe Fishman and Marvin Liebowitz were seen walking down Coitrow on their way to the row's restaurant, where one is sure to see everybody who has anything to do with coin machines. . . . Tony Gasparro was missing from his Weston Distrib office nearly all week. He was in Chicago at the Echbit factory. . . . Old Paris and Marty Roth, regular columnists, were sighted talking over business matters in Marty's car parked on Coitrow.

PAST FLASHES

Jack Fitzgibbons, who will soon announce his plans to the trade, gave his place the atmosphere of an army training camp the other day by his repeated calling of "Attention." Instead of the staff coming to attention, they scurried here and there. Furor was caused by the rapid selling of Attention. "There was so much activity," Bill McDonald put in, "that we didn't trouble to place the game in stock. They were sold before we could get them off the elevator." . . . Bill Schock, of Schock & Schaeffer, well-known arcade men, was seen on Coitrow en route to Mike Munves's to

look over new equipment for amusement palaces. . . . Al Simon, of Savoy Vending Company, returned from Chicago, where he attended the NAAPPB convention and got an eyeful of the equipment amusement parks, beaches, and pools will feature next season. . . . Bill Rabkin, of International Mutoscope, on his return from the NAAPPB conclave, reports that park men were high in their praise of Sky Fighter and consider it one of the finest contributions to greater profits in 1941. He added that orders secured at the show will keep his crews busy nights for some time to come.

FROM HERE AND THERE

Earle C. Backe, of National Novelty Company, Merrick, L. I., whose wife is a tennis champ also, is planning a trip to the Sunny South to play more tennis. . . . Hymie Budin has Sara-Suzie, Stoner's latest, on display, and reports it is attracting coinmen's attention. . . . Good authority has it that the Ultratone chandelier, ceiling speaker, is gaining in popularity and is meeting the immediate approval of location owners. . . . Ray Knox and Eli Miller, of Midway, are doing a bang-up job on both new and reconditioned venders and are looking forward to a bigger 1941.

JERSEY JOTTINGS

Sam (Wings) Horrocks, of Orange, was among the first ops to enlist in the World War and served as a sergeant with Company B, 29th Division. He lost his arm in action. One of the first Mills distrib in Jersey, his association with that firm dates back about 25 years. . . . Lucky Lutz, of Elizabeth, is in the South on vacation after starting off the rest period with a 10-day visit to Atlantic City. . . . Jack Berger, of Newark Colno, who has been putting on some weight lately, will soon celebrate his first anniversary. He has wired the Sherman to have Suite 500 for him again this year. . . . Dave Stern told Homer Capehart that he was certainly giving the ops a big idea. . . . Bill Ashmore and Art Seeger, wearing a new Hollywood Gene Autry shirt, visited Newark, scouting for new ideas for the Asbury Park section. . . . Barney (Sturg) Sugerman, of Royal Sales Company, Newark, and his men are being kept busy with installations of the Buckley Music System. He adds that Ultratone speaker sales in his area have tripled. . . . Al S. Cohen, of Asco, has some swell counter game specials for the boys and claims that every machine is so well reconditioned that it looks and works like new. . . . Irv Orenstein, of Hercules, is casting a fond look toward Florida. Problem is whether it would pay him to drive down and fly to the Chi show or go down and try to rest after seeing all those new machines. . . . Harry Wichansky's Atlas Vending Company, Elizabeth, is attracting attention among Union County operators. . . . Billy Ehrenberg thinks of the nickels that are popping into his machines as he walks down Broad Street in Elizabeth. . . . "Carrollization" rebuilding process for used machines has put the Newark George Ponsler Com-

pany in the limelight. Process was developed by Lester Carroll and named for him by Irv Morris, office manager. Bill Zock, Charley Chaplar, and Izz Rosefield, mechanics, are now studying the process. Morris reported plenty of action on Chicago Coin's Strat-o-Liner, Gottlieb's Paradise, and other games handled by the firm.

MORE FROM NEW YORK

Irving Mitchell celebrated his 11th wedding anniversary December 8. "No complaints," smiles Mitch, "and two of the finest kids to show for it. Also a thriving business." . . . Jack Nelson, in town two days, showed the locals what

fast stepping is, and he was in fast-stepping company. Boys were gasping for air when Jack finally pulled out for Chicago. George Young, Rock-Ola district manager, and Joe Levine, Rock-Ola Boston distrib, came to New York to see Nelson. Levine, a former showman, is using showmanship in his coin machine business. . . . Distribs, jobbers, and operators were saddened by the news of the death of Milt Jacobson, Dave Helfenbein's son-in-law and associated with the Daval plant, in Chicago following an operation at the Mayo Clinic. Miss A. M. Strong, of G. V. Corporation, reports that DuGrenier's Adams Gum Venders will be seen at the coin show along with facts and figures to show operators it pays to deal with G. V.



"MORE LOCATIONS ARE GOING SEEBURG EVERY DAY," reports Ben Kufick, Atlas Phonograph Company, Buffalo. Above is a typical Buffalo location using Wall-o-Matics and the Play-Boy.

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Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

By SAM HONIGBERG

News Notes

Paul Whiteman is back in the band business, leading a 15-piece dance group. His first job is an indefinite run at Ben Marden's Colonial Inn, Hollywood, Fla., beginning January 9. . . . Victor and Columbia changed hands on two of the foremost Latin bands in the country. Xavier Cugat some time ago moved from Victor to Columbia, and last week Eric Madriguera left Columbia to record on the Victor label. . . . Carolyn Cromwell, vocalist from Hollywood, joined Lou Holden's band in New York last week. . . . New radio programs and changes in line-ups will bring to the limelight many well-known recording bands. Already set are Orrin Tucker and Bonnie Baker in a new NBC Sunday commercial called "Hidden Stars," which originated in Chicago December 15. Xavier Cugat takes over the Camel Caravan show from Bob Crosby January 9, while Crosby is being considered for another network program.

Kenny Gardner is a new vocalist with the Guy Lombardo band. . . . Al Larson, baritone, joined Tiny Hill's band and his first Okeh record with the outfit is "All the World Will Be Jealous of Me," first published in 1917. Tiny says his mother used to sing this song to him and only recently found it in the Wiltmark catalog. Another tune Tiny recorded this week is "The Guy at the End of the Bar," a novelty in the "Ti Pi Tin" tempo, written by Sol Tepper and Jack Wilshire, and accepted by Irving Berlin last week.

Ted Straeter, long known as a society band, is trying to get away from that billing via Columbia records. He is going to do numbers that have mass appeal. Mills Brothers doubled up with Benny Carter's band for Decca's "By the Watermelon Vine, Lindy Lou." . . . For its jazz masterwork selections, Columbia is reviving "Rock It for Me," with Jimmie Lunceford's band, and "My Melancholy Baby," with Teddy Wilson's orchestra, and vocal by Ella Fitzgerald.

Faster Numbers Wanted

HERBERT WOOLARD, operator in Clarksville, W. Va., writes that too many of the late numbers are slow in tempo for dance purposes and as a result he had to go to his old stock to dig up fast tunes for his music machine route.

"People want to dance and they will drop nickels to get records producing music," explains Mr. Woolard. "The best dance record I have played in the last six months is 'Get That Moon Out of Your

Eyes' (Bluebird), and yet few other operators I know have had much luck with it. The chief trouble seems to be its similarity to the title 'The Moon Got in My Eyes,' and patrons pass it by believing it to be an oldie.

"Good records in this territory these days include 'There's Yes Yes in Your Eyes,' with Guy Lombardo; 'I'm Sorry I Made You Cry,' with Eddy Howard; 'Do You Ever Think of Me?,' with Bing Crosby and the Merry Macs, and 'In a Shanty in Old Shanty Town,' with Johnny Long."

Canadian Leaders

M. G. JONES, of Sarnia, Ont., reports that the current music machine hits in Canada are versions of songs used in George Formby's English picture, *It's in the Air*, a comedy based on the adventures of the RAF. The titles are *It's in the Air*, *You Can't Fool Me*, and *Sergeant Major*. Mr. Jones claims that these records are doing more business for him now than any tunes he has played in five years. The picture is currently playing in New York.

This and That

LATEST trend in music machines in the East favors army tunes and congas. The latter dance craze is being popularized in several pictures now playing theaters thruout the country, and the younger element is exhibiting it enthusiastically on locations equipped with dance floors and containing conga records. . . . One of the more popular patriotic records these days is *He's My Uncle*, made by Abe Lyman and Dick Powell. Columbia Pictures will produce a movie under that title based on conscription camps. Another new army tune is *Oh, They Are Making Me All Over in the Army*, written by the *I Am an American* authors, Ira Schuster, Paul Cunningham, and Leonard Whitecup. Still another song praising Uncle Sam is *America, I Love You*, an oldie published in 1916, which is revived in the movie *Tin Pan Alley*.

Among the first tunes recorded by Sammy Kaye since his return to Victor include *Nightingale Song in Berkeley Square* and *Dream Valley*. . . . Nick Kenny, the prolific writer and columnist, has just penned a new one called *Rose of the Rockies*, which will be recorded for Bluebird by Mitchell Ayres Wednesday (18). Ayres, incidentally, will also record two songs used in the coming Milton Berle picture *Tell, Dark*, and



VIC MANHARDT, OF MILWAUKEE, tells Henry Jadin, of Acme Jobbing Company, Philadelphia, about the picture he will hold for Milwaukeeans who have expressed curiosity about the Panoram movie machines.

Handsome. They are *Wishful Thinking* and *Me, I Done It Again*. . . . Orrin Tucker will be the first out with records of tunes from his coming picture *You're the One*. He did *Strawberry Lane* and *I Could Kiss You for That*, featuring Bonnie Baker in both.

Territorial Favorites

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

NEW YORK:

I Give You My Word. Eddy Duchin. Al Kavelin. Jack Leonard.

A new ballad reported coming up nicely both in the New York area and in Denver. Operators indicate that it has the stuff to become very popular on music machines, and the fact that it has been recorded by several name artists will bring it the limelight sooner than usual.

NEW HAVEN:

Goodnight Mother. Dick Todd.

They like this anti-war tune in Connecticut and via this tune the name of Todd is garnering some of the honors bestowed upon it around Chicago, his headquarters. The song is showing up well in sporadic locations thruout the country.

SAN FRANCISCO:

You're the One. Tommy Dorsey.

One of several new music machine entries doing well. Since moving into a location job in Los Angeles and, by day, working on the Paramount lot in Las Vegas Nights, the publicity on the band has been regular and highly favorable thruout the West Coast. The locations in that area are reaping their rewards, as a consequence.

DENVER:

You've Got Me This Way. Kay Kyser.

A familiar song on the air and in theaters which has not been equally familiar on music machines. Kyser, however, has one of the best versions, aided and abetted by some vocals from his well-exploited singers. It is coming up strongly in the Denver area.

PORTLAND:

You've Made Me Love You. Bing Crosby with the Merry Macs.

This is one of two songs which Decca assigned to two of its most popular attractions. One is already showing up well in Oregon. The tune, of course, is more or less of a standard now and the added strength given it by the artists promises to pull it into the leading record class.

Radio's Leading Songs

Here is a comparative list of 10 songs broadcast most often during the week ended December 13 and the week before, ended December 6. The songs are those heard over the networks and leading New York stations based on information supplied by Accurate Reporting Service.

(Note: Due to the current fight between the leading radio networks and the music royalty collecting society, ASCAP, songs published by the networks' own music firm, Broadcast Music, Inc., are favored on all chain programs.)

This Week	Last Week
1—So You're the One	1
2—I Give You My Word	4
3—There I Go	3
4—Nightingale Song in Berkeley Square	9
5—I Hear a Rhapsody	6
6—You've Got Me This Way	—
7—Practice Makes Perfect	8
8—You Walk By	—
9—Same Old Story	5
10—Down Argentine Way	—

Houston

HOUSTON, Tex., Dec. 14.—Walter Stoeber, prominent music operator of La Grange, and A. A. Sage, of Houston Electro Ball office, went qual hunting December 1 and each got the limit.

The best attended social meeting to date for Houston music men was held December 4 by operators C. O. Harrington, Harry Armer, and F. S. Clancy. Roast turkey, baked ham, with all the side dishes, and plenty of refreshments, climaxed by a picture and floorshow, was the program.

Joe Williams, owner of Commercial Music Company, Wurlitzer distributor, spent December 6 and 7 in Houston. He reported business conditions as unusually good over Texas.

Louisiana Street, on which is located the firm of Stells & Horton, Rock-Ola distributor, was recently opened to traffic. The street, one of the main thoroughfares, had been closed several months for resurfacing and widening.

The location of Stells & Horton's office and salesroom is a credit to the coin machine industry. Directly across the street is one of the largest elementary schools in the city and on the opposite corner the big new YMCA building is going up. Between the school and main YMCA building is the entrance to Humble Oil's recreation house and athletic field.

New Seeburg selector was on display at local Electro Ball office first week in December. Manager Allen McQuinn reported more orders for the attachment than had been expected.

The Harrington Amusement Company in its comparatively new quarters on Washington Avenue is one of the oldest and larger operating firms here. One of the five Harrington brothers said the last three letters in their name are significant. All five of them are heavies, not fat but big.

Wilford Fritz, Wurlitzer factory service man, was recently assigned to the South Texas territory, working out of the Houston office of Commercial Music Company. Fritz previously covered the New England States. He is making Houston his home.



HARRY I. DROLLINGER, general service manager of the Packard Manufacturing Corporation, started servicing electric pianos at the age of 16. He was with National Piano for 13 years, with 14,000 pianos on location. Then he operated phonographs for himself in Texas for five years. Since then he has served in high positions with three large coin machine manufacturers. He now commands a large force at Packard.

On the Records

This column is designed to aid music machine operators in the selection of records for their machines. It gives a descriptive appraisal of the latest releases and an evaluation of their potential commercial value to phonograph operators.

(CONTINUED FROM PAGE 12)

CAB CALLOWAY (Okeh)

The Workers' Train—PT; VC. *Feelin' Tip Top*—PT; VC.

Ever since Tuzedo Junction, the trend seems to have become toward swing-ars in an easy, relaxed groove and with labor rather than capitalistic tendencies. *Slow Freight* and *Rock Island Flag* stop led into the current *Five o'Clock Whistle*, which went off the railroad standard long enough to take up the cudgels for factory inefficiency whereby whistles don't blow. Calloway here hits the railroad again with a ditty that has a full complement of commercial possibilities, particularly for coin phonographs. The same sort of infectious swing tune as *Five o'Clock Whistle*, and an amusing enough lyric (sung in Cab's inimitable serio-comic style) may do well by this side in the music machines. Reverse is only something on the other side.

SHEP FIELDS (Bluebird)

What'll I Do If I Marry a Soldier—PT; VC. *A Faded Photograph*—W; VC.

Fields couples a timely, lifting tune with Irish overtones in melody and lyric to a drooly ballad, and produces a contrasting disk that has sales potentialities if platter purchasers' sensibilities are such that they can ignore the banal song effort on side B and listen only to the able performance of the band. A nice sax chorus and Larry Nell's capable warbling highlight the Faded ear of corn, while Dorothy Allen shows improvement over her initial vocal efforts with this band by doing a good job on the intricacies of the *Soldier* melody and words, some of which are Gaelic, or a reasonable facsimile. Band sounds full, and is danceable and listenable all the way thru.

DICK JURGENS (Okeh)

My Mother Would Love You—PT; VC. *You Say the Sweetest Things, Baby*—PT; VC.

Another Jurgens pairing that displays this crew's customary sweet and un-spectacular manner. A show tune and a picture number (from *Panama Hattie* and *Tin Pan Alley*, respectively) comprise the melodic menu for this particular Jurgens feast, and no fault can be found with any component part. It's simply that the whole is a shade on the undistinguished side.

BEA WAIN (Victor)

Let's Be Buddies—V. *Make It Another Old Fashioned Please*—V.

Miss Wain takes a couple of Cole Porter's ditties from *Panama Hattie*, delivering *Let's Be Buddies* in the voca-dance style that means dancing may be essayed because of the strict time adhered to in the arrangement, and lending her seductive vocalizing to the equally seductive note-and-word trappings of *Make It Another Old Fashioned Please*

in an ad lib manner that rules out terping, but makes listening mandatory. This is the better side because it fits Miss Wain's style better, altho Buddies is effective in her hands as well.

LARRY CLINTON (Bluebird)

I Want To Rock—PT. *Jump Joe*—PT.

The words "rock" and "jump" in the titles are the tipoff as to what can be expected here. This sort of stuff is Clinton at his weakest, with a great many hot solos and loud ensembles adding up to just two more ordinary swing things. Clinton's real talent emerges when he goes to work on a jazz version of a classic, but this run-of-the-mill jump output is as lackluster as his Techtalkowsky and other adaptations are brilliant.

MITCHELL AYRES (Bluebird)

Walkin' By the River—PT; VC. *I Look at You*—PT; VC.

With the highly effective alto sax setting the style, as always, Ayres cuts two more sides that are smooth, musically, and enjoyable from rim to label. The songs don't offer too much to the band, but the latter possesses the ability to evoke listening pleasure solely from the viewpoint of a musical job well done. Tommy Taylor's and Mary Ann Mercer's vocals, on sides A and B, respectively, add to the general satisfaction.

RAYMOND SCOTT (Columbia)

Pretty Little Petticoat—PT. *A Nice Day in the Country*—PT.

This pressing figures to meet with the most commercial success of any of Scott's disks in the past several months. If for no other reason than that the first side contains his air signature, which a good many people must want in permanent form. Artistically, however, it's far from the most scintillating work ever done by this outfit. It's light and easy on the ears, but Scott has set a high level for himself, and this is a little too dull to measure up to it. Reverse is better in arrangement and tempo, being brighter in both, and having the advantage of a fine guitar passage, but it's still not the Scott of *Birdseed Special*, *Huckleberry Duck*, or a score of others.

GLENN MILLER (Bluebird)

Somewhere—PT; VC. *Fresh as a Daisy*—PT; VC.

Conventional Miller muted trombones and the famed reed scoring make the first side interesting and good in the same way that most of this band's ballad arrangements are interesting and good. It's on the reverse, however, that Glenn surprises with a few flashes of humor that are not too customary with this aggregation. Marlon Hutton, Jack Lathrop, and Tex Beneke combine to give the Cole Porter lyrics the amusing filip in



MILLS CHICAGO DISTRIBUTOR LES MARTIN (with hands to eyes); J. P. Ryan, Mills Southwest territory manager, and Walter Hurd, coin machine editor of *The Billboard*, put on an act to Empress accompaniment. Ryan seems to be getting tangled up—to Martin's dismay.

delineation that they need, and the last chorus produces a couple of genuine laughs, particularly the subtle plug for Chesterfield, Miller's cigarette radio sponsor, effected slyly without mentioning the name.

SAMMY KAYE (Victor)

Isola Bella—PT; VC. *High on a Windy Hill*—PT; VC.

Kaye's customary smooth, sweet style is brought to bear here on Ray Noble's number on the A side, and a new ballad on the reverse that has a curious dirge-like aspect for a romantic pop song. The band accentuates the theme, which might or might not be a subtle dig at its grandiose expansiveness, the heaviness of which is more in the Wagnerian tradition than that of *Tin Pan Alley*. For the rest, it's typical Kaye swinging and swaying, with Tommy Ryan vocals assisting.

DUKE ELLINGTON (Victor)

Chloe—PT. *Across the Track Blues*—PT.

Ellingtonian touches breathe new life and imagination into the A side hit of another year. Replete with the weird chordings and the fantastically conceived solos and ensembles that are the Duke's trademarks, *Chloe* is cloaked in rich habitations and given additional meaning. This side should delight those who have always liked the song, not to mention those for whom the Duke can do no wrong. Plattermate supplies a slow blues frame for the bold and colorful musical brush strokes of Cootie Williams' trumpet and Barney Bigard's clarinet. In particular, and the canvas painted by these two stars, as well as the entire band, adds a leading exhibit to any diskophile's collection.

KING SISTERS (Bluebird)

I'm Looking for Someone's Heart—V. *The Voice in the Old Village Choir*—V.

The four King girls vary their wax diet with this release by giving forth two slow items, one (on the B side) not even in dance tempo, but delivered in the nostalgic style demanded by time and lyric. The arrangement here is distinguished by the organ-like effects from Alvino Rey's electric guitar, but outside of that interesting touch both sides fail to show anything that makes a second hearing compulsory.

RAY KINNEY (Victor)

Anolei E—PT; VC. *Ke Ka Upu*—Chant PT; VC.

Kinney's Musical Ambassadors impart an infectious swinging lift to a catchy Hawaiian melody on the first side, but side B reverts to typical grass-skirted harmonizing. *Anolei E* displays the type of Hawaiian ditty spiced with American swing that this group knows how to do so well.

GENE KRUPA (Okeh)

Oh! They're Making Me All Over in the Army—PT. (One-Step); VC. *When You Awake*—PT; VC.

Krupa combines regular swing tempo with one-step rhythm in a version of what might turn out to be the *Oh, How I Hate to Get Up in the Morning* of 1914. A couple of other recordings of this latter-day training camp song are around, but with none of them amounting to much commercially as yet. Gene's disk musically is no better nor worse, the only con-

tains a good bit of drumming from the maestro and a good vocal from Howard Du Lany. A number of rhythm changes throughout the arrangement make for poor danceability, but the whole side listens well. Reverse is okeh, but not very distinctive.

RAY NOBLE (Columbia)

Arise My Love—PT; VC. *Moon Over Burma*—PT; VC.

Burma is brilliantly performed by Noble, with whom the word brilliance has often been associated in the past. Here he takes the appealing ballad melody of this picture song and dresses it in a beautiful Oriental arrangement that makes unusual listening. Larry Stewart's vocal is all right, but this corner would have preferred a completely instrumental version, considering the madcaply imagination invoked on either side of the vocal chorus. *Arise My Love* is fine, as is practically anything Noble puts his baten to, but its scoring is in more conventional guise.

