

The Billboard

The World's Foremost Amusement Weekly

JANUARY 4, 1941

15 Cents

Vol. 53. No. 1



**FRANKIE
MASTERS**

And His Orchestra

On Coca-Cola Show NBC
Red Network

Coast to Coast
OKEH Records

Currently Taft Hotel,
New York

Direction Music Corporation
of America

Personal Management
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AND

"The Band That Plays The Blues"

★ ★ ★ ★ ★
CURRENTLY SMASHING ITS OWN PAST RECORDS AT THE

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Recently Completed
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THREE RECORD-BREAKING WEEKS

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NEW YORK

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3461—DREAM VALLEY
WHATEVER HAPPENED TO YOU

3454—BEAT ME DADDY EIGHT TO THE BAR
THERE I GO

3427—FRENESI
SONG OF OLD HAWAII

3436—GOLDEN WEDDING
FIVE O'CLOCK WHISTLE

★ ★ ★ ★ ★
Just Released!

3544—I SHOULD HAVE KNOWN YOU YEARS
AGO
THE STARS REMAIN

3528—YOU'RE THE ONE FOR ME
LOVE OF MY LIFE

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★ ★ ★ ★ ★
Direction

GENERAL AMUSEMENT CORPORATION

THOMAS G. ROCKWELL, President

NEW YORK · CHICAGO · HOLLYWOOD · LONDON

The Billboard

The World's Foremost Amusement Weekly

January 4,
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\$300 UNION SHELL-OUT

Again Urges Honoring of Circus On New Issue of Postage Stamps

CINCINNATI, Dec. 28.—Since the United States Post Office Department is again considering suggestions for new stamps to be issued during the coming year, with one classification under consideration being the famous Americans, Charles R. Milbauer, who began a campaign for representation of the circus on postage stamps back in 1939, again urges all circus fans and performers to get behind the campaign to bring about the issuance of a stamp honoring P. T. Barnum or the Ringling brothers.

As Milbauer suggested in 1939, all that one has to do is write a postcard

to Postmaster-General Frank Walker at Washington, stating that he desires a postage stamp honoring the circus. Or, Milbauer suggests, the cards may be sent to him at 1897 Broadway, New York City, and he will draw up a petition and mail it to Washington.

The response to Milbauer's request in 1939 was most disheartening. He says he received a total of two postcards from persons who were not members of the Circus Fans, but merely readers of *The Billboard*. The Fans and performers did not respond at all, at least thru him, he says.

Legit Patrons No Help to Clubs; Only First Nighters Aid Bistros

NEW YORK, Dec. 28.—A surprising factor in local night club circles this season has been the lack of after-theater trade. Operators had hoped that successful shows on Broadway, particularly hit musicals, would draw the money class after play time; but, as it turns out, few show up. The single exception, managers of the better spots point out, is the opening night of a big show, when first nighters flock into the club, after first

The good night club customers, managers explain, are the same people who seldom miss an opening night. They come with good parties into their favorite spots, not only after their visit to play

openings but also on an average of twice a week thereafter. The average legit theater patron is one whose budget limits him to a couple of theater seats and perhaps cab fare home. Many of them are seen headed for the subway after the final curtain, not even stopping for an after-theater snack in a restaurant.

Convinced that it draws little or no theater trade, the Versailles, fashionable East Side spot, canceled its long-standing ad in the Playbill. New York's standard theater program, Leonard MacBain, press agent, gave the matter thorough consideration and is convinced that the spot cannot hope to draw any regular theater business.

Competitive East Side clubs, more optimistic than the Versailles, have been using featured performers from Broadway shows to draw some of their fans. The Club Cuba, which opened a couple of months ago, engaged Eunice Henry and Nick Long Jr., working in *Hold On for Your Hubs* and *Louise Purchase* respectively, and kept them for several weeks. They stimulated attendance figures, particularly among the cast members of those shows, but apparently not enough. (The Club last week filed a petition for an approval of an arrangement with creditors.)

La Martinique featured Betty Hutton, of *Penama Hattie*, but did not draw much business. Spot was forced to change its policy and is currently featuring a name band. The Plaza Hotel, on the other hand, experimented earlier in the season with a girl show and abandoned that in favor of names from Broadway shows. Current headlines are the DeMarcos, doubling from *Boys and Girls Together*.

Carol Bruce, singer from *Louise Purchase*, cashed in nicely on this trend, getting a five-week run last year at the Hotel Pierre, later a four-week engagement at the Waldorf Astoria's Bert Room, and is currently filling a return run at the Pierre. The Pierre also used Carmen D'Antonio for a fortnight. She is a dancer in *Penama Hattie*.

Lending itself to flashy exploitation is the current practice of using showgirls from Broadway hits in the dancing and parading lines of night club shows. As it now stands, more show line girls are wanted than are available, due to the stringent rules laid down by some producers, who demand exclusive services of all line and show girls. Buddy DeBryva gave permission to all his dancers to double, and some of them are now in the new shows at the Hurricane and the Copacabana. Olsen and Johnson, of *Hellocoppin*, are among those who turned thumbs down on requests to permit their ensemble girls to double.

Performers Pay 3C To Appear in Six Fields Despite Agreement; Rules Still Made by Each Union

NEW YORK, Dec. 28.—To navigate among burlesque, vaudeville, radio, legit, concert, and picture jurisdictions, performers have to shell out close to \$300 in union initiation fees and dues. Majority of performers, however, are unfamiliar with the so-called interchangeability pacts among the performer unions and end up paying full fees in each jurisdiction simply because they don't know they are entitled to certain concessions. Confusion and lack of understanding of the system of interchangeability grows from the loose and unstandardized nature of the pact existing among seven branches of the Associated Actors and Artists of America and the independent interpretations each union places on the regulations.

The interchangeability agreement was instituted back in October, 1937, to enable performers to move about from one jurisdiction to another with greater economy and ease. Then Actors' Equity, Chorus Equity, American Guild of Musical Artists, Screen Actors' Guild, and American Federation of Radio Artists entered into the contract. In October, 1939, American Guild of Variety Artists entered the deal. Recent upping of initiation fees to \$100 by Equity and proposed increase to \$50 from \$25 for AFRA jack up performer outlays.

In essence, the agreement provides that a performer, moving into a second

jurisdiction, is required to pay half dues and half initiation fees, or difference between the rates of the parent and new organization, whichever is the greater. However, "all questions as to the interpretation and application of this agreement shall be determined by the International Board of the Associated Actors and Artists of America." Executives of each branch interpret the pact individually, however, with the result that there are few general standards by which performers can guide themselves. Cases become "individual" because of organizational complications. A simple matter. (See *PERFORMERS PAY* on page 24)

Record Chi Opening For Henie Ice Show; Capacity in Buffalo

CHICAGO, Dec. 28.—Playing to the largest opening night crowd in the show's history—16,984 paid admissions—Sonja Henie's 1941 *Hollywood Ice Revue* began an 11-day engagement Thursday (28) at the Chicago Stadium and appears to be headed for a gross of more than \$200,000. Show is a riot of brilliant routines and novel specialties, and Miss Henie goes over big as ever. The star's two skating partners, Eugene Mikler and Harrison Thompson, also are outstanding hits. There is much more comedy in this year's show than in any previous one and it adds materially to the entertainment value. Beat of the comedians is Fredy Trinkler, a marvelous skater and top applause-getter. He gives a performance of show-stopping proportions. Fritz Dietl, still skater, also was a tremendous hit. Both he and Trinkler were called back for many encores.

Settings for the show are beautiful. The Stadium rink has been shortened considerably and is bordered by two rows of silver trees. The musicians are encased in a silver band shell flanked by silver settings. Shortening of the rink provides several hundred additional seats. Advance sale is heavy. New Year's Eve was a sellout before the show opened, and near-capacity is anticipated for the entire engagement.