TONY PASTOR (Bluebird)

You're the One (For Me)—PT; VC. *The World Without You*—PT; VC.

Pastor sells the amusing and clever lyrics of the A side picture tune in his customary pebbly baritone, and the band aids and abets the natural lift inherent in the song itself. Flipover is in the *Fil Meper Smiles Again* vein, complete to vocal quartet and celeste accompaniment. Neither the song nor its interpretation, however, is of *Smile Again* caliber. Tony takes a nice tenor sax chorus at the start of this side.

BOB CHESTER (Bluebird)

I'm in a Lovable Mood Tonight—PT; VC. *Flinging a Whang-Ding*—PT.

The contrast of a ballad and a fast swing tune usually makes an attractive recorded item, and with Chester lending each here the weight of some straight-forward orchestrating and playing, the attraction is even greater. Dolores O'Neil, no longer with the band, vocals the first, while the individual spotlight on the reverse goes to Buddy Brennan and his piano. Brasses and reeds alternate in backing up Brennan, and the whole adds up to a jumperoo with a little more musical imagination than most.

XAVIER CUGAT (Columbia)

Mama Ines—Rumba. *The Peanut Vendor*—Rumba.

Cugat's second release on the Columbia label is up to the standard of his first, which means the standard that this purveyor of Latin-American rhythms has set for a good long while. Here he brings his bright tempos and colorful scoring to bear on two of the best known south-of-the-border items, and his fine instrumental effects bestow added sparkle on the basically sparkling melodies.

GOLDEN GATE QUARTET (Bluebird)

Stoney Weather—V. *Whoa Babe*—V.

One of the better of the colored harmonizing foursome around, this group shows a fine blend on the Harold Arlen-Ted Koehler standard on side A, and does a distinguished job in toto. Companion piece is a Larry Clinton number that makes interesting listening largely because of its tempo changes and the way they're handled by the quartet.



ONE OF THE LIVELIEST WURLITZER DISTRIBUTORS in the country is the Peoria Simplex Distributing Company, Peoria, Ill. On a recent visit to that city, Tommy Dorsey, orchestra leader, stopped in to renew old acquaintanceships with Peoria Simplex officials. He discovered that they were currently playing his tunes. Note the sign above the phonograph. Left to right, A. J. Goldberg, J. F. Rathff, Duke Fowler, Tommy Dorsey, and Dean Hedger.

Minneapolis-St. Paul

MINNEAPOLIS, Dec. 14. — Operators and distributors are pointing toward Chicago and the 1941 Coin Machine Show, January 13-16. Reservations are being taken for the "400," special train which will take the coinmen to Chicago.

Sam Taran, of Mayflower Novelty Company, is back from Chicago, where he arranged for distribution of Panoram in this sector. Sam said Panoram will go on display December 15, with the first unit expected to be installed at the Nicolet Hotel, Minneapolis.

Bill (Sphinx) Cohen and Ben Friedman, of Silent Sales Company, have returned from Chicago to find shipments of Genco's Four Roses and Keeney's Beepster already here. Both items, said Cohen, are getting a good play. Paradise is running its stamplate, Gold Star,

a close second, while American Eagle is a steady and consistent seller.

The staff at Hy-O Amusement Company is getting back to normal after moving into its new quarters. Henry (Hy) Greenstein and Jonas Resder, firm executives, said letters and wires of congratulations keep pouring in and the visitors' list mounts daily.

Tom Crosby, of Faribault, Minn., head of the Minnesota Amusement Games Association, and Kelly Dierick, of Chaska, Minn., its vice-president, were recent visitors to the Twin Cities.

Ted Bush, owner of Acme Novelty Company, and Oscar (Ozle) Truppman, sales manager, have gone to New Orleans on an important business deal.

Dave Weinberg, of Duluth, Minn., operator of the Troy Novelty Company, came to Minneapolis to look over the merchandise on hand and line up a few games for his territory.

G. L. Pease, of Breckenridge, Minn., is another operator who came to the Twin Cities on business. He reported trade in his area as good.

Spin-O Sales, according to Manny Levine, firm head, are moving along at a good clip. The new offices recently opened in the South are holding their own in good fashion, he said.

Jack Ravine, of United Machine Company, Minneapolis, is looking forward with much interest to attending the Coin Machine Show in Chicago next month. Ravine said business was holding up in fair shape. He looks forward to an upsurge in phonograph business within the near future.

Garvin Ludwig, of Cottonwood, Minn., and Al Eggermount, of Marshall, Minn., live-wire operators in their respective territories, came to Minneapolis this week to line up new merchandise for their routes.

Bob Beck, of Frederick, Wis., seen at Mayflower Novelty Company, buying a sizable order of merchandise for his territory.

Doug Gleason, of Acme Sales Company, president of the Minneapolis Amusement Games Association, presided at the group's monthly board meeting last week. Discussion centered around the forthcoming Coin Machine Show.

Ted Bush, head of Acme Novelty Company, was elected to the board of the Minneapolis Amusement Games Association to succeed Harold Liberman, of Twin City Novelty Company. Liberman

resigned because he is out of the city for a great deal and unable to participate in board meetings to any great extent.

Archie LaBeau, of LaBeau Novelty Company, St. Paul, is back on the job following his extended layoff of several months caused by an accident.

Laurence Luckner, Luckner Sales Company, reports records are moving well among the coinmen of this area. A spurt toward Christmas merchandise was noticed in the past week, he said.

Buffalo

BUFFALO, Dec. 14.—Coin machine activities are buzzing in preparation for the increased business during the holiday season. Operators as well as distributors are finding a steady increase in the flow of money.

Employment conditions at present are excellent in the Queen City, and the 24-hour shifts in force at the many industrial plants are helping to stimulate all types of local business.

After much waiting and fretting the telephone system control station and its connected locations of the Seeburg type are finally getting started. Since operators are still only observing the system, three prominent local men have decided to share the facilities of one studio which services 30 locations.

Ben Kulick, Al Bergman, and James Blakelock are the first ones here to use Seeburg's central station system on location and find that the dedication idea is going over nicely.

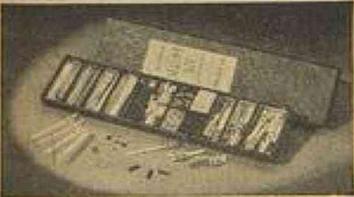
Buffalo's new license director, Edward L. Kazmierczak, who took over when Elmer C. Winegar was made head of the stadium and new Memorial Auditorium, is continuing the work on a new amendment to the existing coin machine ordinance. In order to arrive at a decision, which will please most coinmen, he has held meetings with the trade to get their opinion on various ideas.

Telephone Music Set for Philly

PHILADELPHIA, Dec. 14.—Tell-it-to-the-operator music boxes are ready to begin operating in this territory on a mass scale after the first of the year, with the approval of ordinances by city council extending rights and privileges to the Keystone Vending Company. In New York two organizations operate several such exchanges, the Bell

Telephone Company charges \$23 a mile for the service. In this city the rate is less, under \$20. The councilman's ordinance grant Keystone Vending the use of underground ducts, cables, conduits, wires, and appliances of the phone companies "for the convenience and dissemination of music and advertising."

They are specifically prohibited from using services to convey horse-race information. Another clause prohibits them from giving service to ballrooms, dance halls, and private functions in hotels, banquet rooms, and theaters. For the privileges granted by city council the company must pay the city treasurer 5 per cent a year of its gross receipts.



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Miracle Point Needles Buy them from your Columbia Record distributor M. A. GERETT CORPORATION 2943 N. 30th Street, Milwaukee, Wis.

Census Bureau Makes Report on 1939 Coin Machine Manufacture

WASHINGTON, Dec. 14.—American manufacturers last year (1939) produced coin-operated machines having a value at the factory of \$19,613,247. This total, which is based on a preliminary compilation of returns from the 1939 manufacturers' census, covers games and amusement devices, machines for dispensing gum, cigarettes, candy, and other merchandise, and coin-operated mechanisms including locks but not music boxes. It is under the level of \$22,926,369 reported to the Census Bureau for 1937.

Commodity vending machines accounted for \$6,153,749, as compared with \$8,977,567 in 1937. Of last year's figure \$5,664,800 was the value of 174,017 machines reported by number.

Games and amusement devices made last year had a factory value of \$12,338,139, against \$13,898,505 in 1937. Total value reported for games was \$11,324,835, of which \$8,354,753 was the value of 109,597 games reported by number. Other amusement devices, including gambling, were valued at \$1,013,295, with 2,741 reported by number having a value of \$191,731.

There were produced last year 235,674 coin-operated mechanisms including locks, reported by number, with a value of \$997,224, and an additional number having a value of \$56,401. No comparable data are available for 1937.

Parts and attachments gained in value from \$50,297 in 1937 to \$67,743 in 1939.

The manufacturers of coin-operated machines also turned out last year \$5,233,438 worth of products classified in other industries, chiefly scales, phonographs, and cutting machines.

The number of establishments in the industry increased from 47 to 51, even the total value of products fell 15.4 per cent from \$27,367,516 to \$23,142,882. Cost of materials declined 17.6 per cent, from \$12,958,541 to \$10,674,637.

Salaried personnel decreased 42.9 per cent from 938 to 564, and their earnings went down 31.2 per cent from \$2,656,709 to \$1,827,870. Wage earners engaged in manufacturing numbered 3,842, with pay roll of \$4,631,710. Employment and pay roll of wage earners performing distribution and construction operations will be shown in the final report on the industry.

These comparisons of the year 1939 are made with the year 1937. The year 1937 is regarded as a record year in the coin machine industry.



PACKARD DISTRIBUTORS recently met at Indianapolis, home of the Packard Manufacturing Company, to view new products and plan for 1941. Some of those who attended are pictured above: (1) Sam Aye, Houston, Tex.; H. E. Capehart, Packard president; Earl Reynolds, and W. H. Newell, Wichita Falls, Tex.; (2) Frank Adler, Cambridge, Mass.; John D. Fuller, Albany, N. Y.; W. P. Hamel, Concord, N. H.; Modestine Esso, Waterbury, Conn.; Ben Palastrant; A. J. Narickas, Forestville, Conn.; H. E. Capehart; (3) Leo Dixon, Cleveland; W. H. Newell; Sam Strahl, Pittsburgh; George Panser, New York; Rudy Greenbaum; Harry Cohen, Cincinnati; Charles Rosen, Louisville, Ky.; W. J. Clair, Baltimore, Md.; Jack Hudnall, Cincinnati; (4) Frank Adler, John Fuller, A. J. Narickas, Forestville, Conn.; Harry Drahlinger, Ben Palastrant, Modestine Esso, Paul Clark, Concord, N. H.; (5) G. M. Morgan, Blytheville, Ark.; M. T. Pyrimmer, Tulsa, Okla.; E. L. Fuller, Kansas City, Mo.; O. F. Kramer, and H. R. Matheny, Wichita, Kan.



LATEST RELEASES
BY
SAMMY KAYE
AND HIS
SWING & SWAY
ORCHESTRA

VICTOR 26795

**A NIGHTINGALE SANG IN BERKELEY SQUARE
DREAM VALLEY**

"...Kaye returns to the field with a pair of ballads that have commercialized written all over them. . . . With these numbers played in his customary soft, sweet, swing-in-a-way style, and with Tommy Ryan providing backy listenable riffs, this disk should not have the slightest difficulty in becoming one of Victor's current best sellers."
—The Billboard, Nov. 30, 1940.

ON **VICTOR** RECORDS

Up your TAKE with these LATEST HITS by
WOODY HERMAN
AND HIS ORCHESTRA
The band that plays the blues



**FRENESI (3427)
DREAM VALLEY (3461)
BEAT ME, DADDY—
EIGHT TO THE BAR (3454)**

ON **DECCA** RECORDS

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The Billboard
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Please send The Billboard for 10 weeks, for which I enclose ONLY \$1.

Name

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Record Buying Guide

An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators



GOING STRONG

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country. Recordings listed without an explanation are those that have appeared under this heading for one week or more and have thus become such established successes that they require no further explanation.

Down Argentine Way. After several weeks of teetering on the brink of small infamy, this picture song (from the 20th Century-Fox film of the same name) managed this week to go over the edge and land among the top phonograph items of the moment. No particular record has had a great edge here, altho **BOB CROSBY*** has been leading his competitors. The three other disks vying for phono favor are **SHEP WHEELER***, **LEO REISMAN***, and **GENE KRUPA***, their popularity ranging in that order.

Trade Winds. (12th week) **BING CROSBY**.
Maybe. (11th week) **INK SPOTS**.
Only Forever. (8th week) **BING CROSBY**.
Ferryboat Serenade. (8th week) **ANDREWS SISTERS, KAY KYSER*, GRAY GORDON**.

We Three. (7th week) **INK SPOTS, TOMMY DORSEY***.
Beat Me Daddy, Eight to a Bar. (5th week) **ANDREWS SISTERS, GLENN MILLER*, WILL BRADLEY***.

There I Go. (2d week) **VAUGHN MONROE*, WILL BRADLEY*, TOMMY TUCKER***.

The Five o'Clock Whistle. (3d week) **GLENN MILLER*, ELLA FITZGERALD*, ERSKINE HAWKINS***.

COMING UP

Recordings listed below are those which operators report are not yet top-notch money-makers but which are growing in popularity on automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country.

A Nightingale Sang in Berkeley Square. The fastest rising number among the recordings currently endeavoring to reach the top of the music machine ladder. This is practically a "must" for all boxes right now, and another week or two unquestionably should see it among the leaders. **RAY NOBLE*** and **GUY LOMBARDO*** continue way out in front, with **GENE KRUPA*** and **DICK TODD** the runners-up.

Dream Valley. Another quickly advancing song that most of the phonos are finding pretty profitable. In a little while practically every machine in the country will be playing it if it keeps up its present pace. **SAMMY KAYE*** leads **FRANKIE MASTERS*** and **WOODY HERMAN*** by a good deal.

He's My Uncle. Coming along fairly well is this patriotic jingle that is distinguished from other flag-waving opuses of late by possessing a different lyric approach to the subject. **ABE LYMAN*** has a well-liked recording that is beginning to be pressed a hit by the disks of **DICK TODD** and **KAY KYSER***.

Two Dreams Met. Not doing too well is this second *Down Argentine Way* song, the ballad number from the score. It has never quite managed to get going in a big way, altho it has produced a fair enough amount of nickels for those operators playing it. **MITCHELL AYRES*** and **TOMMY DORSEY*** remain as its only two prominent exponents in the boxes.

Along the Santa Fe Trail. Mentioned last week as a likely looking "Possibility," this Western ballad has apparently been in a rush to make good the prediction, for this week it starts out in a generally good flurry of operator and patron interest. It has a melody that is undeniably attractive, which is probably the reason it is beginning to stimulate attention in the machines. **SAMMY KAYE***, **DICK JURGENS***, and **KATE SMITH**, the latter a vocal recording, have started to carry its standard under the needles.

A Handful of Stars. Another of last week's "Possibilities" (and for a couple of weeks before then), this picture song, from *Hullabaloo*, steps out this week in a climb to the top. Not as strong at the start as *Santa Fe Trail*, it nevertheless shows nice promise, particularly in the **GLENN MILLER*** version.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which are still being mentioned on enough reports to warrant their inclusion in the Guide, even tho they most probably will never climb into "Going Strong."

Rhumboogie. (6th week) Still around. **ANDREWS SISTERS**.
Falling Leaves. (6th week) Weakening. **GLENN MILLER, JIMMY DORSEY**.

POSSIBILITIES

Recordings listed below have not as yet shown any strength in automatic phonographs but are the most likely prospects for music machine success among new record releases. These suggestions are based upon radio performances, sheet music sales, reports from music publishers as to the relative importance of certain songs in their catalogs, as well as on the judgment of The Billboard's music department.

The Bad Humor Man. As the Kay Kyser picture from which this comes (*You'll Find Out*) gets around the country, this number from the score is being picked up by more operators. It's being used in too few locations at the moment to consider it as an up-and-coming song, but that may happen soon. It's the **KAY KYSER*** disk in the scattered spots, with a bit of **JIMMY DORSEY*** representation.

Frenesi. This Mexican number has been mentioned in this section before, and once again it must be pointed out to operators as an item with which some of their colleagues have been having success. Not many, it's true, but enough to point to a possible larger score for the song. **ARTIE SHAW** and **WOODY HERMAN*** are the disks.

The Last Time I Saw Paris. This Jerome Kern-Oscar Hammerstein song has two strong things in its favor to turn it into a hit of the first water—real quality and appeal and a good bit of publicity lately. The lyric is a eulogy to the Paris that was before the collapse of France last summer, and because of that unusual theme for a pop song much newspaper space has been given it. This number may very well be one of the biggest successes of the winter.

Stardust. If operators want an exact duplicate of **TOMMY DORSEY'S I'll Never Smile Again** they can find it in this Dorsey recording of Hoagy Carmichael's classic. The whole arrangement follows the *Smile Again* formula almost identically.

* Indicates a vocal chorus is included on this recording. Double-meaning records are purposely omitted from this column.

The VICTOR-BLUEBIRD Call Board

Magnetize your machines with the music that nabs the nickels!

VICTOR "POPULAR" RELEASE NO. 402
LIST PRICE 50c

- 27236 No Love Blues
How Did He Look?
Esa Wein with orchestra
- 27237 "Your Dream"
"Remind Me"—Rumba
Leo Soteman
- 27238 Yancy's Bude Call
35th and Dearborn
Jimmy Yancy, Piano Solo
- 27239 "You and Your Kiss"
"Taking a Chance on Love"
Swing and Sway with Sammy Kaye
- 27240 Save It, Pretty Mama
Stoney Jones
Sidney Bechet and his New Orleans Feetwarmers

BLUEBIRD "POPULAR" RELEASE NO. 308
LIST PRICE 35c

- B-10866 "Cabin in the Sky"
"You Danced With Dynamite"
Vaughn Monroe
- B-10867 "Abergenville Had a Zombie"
"Isn't Nobody's Biz-Ness If I Do"
"Fats" Waller and his Rhythm
- B-10868 Three at a Table for Two
Love of My Life
Dick Todd, Baritone, with Orchestra
- B-10869 "Christmas Night in Harlem"
"Fare-Thee-Well to Harlem"
Paul Whitehead
- B-10870 "Along the Santa Fe Trail"
"Yes, My Darling Daughter"
Glenn Miller
- B-10871 "How Did He Look?"
"You're in the Army Now"
Abe Lyman and his Californians
- B-10872 "Till the Lights of London Shine"
Again
"Chilly and Cold"
Bob Chester
- B-10873 Farewell Blues
Marge
Benny Goodman

*Vocal Refrain
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Order from Your Distributor TODAY!

YOUR BEST BET FOR BIG TAKES on these LATEST RELEASES
by **ABE LYMAN**
AND HIS CALIFORNIANS

- B-10971 You're in the Army Now
How Did He Look?
- B-10945 Johnny Pedler (I Got) Three at a Table for Two
- B-10924 Wrap Your Dreams in the Red, White and Blue
He's My Uncle

ON **BLUEBIRD** Records

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ADVERTISE IN THE BILLBOARD —YOU'LL BE SATISFIED WITH RESULTS.

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NOW—\$6.50
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3-Reel 3-Way Play With Coin Divider and 2 Separate Cash Boxes.

SAMPLE CASE OF 6 \$1395 | \$7500

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Close Out—Prices Slashed
Reconditioned Cigarette Machines

NATIONAL 6-30, complete with cabinet stand \$19.95

7 COLUMN STEWART & McGUIRE (Model B), complete with cabinet stand 35.00

6 COLUMN CHROME FACE (Model H) 9.95

In stock \$1.90

LOTS OF 5—10% Discount

To operate 15¢ or 20¢ coin slots. All Machines perfectly reconditioned.

1/3 Deposit, Balance C. O. D.

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1¢ Peanut, 1 1/2 lb. cap. ... \$1.95

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1¢ Tam Thumb, 2 1/2 lb. ... 2.45

1¢ King, 1 1/2 lb. ... 2.95

1¢ Stick Gum, 2 col. ... 2.95

1¢ Silver King, 8 lb. ... 3.95

1¢ Dep., Bal. C. O. D.

1¢-6¢ Stewart-McG., Pistachio, 5 lb. \$3.95

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1¢ Robbins 2-1, New Model ... 4.95

1¢ Log Cabin Duplex ... 7.45

1¢ Snacks, 3 col. ... 7.95

1¢ Tollender ... 9.95

1¢ Challenger ... 11.95

Complete price list sent upon request. Write for list today!

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"BARGAIN BUYS"

10-3 Bag Vendors \$4.95

Penny Snacks . . . 6.95

BUREL, 3 Col. 1¢ 8.95

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Advance 2 1/2 Nut 3.75

Advance Ball Gum 2.95

Penny King Ball Gum . . . 1.35

DeGrenier 5¢ Candy, 72 bar, incl. base, 12 col. ... \$7.50

Hershey Bar 1¢ . . . 1.95

3 Col. 1¢ Cig. . . 10.95

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MIDWAY VENDING MACHINE CO.
432 W. 42nd St., NEW YORK CITY

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.

MERCHANDISE MACHINES

Inequalities in State Cigarette Taxation Assailed by Professor

CHICAGO, Dec. 14.—A ringing indictment of the unequal taxation on tobacco products in various States was delivered by Prof. Clement S. Logsdon, of Michigan State College, at the Tax Institute Conference on Trade Barriers. The conference was held at the Palmer House under joint sponsorship of the Wharton School of Finance and Commerce and the University of Pennsylvania.

Professor Logsdon appealed to the reason of his audience, primarily State tax officials, educators, economists, and business men. He pointed out the chaos and antagonisms that arise from 26 States taxing cigarettes four different amounts, the federal government placing extremely heavy taxes on them and also eight cities, including New York and St. Louis, adding additional taxes.

Lo! The Poor Retailer

Greatest suffering along this line, he says, is experienced by the retailer of cigarettes and other tobaccos whose store is near the border of a State or city that has neither no tax or one lower than his own State. Bootlegging is rife in almost all these areas, trade barriers that are almost impenetrable are set up, and the

confusion even extends to the issuance and cost of licenses for tobacco retailers and to the handling of tax receipts.

Free trade naturally suffers, Professor Logsdon said. He summarized State taxes by showing that 15 States levy a tax of 2 cents a package on cigarettes, eight charge 3 cents, two raise the cost per package 5 cents, and one 4 cents. Five States charge from a fifth of a cent to 3 cents for a nickel cigar. Six have a tax on chewing tobacco. Four tax snuff. While increased governmental expense makes it necessary that revenue be obtained from various sources, including tobacco products, the economist concluded, some effort at reform must be directed to obtain uniformity in taxation to lower the trade barriers that tax discrepancies erect. He made his plea in the interests of the public, manufacturers, and their outlets.

Patterson Vending Ravaged by Flames

HUNTINGTON, W. Va., Dec. 14.—Fire following an explosion resulted in \$20,000 worth of damage to the Patterson Vending Machine Company, old-established firm here, December 6, the estimate being advanced by John A. Patterson, head of the firm.

Patterson only recently acquired the building and lost all equipment and vending machine supplies which had been stored in the building. He revealed that he had insurance covering only \$4,000 of the damage.

Fire companies battled the blaze for hours and described the building as a "blazing inferno." Patterson and fire authorities were at a loss to explain the explosion. It was revealed that two tons of butterfat were stored in the building. This added to the blaze.

The Patterson firm, besides operating vending machines, also had routes of pinball games and photographs. Much of this equipment was destroyed as were two automobiles operated by the firm.

The fire spread so rapidly that at times it threatened adjoining structures. It was described by firemen as the largest fire in the city in the last two years.

To Fight Repeal Of Tydings Fair Trade Legislation

CHICAGO, Dec. 14.—Any attempt to revise or repeal the Miller-Tydings Fair Trade Act will be vigorously opposed by the National Association of Retail Druggists, the executive secretary declared here in commenting on reports from Washington that such a movement is getting under way.

Vending machine operators, particularly those handling cigarettes, have benefited from fair trade laws as applied to retail cigarette prices. In some cities and States chain stores have been enjoined from selling below a certain fair trade price, thus bringing the over-the-counter price and vending machine price to about the same amount.

The type of campaign to be waged in behalf of the federal law, which is a vital part of the fair trade price structure in the various States, will depend very largely on the tactics used against it. The various State pharmaceutical organizations, it was indicated, will form the shock troops of the campaign and, thru their officials and members, will take up the situation directly with representatives and senators from their territories.

It is probable also that support of interested manufacturing and wholesale and retail groups in trade lines other than drugs will be sought.

TRADE SERVICE FEATURE

Coming Events

1941 Coin Machine Show and Convention, Hotel Sherman, Chicago, January 13, 14, 15, and 16.

National Association of Tobacco Distributors, Palmer House, Chicago, January 15, 16, 17, and 18.

National Confectioners' Association Convention, Palmer House, Chicago, June 2 to 5, 1941.

Third Annual Northwest Coin Machine Show, Minneapolis, Tentative dates, February 11 and 12.

Cleveland Automatic Electric Phonograph Owners' Association, Brown's Cottage, Euclid Avenue at East 17th Street, Cleveland, January 9.

All-Industry Refrigeration Convention, Chicago, January 13 to 16.

National Peanut Week, January 19 to 25.

Beverage Bottlers' Conventions:

Arizona. Hotel Westward Ho at Phoenix, January 27 and 28.

Colorado. Hotel and city not announced, January 20 and 21.

Massachusetts. Hotel and city not announced, January 13 to 15.

Nebraska. Hotel Norfolk, Norfolk, January 9 and 10.

New York. Hotel Syracuse, Syracuse, January 21 to 23.

Texas. Hotel Adolphus, Dallas, January 16 and 17.

Atlantic City Abandons Cig Tax Suggestion

ATLANTIC CITY, Dec. 14.—The possibility of imposing a city tax on cigarettes for the resort's next summer season was dispelled this week when City Solicitor S. Backer notified Commissioner Daniel S. Bader that such a levy is impractical. Director Bader had broached the subject earlier in the month in studying methods of raising new revenue.

Backer said a tax on cigarettes would in reality be a limited sales tax, and that the legislature of the State has not given authority to municipalities to levy such taxes. "The city," he said, "could not impose an income tax either, for the same reason."

Protecting Coca-Cola Name

WILMINGTON, Del., Dec. 14.—The San Francisco District Court of the United States for Northern California has issued a writ permanently enjoining a soda fountain operator of San Francisco from dispensing any beverage other than Coca-Cola in response to customers' calls for that product.

Denver

DENVER, Dec. 14.—Sid Stewart, of Stewart Sales Company, Colorado Springs, Colo., has been added to the roster of the Independent Phonograph Operators' Association of Colorado. Secretary Walter Jantz of the association evidently does some practicing on his recent Sky Fighter placements, for reports are that Walt has had quite a successful duck-hunting season.

Henry Shider, auditor for the Rudolph Wurlitzer Company, spent several days visiting officials of the Wolf Sales Company. C. Difo has been put in charge of service and parts for Wolf Sales.

Gano Senter, of Denver Sales Company, reports a good business spurt, with particular emphasis on Keeney Air Ralder activities.

Modern Music Company has completed what it terms its finest remote-control installations at Shaner's Grill and the Mountain Lounge, two of the outstanding spots in the center of the city. According to L. D. Shulman, proprietor of Modern, all standard phonograph installations will be of that type. Shulman now has a standard form contract which he has the location owner sign before a remote-control installation is made. This results, according to Shulman, into a stabilization of coin phonograph operations and puts such operations on a more businesslike basis. The location is put into an exclusive class, receipts for both location and operator are increased, and the level of operations is raised.

George Rosenfeld, territorial representative for Wolf Sales Company, reports good reception from Wyoming operators on his first trip thru that territory.

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tory with sales to the following: Lloyd Kneiss, Torrington; J. Watson, Franmer; Jack Adams, Sheridan; Harold Rounds, Lovell; B. E. Edwards, Douglas; William Eskis, Edgerton; Elvin Ridley, Sheridan, and W. C. Johnson, Rawlins.

Recent visitors at the new location of Wolf Sales Company included Joe Piccoli, of Durango, Colo.; John Hubbard, of Del Norte, Colo., and Andy Stevenson, of Salt Lake City. All purchased new equipment.

Mike Minowits, Denver operator, is the latest convert to Rock-Ola remote-control operation. Charles Curtis, of Alt, Colo., was a recent visitor at the Denver Distributing Company.

Gibson Bradshaw, of Denver Distributing Company, reports Sky Fighter sales still going strong, with mail orders on a steady increase. J. M. Pratt, of Las Cruces, N. M., and Roland West, of Liberal, Kan., are two recent purchasers of the new guns.

Fifty operators from all over this territory visited Wolf Sales Company on the first day of the showing of the new Wurlitzer Colonial model. Operators were high in their praise of the new model, as well as the quarters of the Wolf Sales Company. The building has been remodeled, with a tile floor throughout the showrooms. The building is located in the center of town and is brilliantly illuminated at night. Sales, office, and repair rooms are each separately enclosed.

Herb Wedewen, Wurlitzer district manager, held an eggnog open house at his home Thanksgiving Day, with many operators in attendance.

Theaters Win Okeh on Skill Games; Prizes Are Approved

PHILADELPHIA, Dec. 14.—The first legal opinion here on games that demonstrate superior knowledge, skill, and close attention are not to be considered as games of chance and thus are not barred by anti-lottery legislation was handed down on Tuesday (19) by President Judge Howard A. Davis of the Philadelphia Court of Quarter Sessions. The decision was in connection with a test suit instituted by two local theater owners to test the legality of Zingo and Cash Quiz, the newest lure to cash customers at movie houses. The decision was the first motion picture theater owners have won in the Philadelphia courts, which hitherto have banned one after another of the games devised to boost ticket-office income.

Of interest to the local amusement machine gentry was the fact that cash prizes are given to players in both games, and Judge Davis, in giving it the legal stamp of approval, emphasized that the only condition in considering the games was that they must be games in which luck plays no part and only skill counts. At a hearing the week previous Judge Davis tested both games in his private chambers before a selected audience, and reserving his decision at that time, has now decided they were games in which skill was the deciding factor.

Both games are played with cards which members of the movie audience punch out to show what they think are the right answers to problems. In Cash Quiz the problems are presented with a film. In Zingo they are contained in playlets announced over a sound device. Awards in each game are decided on the basis of the most nearly accurate card with duplicate cash awards going to players tied.

"The only predominant element in the games as they are intended to be played is one of skill," Judge Davis ruled. "And

the only factor which can defeat the participant is the lack of skill and not the element of chance. There can be no lottery without the element of uncertainty and chance. The universal acceptance of a game of chance is such a game as is determined entirely or in part by lottery or more luck and in which judgment, practice, skill, or adroitness are thwarted by chance." He added that since the law against games of chance is a criminal statute, it "must be strictly construed."

Assistant City Solicitor James F. Ryan's skill at Zingo and Cash Quiz destroyed his legal argument that the game played by movie-goers was an illegal lottery. And while he lost the case, he won a lunch—a private stake—from the judge. At the time of the private showing, Judge Davis offered to buy a lunch for the member of the audience who made the best score. It turned out to be Ryan, who turned in a perfect score and earned the free eats at the judge's expense.

Canada Tariffs May Hit Machines

TORONTO, Dec. 14.—Canada's new restriction bill, passed by the Dominion House last week, will probably prohibit the importation of all types of coin machines, including vending machines. The new bill is designed to conserve American currency and will save the nation between \$3,000,000 and \$6,000,000 monthly, which will be spent in the U. S. for war goods.

Equipment that was ordered prior to December 2 will be admitted into the country up to February 28, 1941. Local operators, anticipating this, have placed orders amounting to thousands. Stocks of used equipment are fairly plentiful but prices are steadily advancing.

Parts will continue to be imported under a 25 per cent excise tax. Over the week-end a number of Ontario operators were in town picking up used equipment. They report business during the past months greatly increased.

Local phonograph operators started a drive this week to increase percentages on locations, to take care of salary increases and replacements.

Hormel, Music Financier, 80

BEVERLY HILLS, Calif., Dec. 14.—George A. Hormel, millionaire meat packer, who has financed at least one venture into the coin-operated music field, celebrated his 80th birthday December 4. He threatened to "beat down the ears" of anyone who mentioned his age.

Hormel is reputed to have been the financier in back of a California firm which marketed a penny phonograph about one year ago.

Plan Biggest Canadian Arcade

ST. JOHN, N. B., Dec. 14.—That the local Opera House will be converted into a recreation center is the prevailing rumor here. The tentative plans call for conversion of the auditorium into coin machine space and bowling alleys, the upstairs lobby into coin machine space and ditto for the stage.

The ice has already been broken by the establishment of coin-operated shooting games on the street floor lobby, and including an anti-aircraft stand.

Son-in-Law of Helfenbein Dies

CHICAGO, Dec. 14.—Members of the trade and associated industries have extended condolences to Dave Helfenbein and his daughter, Mrs. M. Jacobson, upon the untimely death of Helfenbein's son-in-law, Milton Jacobson.

Jacobson was in his early 30s and had been married three years. He left no children. His father-in-law, Dave Helfenbein, is a principal of the Daval Company, Chicago.

Burial took place in Chicago last Saturday (7), with many coinmen, as well as friends and relatives, present.

Make Many Beverage Vender Installations

BOSTON, Dec. 14.—Robert Soames, of Beverage Dispensers of Boston, Inc., reports that the firm has made 25 installations since going into business less than a year ago. Nine of the locations are theaters.

Beverage Dispensers holds the Eastern

Recipe for Happiness

Stir together equal parts of Honest Labor, Courage, and Common Sense. Put in plenty of Pep and Determination. Flavor with Tolerance and Charity. Add an abundance of the Milk of Human Kindness and season liberally with Optimism.

Stir this constantly over the hot fire of Ambition, keeping it boiling with Enthusiasm. Be sure to skim off any Discontent, Pessimism, and Selfishness that may come to the surface or a hard crust will form that will spoil everything.

Serve daily in generous portions to yourself and your fellow members and you will enjoy a long and happy life.

LE ROY STEIN,
A. B. T. of N. J., Inc.

Massachusetts franchise for the machines which vend the seven-ounce cup of soft drink. Locations are scattered throughout Boston and cities and towns on the north and south shores.

Theater locations especially are getting a good business.

INVENTORY CLOSEOUT
SEEBURG'S
MAYFAIR PLAZA
\$149⁵⁰ LOTS OF 10
 SINGLE — \$175.00
BABE KAUFMAN 250 W. 54th St., N. Y. C. (CIRCLE 5-9615)

STEADY MONEY-MAKERS
 Immediate Delivery! Remit. 1/3 Deposit, Balance C.O.D.
D. ROBBINS & CO.
 1141-B De Kalb Ave., BROOKLYN, N. Y.

CHRISTMAS SEALS



Help to Protect Your Home from Tuberculosis

Associations Get Warning . . .

NEW YORK, Dec. 14.—Tobacco trade papers released the story last week that the Federal Trade Commission had named six cigarette vending machine associations in a bill of complaints. It is probably the first wholesale complaint made against coin machine trade associations.

Charges against the cigarette associations include the complaints that the associations try to compel manufacturers of cigarette machines to sell only to members of their organizations, or to consider the members as a preferred class.

The charge is also made in substance that the organizations tried to prevent the entry of new operators into the cigarette vending machine business. Boycotts, coercions, promises, and intimidations are mentioned in the charges.

The associations in question are making a common defense and were given 20 days to file an answer to the charges.

Counterfeiter - Slugging Gang Is Smashed in Philadelphia

PHILADELPHIA, Dec. 14.—One of the most active coin-counterfeiting gangs to operate in the Philadelphia area in recent years was smashed Tuesday (10) with the arrest of three Puerto Ricans by secret-service agents and Philadelphia detectives. More than \$40,000 in spurious 10 and 50-cent coins has been poured in the Philadelphia area, Eastern Pennsylvania, New Jersey, and Maryland in the vicinity of Baltimore, Md., by the trio within the past five months, according to William A. Landvoigt, supervisor of the Philadelphia office of the U. S. Secret Service, who directed the raids.

Landvoigt estimated that 75 per cent of the flow of spurious coins in the area will be choked off by the arrest of the three and the confiscation of their manufacturing paraphernalia. The three men, according to Landvoigt, came to Philadelphia several months ago when government men ran them down in New York. They were clever enough, he said, to include enough silver in their coins to give them a good ring, but were careful to cut the silver content far below that specified by the U. S. Government, which holds a monopoly on their manufacture.

Landvoigt said the coins have been of exceptional quality and that the three men had been manufacturing the prodigious total of between 500 and 600 coins daily. Seized equipment included 12 50-cent molds, three 50-cent pattern pieces, a large quantity of silver alloy used in manufacturing, plaster of paris for mold-making, a number of ladles for pouring the molten alloy, and files for "notching" the rims of the coins.



SEEBURG WIRELESS REMOTE CONTROL at Tony's Spaghetti House, Cleveland, has boosted spaghetti revenue, as well as music machine revenue. Pictured above are Wireless Wall-o-Matics at Tony's. What music and what spaghetti!

Torr Petitions Santa Claus

To the Editor:

Please publish my letter to Santa Claus. I do not know his address, but he surely takes The Billboard. Everybody else does. If you don't believe it go out and try to get some subscriptions. The letter:

Dear Santa:

Please bring me another hit number like little Imp this Christmas. The Imp you brought me last Christmas ran over 60,000 in sales—and that's something. If you can spare me two hit numbers this Christmas I will be an extra good boy all next year.

And—Santa—don't bring me any rye, as I only drink Scotch now.
Yours truly,
ROY TORR.

Illinois Readies For Solons in January

SPRINGFIELD, Ill., Dec. 14.—The legislative reference bureau is working on the drafts of 150 bills to be introduced at the regular session which convenes January 8. The substance of the bills is confidential.

The meeting of the Legislature for the first time since 1931 will find a Republican majority in both the House and Senate. Many changes in lawmaking policy are therefore looked for.

Problems of the legislative bodies will include relief and sales taxes. Old-age assistance and relief will require a deficiency appropriation of \$24,000,000 to cover authorized checks for the needy from January 20 to the fiscal biennium, June 30. Illinois' new governor, Dwight Green, will seek to abolish the present 3-cent sales tax, at least on foodstuffs.

No indication has yet been given as to the number of bills which will refer to coin-operated machines.



1 FREE

WITH EVERY
2 YOU BUY!

TOT

TOKEN PAYOUT
COUNTER GAME

BUY 2-GET 3!

\$24⁹⁵

WESTERN Products, Inc. 925 W. North Ave. Chicago, Illinois

Ace Specials For This Week—All Free Plays
Don't Write . . . Telegraph!

Bally Beauty \$21.50	Punch \$16.50	Kenny's Machine Gun, Brown Cabinet . . . \$47.50
Big Chief 28.50	Power House 42.50	Chicken Sam, Complete With Base \$2.50
Britt Spot 34.50	Pete 44.50	Wurlitzer Counter Model 61 77.50
Crossline 64.50	Roxy 22.50	Gottlieb Skeeballette . . . 30.50
Dial 52.50	Score & Lingo 47.50	Evans Ten Strike 49.50
Double Feature 33.50	Skyline 42.50	Yacht Club 36.50
Follies 17.50	Short Stop 24.50	
Hold Over 37.50	Speedway 34.50	
Jolly 19.50	Super Six 13.50	
Landslide 39.50	Sporty 32.50	
Leader 69.50	Speed Demon 37.50	
Lot's Fun 2.50	Three Score 29.50	
O'Boy 19.50	Triumph 11.50	
Pink Em 12.50	Yacht Club 36.50	

ALL MACHINES GUARANTEED TO BE IN A-1 CONDITION!
1/3 Deposit Required With All Orders, Balance C. O. D., F. O. B. Newark, N. J.
PLEASE LIST SECOND CHOICE.

ACE DISTRIBUTORS, 1125 BROAD ST., NEWARK, N. J.

1940 CLEAN UP SALE

Must have more room. All games are guaranteed ready for location.

Record Time \$69.50	Big League \$24.50
Leader 64.50	Bally Beauty 24.50
Gold Star 69.50	Mr. Chips 22.50
Progress 49.50	Lancer (2) Each 19.50
Hold Over 49.50	Ocean Park 15.00
Rotation 47.50	Bally Triumph 15.00
Gold Cup 44.50	Conquest 14.50
Luna Light 37.50	Parachute 14.50
Bally Glamour (2) Ea. 29.50	Chevron 12.50
Micro 27.50	Chubbie 12.50

1 Seeburg SHOOT-THI-GHUTE, in original crate, \$130.00.
We carry all new games in stock Ready for Delivery.
Write—Wire—Phone

WILLIAMSPORT AMUSEMENT CO. 323 Hepburn Street
Williamsport, Pennsylvania

SUBSCRIPTION COUPON

The Billboard,

25 Opera Place,
Cincinnati, Ohio.

Please enter my subscription to The Billboard, for which I inclose

\$5 for one year, 52 issues.

\$8 for two years, 104 issues.

\$10 for three years, 156 issues.

Name Occupation

Address New Renew

City State

New Assn. in New Orleans

Organized to police local operations—against minors playing—on legal basis

NEW ORLEANS, Dec. 14.—Termining their step "an effort by the pinball industry to police itself," a group of operators have formed the Amusement Game Operators' Association. It is headed by Henry (Hank) Friedberg as president and Louis Bosberg as vice-president.

The association, according to a statement issued by the officers, plan to "operate on a strictly legal and legitimate basis." Other officers are Elmo Pierce as secretary, and Raymond Bosworth, treasurer.

President Friedberg said that the purpose of the organization is to reorganize the entire set-up of coin-controlled amusement games on a legal and legitimate basis.

"We intend to run legally and definitely intend to eliminate the racket stigma that has been attached to the pinball machines," he said. "We feel that the operation of pinball tables is a legitimate business and the domination of the operators by corrupt politicians and their representatives is a thing of the past. Amusement games are a harmless source of recreation and afford pleasure to thousands. Furthermore, the payment of the State tax and the proposed city license fee will afford a thoroughly needed source of revenue for both these branches of government."

Vice-President Bosberg said that the association will forbid the operation of any coin-operated equipment in the vicinity of public, private, and parochial schools.

"Our members," he added, "will instruct all location owners to positively bar the playing of games by minors, under penalty of having the games removed from their premises. We do not intend to have school children play our games. Like liquor and cigarettes, they are for adults only."

Several months ago pinball games were ordered removed from operation in the city by police. The pinball distributors subsequently applied to Civil District Court for an injunction to prohibit police from future interference or seizure of equipment. The case was taken under advisement by Judge William H. Byrnes Jr. about three weeks ago and no decision as yet has been made public.

Wash. Operators Meet in Spokane; Look Toward 1941

SEATTLE, Wash., Dec. 14.—Washington State Amusement Association held a general meeting for pinball operators Monday (9) in the Davenport Hotel, Spokane. Officers and directors of the association from all districts of the State were present to inform Washington operators of the progress of the industry in various sections of the State.

An outline of the association's legislative policy for the coming legislative season at Olympia was also taken up for general discussion.

In a pre-meeting announcement, officers stressed the importance of the meeting when they declared: "It is imperative that all pinball game operators from Eastern Washington, as well as others who are able to leave their business for a day, should attend this important meeting."

Officers of the association are W. H. Smith, Chehalis, president; J. O'Connor, Seattle, secretary-treasurer; Walter Rice-high, public relations director. Directors of the group are O. A. Brower, Cosmopolis; A. W. Hanna, Olympia; J. H. Harris, Vancouver, and Frank Ray, Walla Walla.