BUFFALO, Dec. 28.—Sonja Henie's *Hollywood Ice Revue* broke all attendance records during its first date here in a five-day stand between December 17 and 21 at the new Memorial Auditorium under the sponsorship of the Shriners of Iemalis Temple, which is reported getting 5 per cent of the gross.

With the exception of the opening night, when 9,299 customers paid \$14,850, Auditorium was a sellout for the engagement. House capacity is 12,000. There were 360 standees on the second night, and 900 standees on the last (Saturday) night to bring the total attendance to a little under 80,000. At admissions ranging from 75 cents to \$2.75, capacity house scaled at \$75,000, according to Arthur Wirtz, producer. In addition, standees paid \$1.10 each. Reduced train rates for out-of-towners near by helped the draw. Since outlasted weekly nut is \$60,000, booking showed a nice profit for the management.

Ice extravaganza moved to Chicago Stadium (Chicago) for a 10-day stand which started Thursday (26). Advance sale approximated the \$100,000, reported William Burke, manager.

Board Rules Sunday Shows in Halifax; Ministers Squawk

HALIFAX, N. S., Dec. 28.—The Canadian air force, navy, and army are represented by one member each on a committee organized to handle the Sunday theater operations here. The city council and the Sunday shows campaign committee are also represented by one representative each. The Catholic archdiocese has had a priest sitting in on the conferences. Sunday shows are figured as definitely needed to improve conditions here, and specifically to provide entertainment of moral sort for the men of the army, navy, air force, and merchant marine.

The Ministerial Association, composed of the local Protestant pastors, continues in opposition, even tho the original plans have been greatly modified to appease them. The association has now objected to men in war uniforms being permitted one adult companion at the Sunday shows.

It is being freely predicted that the voluntary collectors, instead of a regular admission price as had been originally intended, will not be satisfactory. Altho Famous Players Canadian is committed to underwriting any deficit, other less powerful theater operators are not so financially qualified.

N. C. Sundays Not Banned

SALISBURY, N. C., Dec. 28.—North Carolina Attorney General Harry McMullan said he had ruled that there "is no State statute specifically prohibiting moving pictures on Sunday." There is a general law, however, which prohibits working on Sunday, and which provides for a \$1 penalty.

"A municipality does have the power, also, to prohibit the operation of moving pictures on Sunday under its general police powers," he said.

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PHILLY LEGIT TAKES 352G

'Hats' Best with \$55,000; Outlook Good; Four Houses Will Be Active

PHILADELPHIA, Dec. 28.—Local legit season, after a virtual hand-to-mouth existence since starting late in August, goes into the second half with an impressive \$302,100 already behind it. It's not the kind of coin that used to come in when there was a steady stream of attractions to keep interest alive and a \$5 to \$4 top was the thing. However, considering the fact that the bump figure represents only 11 out of a possible 18 weeks at the Forrest Theater (Shuberts), 11 weeks out of 16 at the Locust Street (Shuberts), which didn't get under way until September 9, and a single week at the Bringer Theater (Independent), total gross indicates that interest in legit here is very much alive.

It is felt that the figure would have hit over the half-million dollar mark had the Shubert stages been kept alright during September and October. During the nine September-October weeks, the 1,800-

seat Forrest was open only three weeks, while the 1,500-seat Locust filled in only four weeks.

Forrest again provided the bulk of the box-office figure, accounting for \$230,850 of the \$302,100 with Al Jolson's *Hold On to Your Hats*, season's high to date with \$55,000 for two weeks; *Philadelphia Story*, \$24,000, one week; *Second Helping*, \$7,800, eight days; *Twelfth Night*, \$47,000, two weeks; *Night of Love*, \$41,000, two weeks; *DuBarry Was a Lady*, \$27,000, one week; *Pal Joey*, \$29,000, 10 days. Not a single attraction ran in the red.

Locust St. shows \$91,300 on its books with *Pins and Needles*, \$18,700, two weeks; *Ladies in Waiting*, \$16,500, two weeks; *Sim Sala Bim*, \$7,000, one week; *Conquest in April*, \$11,100, two weeks; *Ladies in Retirement*, \$23,000, two weeks; *Off the Record*, \$5,000, one week; *Sim* (See PHILLY LEGIT TAKES on page 31)

Ohio Ticket Tax Talk

COLUMBUS, O., Dec. 28.—Admissions tax legislation is virtually certain to be introduced in the General Assembly which convenes the first week in January. City officials, in a State-wide meeting in Cleveland, recently recommended the passage of a State law which would permit municipalities to impose local taxes for the purpose of meeting relief needs. Among those suggested is an amusement tax.

The Ohio Farm Bureau Federation, meeting here, also adopted a resolution asking that State admissions tax be increased.

'Actors Together' Offers Comedy

NEW YORK, Dec. 28.—The major item lacking in giving Actors Together an auspicious bow in its presentation of Frank Craven's innocuous marital comedy, *The First Year*, was a firm hand in direction. The play, the first offering of the group, was presented for two nights at the MacDowell Club.

A slow first act gave the hard-working cast a handicap which wasn't overcome until the final moments of the succeeding stanzas. From that point on the bit moved briskly until its conclusion.

Most of the players gave good accounts of themselves, with especially honorable mention going to Humphrey Davis, whose work in the role of the hard-of-hearing parent not only provided the major share of earned laughs, but also contributed a clear-cut character study. In a bit part Jane Laurie displayed a fine sense of comedy and timing as the wife of the railroad purchasing agent. Another stalwart contribution was by Jack Windrow.

One of the major hindrances was the role of Tommy Tucker as played by Stanley Phillips. His conception of small-town shyness is taking a stance like an armadillo. Otherwise he has a stage-wise presence.

As heroines go, Mary Stewart does well, while Conrad Knowles is adequate in supplying romantic competition to Phillips. Katherine Bowden, Mary Lou Haley, and Jay Graham work convincingly in the other roles.

Joe Cohen.

FRANKIE MASTERS

(This Week's Cover Subject)

FRANKIE MASTERS, bandleader and composer, has the looks of a juvenile, but isn't reticent about admitting that he's been around for years, and the years have been very good to him. The composer tag is a recent addition to his accomplishments, with "Scatterbrain" and "Charming Little Faker" just the beginning. He now moves another notch up the ladder with his own commercial radio show, sponsored by Coca-Cola, beginning January 10 over the NBC Red network.

Masters, born in Robinson, Ind., took to music commercially while a student at the University of Indiana, playing guitar at fraternity dances, which helped pay his room and board. He went back to Robinson, armed with a degree in commerce, and worked as a bank teller, but continued playing as a sideline, until the sideline became more profitable than handling other people's money.

Frankie later moved on to Chicago and for six years was emcee and leader at the Balaban & Katz houses. Since he's been in the popular dance band field he's played in numerous name hotels, theaters, and cafes. He also has guested on a half-dozen sponsored radio programs and his recordings for Vocalion have produced several smash hits.

Masters is under the personal management of Arthur F. Michael and James V. Feppo. He is booked exclusively by the Music Corporation of America.

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.

Changes in Pa. Agent Law Sought

PHILADELPHIA, Dec. 28.—Modification of the State licensing law is being proposed by the State Department of Labor and Industry to put more "teeth" in the act in curbing unlicensed bookers, especially those outside of the State booking Pennsylvania spots.

With State Legislature convening January 7, lawmakers will be asked to amend the license law to make the nitery operators responsible when booking thru an unlicensed agent. In that way State department agents in charge of booking licenses could endanger an operator's liquor license. Such nitery ops would be charged with aiding and abetting violators of the law (unlicensed bookers). Amendment will also include provisions for curbing those booking via mail without a State license, especially those booking concerts and lectures. Provision would throw the violation in the laps of the federal postal authorities.



NEW YEAR'S EVENTS:

WINSTON CHURCHILL'S son-in-law, Vic Oliver, will arrive in America shortly to raise funds for Great Britain. He will bring along one of England's most famous personalities for further box-office appeal.

Eddie Davis goes to a hospital in a few days for a nose operation—to beautify his hearing, not his looks.