Headquarters of the association are in Seattle.

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Officers of the association are W. H.



LOBELLOS, IN DALLAS, an outstanding location in the Southwest, has a Buckley Music System wall box in each booth, making music available from every seat.

Smith, Chehalis, president; J. O'Connor, Seattle, secretary-treasurer; Walter Rice-high, public relations director. Directors of the group are O. A. Brower, Cosmopolis; A. W. Hanna, Olympia; J. H. Harris, Vancouver, and Frank Ray, Walla Walla.

Headquarters of the association are in Seattle.

Oregonians Plan Charity; Discuss New Legislation

PORTLAND, Ore., Dec. 14.—Oregon Coin Machine Operators' Association convention, originally scheduled for Lloyd's Clubhouse, has been changed to the New Heathman Hotel's Georgian Room here December 20. The affair will start at 7:30 p.m.

The operators will discuss coming legislation, games operation, and will have a report from the Christmas Joy and Toy-makers' Committee, with a view toward establishing a permanent charity policy.

Buffalo

BUFFALO, Dec. 14.—While sales in the Buffalo area continue brisk at all the distributing houses on coin machine lane, collections haven't as yet reached the proportions anticipated thru the great upswing in industrial employment. Tavern trade is spotty and other locations' cash boxes are also much affected by the bimonthly paydays in some big plants.

The music operators in the territory are split at present into two schools of thought—those who are looking at telephone arrangements and those who won't have a thing to do with the idea.

Meyers Brothers, who were among the first to set up a central studio some weeks ago, are so pleased over results with the Rock-Ola Mystic Music that they are now buying the third unit.

Norman J. Steinke, another pioneer in this city for the Rock-Ola telephone system, is handling the central studio complexities satisfactorily with the help of several specially trained damsels and is also on the verge of installing a third unit of 10 locations.

Al Bergman, Royal Operating Company, one of the leading Seeburg operators here, is going in for that company's central control station system in a big way. After losing a few spots to competing operators selling wired set-ups, Bergman embarked on a big campaign with five special soliciting agents and a specially trained music man to garner all possible spots fit for Seeburg's telephone-wired phones.

New games look better this month than in some time, according to Bergman, who has stocked up well on Baker's Line-Up, Bally's Crossline, and Zombie. Keeney's Air Raider looks okeh to him, too.

Bergman's retail record store, recently opened in connection with his coin machine headquarters, is getting an unexpectedly big share of new biz. Used

disks are a big item, but new platters are moving equally well. Many are sold to the smaller photo operators who don't want to bother wholesalers with a pee-wee order.

A. M. I.'s Automatic Sound System Company opened a new studio and business office here November 29. District manager for the set-ups, Richard P. Goetzen, is planning to stay here for about a month to get things going. Loyal McDonald will be office manager.

Low Wolf, Rex Amusement Company, is selling games at a steady pace and is also doing well with the Rock-Ola Mystic Music set-ups.

David Ayers, a fairly recent addition to Rex Amusement's service staff, is believed to be the only colored coin machine mechanic around town, and a good one, too.

Elmer C. Winegar was elected as manager of the new Memorial Auditorium and Stadium recently after having done much to co-operate with local column in his capacity as license director. Edward L. Kamierczak is the new license department head.

Buffalo Electric Company, distributor of Victor and Bluebird records, has moved the disk department into larger quarters because of increased business.

Harry Winfield, W. Winfield Company, reports success with the new Wurlitzer Colonial. New games that are doing the business here are Chicago Coin's All-American and Genco's Metro. Guns, according to Winfield, don't sell tops in

any territory that goes in big for pin games.

Frank McGarry, South Buffalo operator, reports that, altho the near-by Lackawanna steel mills are working full time, his phonographs aren't getting the amount of nickels anticipated.

American Cigarette Machine Company is getting ready for the opening party of the new offices and is only waiting for Mills Panoram to arrive and get set up for the official showing. About a dozen orders for the machine have already been received, according to Philip Rich, manager.

Low Wolf, Rex Amusement Company, announces several more sales of Rock-Ola mystic music set-ups here, in Rochester, and Olean, with Niagara Falls still pending. He is already talking about his trip to Chicago in January for the big show. However, he expects to visit the Windy City next week for some personal glimpses of pals.

Coin machine trade hereabouts is getting plenty cigars with three proud new fathers in its midst. They are Bill Cornell and Arden Bradt, both of Frontier Novelty Company, Niagara Falls, N. Y., and John Meyer, of Meyer Bros., Buffalo.

Phil Rich, American Cigarette Machine Company, spent several days scouting around in his outlying territory to good results.

Homer Capehart was also a recent visitor on coin machine lane, awarding the regional Packard products distributorship. The new wall box and the selector look good to Phil Rich, head of that office.

"YOU PICK 'EM— WE SHIP 'EM"

PHONOGRAPHS	Stoner Baseball \$29.50
Wurlitzer 412 \$23.50	Triumph 19.50
Wurlitzer 518 .. 27.50	Cowboy 19.50
Wurlitzer 616 .. 47.50	Trooper 19.50
Wurlitzer 600 124.50	Comet 25.50
Wurlitzer 550 137.50	Score Champ .. 24.50
Wurlitzer 81 .. 69.50	Star .. 19.50
Rock-Ola	Larry .. 27.50
Standard .. 124.50	Varsity .. 19.50
Rock-Ola	Fish .. 17.50
Deluxe .. 157.50	Fire-in-One .. 22.50
Multi Theme of	Skate Ballista .. 26.50
Music .. 157.50	Super Six .. 22.50
	Chester .. 17.50
	Polo .. 49.50
USED FREE PLAY	Blondie .. 42.50
Duck Ranch .. 49.50	Lucky Strike .. 29.50
Wild Cow .. 34.50	O. O. D. .. 22.50
Ohio Feature .. 32.50	Doughboy .. 37.50
Three Score .. 37.50	

All Machines Guaranteed Good Condition. TERMS: 1/3 Deposit With Order—Bal. C.O.D.

OHIO SPECIALTY CO.

29 W. Court St., 539 S. Second St., CINCINNATI, OHIO LOUISVILLE, KY.

BRING HOME THE BACON with "CUB"



3-Reel 3-Way Play (Cigarette or Fruit or Numbers) with Automatic Coin Dividers and 2 Separate Cash Boxes, 1c or 5c or 10c Play, Standard Divider Model 75% 25% also 80%-20% model). Silent, single 2 1/2" mech. 15 1/2". Sturdy, precision construction. Enclose 1/3 Deposit—Order a Case Today!

SAMPLE \$13.75
CASE OF 6 \$75.00



and "ACE"

5 Reel Straight Poker or Joker Wild Poker Play with Automatic Coin Dividers and 2 Separate Cash Boxes, 1c or 5c or 10c Play, Standard Divider 75%-25% (also 80%-20% model). A REAL OPERATOR'S MACHINE! Enclose 1/3 Deposit—Order a Case Today!

SAMPLE \$14.75
CASE OF 6 \$80.00



ELECTRO-BALL COMPANY

★ 1200 CAMP ST., DALLAS, TEXAS ★ 1706 FANNIN ST., HOUSTON, TEXAS ★ 680 UNION ST., MEMPHIS, TENN. ★

Kirk Readying Night Bomber

CHICAGO, Dec. 14.—Claude R. Kirk has announced that elaborate production lines are being arranged for the speedy manufacture of C. R. Kirk & Company's new machine, Night Bomber.

"Original plans for production have undergone drastic revisions," said Kirk.

"Altho the gun will not be ready for a while, current interest among the trade is strong, indicating that the demand for Night Bomber will be much greater than first expected. As a matter of fact, advance commitments on Night Bomber are surprisingly large.

"We are proceeding carefully with Night Bomber, taking great pains with every detail of its construction. It will be a perfect machine and is being built for sustained performance."

Portland

PORTLAND, Ore., Dec. 14.—Operators of Oregon will meet December 30 at Lloyd's Clubhouse. There will be a dinner at 7 p.m. followed by entertainment, which will include movies and vaudeville. Manufacturers and other interested parties are welcome. Budge Wright, of Western Distributors, and Bill Goebel are supervising arrangements. Bud Thompson, Al Schneider, Bob Allen, and Phil Diets are on the entertainment committee. Prizes and surprises are on the menu.

J. Frank Meyer, of Exhibit Supply Company, visited here several weeks ago. Lou Wolcher, of San Francisco, Western Distributors head, was here the same time.

George Gusick, formerly assistant manager for Jack R. Moore at Seattle, Wash., has been made manager of the Salt Lake City office. Moore also moved Dick Robinson from Spokane, Wash., to Seattle and shifted Charley Green from the Salty City to Spokane.

Roy Gatto, chief of Western Distributors' Keeney wall box detail, and Lou Dunis and Al Schneider, of Portland Amusement Company, dined at the Keeney's on a recent trip east. Besides burning out five pistons, Schneider, who picked up a new Buick on the trip, got stalled in a blizzard near Davis, Neb.

Wright and Moore plan to attend the Chicago convention in January. Moore has just returned from a trip to Salt Lake City and Chicago.

A vacation to Los Angeles and California way points is planned for the near future by Ace Arnsberg, head of Northwest Amusement Company and Portland Operators' Association. His brother, Harry Arnsberg, recently saw Chicago, some big football games, and bought a Cadillac.

A crew of salesmen, including Rolly Savage, Hank Hughes, Dale Grimes, Hugh Everett, and Tiny Aikers, has been sent into the field to concentrate on Seeburg Walk-o-Matic sales.

Howard Taylor, of Ellis & Taylor, operators, is passing cigars because it's a boy.

phonographs, renting out this co-ordinated set-up to some important downtown spots on a monthly basis. One large hotel reports a successful tie-up with this rejuvenated system of remote music.

Repeat orders are reported over large areas of Louisiana, Mississippi, Alabama and Tennessee for the new Colonial model Wurlitzer phonographs which are equipped with electric selectors, according to Al Mendez, district manager for Wurlitzer.

In town for a few days in the interest of Du Grenier cigarette vendors was Wally Sipple, Memphis, Tenn., district factory sales representative. Sipple was accompanied by Don Ordway, service representative. Both report unusually good demand for vendors in the Deep South.

Allen McQuinn, now branch manager at Houston, Tex., for Electro-Ball, Dallas, is now distributing Du Grenier machines in that city.

Chester Aycock, of the Teche Novelty Company, and Ernie Oertle, manager of the Southern Music Sales Company, record distributor, proved their prowess as intrepid disk hunters recently when they returned from the South Louisiana swamps with a limit bag. The Teche Novelty Company recently expanded its operations at Baton Rouge, La., with installation of nearly a hundred Seeburg remote equipment.

With 10 boxes installed, Benny French's popular club on the Mississippi Gulf Coast at Henderson Point reports complete satisfaction with installation of J. P. Seeburg remote wireless control system. Similar equipment was also recently installed in the Greyhound bus terminal here and at the newly dedicated State Restaurant on Canal Street, main stem of the city.

Two women operators were noted in attendance Wednesday (4) when members of the New Orleans Coin Vending Machine Operators' Association met. They were Mrs. Frank Phillips and Mrs. Lee Barnodo, both making talks. The meeting, well attended, was presided over by President Julius Pace.

B. T. Covington, popular operator, is rapidly recovering from arthritis that for a time kept him on his back.



LET'S GO
TO THE COIN MACHINE SHOW
"BIGGER AND BETTER THAN EVER BEFORE!"

**SHERMAN HOTEL
CHICAGO**

JANUARY 13, 14, 15, 16, 1941

**DON'T MISS THE '41 SHOW! - MAIL YOUR REGISTRATION TODAY!
COIN MACHINE INDUSTRIES INC. CHICAGO**

MUSIC OPERATORS, ATTENTION!!!

and while you're at it, why not mail in the ballot choosing the best orchestra and recording of 1941. You'll find the ballot in the music section of this issue.

MAIL TODAY!

THE BILLBOARD

54 W. Randolph Street, Chicago, Ill.

Gentlemen: Please have my admission badge ready for me at the 1941 Coin Machine Show registration desk.

Name
(Please print plainly)

Address City and State

I am connected with the industry as I have indicated in checking the following:

Operator Jobber Distributor

I operate the following types of machines:

Amusement Music Merchandise Scales

Other types, if so list

Signature

Please enclose letterhead or business card as identification.

You may register for others by listing here:

New Orleans

NEW ORLEANS, Dec. 14.—With the announcement of the Sugar Bowl committee that the Boston College-Tennessee U. football game on New Year's was a complete sellout after 80,000 ducaats had been sold, the city gets ready to celebrate another big year-end holiday season. Music operators are already enjoying a marked pick-up in patronage in all directions.

Interesting will be the early ruling promised by the State Supreme Court on petition by residents of the Vieux Carre (Old Quarters) to hush music after midnight in about three dozen corners of the quarters. The lower court and the appellate tribunal have both ruled in favor of the clubs continuing their early-morning policy of using orks or music boxes.

One large music operator here is finding success with installation of remote transmission systems in 12-record model

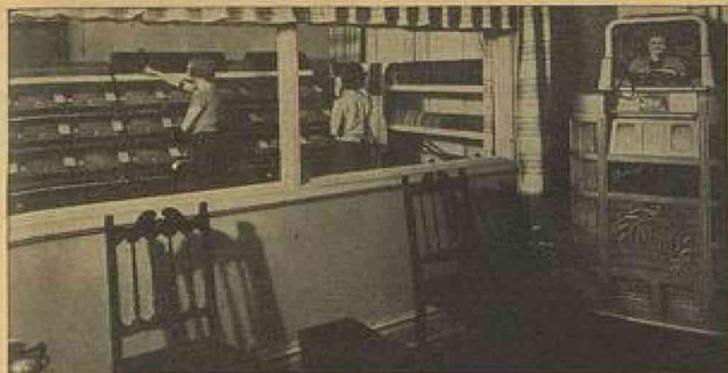
Cleveland

CLEVELAND, Dec. 14.—These cold blustery days are making Milton Kreis wish he had more space to accommodate his patrons. Appropriately called Sportland and located on East Sixth Street, there is generally a full house, with patrons waiting for a chance to try their skill on the more than a dozen pinball games. It's the only spot of its kind in town. Another feature is that there is an entrance direct from Hotel Hollenden's lobby. Another feature is recording facilities for patrons.

Nearly three months ago Jim Farney, of Mercury Amusement Company, decided he needed a rest from business and, leaving things in the care of his partner, Bill George, flew down to Nassau in the British West Indies. He came back this week and many of his friends scarcely recognized him, for he has a deep tan, has reduced his waistline, and has grown a most luxuriant mustache of which he is exceedingly proud.



BATTERY OPERATION of Bally Rapid-Fire machine guns, illustrating type of "point-of-sale" advertising used by operators.



JENNINGS' TELEPHONE MUSIC STUDIO, being operated in St. Louis by Walter Gummersheimer under the firm name of Public Sound System. The system is now covering 30 locations and Gummersheimer reports business is gaining.

San Antonio

SAN ANTONIO, Tex., Dec. 7.—San-tone Coin Machine Company and the partnership of Dick Warncke and W. G. Rachtel has been dissolved, with each setting up his own organization. Warncke now heads the R. Warncke Company and Rachtel pilots the Coin Operating Sales Company. Both men are pioneers in the coin machine business.

H. M. Crowe, well-known record salesman, has opened a new establishment in this city. Crowe's firm is known as the Record Distributing Company. The new concern will also carry a large stock of supplies for phonograph operators.

Sam May is fast gaining the record as the traveling Texas coinman. During the past few months Sam has visited the Pacific Coast and recently attended the opening of the Mayflower Novelty Company in St. Paul.

This city is feeling the effect of the big spending of government money in Texas. Operators report increased showings of receipts and figure it is partly due to the government spending in setting up army camps.

Commercial Music Company headquarters is a mecca for music operators

these days. One can always run into several out-of-town music operators around the big Wurlitzer distributing headquarters.

D. S. French is one of the city's pioneer operators and is active every day keeping his string of equipment going in first-class shape.

K. F. Wilkinson is going to town with his music system. A number of installations have been installed recently and Wilkie is all hot up over sales prospects for 1941.

"On to the show!" is the cry of San Antonio operators, who have already made their Sherman Hotel reservations. San Antonio is always well represented at the big show.

Delaware

WILMINGTON, Del., Dec. 14.—The First City Amusement Machine Company, oldest operating company in the city, has recently made 10 wireless remote control installations and reports that the wall boxes show a marked increase in business.

The company also puts on an advertising campaign for its first location of a rapid-fire target gun. Two thousand circulars were distributed in the neighborhood of the location and results were excellent.

In addition to the ray guns, bowling alley are popular with locations here. A new location for these is the First State Bowling Academy, the largest in Wilmington. Five amusement machines are on location there, and also two scales.

Installations also have been made in two skating rinks located outside the city limits. However, the enforcement of the blue laws compels these establishments to close on Sunday.

Plans are being made by the local operators of amusement machines to form an association in the city and State. The association is expected to be organized by the first of the year.

Many out-of-the-State operators place a few machines in the city and State only to find that they must pay a State tax and city license on each machine, and upon being notified of this requirement remove the machines. There is no legal status on coin-operated machines in the city or State except the gambling law. All games are run as strictly amusement machines, with no pay-outs or prizes. Recently the volunteer fire companies were stopped from operating bingo and chance games under the present law. Coin machine operators of the city and State are abiding with the law in every respect.

The Delaware Legislature in 1939 appointed a committee of four State senators and four representatives, with the Rev. Ralph L. Minker as chairman, to study the blue laws and report suggestions for their modification to the 1941 legislative session of the General Assembly. Attorney General James K. Morford's stand for strict enforcement of the law, while urging that it be modified, led to the appointment of the legislative commission.

SEND FOR THE BILLBOARD'S LATEST FREE BULLETIN

Learn How To Solve Your 1941 Legislative Problems..

THE BILLBOARD has recently published a special bulletin for the purpose of informing the members of the coin machine industry about certain policies which have during the last few years become more or less universally accepted. These policies are ones which should constitute the basis of all future legislation.

IT IS very important that every operator understand these principles. Only then can the industry approach the 1941 legislative year with confidence and without fear of becoming disunited and working at cross-purposes on many points.

THE trade can defend itself much better when there is agreement on points of general policy. You owe it to yourself and your industry to read and study the policies as set forth in The Billboard's special bulletin.

SEND FOR YOUR FREE COPY MAIL THIS COUPON NOW

The Billboard
25 Opera Place
Cincinnati, Ohio

Gentlemen:

By return mail please send me my FREE copy of your special bulletin, "Coin Operated Machines; Suggestions on Legislation."

Name

Address

City State

YOU'LL FIND THE BEST BUYS ON OUR LISTS!

Get Your Name on Our Mailing Schedule! Write Today!

WE BUY — SELL — TRADE AVON NOVELTY SALES CO., INC.
1923 Prospect Ave., Cleveland, Ohio

ONLY \$49.50 EACH

**KEENEY ANTI-AIRCRAFT GUNS
MILLS SQUARE BELLS
1938 KEENEY SKILL TIMES
CHICKEN SAMS WITH BASES**

Liberty Bell, Used 2 Weeks, Token P.O. \$18.50
Liberty Bell, Brand New, Token P.O. . . . 21.50
Marsel, Used 2 Weeks, Token P.O. . . . 16.50
Sparks, Cig. Reels, Token P.O. 10.00
Ginger, Cig. Reels, Token P.O. 10.00
Vert. Pocket Bell, (Ser. 12,000 Up) . . . 25.50
Vert. Pocket Bell (Ser. 19,000 Up) . . . 29.50

Bally Allies . . \$17.50 • Rayo-Lites . . \$39.50
Wanted For Cash—MODEL #24 WURLITZERS

SILENT SALES

635-637 "D" St., N. W., Washington, D. C.

Editor Keeps Up Fight Against Anti's Hypocrisy

PHILADELPHIA, Dec. 14.—Jeff Keen, managing editor of The Philadelphia Daily News, continues to champion the necessity of legalizing gambling. In its editorial policy, the local tabloid has continually attacked the hypocrisy on the part of both the public and the lawmakers in dealing with such problems. In the December 8 issue, Keen again wielded his editorial pen, devoting his editorial column to the subject.

Carrying the boldface heading of "That's What We Think, Too," the editorial stated:

"This newspaper long has contended that most of the State's social obligations to its aged, indigent, and unemployable citizens could be largely provided for by dropping our hypocrisy and legalizing the natural instinct of gambling.

"Massachusetts, long a center of the nation's blue-nosed hypocrisy approved such a program at the last election by providing for a State lottery to create an old-age relief fund.

"There the voters expressed themselves overwhelmingly for the lottery.

"We feel confident that the people of this State would do likewise, if they were given a similar opportunity at the polls.

"The instinct for gambling, of one sort or another, is a perfectly human one.

"We, in this State, admit this in some instances—the stock market, bingo games conducted by churches and organizations of a social nature and by means of every description—but deny it when it is concerned with horse racing, numbers, or bank nights.

Blow Hot and Cold

"That is as inconsistent as our setting up all sorts of anti-gaming laws while our neighbor States on all sides lure our citizens and our dollars across our borders with legalized horse race betting and all sorts of gambling. These States save their citizens vast sums in taxes and provide for the care of their aged and indigent at our expense.

"Now, however, steps are being taken to correct this cockeyed situation by State Senator John J. Haluska, a Democrat from Cambria County, who has completed drafts of a program for caring for citizens of 60 years or over by



WILLIAM CORCORAN RECEIVES CONGRATULATIONS on being appointed sales manager of the Pacific Coast district for Buckley Music System, Inc., Chicago. Standing, left to right, are Pat Buckley, president Buckley Music System; C. A. Robinson, distributor; Frank Jarrell, Buckley representative; Bud Farr, distributor, and A. V. Sternler, distributor. Seated, left to right, are Bill Corcoran, Mrs. McFarland, and H. McFarland.

placing a tax on legalized gambling. "By this means, Senator Haluska anticipates the raising of a fund of \$15,000,000 a year and thru which he hopes to make it possible for the State to provide every citizen over 60 years old with a guaranteed income of \$60 a month.

"We haven't had time to make a close study of the details of the Haluska plan, which in a general way is described as providing for the legalizing and taxing of horse race betting (pari-mutuel), slot machines, bingo, and motion-picture theater bank nights.

"We may not agree with all the details of Senator Haluska's plan, but we do most heartily agree with his basic notions for putting the natural gambling instinct to work for the benefit of our old and unfortunate citizens.

Why We Favor Legalized Gambling

"First of all, it is something that hypocrisy has been trying to legislate and police out of existence for as long as the oldest citizen can remember, with less success than was achieved when we tried to enforce another unenforceable law, prohibition.

"Second, it is the only painless and lucrative tax we can think of, since it is paid only by those who want to pay it—that is, those who want to gamble—and since that is the great majority of the people, the returns will be bountiful.

"Third, it is a direct tax which is easily collectible and which will not cost more to collect than it makes in the way of returns to the public coffers, which is the case with too many of the taxes now on our statute books.

"Fourth, it will divert millions now

going into the pockets of law violators and the various underworld channels because of our ostrich-like attitude of blinding ourselves to the fact that for all the laws and the vigilance of the police gambling goes on and on and on, because the people want it to.

There Are Many Reasons

"Fifth, it will tend to remove corruption which the present short-sighted policies now create among our police, our public officials and our politicians, many of whom will undoubtedly vigorously oppose any attempt to change the present set-up, because such a change would be a severe blow to their graft and power.

"Sixth, it would provide desperately needed funds for properly caring for citizens who must be provided for by the State—the aged, the indigent, and the unemployables—without placing any further handicap on industry, business, property owners, or wage-earners.

"Seventh, it's high time that we in this State realize what the nation discovered after 13 years of prohibition, that you can't legislate morals or the private lives of the citizens, and drop our too long maintained hypocrisy.

"We endorse the spirit of Senator Haluska's plan, and will have more to say about its specific proposals after we have had an opportunity to study it more fully."

Assn. Sues To Protect Insignia

BOSTON, Dec. 14.—Indictments are expected shortly as a result of complaints made by the Automatic Music Association of New England, Inc., against three Massachusetts operators, all former members of AMA. The names of the three ops were not revealed.

Complaints date back to the withdrawal from AMA of the operators, all of whom allegedly sought to change the policies of the association. When they later sought to re-enter the association they were rejected by an almost unanimous vote of the membership. Meanwhile, requests that the allegedly offending operators remove from their machines the insignia of the Automatic Music Association of New England, Inc.,

Townsend Group Seeks Funds From Legalized Gambling

CAMBRIA, Pa., Dec. 14.—Drafts were completed this week on a State Townsend Plan that would legalize gambling. The legislative bills endorsed by Townsend Plan adherents to give Pennsylvanians 60 or over an assured income of \$60 a month was drawn up by the local Democratic Senator, John J. Haluska. The senator said the measure would be introduced at the next session of State Legislature, opening January 7, and predicted a "battle to the finish" on the measures.

Haluska, who campaigned successfully for re-election on a platform pledging liberalization of old-age assistance grants, explaining the program would not be an outright pension plan, but would be financed by legalizing and taxing pari-mutuel horse race betting, slot machines, bingo, and motion picture theater bank nights. Exclusive of bingo, the financing program would yield about \$185,000,000 a year, according to Haluska's estimate. He said he is working on surveys to determine the revenue that might result from a levy on bingo receipts.

Slot machines, under the Haluska plan, would be taxed on the basis of \$50 a year for one machine, \$35 for two, and \$23 each for all over two in a single establishment; while theaters featuring bank nights would be taxed \$1,000 a year.

Haluska said his program would not mean that the Commonwealth would pay \$60 a month to every person 60 years of age or over, but would assure all in this group of an income of at least \$60 a month.

Wants Separate Cash Box, Two Meters on Games

To the Editor:

Some time ago I wrote you regarding the possibility of placing a separate lock on cash box of marble games. To date we have not heard from you. It has also been called to my attention, while previously there were two meters on the games, there now is only one meter. The additional meter, as you know, has enabled the operator's business to function properly.

In my previous letter I also wrote about the advisability of placing an alarm bell on each machine.

In my opinion and in the opinion of the operators these things are very vital in order that marble games function properly so that precautions are taken wherein the operator is fully protected and enables him to continue in business in the proper manner. This will create good will for the manufacturers in showing their co-operation with the operators.

I would like to have your reaction regarding the above suggestions at your earliest convenience.—R. G.

were ignored. After repeated requests for the removal of the insignia the AMA decided to take action and went to the district attorney's office.

AMA claims operators are using the insignia without authority and therefore have asked court action be taken. The grand jury is in session and it is expected the complaint will be acted upon within the next few weeks.

To Association Secretaries:

Each year we publish a directory of trade associations in the coin machine industry. This directory is used generally by the trade for correspondence with the various associations. We are requesting association officials to give us the necessary data for bringing the directory up to date.

Association officials are requested to answer the following questions and mail to Walter W. Hurd, The Billboard, 54 West Randolph Street, Chicago:

1. Give full name of association.
2. Official headquarters address of the association.
3. Name and address of the secretary or president.
4. Names of other officers and directors.
5. Times of regular meetings of the association.

Many associations send an annual report for publication in the convention issue of The Billboard, telling what the association has done during the present year and what it plans to do next year.

These reports give good publicity to your association and are very helpful as an exchange of ideas with other associations. We would appreciate having a report from your organization.

REGISTER NOW

for
1941 COIN MACHINE SHOW

Registration blank in
this issue

AMERICA FIRST MONARCH Selective Values SECOND

Pace Saratoga 1940 Model Slugproof—Combination Payout—Free Play, \$139.50

AUTOMATIC PAYOUT CONSOLES

Keeney Super Track Time	\$144.50	Baker Pacer With Jackpot	\$175.00
Evans 1940 Galloping		Evans 1940 Bangtails	175.00
Dominos	175.00	Keeney Triple Entry	117.50
Keeney Pastime	144.50	Bally Royal Flush Card	
Mills Square Bell	69.50	Console	89.50
Evans 1938 Galloping		Pace Saratoga 5c Play,	
Dominos	74.50	Slugproof	79.50
Jennings Multiple Racer	49.50	Keeney 1938 Track Time,	
1940 Pace Reels 5c Play		Ck Sep	87.50
S. P.	89.50	Mills Rio	17.50

ONE BALL AUTOMATIC PAYOUTS

Santa Anita	\$125.00	Grand National	\$94.50	Spotteddown	\$57.50
Hawthorne	57.50	Cold Medal	55.00	Sport Page	52.50
Fairground	25.00	Feed Bag	37.50	Hey Day	37.50
Mills 1-2-3	39.50	Stepper Upper	59.50	Home Stretch	69.50
Breakneck	17.50	Mills Flasher	32.50	Pacemaker	84.50

ONE BALL FREE PLAY SPECIALS

Bally Sport		Bally Gold Cup	
Special	\$117.50	Console	57.50
Bally Eureka	44.50	Bally Victory	59.50
Bally Arrowhead	22.50	Mills 1-2-3	57.50

Keeney Anti-Aircraft Gun—New Appearing—Perfect, \$69.50

Terms: 1/3 Deposit, Balance Sight Draft or C. O. D.

MONARCH COIN MACHINE CO.
1545 NORTH FAIRFIELD AVE. CHICAGO, ILLINOIS

JANUARY 1941
COIN MACHINE SHOW
CHICAGO, ILLINOIS
12-14-15-16
SEE OUR DISPLAY



HERE'S A PICTURE OF THE ORIGINAL SKY-FIGHTER, introduced by International Mutoscope Reel Company at the convention of the National Association of Amusement Parks, Pools, and Beaches, held at Hotel New Yorker, New York, last year.

Seattle

SEATTLE, Wash., Dec. 14.—Among the thousand or more persons who attend the annual banquet and dance of the Washington State Restaurant Owners' Association at the Olympic Hotel were a number of coin machine operators.

Chatting with Rube Gross, well-known operator, during the dinner hours (his firm handles all makes of pinball games) we found that business has been daily growing better. Gross has been in Seattle for many years and deprecates the fact that so many are prone to underrate or discredit the coin machine industry. "It would seem to be one of the duties or obligations of all operators and distributors to educate the public about this particular business which is giving employment to so many and which is as legitimate an industry as any other," said Gross.

pany's Sky Fighter has been taken on by Heberling Bros. and are expected to arrive this week. Heberlings also distribute Mills phonographs and were recently visited by C. J. (Bris) Crabtree, factory roadman in this territory.

The Canteen Company is enjoying a growing business. The attractive machines are placed in many and varied locations. Vernon G. Latimer is manager of the local house.

Keeney's Air Balder is the big thing at Western Distributors. "It's a beauty," said Walter Solomon, manager of the firm, "but that doesn't help the situation. That is what everyone says who comes in here. They want any number of them at once and we have only this one in stock." A full shipment is en route, orders for which will probably deplete it on arrival.

A new enterprise that has weathered the storm of a year is now a recognized and staple going concern. It is the business of George Schnable on Elliott Avenue West, in the heart of coin-machine row. This firm carries thousands of parts for all types and makes of machines. It services them, repairs them, and sells parts. It is unique in its exclusiveness and has developed into an extensive outlet.

W. P. Duggan, of the Puget Sound Novelty Company, is in Chicago conferring with firms whose lines he carries. He represents O. D. Jennings Company, Herbert Corporation, and H. C. Evans Company. From there he will go to visit his old home in Florida and will return before the first of the year. He then will fly to the convention at Chicago. His local office reports that many new models have been ordered and are on the way.

International Mutoscope Reel Com-

SPECIALS

- 5 BALL FREE PLAY MACHINES
- 3 Bally Champions \$15.00
- 3 Bally C. O. D. 15.00
- 1 Bally Triumph 15.00
- 1 Bally Vogue 15.00
- 1 Bally Fifth Inning 12.50
- 1 Chicago Coin X-Ray Club 24.50
- 1 Chicago Coin O'Boy 24.50
- 4 Chicago Coin Roky 24.50
- 2 Chicago Coin Gammeo 19.50
- 1 Chicago Coin Sporty 19.50
- 1 Chicago Coin Ocean Park 17.50
- 1 Keeney Speedway 24.50
- 1 Keeney Super Six 17.50
- 1 Keeney Big Six 14.50
- 1 Gattish Big Show 19.50
- 1 Genco Rink 14.50
- 1 Exhibit Jumper 14.50

- CONSOLE & AUTOMATIC PAY
- 2 Baker's Paper Deluxe, 25¢ Cash \$100.00
- 5 Baker's Paper Deluxe, 5¢ Cash 137.50
- 1 Baker's Paper Deluxe, 5¢ X-Box 137.50
- 1 Pace Races Jackpot Mod., 5¢ Cash 121.50
- 1 Pace Races, 5¢ Cash, 5328 75.00
- 1 Pace Races, 5¢ Cash, 5328 59.50
- 1 Mills Square Bell, 5¢ Cash, Animal Reel 45.00
- 1 Mills 1-2-3, Fruit Reels 24.50
- 2 Keeney Skill Time, 1938 Model 67.50
- 1 Keeney Track Time, 1938 Model 67.50
- 1 Keeney Skill Time, 1937 Red Head 24.50
- 3 Bally Grand National 92.50
- 1 Bally Fair Ground, Perfect 22.50
- 1 Doonlin, 1936, Perfect 69.50

- 1-BALL & CONSOLE FREE PLAY
- 1 Bally Gold Cup (Console) \$42.50
- 3 Mills 1-2-3, Animal Reels, 25.00
- 3 Mills Jumbo Parade, F.S., 39.50



H. F. MOSELEY
Pres.-Treas.

The machines listed above are slightly used and offered subject to prior sale. 1/3 certified deposit with order, balance C. O. D. Prices are effective December 21, 1940. Write us for your price on any new coin operated machines.

MOSELEY VENDING MACHINE EXCHANGE, INC.

80 BROAD STREET Day Phone, 5-4511—Night Phone, 5-9325 RICHMOND, VA.

PAYOUT CONSOLE BELL BIG GAME

NEW
BIG GAME
WITH MYSTERY CASH
PAYOUT, 3-5, ETC.

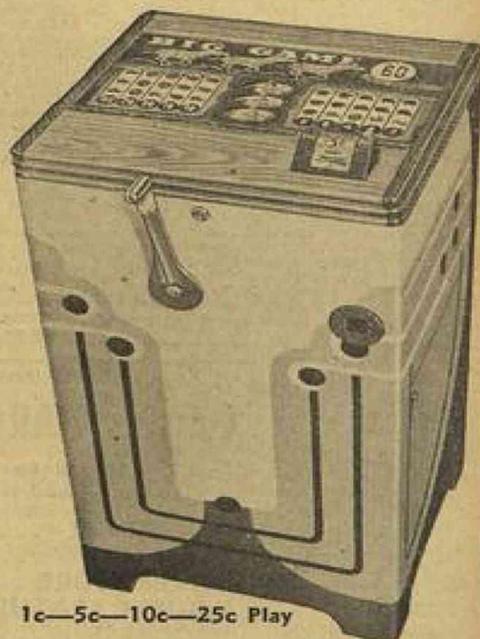
★
WITH TOKEN OR CASH
PAYOUT AWARD

★
BUILT WITH THE
FAMOUS WATLING BELL
MECHANISM

★
FURNISHED WITH
ANIMAL HEAD STRIPS
OR FRUIT REEL STRIPS

★
ALSO BUILT IN FREE-
PLAY BELL—NO PAYOUT.
DIAL SHOWS NUMBER OF
FREE PLAYS

★
FREE GAMES EQUIPPED
WITH METER
TO REGISTER THE
AMUSEMENT SCORE



1c—5c—10c—25c Play

Height 42 1/2 In.—Width 22 In.—Depth 23 1/2 In.—Weight 134 Lbs.

Write for circulars and prices

Made Only by

WATLING MANUFACTURING COMPANY

4640-4660 W. Fulton St., Chicago, Ill.

Est. 1889—Tel. Columbus 2770

Cable Address, "Watlingite", Chicago

WHAT A PAIR!!!

CUB

Sample \$13.75
Case of 6 \$75.00

AND

ACE

Sample \$14.75
Case of 6 \$80.00

THE MARKEPP COMPANY

3328 CARNEGIE AVE.
CLEVELAND, O.

1410 CENTRAL PKWY.
CINCINNATI, O.

TWO NEW HITS!

"NEW COMBINATION"
840 HOLES SLOT
AND DICE TICKETS
Takes in \$42.00
Average Payout... 19.89
Profit... \$22.11
A THICK BOARD
SNAPPY LOOKING

"BLACKOUT"
780 HOLES
TIP TICKETS
Takes in \$39.00
Average Payout... 19.09
Profit... \$19.91
BEAUTIFUL 5-COLOR
PRODUCTION



CIGARET VENDORS

PERFECTLY RECONDITIONED

- | | |
|-------------------------------------|------------------------------------|
| National, 9-Col. \$50.00 | Rowe Imperial, 8-Col. \$51.50 |
| Master, 6-Col. (chrome front) 12.50 | National, 6-30 23.50 |
| Rowe Aristocrat, 6-Col. 12.75 | Unecda Pak, 12-Col. 40.00 |
| Knickerbocker, 6-Col. 15.00 | Du Grenier "S", 7-Col. 37.50 |
| Goretta, 7-Col. 19.75 | Rowe Imperial, 6-Col. 41.50 |
| Rowe Royal, 8-Col. 67.50 | Du Grenier, 9-Col. 50.00 |

Terms: 1/3 cash, balance C. O. D., F. O. B. Chicago

JACK KELNER

540 Lake Shore Drive

Chicago, Ill.

Phone: Superior 6738

1941 Coin Machine Show To Stress Salesmanship

By GEORGE MOLONEY

Bally Manufacturing Company, Chicago

SALESMANSHIP will be an important topic of discussion during the 1941 Coin Machine Show at the Sherman Hotel, Chicago, January 13-16, 1941. The operator's problem of selling his service to locations and to the public is sure to have a prominent place on the program of operator association meetings held during the show. Likewise, the ever-important problem of selling the coin machine industry to the American public will receive considerable attention.

Operators Advertise Service

Abundant evidence has appeared during the past year to indicate that operators are becoming increasingly sales-minded. For example, instead of haphazard placement of machines, operators are analyzing their locations more critically than ever before and selecting machines, as well as locations, on the basis of their careful surveys. Then, too, operators are beginning to advertise their wares as other merchants do, as con-

trasted to the old method of merely placing a machine and hoping that the public will be attracted to it.

In the case of the Rapid-Fire machine gun, built by Bally Manufacturing Company, several operators have printed handbills for location distribution—handbills which listed locations where people could obtain target-practice conveniently and economically. Similar advertising—direct to the public—has also been published in local newspapers. And countless operators are using window and wall banners in connection with gun operations. "Come in and shoot 100 shots for 5 cents" or "Every American should learn to shoot" are the themes of these banners, and operators report excellent results, as measured by increased collections.

Increase Store Traffic

Window banners are also being used by music operators to feature new records. Banners of this kind—whether



GEORGE MOLONEY, of Bally Manufacturing Company, is treasurer of Coin Machine Industries, Inc., manufacturers' association which is sponsoring the 1941 Coin Machine Show, Sherman Hotel, Chicago, January 13-16, 1941.

featuring music or amusement—are welcomed by location owners, because window advertising not only increases the merchant's share of cash-box receipts, but also steps up store traffic and thus boosts sales of all merchandise handled by the location.

As to the major job of selling coin machines to the public, many regional operator associations have made considerable progress in this direction. As was done last year, Coin Machine Industries, Inc., the manufacturers' association sponsoring the show, already has arranged with an outstanding public relations concern to obtain favorable nationwide publicity for the show. Such publicity, of course, has beneficial results for the entire industry.

Interest in public relations, merchandising, and advertising has been growing among operators during 1940 and will be intensified by discussions at the 1941 show. And this interest will contribute greatly to making 1941—like the 1940 show—"bigger and better than ever before" for every man and woman in the coin machine industry.

COME AND GET 'EM FROM HARRY PAYNE!

CUB

3 Reel-Cigarettes Fruit or Nuts Play with Coin Dividers and 2 Separate C's & Boxes, 1c or 5c or 10c.

Sample \$13.75
Case of 6 \$75.00

ACE

5 Reel Poker or Joker Wild Play with Coin Dividers and 2 Separate C's & Boxes, 1c or 5c or 10c.

Sample \$14.75
Case of 6 \$80.00

H. G. PAYNE CO.
312-314 Broadway, Nashville, Tenn.

SEND TODAY FOR

Atlas BARGAIN GUIDE!

World Largest Stock at "Good-Will" Prices!

HOLDOVER	\$64.50
DOUGHOY	39.50
THREE SCORE	49.50
DOUBLE FEATURE	54.50
PROGRESS	72.50
SPEEDWAY	42.50
SPEED DEMON	44.50

COUNTER GAMES GALORE!

A.B.T. Model P.
Cream Cab. \$12.50
Baby Show, 5c. 6.50
Blue Beanie, 1c. 9.50
Candy, 1c. 14.50
Daisy, 1c. 8-Coin
Multiple

LAST CALL FOR SAM STRAHL'S VERY SPECIAL DEAL ON MILLS

V. P. BELL

1c or 5c—Blue and Gold Standard Model or All-Chrome Model—With or Without Registers.

AMERICAN CIGARETTE MACHINE CO.

1349 FIFTH AVE., PITTSBURGH, PA. • 1523 MAIN ST., BUFFALO, N. Y.

Sign New Bands on Coin Box Films

CHICAGO, Dec. 14.—It has been announced that Vincent Lopez, orchestra leader, currently heard over WOR; Will Bradley and his orchestra, and Ray Kinney, now playing the Hawaiian Room, Hotel Lexington, New York, have been signed to make short film subjects for movie machines by the Soundies Distributing Company. The latter firm is headed by James Roosevelt and Fred Mills.

The films will be made at the Fox Movietone Studios, New York. Producers are Leonard and Hyland. Vincent Lopez will feature his vocalist, Ann Barrett. The Aloha Maids will high-spot the Ray Kinney soundies, while Roy McKinley will be featured as drummer with the Will Bradley orchestra.

THELMA OLIVER is a shining example in the ranks of coin machine women. She is manager of the Seattle office of the Jack R. Moore Company, a position that she has capably filled the past five years.

SENSATIONAL "AS IS" BARGAINS IN USED MACHINES

These Are Shipped "As Is"

4 BROOKS	FREE PLAY GAMES	Each \$5.00
1 ZIP	8.00
1 PICKEM	13.50
2 SCOP	16.00
1 VARIETY	16.00
1 VOGUE	16.00

AUTOMATIC PAYOUTS

1 BALLY CLUB HOUSE	\$12.00
1 GALLOPING DOMINOES	25.00
2 SOUND HEAD TRACK TIME	17.50
1 TAMFORAN	16.00
1 LIBERTY BELL FLAT TOP (Cracked Glass)	10.00
2 JOCKEY CLUB (Cracked Glass)	10.00
4 RIO	17.50
4 KENTUCKY CLUB	25.00
1 KEE BELL	25.00

RECONDITIONED

3 KEENEY ANTI AIRPORT GUNS	\$ 67.50
1 CHUTE THE CHUTE	120.00

1/3 Deposit, Balance C. O. D.
We Are Distributors for the Leading Coin Machine Manufacturers. Write Us for Prices on All New Games.

OLIVE NOVELTY CO.