Eddie Garr knows a girl who's afraid to yawn for fear Al Siegel will make a propepe out of her!

With so many musicians donating blood for Britain, Eddie Bush says there are now five types of blood instead of four—the newest known as "922".

Somebody, somewhere, saw news of a new pinball machine that belongs in this column. It's a gadget equipped with sound effects so that if a player doesn't roll up a high score a come-onish femme voice chirps: "Not tonight, honey; try again!"

Kelcey Allen, saddened at the death of Daniel Frohman, recalled the headache the latter suffered when producers decided to ban James Stetson Metcalfe from their theaters. As luck would have it, the first show that had to invoke that ban was Frohman's—who had to refuse admission not only to the critic but to the critic's wife—who happened to be Elizabeth Tyree—leading lady in Frohman's stock company!

Henny Youngman refers to Milton Berle's forthcoming picture as "Tall, Dark, and Looksome."

A 13-year-old lad won a bottle of champagne for being the best conductor of the evening at Sammy Kaye's "So You Wanna Lead a Band" stunt at the Commodore. Grinning, he turned the bottle of bubble water over to the musicians with the plea, "I never touch it," and won a cheer from the audience—so the type of cheer known, however, to his father—who happens to be James Lyons, borough president of the Bronx!

A letter from Joseph Edward Liddist states that since the Churchill government bought up all the available tickets for use in munitions, his company now uses strips of shoe laces instead of wicks in lighters.

A few years ago a young NBC page boy collected tickets at trumpeter Charley Spivak's broadcasts. Today Spivak is playing at the Glen Island Casino—and his featured vocalist heard over the airwaves is Frank Howard, the ex-page boy.

Add to Descriptions: She had a swell like a guy going thru a revolving door! Ina Ray Hutton, the Blond Bombshell, calls her Miami Beach suite a Blond Bombshellier.

Twenty friends of Stanley McGinnis decided to stage a birthday surprise party for him earlier this week and at the same time a score of friends decided to throw a surprise shower for dancer Mary Carroll, who becomes Mrs. McGinnis February 20. "Don't bring Stan home 'til 11 o'clock," his friends cautioned Mary. "Don't bring Mary home 'til 11 o'clock," her friends advised Stan. It was all very simple, but for one hitch—both celebrants were so high by 11 they didn't return home 'til 2:30, so the only ones surprised were the 40 guests!

FOR ALL BROADWAY CAN USE: More spenders like Colonel Gomez, Alexis Thompson, and Macoco—so night spot owners can pay off their race-track losses. . . . More Broadway squaddies like Johnny Broderick and Barney Ruditsky to keep the Broadway squatters on the scam. . . . Fewer heckles and more shels for cafe entertainers. . . . More wives for Tommy Mansville, the 20th century Brigham Youngster. . . . A Waiting Wall with free lunch and beer in front of the Palace. . . . Fewer shooting galleries and more shooting stars like Romo Vincent, Jan Murray, Red Skelton, Joan Carroll, and Joan Merrill. . . . More EGGrinate and less leg shows. . . . More fresh shows and fewer nostalgic revues relaxing the good old days—for without new life what's the next generation going to use for nostalgia? More "comebacks" like Al Jolson, Ed Wynn, Benny Fields, and—Peace, Brother!

Rogers' Corner, 3-Way Eatery and Show Spot, Opens

NEW YORK, Dec. 28.—Rogers' Corner, a Joe Rogers restaurant-with-talent project which took the site of Jack Dempsey's opposite Madison Square Garden, opened Christmas night without a show, this being due to performer union support of building trades, hotel and restaurant workers, and pastry and baker unions. Situation was ironed out the next day, however, and show went on that night in the main room, known as the Theater Lounge or Rondevoer, which was the label of Dnfour & Rogers cafe at the World's Fair.

This is a solo Rogers adventure, his partner of the last 10 years at expositions and world's fairs not being involved in this deal. Ben Yost's Varsity Eight and the Ross Sisters, singers, with music by Zinn Arthur ork, comprise the initial layout.

Another spot within the completely renovated development is the Rumba Room, but show policy has not yet been set. This one will have dinners starting at a buck. There's also a self-service section, this taking the corner spot, with meals from about 40 cents up. Drinks start at a quarter.

In the Theater Lounge, done up fancy and streamlined to the hilt, there are three sets of circular bars, each section being joined to the other, with an elevated stage in the central part. It's the (See Rogers' Corner Opens on page 31)

Possibilities

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For FILMS

ROY ROBERTS—leading man in legit, last seen in the short-lived production of Paul Vincent Carroll's *The Old Foolishness* at the Windsor Theater, New York. Has scored many times in straight leading roles, but in this he added character work of an outstanding sort, giving a finely detailed and solidly effective performance as a young Irish farmer. Recommended for both leads and character leads in films.

CLAIRE NEISSEN—young radio actress making her legit debut in *Cue for Passion* at the Royale Theater, New York. Pretty and charming, she plays a difficult role with brilliant insight and remarkably effective restraint and manages to stand out in an experienced and excellent cast. Should screen well, too.

For LEGIT

MUSICAL

JOAN MERRILL—lovely brunet singer who interprets popular and standard tunes with a high degree of vocal ability and showmanship. She is as impressive with swing tunes as with ballads and in addition commands attention with a striking appearance and winning personality. Caught at the Hurricane, New York night spot, where she show-stopped. A natural for revues.

Rainbow Room's Dance Experiments

The Radio City Rainbow Room and Rainbow Grill have experimented with dancing that is "different"—and discovered that their patrons loved it.

By EDWARD SEAY

(Assistant to John Roy, Rainbow Room and Rainbow Grill, New York)

FOR practically two decades entertainment in fashionable cafes and hotel dining rooms was mostly composed of a torch singer and a dance team. The

management of the Rainbow Room feels that it has done much in changing this formula in recent years. Disregarding the novelty type act and the new singers and musicians that have been developed in the Rainbow Room, let us consider dancing acts that by their freshness set a new style in cafe entertainment.

Merely to mention the dancers who have had their first important engagement in the Rainbow Room is sufficient to prove that John Roy, the manager, recognizes the dancer's importance in the night life entertainment. Among the distinguished dancers who have appeared in the Rainbow Room have been Hannon and Renita, Holland and Hart, Gower and Jeanne, Dario and Diane, Lent and Eugene Van Grona, Paul Draper, Dorothy Fox, Mary Raye and Naldi, and George Tapps. However, it was on New Year's Eve two years ago that the Rainbow Room, almost by accident, discovered thru Jack Cole's success that supper club patrons would be interested in ballet dancing, if it were presented with showmanship and adapted to the night club.

On that night Jack Cole and his "company," Anna Austin and Florence Lessing, were added attractions. Cole, for the special occasion, devised one of his East Indian dances and set it to swingtime. The result was electrical and the number was the hit of the show. Cole, who had had a thorough ballet training under Ruth St. Denis and Ted Shawn, was encouraged by Mr. Roy to plan an entire program of dances arranged for popular taste. The summer of 1938 witnessed the triumph of Cole's ideas and Mr. Roy's foresight, and since that time hotels and night clubs throughout the country have enthusiastically approved the new trend in dance entertainment.

Jose Fernandez and Monna Montes early this year appeared in the Rainbow Room in a program of classic Spanish ballet dances, and made a tremendously favorable impression. This fall Miss Montes returned to the Metropolitan Opera Ballet, and Fernandez obtained another fine partner, Teresita. Costumed by Karimsha, Inc., and dancing to concert hall music arranged to appeal to the general public, Fernandez and Teresita have done much in making the public appreciative of the best in Spanish dancing.

It should be added that thru the Rainbow Grill's famous champagne dance contest hour, Mr. Roy has done much to popularize general dancing among patrons. The first of the popular "dance hours" was given in the Rainbow Grill by Glover and LaMae. They were succeeded by Marilyn and Michael, who remained for three solid years, and were succeeded last summer by Don Julian and Marjori. These three couples have done much to make the public accept the conga, rumba, and the Viennese waltz.

Whatever is new in the dance is usually given the first showing at either the Rainbow Room or the Rainbow Grill, and any artist with an original approach to the dance always is given a favorable hearing by Mr. Roy.

He recognizes that the dance and its artists are a staple form of entertainment that cannot be replaced or displaced.

Try Pitt Benefit Control

PITTSBURGH, Dec. 28.—Benefits are hitting performers again, with result that bookers, AFM and AGVA office have established a fairly rigid "no" rule unless sponsor of show can prove that layout is strictly for charity.

Under current set-up, if charity sponsors ask acts directly, performers check with AGVA or agents. If agents ask, talent checks with union. If bands ask or are asked, AFM passes out rule. AGVA, AFM, and bookers then check with each other to learn whether affair is legitimate.

A list of army camps is being published in the Wholesale Merchandise Department. This week's list is for the Fourth (North Carolina, South Carolina, Georgia, Alabama, Florida, Mississippi, Louisiana) Corps Area. It can be found on page 54.

Federal Agents To Investigate ASCAP Philly Activities

PHILADELPHIA, Dec. 28.—Six agents of the Federal Trust-Busting Squad arrived here yesterday to investigate complaints against ASCAP. Agents confirmed that they will visit night spots to determine whether the Sherman Anti-Trust Law has been violated by ASCAP by its system of demanding license payments for use of copyrighted music.

Among cases to be investigated are those involving Club Ball, Evergreen Casino, and the former Delmonico's Supper Club, now Carroll's. These cases were settled by payment of license fees demanded by ASCAP. There have been several hundred cases in this area in which ASCAP attorneys have brought action in Federal Courts to force payment of fees.

Agents disclosed they will spend

Crosby Income Hits 800G; Air, Pix, Disks

HOLLYWOOD, Dec. 28.—Bing Crosby signed new picture and recording contracts last week which, added to his radio earnings, will net him an income of \$800,000 a year for the next three to five years.

His new pact with Paramount, effective June 1, calls for a schedule of nine pictures to be made within the next three years, at \$175,000 per picture. He also has the choice of making one of his three annual pictures on another lot, should he see financial and artistic advantages.

His new contract with Jack Kapp, president of Decca records, calls for a guarantee of \$60,000 per year for the next five years, plus a percentage over a set number of sales. His last Decca contract guaranteed him only \$40,000 a year.

In addition, Crosby is earning \$200,000 a year on radio. His contract with Kraft Cheese was renewed only last month.

Several days here and confer with R. McDonald Gray, assistant to Assistant United States Attorney General Arnold, who is here conducting a grand jury investigation into an alleged food price-fixing monopoly.

A ★★★★★ Hit With Show People

Ask any trouper what's his favorite hotel in New York and he'll tell you it will be HOTEL PICCADILLY.

Conveniently located in the very heart of Times Square. Over 700 bright, cheerful rooms with bath, shower and every modern convenience, from \$2.50 single. Plus a friendly management that anticipates your every need and comfort.

LOW WEEKLY THEATRICAL RATES

Home of the celebrated Piccadilly Circus Bar.

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NEW YORK



Opposite Madison Square Garden
Only two blocks from Radio City, in the heart of the theatrical and shopping district. The Capitol is a thoroughly modern, friendly, home-like hotel with 300 large, beautifully appointed, outside rooms with every comfort and convenience. Gymnasium and swimming pool.

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Radio Directors Get From Peanuts All the Way to Real Big Dough as Producer - Writers on Networks

NEW YORK, Dec. 28.—Field of radio directing has become standardized in the last couple of years, and although salaries are not what they were in the boom days, able directors are dragging down fairly important money. Prices now being paid for free-lance work are about as follows:

Average good director gets \$125 to \$150 on daytime strip shows, with some agencies paying as low as \$75 for this work. Blackett-Sample-Hummert, for instance, will pay \$75, but go up to \$125. Higher priced directors will get \$250 on a daytime strip. Example is Edwin Wolfe, who reportedly takes this for *Peppé Young's Family*. However, Wolfe has been on the show a very long time. Usual practice is to start at \$125 and work up as the program gets successive renewals.

Half-hour evening dramatic programs bring \$100 to \$500, and in some instances more, but many pay \$150. Bill Bacher, tho, reportedly received \$1,000 a shot for *Hollywood Playhouse* programs. Bacher is also said to have received much higher money on special jobs. When Paramount bought an hour's time on CBS to plug the pic, *Alexander's Ragtime Band*, Bacher is said to have received \$2,035.

In many instances directors are intricately involved as producers, and thus get a take from both ends. Examples are Hi Brown and Eddie Byron. Brown claims he never sells himself as solely a director, but as a producer-director, and he often owns the show. Brown now has *Joyce Jordan* (his own property), and beginning January 7 will do a mystery series for Carter's Little Liver Pills. He has done *Dick Tracy*, *The Gumps*, *David Harum*, owned *Terry* and *The Pirates* and others.

Eddie Byron, working on *District Attorney*, was reportedly getting between \$400 and \$500 for his director's stint, but since he became producer of the show he is reportedly getting nearer \$700. According to Nick Kinsley, talent buyer at N. W. Ayer agency, producer-writers like Oscar Welles and Arch Oboler reportedly command about \$2,000 to \$2,500 for a weekly show. This is considered tops.

Ed Gardner, hired by Rudy Vallee to direct, and considered by many as a prime factor in the show's success thru his devising of the business with John Barrymore, reportedly gets a 250 out of the show's total cost of \$9,000.

Vic Knight's take on Cantor show is reported at \$900, with Mann Hollner the same on Maxwell House. Tom McKnight, working on *Blondie* and *Sherlock Holmes* programs, is reported as getting \$250 each, but McKnight is also producer and may get more. Jay Hanna, working on *By Kathleen Norris* and often handling Phillips Food shows, is reported as earning \$800 weekly.

According to burers, top directors include Byron, Knight, Hollner, Ed Wolfe, Chick Vincent, Hanna, Hi Brown, and Carlos De Angelo. De Angelo's weekly take currently is figured at about \$1,000, this income coming from stints on *Mandrake the Magician*, *Hilltop House*, *The O'Neill*, *Birthday Party*, and *Wheatena Playhouse*. At the end of this month, De Angelo adds Ellen Randolph to his list.

Can't Fool a Philly Cop

PHILADELPHIA, Dec. 28.—Local police department's drive on private clubs selling the hard stuff after the legal curfew hours reached into WCAU with amusing results the other day. A zealous rookie blue-coat, armed with an imposing sheet of official papers, barged into the office of Ruth M. Lafferty, assistant to station presy Dr. Leon Levy, and started firing questions. Waving aside Miss Lafferty's protests, he declared, "Orders is orders. We're investigating all clubs and you've got one here. What's this WCAU Women's Club all about?"

Most of the names mentioned in this story command \$150 for a daytime serial and \$750 for evening variety shows. "Stinkers," as one director puts it, fluctuate between \$35 and \$75 jobs.

According to trade execs, a good director can knock down between \$500 and \$700 weekly with a few programs, but only about 10 or 12 men around New York are said to average this figure. Field, however, is considered much more stable than setting, which partly explains the yen of most actors to become directors—despite fact that in-demand actors like Betty Gard, Charles Cantor, John Brown, and others may knock down as much as \$20,000 yearly. It is pointed out by NBC's Al Williams and other execs that the normal expectancy of an actor's life—from the viewpoint of income—is just about five years. Directors do better.

Trend in the business right now is for directors to concentrate on a few big-paying jobs rather than multitudinous smaller ones. It is pointed out, for instance, that Byron, Knight, and Hollner are all handling only one job currently. Estimate is that a good director can handle a load of three daytime strip shows comfortably, whereas one evening program requires about three days to put in shape.

Hayes' New WABC Post

NEW YORK, Dec. 28.—Arthur Hill Hayes, for three years in the radio sales division as sales manager of WABC, has been appointed general manager of the network's key outlet.