2625 Lucas Ave., ST. LOUIS, MO.

FREE PLAY BARGAINS

Bandwagon	\$55.00	Leader	\$65.00
Bordertown	45.00	Gold Star	65.00
Big League	21.00	Oh Boy	17.50
Blonde	24.00	Roxy	25.00
Hold Over	33.50	Dixie	55.00
Cosette	33.50		
Landslide	33.50		
Cedillo	41.50		
Louise	27.50		
Vacation	37.00		
Dole Feature	29.50		
Nippy	17.50		
Peppercorn	47.50		
Yacht Club	37.00		
Map, Chip	12.50		
Horn Run	24.00		
Brits Spot	36.00		
Fantasy	35.00		
Formation	59.50		

And Many Other Bargains.

TERMS: 1/3 Cash, Balance C. O. D.
ROY'S SALES CO.
4 Amsterdam Ave., NEW YORK CITY
All Phones: Circle 6-7313

CLOSEOUT PRICES

On the Newest and Best Pin Ball and Counter Games. All Makes in Stock. Write for List.

NEW BALLY GIGONS LINE, \$74.00.

Free Plays Reconditioned and Clean Like New.

4 Lucky	\$13.50	2 Skyline	\$47.50
2 Pick Em	13.00	5 Commodore	17.50
3 Rotation	44.50	5 Triumph	35.00
3 Brits Spot	35.00	3 Super Six	47.50
4 Three Score	35.00	4 Dale Feature	32.50
3 Tuffy	19.00	3 Centad	10.00

Over 100 Others at \$10.00 & \$12.50 Ea. & Up.
Used Pins, \$6.50. 100 Peanut Machines.
New Peanut & Ball Game Silver Kings, \$5.50 Ea.
1/3 P. O. Deposit, Balance C. O. D.

GENERAL COIN MACHINE CO.

227 N. Tenth St., PHILADELPHIA, PA.

Exhibit's N. Y. Rep At Chi Parks Show

CHICAGO, Dec. 14.—Joe Munves, head of the Sportland and Penny Arcade departments of the Mike Munves Corporation, New York, made a special trip to Chicago December 2 to look over Exhibit's new Arcade machines and to work in co-operation with the company's display at the amusement park show held at the Hotel La Salle. Exhibit's display won the John R. Davies Trophy for the most meritorious exhibit of amusement equipment or supplies, Exhibit officials report.

"Munves was quick to show his enthusiastic approval of Exhibit's new Arcade machines and to assure the company of excellent representation in the East," said Exhibit executives. "Exhibit's complete Arcade line can be seen on display at the Mike Munves Corporation, New York."

Munves says: "The new illuminated, streamlined Card Vender is the finest yet and will reap tremendous returns to all far-sighted Arcade owners who install them. The new athletic machines, which include the 1941 Bag Pusher, Bicycle Trainer, Fist Striker, Chin Machine, and Hammer Striker, will add a modern coin-operated gymnasium to every Penny Arcade. The hilarious reception that the Cock-Eyed Circus and Magic Heart love rating machine received at the park show is a fine example of the great public appeal that these new devices have."

Hoppe Back From Eastern Travels

CHICAGO, Dec. 14.—After an extensive stay in the Eastern territory, Harry Hoppe, vice-president of the Baker Novelty Company, has returned to the factory.

Hoppe stated that wherever he went he met the most complimentary comments on Baker's five-ball novelty football game Lane-Up. "Players are going for it in a big way," says Hoppe, "and that is making it a top favorite with the operator."

"Our new release, Defense, is the new hit of the hour for it is tuned to the mighty topic of preparedness. A game packed full of thrills and action like a blitzkrieg, with four ways to win. Mechanically speaking, it is a marvel of precision engineering."

Plan 3d Annual Northwest Show

MINNEAPOLIS, Dec. 14.—The third annual Northwest Coin Machine Show, sponsored by the Minnesota Amusement Games' Association, will take place in a Minneapolis loop hotel in February, with February 11 and 12 set as the tentative dates.

Thomas H. Crosby, of Faribault, Minn., association president, is in charge of present arrangements. At the show, which drew about 700 coin machine men last year, the latest equipment will be on display. In attendance will be operators from throughout the Northwest, in addition to some of the leading figures of the coin machine industry.



HENRIETTA BRAUNSTEIN, efficient accountant for M. Gisser, of Cleveland Coin Machine Exchange, Exhibit Supply Company's distributor, is well known to Cleveland operators as Gisser's Girl Friday.

A PROFIT HARVEST with GARDNER'S



ANOTHER GARDNER WINNER!
Here's a beautiful THICK SLOT SYMBOL, known by GARDNER'S that's a "natural." 81 winners \$25 too in "Moon Beads" BIG 100% AVERAGE PROFIT! It's a universal HIT!
AND DON'T FORGET
WRITE FOR GARDNER'S BIG, COLORFUL, NEW CIRCULAR—JUST OFF THE PRESS! FEATURING 20 NEW GAMES—These slot Symbols and Book Cover Boards are TERRIFIC! They're COLORFUL, BEALING. The profits are BIG! And what great YOU'LL BE SURPRISED!
"Gardner's the One for '41!"

GARDNER & CO.
2305 S. ARCHER CHICAGO, ILL.

Write today for illustrated literature on our complete line of

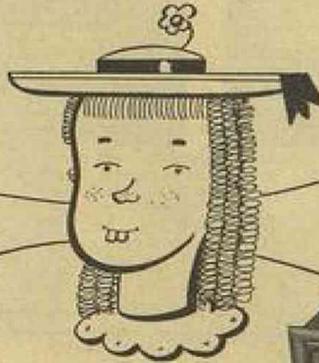
- WALL ORGANS
- CABINET STANDS
- AUXILIARY SPEAKERS

RELIABLE SPECIALTY CO.
1920 Prospect Court, Cleveland, Ohio

FROM THE HOUSE OF DEPENDABLE SERVICE
Immediate Deliveries on
Genco's FOUR ROSES
Keeney's REPEATER of 1941
Exhibit's ZOMBIE
Gottlieb's PARADISE
(The most complete stock of bar-azalls in slightly used free play novelty games, consoles, one-ball automatics, counter games and vending machines—also arcade equipment.)
WE OFFER
Write in NOW for our Bulletin No. 118, just off the press.
CLEVELAND COIN MACHINE EXCHANGE
2021-B Prospect Ave., CLEVELAND, O.

CHRISTMAS SPECIALS
FREE PLAYS—Reconditioned Bargains
Bandwagon \$55.00 Short Stop \$21.50
Brite Spot 32.50 Score a Line 44.00
Bolder Town 41.00 Vaccines 36.00
Bowling Alley 21.00 Yacht Club 36.00
Cadillac 41.50 All Baba 18.00
Commodore 17.50 C. O. D. 18.00
Drum Major 30.00 Fantasy 18.00
Dbl. Feature 31.00 Roller Derby 18.00
Fleet 40.50 Super Six 18.00
Fishes 17.50 Moose 18.00
Home Run 22.50 White Sails 18.00
Lime Lite 32.50 Champion 12.50
Landing 40.00 Thriller 12.50
Mr. Chips 17.50 Triumph 12.50
Chips (Nov.) 14.00 Bang 11.00
O'Boy 18.50 Cowboy 11.00
Power House 20.00 Davy Jones 11.00
Rotation 41.00 Headliner 11.00
Rise 26.00 Let a Pen 11.00
Scots Champ 17.00 Spotters 11.00
Nov. \$10 East Airport, Champion, Flash, Tapper.
1/2 Cash Deposit. Under \$18.00 Full Cash.
Cable Address: Commodore, N. Y.
MARC MUNVES, INC. 855 West 167th St. New York, N. Y.

Tantalizing SARA-SUZY



High Score
Winner possible on one ball
Big 50 Replay award
Ever popular Brite Spot Bumper

\$104⁵⁰



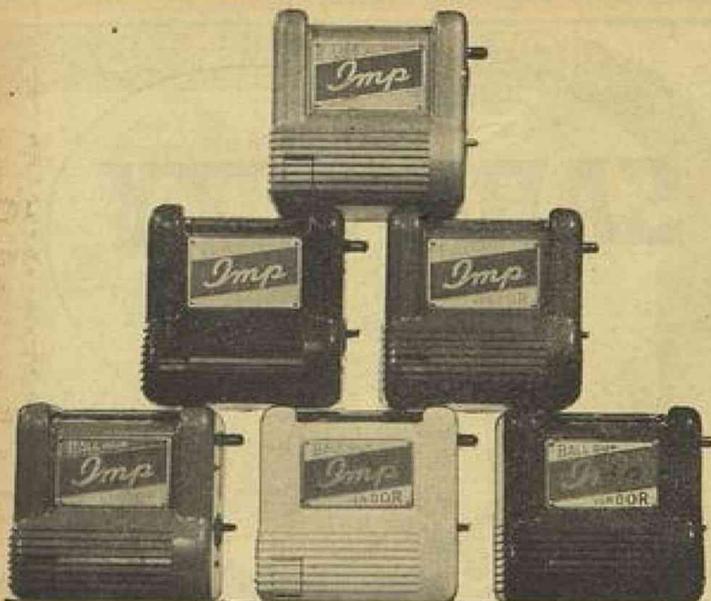
STONER CORP.
AURORA, ILLINOIS

Better Buy BUDIN'S Better Buys!
BRITE SPOT \$32.50 HOME RUN \$24.00
LANDSLIDE 42.50 GOLD STAR 60.00
ROTATION 41.00 1/2 Deposit, Balance C. O. D.
BAKER'S LINE-UP—WRITE FOR PRICE!

BUDIN'S, INC. 174 SO. PORTLAND AVE., BROOKLYN, N. Y. Telephone NE 3-3700
Branch: 36 E. MERRICK RD., FREEPORT, L. I. (Freeport 2100)

NATIONAL NOW OFFERS UNIQUE CREDIT PLAY for Used or New Games!
No detail is called unimportant at National. Our Used Games must be 100% shipped, before they are shipped.
FREE PLAY
Commodore \$21.25 | Davy Jones \$ 9.75
Glimmer . . . 42.75 | Limelight . . . 40.75
Just Four Games among many now included in the latest "National's Illustrated Newsletts" . . . Free on request . . . Write for it Now! 2 1/2% off for full cash with order. (Money Order, Certified or Cashier's Checks Only.)
NATIONAL NOVELTY CO., Merrick, L. I., N. Y.

OPERATORS—INCREASE YOUR EARNINGS.
Financially sound and successful operators can increase their weekly income by operating our RAY-O-LITE Electric Ray Guns on percentage basis. Limited number available.
Write for particulars.
PHOEBUS CORPORATION 222 EAST SUPERIOR ST., CHICAGO, ILLINOIS



OCEAN PARK BOWLING LEAGUE is topped by the unbeaten Sportland Arcade team which represents Paul Gerber's Sportland Arcade, Ocean Park, Calif. Left to right, front row, Business Manager Frank Horstman, Barney Mishman, Woody Gerber, and Manager Neal Kerry; rear row, Cal Aronoff, Herman Gore, Capt. Pete McKay, Fred Evans, and Chief Carr.

NOW - - - 6 FOR \$60⁰⁰
GROETCHEN TOOL CO., 130 N. UNION CHICAGO, ILLINOIS

"Meet the Champ," Says Dave Gottlieb

CHICAGO, Dec. 14.—"A sensational new game, Champ, another winner in the series of Gottlieb hit successes, is just coming off the production lines into the arms of impatient distributors," reports Dave Gottlieb, president of D. Gottlieb & Company.

"Champ deserves its name because it represents everything that the name stands for," Dave continued. "It's a real Champ, in every sense of the word, on locations capturing all honors for play and collections wherever tested. Its already building up a success career that's almost unbelievable.

"In beauty, in appeal, in play-pulling, in player-satisfaction, in fact, any way you look at it, it simply beats everything. In collections is where Champ gathers its most famous laurels as the champ of all. Champ offers striking new innovations in play, new jackpot innovation, new ideas on playfield and backboard, new scoring features, new relish for fans which all rolled together, explains why Champ is the champ of hits. Meet the Champ, get acquainted with the game that's challenging top place on every count," he concluded.

Coinmen Honor Bayne, In Army

CHICAGO, Dec. 14.—Lieutenant Clarence J. Bayne, absent-on-leave Seeburg assistant sales manager and now of the 106th Cavalry, U. S. Army, was recipient of a demonstration of affection and friendship from his friends of the Seeburg organization shortly before beginning active duty in the army.

As guest of honor, Bayne was royally entertained at the Swedish Club, where he received tokens of esteem and a flood of telegrams wishing him good fortune and a speedy return. Coinmen from many parts of the country, whom he has been associated with while at Seeburg, were responsible for the telegraphic tributes.

Bayne has entered the officers' school at Fort Riley, Kans. He will emerge as a full-fledged captain upon the completion of a training period.

Strat-o-Liner Now on Display

CHICAGO, Dec. 14.—Samuel Wolberg, official of Chicago Coin Machine Company, announced this week that Strat-o-Liner, firm's latest release, is now available at distributors throughout the country.

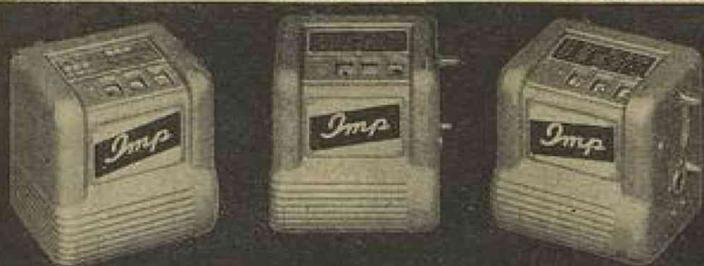
"Advance reports of Strat-o-Liner performance backs up our judgment in pronouncing the game a money-maker," he said. "We call a game a hit when production falls behind demand and from what

our distributors tell us, Strat-o-Liner production is going to be strained to keep up with demand from operators in every part of the nation."

"It looks as the coinmen are doing a bit of personal Christmas shopping," said Samuel Gensburg, co-official. "They are making sure of being their own Santa Claus by putting as many Strat-o-Liners on locations as they can get. Distributing points are being rushed for all the games they have, and altho it's going to be a tight squeeze, we can assure operators that our stepped-up production will save all delay. The heavy demand for the game is not surprising in view of the many fine playing features which it provides for location action, and the profits which are being made at this early stage of operation promise to continue indefinitely."

NOW 6 FOR \$60.00

100% Tried 100% Tested 100% Proven



Fruit Reels
1c Play

Cigarette Reels
5c Play

Number Reels
10c Play

GERBER & GLASS

914 DIVERSEY BLVD.,

CHICAGO

YES!



YOU HAVE COMPLETE CONTROL OVER THE GOLD AWARD ON THE AMERICAN EAGLE
 MYSTERY PAYOUT GOLD AWARD MODEL

*That's WHY more and more operators are now buying MYSTERY PAYOUT GOLD AWARD MODEL AMERICAN EAGLE. To play can award as high as \$25.00 on Gold Award token. 5c Play can award as high as \$25.00 on Gold Award token. Cash in NOW by rushing your order to your nearest Daval distributor TODAY!!

DAVAL, 2043 CARROLL AVE., CHICAGO
 BOONING 52633

DAVAL, 2043 CARROLL AVE., CHICAGO

Pacific Coast: MAC MOHR CO - 2916 W. PICO BLVD - LOS ANGELES, CALIF.

LOOK OVER THESE NEW LOW PRICES AND SAVE \$\$\$

FIVE-BALL FREE PLAY GAMES

Bally Vase	Playmate	\$59.50
Wines	Speedway	49.50
Mills 4-Balls	Gold Cup	49.50
Short Stop	Comet	49.50
Long Star	Yacht Club	39.50
Beauty	Masot	39.50
Big League	Eureka	29.50
Super Sixes	Red Moth	29.50
Scops	Big Town	29.50
Arrow Heads	Cowboys	19.50
Triumphs	Chiefs	19.50
Kicks		19.50

PHONOGRAPHS

Rock-Ola '29 De Luxe, late models	\$144.50
Wurlitzer 600 Keyboards	144.50
Rock-Ola '30 Standards, late models	129.50
Seeburg Records	119.50
Seeburg Gems	109.50
Rock-Ola Rhythm King 12s	99.50
Rock-Ola Rhythm King 12s	29.50

CONSOLES

Jennings 1940 Fast Times	\$99.50
Page 1940 Saratoga	89.50
Page '39 Saratoga, 5, 10 & 25¢ play	79.50

LEGAL EQUIPMENT

Keeney Arch-Rocket Guns	\$64.50
Bally Bull's Eye	49.50
Chicken Sams with base	49.50
Rock-Ola Ten Pins	39.50
Bally Alley, late models	27.50

All Machines Reconditioned Ready To Operate. 1/3 Cash With Order, Bal. C. O. D.

BADGER NOVELTY CO.
 2548 N. 30th St., MILWAUKEE, WIS.

COIN MACHINE MECHANIC WANTED

Must be honest, sober and able to deliver good pay and proposition to the right man. Dealers, please save your stamps. Apply

VIRGINIA NOVELTY CO.
 408-407 Crawford St., PORTSMOUTH, VA.

REGISTER NOW

for
1941 COIN MACHINE SHOW

Registration blank in this issue

ALLIED APPROVED RECONDITIONED COIN MACHINES

FREE PLAY GAMES

Fleet	\$59.50	Jolly	\$37.50
Gold Cup	59.50	Score Card	37.50
Mills 4-2-3	59.50	Oh Boy	36.50
F.P.	59.50	Mo Show	37.50
Three Score	49.50	Commodore	34.50
Scorpy	47.50	Mr. Chips	27.50
Coughboy	47.50	Keen a Ball	26.50
Drum Major	46.50	Lucky Strike	24.50
Calliope	46.50	Triumph	24.50
Score Champ	39.50	G. O. D.	24.50
Shortstop	39.50	Fifth inning	19.50

AUTOMATIC PAYTABLES

Grand Natl.	\$93.50	Gold Medal	\$54.50
Pace Maker	87.50	Sport Page	62.50
Grandstand	74.50	Stables	22.50
Hawthorne	57.50	Prizefighter	17.50
Thistle-down	57.50	Winner	16.50

THE BEST MONEY MAKERS TODAY V. P. BELLS—New and Used Write For Prices

WE HAVE 'EM! ACE AND CUB

Sample \$14.05 Case of 6 \$80.00
 Sample \$13.95 Case of 6 \$76.00

SAVE DELAY—ORDER TODAY FROM "ALLIED"

PHONOGRAPHS

Wurlitzer 500, Like New	\$140.50
Wurlitzer 600, Sing Proof	137.50
Wurlitzer 610, 16 Record	84.50
Wurlitzer 710, 16 Record	84.50
Wurlitzer 412, 12 Record	32.50
Seeburg 600	122.50
Seeburg Royale	82.50
Seeburg Rex	79.50
Seeburg Medal	51.50
Rockola Standard, 1938 Model	127.50
Rockola Monarch, 1938 Model	89.50
Rockola 1939 Counter Model	87.50
Rockola Windsor, 1938 Model	84.50

LEGAL EQUIPMENT

Seeburg Shoot the Chutes	\$112.50
Keeney's Anti-Aircraft Gun	69.50
Gatling's Skeeball	57.50
Evans' Ten Strike	49.50
Rockola's Ten Pins	49.50
A.B.T. Target, Model F, Blue Cab.	16.50

Terms: 1/3 Deposit—Balance O. O. D. F. O. B. Chicago.

Allied NOVELTY COMPANY

Phone: Gaeftel 4747
 3520 W. Fullerton Ave., CHICAGO

Atlas Remodeling Program Planned

CHICAGO, Dec. 14.—"As befits a firm which has grown continuously, we will shortly begin alterations at our present locations to better display our products and to better house our greatly enlarged office force, reports Eddie Ginsburg, sole remaining bachelor of the Ginsburg brothers. Brother Morrie is currently on his honeymoon in Florida.

"Atlas will be slightly cluttered up for a short time while workmen are changing the interior," he continued, "but after they have finished, customers will find a 'famous door' that is more worthy of the firm and with a bigger welcome than ever before.

"We will have a larger display space, moving our present office space to accommodate this display room. At the present time our office force is jammed into an enclosure that was large enough a short few months ago—but, now, with increased business and personnel, we must enlarge our office space.

"We have called in a firm of architects, famous for modernization work which combines beauty with efficiency, to remodel our interior. When they are finished, we will have one of the finest layouts in existence.

"These alterations are due to increased business, of course. Increased business means that more and more operators are turning to Atlas for their requirements. Atlas is ever on the move to better serve these customers. As with these alterations, no expense will be spared so that we can be on our toes for the benefit of our customers."

Baltimore

BALTIMORE, Md., Dec. 14.—Simco Sales Service Company, under the management of Joseph Garlink, has made excellent progress in its distribution of Revco Venders, ice cream vending machines, they report.

The initial shipment of these machines have been placed in the best spots in the city.

Harry Simberg, president of Simco Sales Service Company, stopped in Baltimore for a few days on his way to Miami.

James A. Gelsco, of Jimmy's Coin Machines, operator who up to the present has centered his operating activities on games and music boxes, has extended his activities to include cigarette vending machines.

Ray Taylor, of the Revco Venders organization, manufacturers of ice cream vending machines in Adrian, Mich., spent a few days in the Baltimore market during the past week.

HOT! And How! Never before at this low price.

65c each in 100 lots. F. O. B. Denver

Genuine Colorado Alabaster Lighthouse Lamp, Card, Plug, and Socket Height Av. 6 1/2". **BOARD OPERATORS—JOB-BERS.** Sample postpaid \$1.25.

Denver Novelty Co.

1711 Larimer St., DENVER, COLO.
 50% Cash With All Orders

BARGAINS

4 Spinning Reels	\$94.50
6 Grand National	84.50
5 Pacemakers	84.50
1 Lucky Luke	130.50
1 Rookley Truck Odds (Late Blank Model)	139.50
1 Late Model Mills 1-2-3, Free Play	54.50
10 Cowboys, Free Play	15.00
1 Doughboy, Free Play	34.50
10 Major, Free Play	10.00
5 Contacts, Free Play	12.50
20 Blue Fronts, Double Jackpot G.A.	29.50

1/3 Deposit—Balance O. O. D.
 Reference: First National Bank, Hickory, N. C.