In addition to general manager post, Hayes will continue as sales manager of the station.

SPRINGFIELD, Mass., Dec. 28.—WMAZ applied this week to the Federal Communications Commission for permission to change its frequency from 1430 to 890 kilocycles, to install new transmitter and directional antenna, and to increase its power to one kilowatt per night and five kilowatts for day operation.

Advertisers, Agencies, Stations

NEW YORK: HOWARD INCHES, owner of Pa-Pia, soft drink company, set for a show over WJCA five times weekly at 3:45 p.m. Inches will gab on health and nutrition, while his wife, Carolyn Hills Inches, takes on recipes. Ben Grauer has landed a sponsor, Radio Corporation of America, for his quarter-hour news period over WEAP at 11-11:15 p.m. William Kistler appointed publicity director for the Basch Radio Productions. WXXVP, sister station to WNYC, now on air from 7-9 p.m., operating on 1,000 watts at 26.1 megacycles. Cy Blum handling programming. F. Willard Butler, in charge of NBC's Local Sales Traffic Department, appointed salesman in Spot and Local Sales Department. Butler on Christmas Day became engaged to Dorothy Michel, secretary to R. F. Ciancy, manager of the Traffic Department. Friday Moyer has signed a 32-week contract with WIN for broadcasting of three 15-minute programs weekly starting January 6. Dan Gilmor, editor of *Friday*, will do comments. Set by H. C. Morris & Company. Ben Wain renewed for the seventh time on *Hit Parade*. SALLY PHILLIPS, of CBS's trade press department, is on a week's vacation in the Vermont ski country.

PHILADELPHIA:

Ted Rover, formerly with WBAE, Atlantic City, now WJEN relief announcer. Morris Plan junking heavy news schedule on WIP in favor of a spot campaign staggered at other stations around town. Eric Wilkinson, KYW staff accompanist, gets a regular weekly spot for his organ artistry. Clarence R. Palmer joins Ivey & Ellington

A Wise Guy, Huh!

PHILADELPHIA, Dec. 28.—Reason for WDAS canceling its highly-touted *Friday the 13th* show finally came out. Harold Davis, program director, had planned a pretentious show to debunk the "13th" myth. Script called for mirrors to be broken in front of the mike, a black cat chased in front of the announcer, and the mike to be set up under a ladder—in fact, all the things generally verboten were included in the program menu. At the last minute, Davis rushed into the studio with the last pages of the script, which stated definitely there was no truth to the legend of an ill-omened day.

He tripped over a mike cord, breaking both a tooth and the mike. Program was ash-canned.

CBS To Import S. A. Talent, Says Paley

NEW YORK, Dec. 28.—Extension of the Columbia Broadcasting System to 18 Latin American countries will mean the increased employment of live talent for the specially prepared broadcasts, declared William S. Paley, president, early this week. He added, too, that much of the new talent to be taken on when the project gets going may have to be imported to meet the demands of the South American audiences.

Current broadcasts, he explained, were none too successful for two reasons. One is technical difficulties and inadequacy of the short-wave methods when unaccompanied by rebroadcast pick-ups, and the second is the failure on part of present producers to cater to the tastes of the Latin American audiences.

Paley stated that the new network, which would begin operation September 1, 1941, already consisted of 39 long-wave and 25 short-wave stations. Regular affiliation contracts have been entered into by the major stations and networks, guaranteeing to use at least one hour a day of CBS's programs. Deal calls for special programs to originate in SA for redistribution via CBS here.

agency. . . . Al Paul Lefton gets the Stat's tourist account. . . . Elaine Jeanne Gould added to WFIL's music department to clear the tunes, with Lillian Evans filling her vacated post as secretary to Fred Dodge, assistant to General Manager Roger W. Clipp. . . . Helen McMahon, of the WFIL auditing department, back after mending a broken shoulder blade suffered when she slipped on an icy walk. . . . WDAS and WJEN both testing new transmitters. . . . Philadelphia Club of Advertising Women inaugurates a bimonthly educational series on WCAU. . . . Julian G. Pollock gets the local M. & H. Sporting Goods account. Albert J. Caplan, account exec, figuring on radio to supplement the newspaper schedule early in the new year.

FROM ALL AROUND:

TOM HARMON, all-American football star, was a dinner guest of KGO-KIPO (San Francisco) announcers Sunday. . . . Roland Drayer has succeeded Don Mulford as NBC (San Francisco) orchestra leader, the latter having been called to duty as a lieutenant in Uncle Sam's army. . . . KROW, Oakland, has started a news commentary series tabbed *The World This Week*. . . . KGO-KIPO personnel will attend a Christmas party in the office of General Manager Al Nelson (34). . . . Eugene McC. Plumstead has moved from WCOV, Montgomery, Ala., to WJEN, Birmingham, Ala. . . . Dame Rumor has it that Frank Defina, WDEL (Wilmington) operator, is on the verge of announcing his engagement. . . . WEAU, Eau Claire, Wis., operated by the Central Broadcasting Company, joined the NBC Red and Blue networks on Christmas Day.

FCC Skeds Looksee Into Southern N. J. Station Operations

CAMDEN, N. J., Dec. 28.—An inquiry into operating practices of WCAM, local municipally-owned station, will be made by the FCC at a hearing tentatively set for January 29 in Washington. Station, which sells its available commercial time to the Mack Radio Sales Company, has been on the selling block for several years. Hearing will also include inquiries on WCAP, Asbury Park, N. J., and WTNJ, Trenton, N. J., which share time with the local station. Licenses for all three stations are up for renewal, and hearing is expected to iron out the sore spots in Southern New Jersey broadcasting set-up.

Prime reason for the hearing, it is understood, is the failure on the part of the three stations concerned to reach a mutually satisfactory time-sharing agreement for the facilities allocated to them. Each is assigned operating frequency of 1390 kc. at 500 watts power. The hearing is expected to determine whether the stations should be allocated specific hours for operation. The FCC will also examine representatives of the stations, it was learned, on whether they have directly or indirectly transferred or disposed of any of their rights to others without authority from the commission, and whether their broadcasting operations have been "in the public interest."

Personnel Shuffle At WSGN; Terry Up

BIRMINGHAM, Ala., Dec. 28.—General Manager Henry O. Johnston of WSGN has announced a realignment of station personnel for the closing of the year. Effective immediately, Bill Terry, broadcast production manager, succeeding Robert McRaney, who resigned WSGN in mid-December to become general manager of WGBI, Columbus, Miss.

Eugene Plumstead joins the station as an announcer, replacing Bill Snow, who resigned earlier in the month to become a member of the Yankee net announcing staff. Thomas Severin, music librarian, gets a bigger job with expansion to supervision of the musical detail of all local programs. Matters pertaining to all network programs is to be handled by Carl Cannon, promotion manager.

Terry has been with WSGN since he took over football broadcasts in fall of 1937. Plumstead comes to Birmingham via WCOV, Montgomery, but for several years earlier was associated with stations in the East, including WJZ, New York.

COLUMBUS, Miss., Dec. 28.—Bob McRaney, former production manager WSGN, Birmingham, becomes general manager of WGBI, following enlistment into U. S. Army by Birney James Jr. W. E. Williams joins station as manager of sales. Ines enters a year's training at Fort Blending, Fla.

Upped AFRA Fee Pends

NEW YORK, Dec. 28.—Proposal to increase initiation fees in American Federation of Radio Artists may be held over until February 1 as result of numerous requests that the trade be given this six weeks' notice. Matter has to be approved by union's board, which is expected to OK the proposal. Upped rate, from \$25 to \$50, will apply only in the major centers of New York, Chicago, San Francisco, and Los Angeles. Lower rates prevail among the other locals.

Gilchrest to Ferris

BOSTON, Dec. 28.—Charles Gilchrest, director of news and special events for WBZ-WJAZ, resigned today to join the Earl Ferris Radio Feature Service, Inc., in New York. Gilchrest has been at WBZ since May, 1939. Colton (Chick) Morris, staff announcer since 1939, will succeed Gilchrest. Morris, a former member of the staff of the *Christian Science Monitor*, will continue to emcee the *Musico* show.