JONES SALES CO.

1330-32 Trade Ave., HICKORY, N. C.

MILLS PHONOGRAPHS CONSOLES BELLS TABLES

Distributor **KEYSTONE NOVELTY & MFG. CO.**

240 & Huntington Sts., Philadelphia, Pa.
 Baltimore Office: Baltimore, Md.
 515 Cathedral St., Baltimore, Md.



IS YOUR LUCKY DAY!

OPENING DAY OF THE COIN MACHINE SHOW

SHERMAN HOTEL CHICAGO

JANUARY 13-16, 1941

LUCKY 13 STICKER, which manufacturers and distributors are placing on letters to tell the world about the 1941 Coin Machine Show to be held at the Sherman Hotel, Chicago, January 13 to 16, 1941. The sticker is printed in red, white, and blue.

The Easiest Phonograph to Own and Operate—Mills

Empress

DOUBLE HONEY FOR YOUR MONEY!

CUB SAMPLE \$13.75 CASE OF 6 \$75.00

ACE SAMPLE \$14.75 CASE OF 6 \$80.00

B. D. LAZAR COMPANY

1625 Fifth Ave. PITTSBURGH, PA. 1425 N. Broad St. PHILADELPHIA, PA.

A NEW CATALOG OF SALESBOARDS AND MERCHANDISE DEALS—AT LOWEST PRICES

SEND FOR YOUR FREE COPY OF CATALOG NO. 55

Salesboard Operators and Jobbers! If you want to enjoy real prosperity—send for your Free Copy of this money-making Catalog! It's chock full of the Season's newest Salesboards and Salesboard Merchandise Assortments... at prices that defy competition! Jammed with profit-making deals that are designed for fast play and swift profit! Write today!

If interested—ASK ALSO FOR OUR BIG NOVELTY CATALOG NO. 54

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

PAT'S BARGAIN BUYS

FREE PLAYS	Doughboys	\$37.50	Playmates	\$49.50	MISCELLANEOUS	
All Stars	Home Run	37.50	Roller Derby	32.50	Ten Strikes	\$49.50
Airports	Headliners	17.50	Red Hot	30.00	Ten Pins	20.00
Bangs	Jellies	39.50	Roxies	37.50	Track Records	85.00
Big Leagues	Luckies	25.00	Score Champ	30.00	1940 Pace Reels	79.50
Big Stars	Nippies	22.50	Super Sixes	29.50	1938 Ball Times	70.50
Cowboys	Ocean Parks	17.50	Triumphs	20.00	1940 1-2-3	110.00

1/3 Deposit With Order—Balance O. O. D.

PAT'S AMUSEMENT SALES CO.

3701 EUCLID AVENUE (Henderson 1580) CLEVELAND, OHIO

EXHIBIT'S Zombie

**GOING
BIG
FOR
OPERATORS
ON
OVER
3700
LOCATIONS**



FREE PLAY
CONVERTIBLE
104⁵⁰

EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO

1941 Prospects

By HARRY LE VINE
President of Allied Novelty Company

SOON 1940 will close on what I believe has been a most successful year for operators, distributors, and manufacturers in the coin machine industry. The broad and honest view taken by governing bodies opens a bright prospective view for the future of our industry.

The great demand for used games has created a shortage. New territory in all parts of the United States and increased foreign trade has been largely responsible.

The 1940 counter game field has been, and is today, tremendous. Counter games have been the means of increased earnings for many operators. In my travels throught the United States I noted how much greater the average operator's income is this year over the previous year.

Summed up, this all tends to lead us into 1941 with a banner year ahead for all those in our industry.

I found that the successful concern or man in this business is the one who is up on his toes at all times with new ideas, equipment and aggressiveness to promote good will among his locations and players by giving them the most timely equipment for enjoyable playing.

Here's wishing everyone a most successful Nineteen-Forty-One!

Sicking Plans Louisville Branch

CINCINNATI, Dec. 14.—"Our volume of business with Kentucky operators has increased steadily," reports Bill Marmer, of Sicking, Inc. He reports he has plans for opening a Louisville branch.

Says Marmer: "We have secured a centrally located site with more than 10,000 square feet of floor space all on one floor. Showrooms, offices, parts department, and repair shop will all be located in this space.

"Another planned feature will enable operators to drive right into the building to load and unload machines. The building will be ready for occupancy about the middle of January.

New Operator Likes Editorials

To the Editor:
Some time ago I accidentally acquired an old issue of *The Billboard* and became a most rabid peruser of your very interesting weekly. I literally haunt the news stand (the man thinks I'm a picket) waiting for the next issue to arrive.

My interest centers chiefly in the vending machine section. I find your common-sense editorials very educational and very comforting. I like my facts straight—not wrapped in gaudy balley-hoo.

So, I'd like some more facts. "Facts for a beginner." I'd like to know more about the business as regarding vending of peanuts, cigarettes, etc.

I'll appreciate very much any advice or information you can give me that will guide my faltering steps in beginning as an operator in the vending machine field.

J. C. D., Tulsa, Okla.

Boots, Bullets, Ballots

Kipling said "Boots, boots, boots..." Hitler says it with bullets, bullets, bullets. And we're asking for ballots, ballots, ballots.

In the music section is a ballot which will elect the king of recording orchestras or vocalists as well as determine the best record of 1940. Results will be announced at the 1941 Coin Machine Show, Hotel Sherman, Chicago, January 13-16, 1941.

Many music operators are taking advantage of this ballot, naming their choices, by enclosing it with their registration for the show.

Those of you who will not be at the show this year should also vote as regards your choice because, as far as possible, it will be the selection of ALL music machine operators. The results will be featured in *The Billboard*.



BAKER'S PACERS Aristocrat of Consoles!

A proven money-maker for operators who demand high-class games for consistent profits! Streamlined, modern, 1940 features, absolutely unequalled!

7-Coin Play!
Equipped with Flashing Odds.
THE BAKER NOVELTY CO., Inc.
2626 Washington Blvd., Chicago



OUTSTANDING BUYS!

CONVERTED INTO FREE PLAYS

- 1 Fairgrounds, F.P., Multiple . . . \$28.50
- 1 Sport Page, F.P., Multiple . . . 67.50
- 1 Breakers, F.P., Single Coin . . . 22.50
- 1 Rover, F.P., Single Coin . . . 22.50
- 1 Sport King, F.P., Multi. with J.P. 120.00
- 1 Mills 1-2-3, F.P. . . . 22.00

FREE PLAYS

- C. O. D. . . . \$19.50
- Model, Factory . . . Progress . . . 67.50
- F.P. . . . Merry-Go . . .
- White Spot . . . Round . . . 32.50
- Short Stop . . . White Ball . . . 21.50
- Vogue . . . Super Six . . . 24.50
- Red Hot . . . Home Run . . . 34.50
- Topper . . . Roller Derby . . . 25.50
- Lens Star . . . Major . . . 12.50
- Fleet . . . Lucky . . . 23.50
- Pickam . . . Kick . . . 10.00
- Fifth Inning . . . Big Town . . . 27.50
- Contact . . . Triple Threat . . . 14.50
- Box Score . . . Supercharger . . . 17.50
- Big Six . . . Spotman . . . 14.50
- Alperts . . . Headliner . . . 15.50

MISCELLANEOUS EQUIP.

- 4 Kentucky Club, Check Separator \$20.50
- 1 Royal Flush, Cash Payout . . . 82.50
- 1 Kenney Dark Horse, Checks . . . 17.50
- 1 Chicken Sam . . . 50.00
- 1 Parachute Gun . . . 62.50
- 1 Ten Strike, Novelty . . . 48.50
- 1 Rock-Ola Ten Pin, Novelty . . . 49.50
- 1 Flat Top Derby Day . . . 14.50

1/3 Deposit—Balance C. O. D.
Lake City Novelty Co.
1810 East 30th St., CLEVELAND, OHIO

FACTORY RECONDITIONED BELLS LIKE NEW & GUARANTEED

MILLS

- Blue Front—Sluggo . . . \$42.50
- Brown Front, 56-100-256 . . . 65.50
- Bonus, 56 . . . 62.50
- Cherry Bell, 56 . . . 42.50
- Chickadee, 56 . . . 59.50
- Blue Front, 56-100-256 . . . 57.50
- O. T. Bell . . . 32.50
- Futurity . . . 23.50
- Vest Pocket Bell . . . 27.50

PAGE

- Sluggo Bell . . . \$59.50
- Blue Console, 56 . . . 37.50
- All Star Console . . . 37.50
- Page Kitty . . . 32.50
- Page Bantam . . . 15.00

JENNINGS

- Silver Chief—Sluggo . . . \$70.00
- Triple X . . . 39.50
- Dixie Bell . . . 39.50
- Chief . . . 39.50
- Little Duke, 56 . . . 18.00
- BALLY BELL . . . 49.50
- WATLING RELAYTOR, 56-100-256 . . . 24.50
- COLUMBIA—LATE . . . 39.50
- A. C. BELL . . . 27.50

MAYFLOWER NOVELTY CO.
2218 University Ave., St. Paul, Minnesota

REGISTER NOW
for
1941 COIN MACHINE SHOW
Registration blank in this issue

THE BEST XMAS GIFT YOU CAN BUY YOURSELF

"CUB"



3 REEL - 3 WAY PLAY WITH COIN DIVIDERS AND 2 SEPARATE CASH BOXES.
Sample . . . \$13⁷⁵
Case of 6 . . . \$75⁰⁰

"ACE"



5 REEL POKER OR JOKER WILD WITH COIN DIVIDERS AND 2 SEPARATE CASH BOXES.
Sample . . . \$14⁷⁵
Case of 6 . . . \$80⁰⁰

SOUTHERN AUTOMATIC MUSIC COMPANY
542 S. SECOND ST. NASHVILLE, TENN. 425 BROAD ST.
"THE HOUSE THAT CONFIDENCE BUILT" CINCINNATI, O. 312 W. SEVENTH
LOUISVILLE, KY. INDIANAPOLIS, IND. 531 N. CAPITAL AVE.

IT'S NEW

\$4.80 EXTRA FOR YOU

Plenty of Winners. An attractive Deal using the popular Red, White and Blue Tickets.

EACH \$1.00 (without jar)
Jar 25c Extra
WISCONSIN DE LUXE CORPORATION

AMERICAN EAGLE JAR DEAL



IT'S NEW

96 Tickets Free. You get 1946 Tickets instead of the usual 1850

96 Extra Tickets, giving you \$4.80 more profit.

Takes in . . . \$97.30
Pays Out . . . \$72.00
Definite profit of \$25.30
EACH (in lots of 12) 90c

1902 N. 3d Street Milwaukee, Wis.

➔ **SPECIAL** ➔

WURLITZER'S
24 RECORD
WITH PIANO KEYBOARD

MARBLGLO \$119.50

While They Last
a Genuine \$150.00 Value

WURLITZER 616... \$ 49.50
With Ill. Grill... 54.50

WURLITZER 600... 142.50

WURLITZER 500... 149.50

ROCKOLA Monarch
20 79.50

EVANS 10 STRIKE.. 42.50

KEENEY Anti-Aircraft
Brown, Like New } 82.50

BALLY-ALLEY, Perfect
Condition 27.50

WORLD SERIES 49.50

PHOTOMATICS 545.00

Write for Free Literature on
Remod. Phono



\$12.50
6 for
\$60.00
1c, 5c or
10c Play
1-3 Deposit

GERBER & GLASS
914 Diversey Blvd., Chicago

Announcing
EXHIBIT'S
LATEST!

WRITE! WIRE! CALL!
Tony Gasparro
Weston Distributors, Inc.
689 TENTH AVENUE NEW YORK
All Phones: Circle 6-6745

GEM CITY SPECIALS

Mills 1-2-3 (Animal Reels), Free Play... \$47.50
Brite Spot... \$38.00
Aces... 20.00
Big Show... 30.00
Howie's Alley... 27.50
No. One... 27.00
Doughboy... 42.50
Europa, 1 Ball... 22.50
Sch Insing... 16.00

Livelihood... 38.00
Kick-a-Ball... 20.00
Lucky Strike... 25.04
Playmate, F.S... 50.00
Red Hot... 28.00
Skeo-Ball-Elite... 50.00
Mills O. T. 14... 25.00
Mills Tickets... 2.50

1/3 Deposit, Balance C. O. D.
GEM CITY DISTRIBUTING CO.
Phone 513 520 No. 2nd St., Quincy, Ill.

Air Raider
Sales Increase

CHICAGO, Dec. 14.—J. H. Keeney & Company officials report that the Chicago factory is being pressed by distributors to deliver the firm's anti-aircraft machine gun, Air Raider. "Altho production lines are running at full capacity, it is not enough to satisfy our distributors who are doing so wonderful a job in acquainting the operators of the fine qualities of our latest anti-aircraft machine gun, Air Raider," Keeney spokesmen declared.

Central Distribs Praise
KANSAS CITY, Mo., Dec. 14.—R. F. Mason and T. C. Crummit, officials of Central Distributing Company, report that Keeney's Air Raider remains tops in point of sales. "We are still amazed at the constant stream of orders," said Mason. "Air Raider demand is greater than ever."

Crummit, agreeing, said: "Thanks to unusual Keeney features incorporated in Air Raider, operators are enjoying an exceptionally prosperous season and expect the prosperity to continue indefinitely."

Cohn Praises Keeney
MINNEAPOLIS, Dec. 14.—"If Jack Keeney were so inclined," writes William (Bill) Cohn, Silent Sales Company head, "he could retire on his laurels today and be gratefully remembered by the operating world for his contributions to the industry."

"The creation and production of Air Raider is a high point. With Air Raider, the nation's operators are enjoying operating profits and stability such as they have seldom, if ever, had. "Air Raider continues in unceasing demand. Reports that more and more locations are rapidly becoming Air Raider centers with two or more guns in operation are received daily."

Coinmen Welcome
Miraben Service Kit

CHICAGO, Dec. 14.—"An instant hit among operators and service men," said Miraben officials in describing reception given their new electrical and spring service kits.

"Our first announcement to the trade resulted in an overwhelming demand. The reason is obvious—every operator of games has need from time to time for replacement materials for electrical devices in his games. Our new electrical kit has been designed by experts who have collaborated with hundreds of operators in planning a kit which includes every type of part needed for repairing and making electrical parts on pin games."

"There is not a single obsolete piece in the entire kit and it can be used on the latest pin games."

"The spring kit is composed of every type of spring needed to repair pin games. We are happy to know that we have placed on the market two kits which, because of their planned efficiency, are indispensable to operators."



"LOOK AT WHAT WE'VE GOT!"
cry the Dazel models as they display Dazel's new tiny counter games, Cub and Ace.

Evans'
JUNGLE CAMP

You Asked For It—
Here It Is!
4 MODELS
For All Territories!
★ FREE PLAY (straight)
★ FREE PLAY (mini vendor)
★ FREE PLAY (convertible)
★ PAYOUT MODEL



JANUARY 1941
COIN MACHINE SHOW
SHERMAN HOTEL, CHICAGO
10-14-40-41
SEE OUR DISPLAY

★
FULLY METERED

Fastest, most appealing console of its size ever... Occupies less than 4 sq. ft. floor space! High Speed Spinner-like action, Galloping Dominoes' proven mechanism—no experiment—absolutely free from bugs! Mystery selection of 1 or more Symbols. Awards from 2 to 40! Cumulative Free Plays to 99! Slug-proof single slot. NOW IN PRODUCTION

LOW PRICE!

TEN STRIKE
Free Play or
Cash Reserve!
Write for Details!

H. C. EVANS & CO.
1520-1530 W. ADAMS ST. CHICAGO



It's **CAGER**
The Season's Hit Board!

The industry's latest basketball board in the new candy-box style. 1080 holes with Basketball symbols. Winning tickets repeat up to 24 times. Two plays on each ticket. Extra-thick board. Last punch in each large panel rec's choice of one "Basket Seal". Approximate average profit of \$25.00



Write for information
on CAGER and other SUPERIOR boards.

MAXIMUM PROFIT \$30.00

SUPERIOR PRODUCTS
14 NORTH PEORIA ST. CHICAGO, ILLINOIS

GREATEST USED GAME SALE EVER FEATURED!

FREE PLAY GAMES

- | | | | |
|----------------------|---------|-------------------|---------|
| Big Chief | \$66.50 | Gold Star | \$67.00 |
| Big League | 22.00 | Landlide | 44.00 |
| Big Town | 22.00 | Leader | 70.00 |
| Blonde | 38.50 | Power House | 50.00 |
| Cadillac | 41.00 | Rotation | 48.00 |
| Commodore | 19.00 | Roxy | 28.00 |
| Conquest | 15.00 | Scamp | 12.00 |
| Dixie | 56.00 | Scenes-Line | 44.00 |
| Double Feature | 35.00 | Exytine | 42.00 |
| Dude Ranch | 44.50 | Triumph | 14.00 |
| Follies | 16.00 | Vacation | 40.00 |
| Formation | 60.00 | | |

- PHONOGRAPHS**
- 3 Beeburg Gems ... \$110.00
 - 3 Beeburg Classics ... 165.00
 - 2 Wurlitzer Mod. 400 with Piano Keyboard... 165.00

- LEGAL EQUIPMENT**
- 2 Ten Strikes ... \$35.00
 - 2 Coll. Skeo-Ball-Elite 30.00
 - 1 Evans Skeo Ball ... 35.00
 - 2 Genco Bank Rolls ... 25.00

TERMS: One-Third Deposit, Balance C. O. D.
OPERATORS—TRADE IN YOUR USED GAMES TO US AT NEW YORK TRADE-IN PRICES. WE CARRY A FULL LINE OF NEW AND USED MACHINES. SAVE NEW YORK CITY SALES TAX. Take Henry Hudson Parkway to Yonkers Avenue, turn right one mile to

Oakwood Amusement Machine Co., Inc.
129 Mount Vernon Ave., Mount Vernon, N. Y. (Phone: Fairbanks 4-5880)

COIN MACHINE SHOW
 CHICAGO HOTEL, CHICAGO
 SET UP FOR DISPLAY
 ROOMS 52153

SHAKE HANDS AGAIN WITH PROSPERITY!

NOT A POLITICAL GAG
 BUT AN ACTUAL FACT
 BACKED UP BY THE—
 TWO TINIEST HANDFULS OF
 MONEymAKING POWER
 YOU'VE EVER SEEN—BY
DAVAL
 2043 CARROLL AVE., CHICAGO
 Pacific Coast Office - MAC MORR
 2916 W. PICO BLVD. - LOS ANGELES, CAL.

"CUB" -and- "ACE"

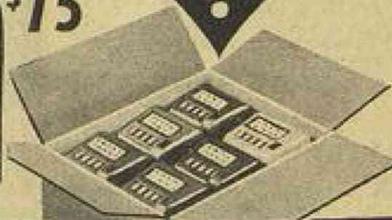
**3 REEL-3 WAY PLAY
 WITH COIN DIVIDERS**

2 Separate Cash Boxes, Cigarette or
 Fruit or Number Reels, 1c or 5c or 10c
 Play, Standard Coin Divider 75%-25%
 (Also 80%-20% model).
 Specify which wanted when
 ordering.

SAMPLE
 \$13.95
 CASE OF 6
\$75



**BUY 'EM
 BY THE
 CASE**



**5 REEL POKER PLAY
 WITH COIN DIVIDERS**

2 Separate Cash Boxes, Straight Poker or
 Joker Wild Poker Reels, 1c or 5c or 10c
 Play, Standard Coin Divider 75%-25%
 (Also 80%-20% model).
 Specify which model wanted
 when ordering.

SAMPLE
 \$13.95
 CASE OF 6
\$80



**QUICK! RUSH
 YOUR ORDER TO
 YOUR DAVAL
 DISTRIBUTOR
 IMMEDIATELY!!**



WONDER 3 BAR JACKPOT F-5280

1025 hole—Takes in \$51.25
 Pays out \$27.76—Average Profit \$23.49

PRICE \$2.73 EACH

OTHER FAST SELLERS

- 1640 hole F-5240-3 Bar Jackpot at...\$3.65
- 1200 hole F-5275-Horses at..... 3.92
- 800 hole F-5270-Pocket Dice at.. 1.89
- 720 hole F-5255-Pocket Jack at.. 1.86
- 600 hole F-5305-Royal at..... 2.12

CHAS. A. BREWER & SONS
 Largest Board and Card House in the World
 6320 Harvard Ave., CHICAGO, U. S. A.

Baker To Release New Counter Game

CHICAGO, Dec. 14.—"You've never seen anything like it!" That's the comment of Baker Novelty Company officials concerning their coming counter game. "It's got everything—surprise, tremendous player appeal, and profit possibilities that surpass anything in its class on the market today," they declared.

"We're not in a position to reveal much yet, but, we can promise that this new counter game will astound the industry. As soon as we're tooled up for production we'll release the news. It will go over big with every operator in the business. Meanwhile, the Baker factory is like a beehive, with every facility being commandeered to get out enough of the present Baker hits to fill the heavy demands.

"It won't be long now—and we advise every distributor and operator to keep on the look-out for our announcement of the new Baker counter game!"

Wilkes-Barre, Pa.

WILKES-BARRE, Pa., Dec. 14.—Several of the local operators are planning to make the trip to Chicago to attend the 1941 Coin Machine Show.

Sam DeMuro, who was Lou Unterberger's chief aid at the Rex Novelty Company, has left to accept a Civil Service position with the United States Government. He is a mechanical engineer and will work in Pittsburgh. John O'Donnell takes over DeMuro's post.

Hans Lindeman, of Roth Novelty Company, made a fine tie-up with local theater manager by which tunes of the current films will be plugged via music machines with display cards.

Altho the icy roads may be slowing him up on his rounds, F. Lester Beitel, Automatic Amusement Company, reports business is good. He adds that the operators in Northeastern Pennsylvania have confidence in the future.