Radio Talent

New York

By JERRY LESSER

HELEN HEDEMAN, of NBC's television department, back after a two weeks' illness, while **ART MILLET**, who has been ill for several months, takes an extended cruise to Haiti, Panama, and Venezuela. . . . **CHARLES STARK**, freelance announcer, has been renewed on *Gangbusters*, *Mother o' Mine*, and *In Morieland*. . . . **NORMAN CORWIN**, CBS producer, will be heard on records for the first time when Columbia releases *An Appreciation of Poetry*, with **CORWIN** doing the readings. . . . **ELMER DAVIS** and **EDWIN C. HILL**, whose accents smack of different worlds, were born and reared within two blocks of each other in Aurora, Ind. . . . There are five Kings appearing on the bandstand of New Jersey's Rustic Cabin every night. Left to right, the Four King Sisters and **MAESTRO ALVINO REY** (King in Spanish).

JAMES SNYDER, the Tocanini of the photographers, flew 12 **JOHN POWERS** models to Florida the day after Christmas. . . . **BETH BROWN**, author of many successful novels, including *For Men Only* and *Apples*, will enter the radio ranks with a serial about the life of a Manhattan business girl. She is working as a stenographer at the new East clothing store to get firsthand info on her subject. *For Apples* she worked two months as a chorus girl.

Odd ends: **BENNY LEONARD** has made more money on quiz programs than that intelligent man of letters, **GENE TUNNEY**. . . . **ERNEST GOODMAN**, co-owner of a Swedish restaurant in town, was born in Mexico City and interprets speeches in Spanish for radio networks. . . . Of the 11 murals in the Old New York Room at Radio City only one is inaccurate—that of Radio City itself. . . . **JACK BERTELL**, who joined Columbia Broadcasting System less than two years ago to head its personal-appearance department, got the nicest

Christmas gift of all. He was made vice-president of CBS. . . . As **ELAINE BASSETT**, television girl of NBC, walked out of a cafe recently, her manager cracked: "There goes 90 per cent of my salary."

ON THE LINE: **ARLENE FRANCIS** will be new to *The Shadow* next Sunday. . . . **BARBARA WEEKS**, of *Court of Missing Heirs*, is on the sick list. . . . **UNCLE EZRA** is slated for an appearance on *Speak Up, America*. . . . **BOBBY CHRISTIAN**, drummer on *Your Dream Has Come True*, is a new father. . . . Although she didn't receive billing, many fans thought they recognized her voice and wrote to **VIRGINIA PAYNE**, radio's Ma Perkins, asking if she appeared with **CLAUDE RAINS** in the recent MBS version of the Dickens' *A Christmas Carol*. The answer is yes. . . . As the year ends the person in radio most photographed by amateur lens hounds turns out to be no glamour girl, but a man, **PHIL TULLY**, who is a "Step-Down Donovan" in the *Perfect Crime* series. Producers of the show have been shown more than 1,800 prints of TULLY's mouth as he speaks his famous catch line. . . . **EDDY HOWARD**, signed for the **EDGARD GUEST** NBC series as vocalist, will make an album of records embracing 15 hit songs which he wrote himself. It's for January release. . . . Look for a shuffle in NBC's staff of European reporters. Reason is that some of the men have become pretty worn out from the war pressure and the irregular hours they have to keep, so they'll be replaced by fresh men while they come home to vacation for a few weeks. . . . That's announcer **MEL ALLEN**'s sister **ESTHER** in the cashier's cage at those *Truth or Consequences* broadcasts. . . . **THELMA BERGMANN** is storking. . . . **ALICE FROST** is wearing bandaged ankles and a court-plastered nose, the result of a taxi accident she and director **BILL TUTTLE** were in recently.

Chicago

By NORMAN MODELL

WAAF's Movie Tattler put the ultimate in eloquent brevity into a wire which was signed **MR. AND MRS. HAL TATE** and contained no message. The Telegraph office did not know what to make of it, not realizing that a man who is at a loss for vocabulary is generally reserving all words for his bride. . . . **DOLORES OLLEN** was in town for a Christmas visit with her folks. . . . **CHARLIE LYONS** has taken care of **NORRIS OOPFF's** (Lum's Abner) Christmas present for three years. He sent him a gold-plated vase surmounted by a fireman waving a lantern and bearing an inscription in Bohemian, declaring it to be the Lyons Christmas Award valid only if won three years in a row. In 1941 and 1942 Lyons will save time on shopping merely by certifying the award for the second and third year. . . . Another screwy gift was that sent by **CHARLES URQUHART** to **PAUL RHYMER**. Knowing that the writer of *His and Sade's* abhors hobbles, the director sent him a hammer and ball of marble, and a book of instructions on how to sculp.

WHITNEY FORD will emcee a New Year's Eve show for the boys at Fort Sheridan. . . . **VIRGINIA VERRILL** is trying to organize groups of professionals to give the camp fire shows regularly. . . . **ELEANOR YORKE** appeared on the stage of the Auditorium Theater, along with Senator Holt and others, at the Anti-War Rally December 30, and read her prize-winning essay. . . . This time **BETTY WINKLER's** first Christmas in eight years that was not interrupted by a call to work a show. . . . New casting in *Bachelor's Children* include **LILLIAN WHITE** as Mrs. Baxter, **WILLARD WATERMAN** as Dr. Page, and **BRET MORRISON** as Dr. Rene. . . . **MARY FATTON** is playing the new part of Betty in *Road to Happiness*. . . . **ARTHUR GODFREY** has renewed his 5.5 contract with the Carnation Company for '41. . . . **FORTY PEARSON**, **KENNETH D. FRY**, and **BILL GUMMINGS** left for New Orleans Sunday to handle the NBC preview of the Sugar

Bowl game. . . . The engagement of **HENRY COOKE**, sports announcer, and **MARY CALDWELL PICKERS** of East St. Louis, Ill., was announced last week. . . . A new question-and-answer syndicated column, presenting questions used on Quiz Kids broadcasts, has hit the news columns.

Neel to NBC, Wash.

NEW YORK, Dec. 28.—Bill Neel, of National Broadcasting Company's press department in charge of the night desk here, left yesterday to take over post of publicity chief at NBC's Washington offices. He succeeds Phoebe Gale. Neel's spot on the night desk goes to Bill Norris, currently handling trade press. Charles Pekor takes over trade press, in addition to other duties.

WWSW Foreign Lingo Ban

PITTSBURGH, Dec. 28.—Foreign-language programs have become taboo here, WWSW, indie that formerly carried many commercial shows with plugs and continuity in non-English lingo, has banned foreign languages in its sustaining and commercial shows. KQV, which formerly carried foreign-language programs, instituted a similar ban five months ago, and demands that programs appealing to first and second generation foreign audiences in polygot Pittsburgh area be identified by music. KDKA, WCAR, and WJAS, major network outlets, have forbade foreign-speaking programs originating locally.

The Truth Will Out!

WILMINGTON, Del., Dec. 28.—The Men's Bible Class of the New Castle County Workhouse prison sang on a special Christmas Eve broadcast over Station WILM here. Among the numbers included in the program was "Steal Away to Jesus."

Bonus Spots on WHAT

PHILADELPHIA, Dec. 28.—Most novel Christmas program on local airwaves was the three-hour recorded show on WHAT. Broadcast was a bonus to the station sponsors. As a Christmas present to its clients, bonus spot announcements were aired between platters for every concern that advertised on the station during the past year.

Flamm Would Nix WMCA-Noble Deal

WASHINGTON, Dec. 28.—Washington buzzed with rumors following filing by Donald Flamm, president of WMCA, New York station, of a supplemental petition to withdraw the deal calling for the sale of the station to Edward J. Noble. Reports are current that Flamm is attempting to squeeze out of contract, and that perhaps another purchaser is ready to hike the sale price. In New York, however, it was stated that no other offer has been made since Noble's, nor will any be accepted.