BE WISE!
 Familiarize Yourself
 With
 Coin Operated

JANUARY 1941
 COIN MACHINE SHOW
 CHICAGO HOTEL, CHICAGO
 12-14-40
SEE OUR DISPLAY

POOL BOWLING

Acclaimed the outstanding achievement of the industry a 100 legal 5c or 10c play
POOL BOWLING MFG. CORP., STEGER, ILL.
 Chicago Phone: Intercoast 9769 (direct to factory)

**FOR SALE
 PHONOGRAPHS**
 ROCKOLA 1939 De Luxe.....\$149.50
 ROCKOLA 1939 Counter Model 99.50
 SEEBURG REGAL..... 99.50

**WANT TO BUY
 MILLS VEST POCKET BELLS**
 (Wire or Write Best Prices)
 3147 Locust St.,
 St. Louis, Mo. **THE CALL NOVELTY CO.**

WANTED
 Shop Mechanic capable of repairing
 Anti-Aircraft Counter Games,
 Pin Balls, Slots and Rayolites.
L. M. KIDD
 3315 N. Blvd., Richmond, Va.

PRE-INVENTORY SALE

- | | | |
|---------------------------------|---------------------------------|--------------------------------|
| FREE PLAY GAMES | NOV. & COUNTER GAMES | AUTOMATIC PAYOUTS |
| Bally Vogue\$14.50 | Ginger\$12.00 | 5¢ Race Tracks\$37.50 |
| Yumbo 19.50 | Variety 8.00 | Fairgrounds 22.50 |
| Exhibit Contender 12.50 | Bally High 8.00 | Flintwood 22.50 |
| Keeney Supercharger 19.50 | Bally Spotted 7.00 | Bally Entry 19.50 |
| Bally Scoop 14.50 | Fire and Smoke, AST 19.50 | Totaledown, Ticket 62.50 |
| Exhibit George 28.50 | AST Target, Model F. 17.50 | Pacemaker 89.50 |
| Bally Gold Cup 62.50 | Bally Milwaukee 7.00 | Klondike 19.50 |
| Exhibit Flaship 19.50 | Punchette 7.50 | Honestretch 19.50 |
- One-Third Cash With Order—Balance C. O. D.

J AND J NOVELTY COMPANY

"The House of Frozen Winners"
 4840 Mt. Elliott Ave. Plaza 1433 Detroit, Michigan

\$14.50 FOR A FREE GAME

Write in what you want, 300 Assorted Games on hand. One, two and three choice.

LEHIGH SPECIALTY CO.

2nd and Green Sts. Philadelphia, Pa.

First Again With "CUB"
3 REEL-3 WAY PLAY WITH AUTOMATIC COIN DIVIDERS

★A REAL OPERATOR'S MACHINE! 2 Separate Cash Boxes and Davis's famous Coin Dividers. Standard Model 75¢. Also available in 50¢-20¢ model. Take your choice of Character, Fruit or Number. **ORDER QUICK!**

SAMPLE \$1395
CASE OF 6 \$75.00
Size Just 5 1/2" x 6" x 9 1/2"

"ACE"
5 REEL POKER PLAY WITH AUTOMATIC COIN DIVIDERS

★Eliminate need for meters. Cut down servicing. BIG CASH BOX FOR OPERATOR. Coin Vender. Hood windows covered when not being played. 1¢, 5¢ or 10¢ play. **HIGHER POKER PLAYS!**

SAMPLE \$1495
CASE OF 6 \$80.00
Size Just 5 1/2" x 6" x 9 1/2"

AMERICAN EAGLE

World's Smallest Fruit Symbol Ball With Automatic Token Award.

SAMPLE \$32.50
10 for \$275
Gold Award Model \$1.50 Extra
Ball Gum Model \$2.00 Extra

BALL GUM
15¢ Per Box, 100 Pieces. Case of 100 Boxes, \$12.75.
1/3 Deposit, Balance C. O. D.

SICKING, INC.
1401 Central Pkwy., Cincinnati, O.

W. E. Earl Named Stoner Factory Rep

CHICAGO, Dec. 14.—C. R. Adelberg, sales manager of the Stoner Corporation, Aurora, Ill., has announced the appointment of W. E. Earl as factory representative for Univendor, Stoner's line of merchandising machines. His territory will be Oregon, Washington, Montana, Idaho, and Utah. He has established headquarters at 2906 N. E. 27th Avenue, Portland, Oregon.

Earl's experience in the merchandising machine field goes back 12 years. In



W. E. EARL

1930, he pioneered the Automatic Canteen line as Pacific Coast distributor. Nine years later he sold his franchise to go into business for himself. Wide experience gathered thru these years is expected to prove of inestimable value to operators, it was said.

Earl is currently making trips thru his territory and is inviting the chance to help solve knotty vending problems. "I am enthusiastic about my new appointment—and more so about Univendor," said Earl. "The multiple-price feature whereby merchandise can be vended at prices from 5 to 20 cents, the large shelves, and large capacity all spell Univendor success to me. Complete tamper-proof construction prevents cheating either by slugs, wires, or by manipulating plungers. These features are making a hit with operators wherever I go."

Outside business hours, Earl spends his time with buddies of the American Legion, "40 at 8", and the Disabled American War Veterans. He was with the U. S. Air Service during the last World War.

Sex Invades Coin Machine Design

HOLLYWOOD, Dec. 14.—John Chapman's column, "Looking at Hollywood," recently carried a note about a movie notable who had invested in a coin machine venture: "Ralph Murphy, director of *Las Vegas Nights*, has spent \$1,700 making and patenting a bell machine—with sex ee exx. It's a shapely woman's figure. When it falls to pay off on a play it shakes its head and says, "Not this time, honey. Try again."

Detroit

DETROIT, Dec. 14.—Henry G. Lemke, Lemke Coin Machine Company, and Mrs. Lemke have returned from a month's trip to California.

R. E. Wagner's Penny Arcade proved one of the most popular attractions at the World's Fair Highlights shows at Convention Hall here the past 10 days. The arcade drew a large crowd which played the machines continuously. Earl Swoey, of Cleveland, was manager of the concession.

About 50 machines were set up, including view machines of several types, and various skill and strength machines. A console model Wurlitzer was used to provide music.

Max Schubb, veteran Detroit operator, who has been inactive because of poor health, is planning to resume business activity within a month.

NOW READY FOR DELIVERY!

CHAMP

CLASS — APPEAL — EARNINGS!



Beats 'Em All

WAY OUT IN FRONT — NO COMPETITION!

New Jackpot Innovation!

\$104.50

Immediate Delivery



D. GOTTLIEB & CO.

2736-42 N. PAULINA ST. CHICAGO

RING STARS

PACKS A REAL PROFITWALLOP

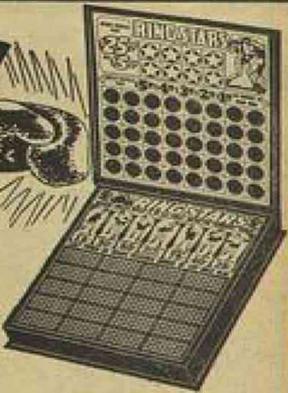
Large 3-color picture tickets of popular ring stars. 50 SURPRISE FREE PLAYS to players punching "Knockout" tickets. Beautifully embossed book cover.

No. 11333 5c Play 1000 Holes
Takes in \$47.50 Average Payout \$23.05
Also made for 10c Play

Get Ring stars in action now! Write for new folder NC-21.

Meet us at Booth 94 at the Coin Machine Show on January 13th to 16th

HARLICH MFG. CO.



1413 JACKSON BLVD. CHICAGO, ILL.

QUALITY SPEAKS FOR ITSELF

FREE PLAY	FREE PLAY	FREE PLAY
Mills 1-2-3, F.P. \$47.50	Triumph	Keeney Anti Aircraft .. \$80.00
Fairgrounds, F.P. 24.50	Cowboy	Ten Strike .. 48.00
Comet, F.P. 22.50	Big Six	Five Bowlers .. 25.50
Mills 1-2-3, Rebuilt F.P. 27.50	Twinkle	10 Speed, Like New .. 37.50
Arrowhead, F.P. 24.50	Bubbles	Disk Gun
Archie, F.P. 22.50	Pyramid	Bally Alley
Gold Cup, F.P. 47.50	Blaze	Ten Strike, F.P. 52.50
Super Six	Rebound	Exp. Bowling Game, F.P. 28.50
Topnotcher	Avaton	Spot & Go, F.P. 10.00
Super Charger	Encore	Box Score, F.P. 10.00
Davy Jones	Chevron	Slidekix, F.P. 2.00

MODERN AUTOMATIC EXCHANGE, INC.

2618 CARNEGIE AVENUE, CLEVELAND, OHIO

You can ALWAYS depend on JOE ASH—ALL WAYS PRE-INVENTORY SALE!

DOUBLE FEATURE	\$29.50	TRIUMPH	\$14.50
DIXIE	54.50	TOPPER	10.00
HOLD OVER	32.50	Keeney's ANTI-AIRCRAFT	54.50
LUCKY STRIKE	14.50	CHICKEN SAM with base	44.50
POWER HOUSE	44.50	Baby BULL'S EYE	54.50
ROTATION	44.50	1940 F.P. WESTERN	
SUPER SIX	17.50	BASERBALL	67.50
SUPERCHARGER	14.50	1/3 With Orders, Balance C. O. D.	



ACTIVE AMUSEMENT MACHINES CORP.

900 North Franklin Street, Philadelphia, Pa. Phone: Market 2656

OPERATORS AN OFFER WITHOUT PARALLELS!

BUY USED GAMES WITH CONFIDENCE
OUR GUARANTEE: After You Uncover Any New or Used Game Purchased From Us, if You Are Not Entirely Satisfied With Both Its Appearance and Mechanical Condition, Return Same at Once and Purchase Price Will Be Refunded in Full Amount. Bank References Will Be Furnished on Request.

ALL FREE PLAY GAMES

Punch	\$22.50	Rocky	\$29.50
Viper	15.00	Lucky Strike	17.50
Fair	10.00	Big Show	35.00
Ocean Park	15.00	1-2-3	50.50
Boatman	12.50	Blonde	30.50
O'Boy	24.50	Power House	47.50
Vacation	42.50	O. O. D.	19.50
Double Hand	17.50	Alpsport	45.00
Bounty	12.50	Rams	17.50
Big Chief	69.50	Champion	19.50
Double Feature	35.00	Band Wagon	59.50
Triumph	15.00	Keeney Gun	
Fleet	57.50	(Like New)	97.50

We carry a Full Line of New Games—Meteoric Big Flight—Ace and "Cub"—Ready for Immediate Shipment.

DON'T FORGET BUY THESE GAMES AT OUR BIRN

HANNA DISTRIBUTING COMPANY
217-219 Elizabeth St. UTOIA, N. Y. Phone 2-5732

**ANOTHER GENCO
SUPER SMASH!**

Four Roses
FIRST AND FOURMOST

**WITH THE GREATEST MONEY MAKING COMBINATION
OF NEW FEATURES EVER SCHEMED!**

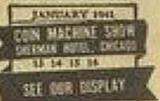


\$104.50

FREE GAME
CONVERTIBLE



5 TERRIFIC WAYS TO WIN!...PLUS "SPECIAL REPLAY AWARD" up to 40, 60, or 77 free games!...PLUS sensational "BUILD UP FEATURE" on the backboard for extra high score and extra free games when special SUPER BUMPERS are hit! FOUR ROSES IS MAKING MORE MONEY THAN ANY OTHER GAME OF THE YEAR! QUICK—ORDER FROM YOUR DISTRIBUTOR TODAY!



Season's Warmest Greetings and
Heartfelt Thanks for Our Greatest Year
TO ALL OF YOU FROM ALL OF US AT
GENCO MFG. CO.



**BERT
LANE
Says:**

**GENCO'S
FOUR
ROSES**

IS YOUR BEST BET FOR
A MERRY XMAS AND
A HAPPY NEW YEAR

WRITE! WIRE! PHONE!
FOR MY SPECIAL
TIME PAYMENT PLAN
ON **SKY FIGHTER**

SINCEREST SEASON'S GREETINGS

SEABOARD SALES, INC.

619 Tenth Ave., New York
Phone, Wisconsin 7-5688

**Bally Adopts
Re-Play Plan**

CHICAGO, Dec. 14.—Discussing the re-play plan advocated by leading operators' associations, Ray Moloney, president of Bally Manufacturing Company, announced that his firm has already adopted the plan for use in connection with all convertible novelty games.

"The various associations," Moloney stated, "are to be thanked for their efforts in bringing this plan to the attention of the industry. Bally is certainly glad to co-operate."

**Lumber Output
Tops 1939 by 7%**

WASHINGTON, Dec. 14.—Lumber production registered a moderate gain in the week ended November 30, the National Lumber Manufacturers' Association reports.

Production for the November 30 week was 6 per cent greater than in the week ended November 23, while new business was up 9 per cent and shipments 2 per cent higher.

Compared with the corresponding week of 1939, bookings, shipments, and production were 33, 15, and 7 per cent greater, respectively, in the week ended November 30.

Pennsylvania Incorporation

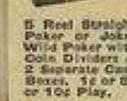
PHILADELPHIA, Dec. 14.—The first company in the State organized for the distribution of the automatic movie machines was incorporated, it was learned, at the State capital last week. A State charter was granted to Harrisburg Soundies, Inc., incorporated by Lois P. Swain, Sara Ann Fry, and Maurice Yoffee, with 50 shares having par value of \$100 each. They plan to buy, sell, and lease machines and equipment capable of producing sound and visual entertainment.



DEAR SANTA—TELL MY HUSBAND
TO BUY Daval's CUB and ACE!



CUB \$1375
CASE OF 6
\$7500



ACE \$1475
CASE OF 6
\$8000

BANNER SPECIALTY COMPANY
1530-32 PARRISH ST., PHILADELPHIA, PA. • 1508 FIFTH AVE., PITTSBURGH, PA.



I. L. MITCHELL & CO.

**INVENTORY!
CLOSEOUT!**

Write for our list of Used
Pin Games at Record
Breaking Low Prices.

PHONE: GLENMORE 2-5455
1070 Broadway, BROOKLYN, N. Y.



CUB and ACE

3 Reel - Cigarette - Fruit or
Numbers Play with Coin
Dividers and 2 Separate
Cash Boxes, 14 or 54 or 104.
Sample . . . \$13.75
CASE OF 6 . . . \$75.00

5 Reel Poker or Joker Wild
Play with Coin Dividers and
2 Separate Cash Boxes,
14 or 54 or 104.
Sample . . . \$14.75
CASE OF 6 . . . \$80.00



THE GENERAL VENDING SERVICE CO. 2320 N. MARINE ST. BALTIMORE, MD.

ADVERTISE IN THE BILLBOARD
—YOU'LL BE SATISFIED
WITH RESULTS.

- **Hi Score**
- **20 Replay**
Big Prize When All Letters Are Lit
- **5 Free Games**
for Army or Navy Planes
- **Life-Up Buffons**
- **Spotter Bumper**
(Patented)
Turns on Changing Indicated Number
- **Changing Value**
Skill Lanes
- **Life-Up Buffons**
- **5 Value,**
Bottom Bumper



Chicago Coin's

NEW

STRAT-O-LINER

BE YOUR OWN SANTA CLAUS WITH THIS SENSATIONAL MONEY-MAKER!

SAVE WITH SAVOY ON FREE PLAY GAMES!

JOLLY	\$27.50
RED HOT	17.50
SHORT STOP	25.00
ROXY	27.50
TRIUMPH	14.50
SCORE CHAMP	22.50
SPEEDWAY	44.50
COMMODORE	19.50
SPORTY	42.50
THRILLER	12.50
SKYLINE	44.50
FOLLIES	17.50
CROSS LINE	59.50

SPECIAL CLOSEOUT

BRITE SPOT	60.50
LANDSLIDE	42.50
DOUBLE FEATURE	32.50
ROTATION	49.50
SCORE-A-LINE	44.50

BLONDIE	\$39.50
BIG SHOW	27.50
TWINKLE	14.50
C. O. D.	22.50
HOME RUN	29.50
DUDE RANCH	52.50
DRUM MAJOR	42.50
VACATION	42.50
YACHT CLUB	42.50
PUNCH	18.50
MASCOT	27.50
GOLD STAR	59.50
POLO	49.50

GOING STRONG!
Keeney's
AIR RAIDER
WRITE FOR PRICES!

1/3 Deposit, Balance C. O. D. **SAVOY VENDING CO.** 651 ATLANTIC AVE. BROOKLYN, N. Y.

OUR BUSINESS IS BUILT ON YOUR CONFIDENCE IN US!

SPECIAL SALE OF FREE PLAY GAMES

Home Run	\$24.50	Playmate	\$39.50
3 Score	32.50	Dixie	55.00
Rotation	40.00	Hold Over	49.50
Score-a-Line	47.50	Skyline	47.50
Landslide	42.50	Lone Star	39.50
Double Feature	32.50	C. O. D.	14.50
Jolly	24.50	Triumph	14.50
Roxy	17.50	Brite Spot	35.00
Score Card	22.50	Fantasy	15.00

HERE'S WISHING EVERYONE A MERRY XMAS AND A HAPPY NEW YEAR



George Ponser

These are but a few samples of the buys you always get from Ponser! Write us first before you buy for any game you want! Terms: 1/3 deposit required with all orders. We ship balance C. O. D.

GEORGE PONSER CO.
519 WEST 47TH ST. NEW YORK CITY
11-15 E. RUNYON ST. NEWARK, N. J.

"TAKE IT FROM ME—THESE ARE AMERICA'S FINEST BUYS," H. F. Moseley

<p>"CUB"</p> <p>3- reel 3-Way Play (Cigarette, Fruit, or Numbers), Coin Dividers and 2 Separate Cash Boxes, 14, 24, or 10¢ Sample Case of 6</p> <p>\$13⁹⁵ \$75</p>	<p>"ACE"</p> <p>5- Reel Poker or Joker With Play with Automatic Coin Dividers and 2 Separate Cash Boxes, 14, 24, or 10¢ Sample Case of 6</p> <p>\$14⁹⁵ \$80</p>
---	--

1/3 DEPOSIT, BALANCE C. O. D.
QUICK! RUSH YOUR ORDER FOR A CASE OF CUB & ACE
MOSELEY VENDING MACHINE EXCHANGE, INC.
OO BROAD STREET Day Phone: 8-4511 Night Phone: 5-6328 RICHMOND, VA.

Western Tot Sales On Upward Curve

CHICAGO, Dec. 14.—"Since introduction of our special sales plan Tot sales have taken a sharp rise," reports Don Anderson, sales manager for Western Products, Inc.
"As a money-maker, Tot, token payout number game, has been one of the foremost machines in operator preference and has made a remarkably fine sales record," continued Anderson. "Now that

operators can pocket an extra profit thru our new sales idea we are literally being swept off our feet by a flood of orders for the deal.
"In addition to being extra busy with production on the game, we are also experiencing heavy demand for our de luxe Major League Baseball, a console-type game that has created an enviable sales record by being consistently popular and profitable on locations for more than three years.
"With the two games in constant production, business prospects for the coming season are brilliant."

TOT TOKEN PAYOUT COUNTER GAME **\$24⁹⁵** BALL GUM VENDER \$2 EXTRA
THE CALVERT NOVELTY CO., 708 N. Howard St., Baltimore, Md. **WRITE FOR OUR LIST OF FREE PLAY GAMES**

SPECIALS FOR THIS WEEK ONLY

Brite Spots... \$39.50	Ten Strikes... \$47.50	Anti-Aircraft Guns \$69.50
Drum Majors... 44.50	Chicken Sams. 49.50	Hawthornes... 49.50

And Many Other Specials—Write For Our Complete List
GRAND NATIONAL SALES COMPANY
2300-08 ARMITAGE AVE., CHICAGO, ILL. Humboldt 3420



THE PACKARD PLA-MOR

KEEPS HANDS BUSY AND PROFITS BIG!

● You've seen people draw doo-dads with a pencil during a phone conversation or in a meeting. It's a natural action—hands want to be busy.

* * *

And the flashing red knobs on the Pla-Mor have the same effect on customers—they keep hands busy. The knobs and the revolving drum selector interest people . . . arouse their curiosity. Customers want to turn them, and when this happens the drum goes 'round and 'round to any one of 24 selections. It's easy . . . simple . . . appeals to such a human impulse, it's practically irresistible.

* * *

All selections on the Pla-Mor are made direct from the titles whirled into place by the red knobs. Program is lighted from behind, making title slips more readable. Title of selection chosen is spotted in white, others show in red. It takes no

mental effort to find, see and play any selection desired with the Packard Pla-Mor.

On the mechanical side the Pla-Mor brings to operators such features as: Easy and fast title slip changes . . . Simply insert slips in holder . . . Drum is not removed . . . Installation as permanent as wiring in home . . . no service calls . . . no replacements and no chance for locations to bleed you with claims of refunds; interchangeable housings or front covers.

The Pla-Mor is the Top-Flight performer for Top-Flight profits . . . see it now. Write, wire or call your Packard Distributor.

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PLA-MOR
SELECTIVE REMOTE CONTROL

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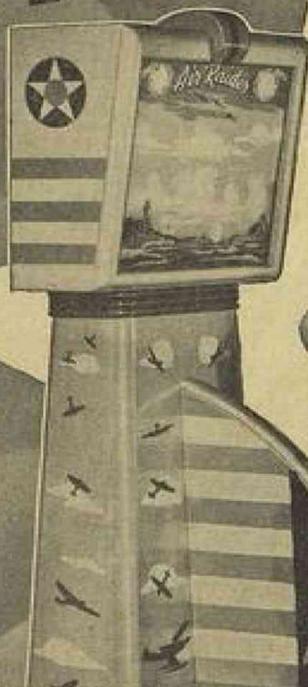
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