In reference to reports that others beside Noble were involved in the transaction, Noble, thru his attorney, William J. Dempsey, stated: "I am buying and paying for Station WMCA with my own money. I am not acting for or on behalf of anyone except myself in this transaction."

Whether Noble would file opposition petition to that of Flamm's was undecided at press time. Commission is now in recess until after New Year's, when Flamm's reversal petition will be taken up.

NBC's Okla. Affiliates

NEW YORK, Dec. 28.—Five stations in Oklahoma become NBC affiliates Wednesday (1), joining the Blue network. Stations will be available to advertisers as a package only, which will be optional with the Blue Southwestern group. Network rate will be \$200 per evening hour. Oklahoma stations are KADA, Ada; KRSO, Ardmore; KCRD, Enid; KBIX, Muskogee, and KGFF, Shawnee.

Program Reviews

EDST Unless Otherwise Indicated

Alan Courtney

Reviewed Sunday, 12-3 a.m. Style—All-night program. Station—Sustaining on WMCA (New York).

Alan Courtney, pioneer speller on all-night programs, has been airing via WMCA about one month now. He uses records, introduces guests, and conducts the session with charming informality. Blint begins at midnight, carrying thru to 7 a.m., and includes organ interludes, a job service for the unemployed, a religious service with transcribed talks by ministers of various churches, and whatever else Courtney can cook up to make the program interesting.

Price was liberally on the three hours caught, Courtney introducing Bea Wain, André Baruch, and a few other notables for incidental gab. Platters mostly pop stuff until 2 a.m., after which mostly operetta and light classics used—except when listeners specific to request a pop.

Requests for tunes solicited via Postal, and all making requests are given membership in an all-night club. Station is now engaged in surveying its all-night audience, and will base future pattern of the program upon results of survey.

In its present shape, program and Courtney are decidedly soothing for the insomniacs. Ackerman.

"Mystery History"

Reviewed Thursday, 9:35-10 p.m. Style—Dramatized quiz. Sustaining on WFIL (Philadelphia) and Quaker Network.

This historical quiz had a ride on the Mutual network last year. With the music feed placing the emphasis on the word stanza, station has revived it as a weekly local sustainer. And while it carries the name guest stars of the show, it still comes up as a cinch for the listening in-

ACA Sets Up Philly Offices; Drive Set

PHILADELPHIA, Dec. 28.—American Communications Commission, CIO union comprising radio engineers, marine operators, and telegraphers, is setting up a National Broadcast Division here for the radio industry. A national drive is planned to unionize announcers and engineers. Feeling is that, with radio having experienced its biggest money year in 1940, and anticipations for 1941 still greater, time is ripe for a heavy unionization campaign. Moreover, failure of AFRA to set up locals here and in other key cities leaves the field wide open.

Saul Waldbaum, local lawyer who is general counsel for ACA, is chief for the new NBD. O. E. Littlejohn, WPIL engineer and president of the local ACA Chapter, Local 28, was named secretary-treasurer for the drive. At an organization meeting to set up the NBD, representatives attended from ACA locals in Buffalo, New York, Baltimore, and Washington. It was also stated that the full complement of the ACA membership, said to total 14,000, is backing up the radio boys in setting up the separate unit for the broadcasting industry.

F.M License Extension

NEW YORK, Dec. 28.—Federal Communications Commission this week announced that experimental licenses for Frequency-Modulation stations would be extended 60 days "upon appropriate requests." Licenses expire January 1, and FCC's move will mean continued FM service for the next couple of months while stations are being constructed. Many of the construction permits were issued only two months ago.

WIGM Readies Debut

MEDFORD, Wis., Dec. 28.—Granted call letters WIGM by the FCC, a new station to be operated by George F. Meyer is rushing construction plans so as to be completed by July 19, 1941. The station is set up to operate on 100 watts, but application is to be made to increase this substantially.

cross between drama and quiz. Three chapters from American history are dramatized and contests are called up from the studio audience to test their alertness by being quizzed on the situation dramatized.

An expert cast is used, and Benjamin S. Maas, history professor at a local high school, is much at home both in tying the show together and in serving as quizmaster. Mill Spooner at the organ for the musical interludes, writing originals to ward off ASCAP tamperings. Victor Herbert's American Pastors was the identifying theme when Mutualized, but so go now. Don Martin takes production credits, doing a commendable job in never letting it lag. If nothing else, program dispels the popular belief that American history is a "dry" subject. A table radio, a book on television, and a smoking accessory are prizes.

Show is high in patriotic content without resorting to flag-waving.

Ordermaker.

"Knights of the Road"

Reviewed Monday, 10:15-10:30 a.m. Style—Hillbilly music and comedy. Sustaining on WTIC (Hartford, NBC network).

This program will probably be in for a lot of trouble as the result of the ASCAP battle. The songs are mainly hillbilly or Western ballads, the majority of which are ASCAP numbers. The performers may be able to learn enough new tunes to keep themselves on the air, but the old-timers they like best seem banned.

The boys all have good voices, put a lot of feeling into their songs, and produce the old tear-jerkers with no overdose of stinky sweetness. Their only weak spot is the comedy angle, forced and not as funny to the listener.

Program has a lot of talent and potential commercial worth. Kneeling by Hank Lawson is first-rate. Eck.

BMI COST ONE MILLION

Will Be Million And Half by March 31, Says NAB Head

NEW YORK, Dec. 28.—Neville Miller, president of the NAB, late this week declared the radio industry's music venture has thus far cost about \$1,600,000 in sums collected from the subscriber-members of Broadcast Music, Inc. By March 31, Miller said, the figure would likely reach \$1,500,000. (In Washington, Department of Justice circles believe BMI has cost about \$400,000 up to now.)

Miller indicated there was scant chance of a moratorium on the battle, indicating developments had gone too far. Even if the Society offered to extend its contract for a few months, Miller stated, it is doubtful whether the stations would accept.

Miller reaffirmed that broadcasters would only settle on a per program basis. He would make no estimate as to what money broadcasters would be willing to pay, but pointed out that under a per program method, a broadcaster could select and use just what he could pay for.

In other radio-music quarters, however, it was learned that many broadcasters were not in favor of a per program contract, and that such a contract would entail creation of expensive copyright clearing staffs by stations—the whole thing making a field day for accountants and lawyers.

980 Colonial Music Recorded Tunes Go To BMI; 5-Yr. Deal

NEW YORK, Dec. 28.—Colonial Music Publishing Company, Inc. inked a five-year pact with BMI last week, making available to BMI 980 tunes, all of which have been recorded for Victor.

This is the first all-recorded music catalog snared by BMI. Colonial Music is owned by Tetos Demetriades, who is also head of Standard Phonograph Company, which distributes Victor foreign records. Colonial was not a member of ASCAP.

Colonial has already made a tie-up with another music publisher to share a song-plugging staff and has signed several new composers to exclusive contracts. It is also guaranteeing BMI 30 to 40 new recorded tunes a month, and will, beginning with next week, also publish the most popular tunes on its catalog. Its current catalog includes no published songs, but this new plan will mean only "tested songs" will be published, Demetriades points out.

Colonial will stick to Continental songs, but is giving them English lyrics. It believes that what it lost by not plugging them thru the usual channels it more than made up by having them recorded and by pushing them on music machines.

Deal with BMI calls for a per-performance payment for radio use, plus advance payment. Colonial will deliver to BMI 500 registrations and 1,000 professional copies, according to the agreement.

SESAC Is Calm Over Indictment

NEW YORK, Dec. 28.—SESAC, Inc., coupled with ASCAP, BMI, CBS, and NBC as one of the "villains" in the Department of Justice's indictment, is remaining very calm.

SESAC, Inc. points out its relations with the radio industry have been very amicable for years, with no squawks emanating from its clients.

Brown's NBC Talent Post

CHICAGO, Dec. 28.—NBC Artists' Service, which changed its name to Program and Talent Sales December 16, has assigned Vic Brown to contact advertising agencies and radio talent buyers. Brown's former duties were confined to booking NBC talent in club, theater, and night club dates.

ASCAP "Less Unhappy" About Charge, That's All

NEW YORK, Dec. 28.—Turnabout whereby BMI and the networks have been dragged into the Department of Justice's anti-trust and monopoly charges has resulted in mixed feelings among the warring factions.

One ASCAP exec, queried whether the Society felt better now that all factions were apparently classed as "villains," stated, "We don't feel better, we just feel less unhappy."

Predict Shake-Up Of ASCAP Set-Up Win or Lose

NEW YORK, Dec. 28.—Whether the radio music war is settled soon or dragged out for a long period, feeling is growing in radio and music circles that no matter what dispensation is made of the matter the Society will not emerge with its present structure intact.

Belief is that the Tin Pan Alley moguls have possibly outsmarted themselves, setting in motion a chain of circumstances which finally landed the radio interests in the music business, thus extending into a new field the alleged monopolistic activities of the networks—which already allegedly enjoy monopolies in record, transcription, talent, and theater fields.

Indie Station Stamped

Following inking of pact between WHN and ASCAP, WWSW issued statement that it was going into the ASCAP fold. WMCA, queried at press time, indicated it would join ASCAP.

Above developments were all expected and predicted, Sidney Flamm of WMCA having stated his station would sign if other indies did—owing to competitive pressure. WHN had long been expected to sign. Herbert Pettey, station exec, having told *The Billboard* weeks ago that station policy would be dependent on policy of parent organization, Loew's, Inc. Renewal inking of three Metro catalogs recently (Feist, Miller and Robbins) clinched the WHN deal, forcing other indies into line.

Both ASCAP and NAB have indicated that many stations would probably operate under both licenses. But stamped of many indies to ASCAP will force the fight in the lap of the networks, where ASCAP always claimed it belonged.

4 Philly Area Indie Stations Go ASCAP, Breaking BMI Unity Front

PHILADELPHIA, Dec. 28.—Figuring they were only carrying the torch for network stations, four radio stations in this area signed five-year contracts with ASCAP. All non-network stations, these signing with ASCAP were WDAE, WTEL, WCAM at Camden, N. J., and WIGB in Glenside, Pa. Hilleary Brown, ASCAP rep here, indicated that "others" have either signed or at the signing stage.

Stations confirming signing are making public announcements until after the first of the year. At least two other non-network stations and one network station feel that if the music strike becomes an actuality they will sign, which would virtually force all the stations in to ASCAP's line or leave the network outlets holding the bag.

Local observers opine that if ASCAP can whip the three local network outlets into line, radio is licked. It is pointed out that the pres of WFIL, local Mutual-NBC Blue link, is Samuel R. Rosenbaum, who is also head of the Independent Radio Network Affiliates; that WCAU, main CBS link here, is operated by Dr. Leon and De Levy, who are CBS board members and stockholders; and the KYW, NED outlet, is a Western house station.

Chief was the

Vaude Houses Get Blanket BMI Clearance But Some Demand Orks And Singers Bring In Own Okehs

NEW YORK, Dec. 28.—Band and talent agencies are getting blanket letters of clearance from Broadcast Music, Inc. for use of BMI tunes in theaters, night clubs, and hotels. Vaude houses, in order to insure themselves against suits arising from unauthorized use of music, are making certain that all licenses are in order before they will permit BMI tunes to be played from their stages.

The Paramount Theater is demanding that bands and performers playing there obtain a release from BMI, while the Roxy Theater is getting individual clearance for all BMI tunes to be played there.

The William Morris Agency has already obtained such a release. The letter from BMI to Nat Lefkowitz, Morris treasurer, gives assurance that no claim will be made for any BMI music and that its use by Morris acts is unrestricted. Also, that no compensation will be asked from either the artist or spot in which it is played until further notice.

The Morris office was first confronted with this problem with the booking of Rosemary Lane into the Paramount. Miss Lane's repertoire carries two BMI tunes, and it was at first feared that new songs and arrangements would have to be provided because availability of this music was not clear. BMI's reply to Lefkowitz was only authorized Miss Lane to use the music, but settled clearance for all Morris acts and bands.

Lefkowitz is having the letter photostated and sent to all theaters, booking offices, ballrooms, and night clubs with whom the Morris office does business. Lefkowitz made it clear that the Morris office was taking no sides in the music, merely taking these precautions in the interests of its clients.

The Warner record department has not completed its study of the situation. A spokesman in that office said that he had not yet been notified of the Warner stand in regard to permitting BMI music in their houses. He admitted he did not know whether Warner would permit BMI tunes in their houses, even if BMI clearance was obtained.

Loew houses are sticking to ASCAP and public domain tunes only. This policy has long been in effect at Loew houses, and the current ASCAP-BMI fracas has nothing to do with the continuation of this policy.

BMI said it has already informed the major talent agencies that no restrictions are being placed upon the use of its music. Owners of spots using music will

probably also be informed that the BMI catalog is available.

These letters of clearance will serve as licenses until a licensing system is instituted by BMI. No date has been set for the issuance of paid licenses. BMI spokesmen said that this will come with increased popularization of BMI music. They said an "equitable licensing system" will be set up.

MBS Year Analysis Indicates Growth

NEW YORK, Dec. 28.—Mutual Broadcasting System, in a round-up analysis of activities and business in 1940, states that 50 stations joined the net, that 1,858 special events were broadcast from United States and Europe, and that billings rose sharply.

Addition of the 50 stations brings the total MBS stations to 168, as compared to 118 a year ago. Network billings for 11 months of 1940 totalled \$4,190,071, an increase of 30.6 per cent over a similar period in 1939. Estimate for the year is \$4,500,000, as compared with \$3,320,728 in 1939.

Special features division presented 820 programs of spot news, features, sports, and talks, consuming 378 hours and 35 minutes time. Programs from abroad totalled 1,028, adding up to 206 hours and 57 minutes.

NBC Claiming Public Not Sore Over ASCAP Ban

NEW YORK, Dec. 28.—National Broadcasting Company claims its statistics show a negligible amount of squawks as a result of NBC's ash-canning of music controlled by the American Society of Composers, Authors, and Publishers.

In a period of two months, dating back to the time that NBC first began clamping down on use of ASCAP music on remotes and sustainers, the network points out it has received only 80 letters. Of these, 55 were mild protests, with the remainder mostly of an inquiring nature, asking for information about the situation.

Letters now, since the ash-canning of ASCAP music on commercials beginning Monday (23), have averaged only six to eight daily, according to NBC. On Thursday NBC stated that not a single squawk had been received since Monday.

WWSW Army Program

PITTSBURGH, Dec. 28.—WWSW has completed arrangements for series of five broadcasts weekly on army life direct from Camp Meade. Programs will be recorded at camp by announcer Lieut. Schneider and engineer John Kinsel, who will also be stationed there. Platters will be rushed to WWSW after recording thru portable equipment. Series will include interviews with Pittsburghers at camp, notes on camp activities, pick-ups of maneuvers, and other coverage of camp life.

EDKA has been carrying quarter-hour programs weekly on army life for some time, directed by station manager, Major John A. Holman.

Yankee Net's Soldier Show

SPRINGFIELD, Mass., Dec. 28.—Six Greater Springfield regulars of the First Reconnaissance troop stationed at Fort Devens, and an unknown number of soldiers under the selective service act will be heard in regular Friday night broadcasts beginning in January over Radio station WSRB. The Yankee network, with 19 affiliated stations, has made arrangements to present interview and radio talent programs from the hostess house at the fort. No time has yet been set for the tune-in.

ances. Stations signing pointed out that it would be cheaper to pay for an ASCAP license than add an extra person to the staff to handle the clearance of music. This is especially true at the part-time talent agencies, those admittedly signed, only WDAE is a full-timer. Moreover, they all point out that they found that they couldn't get along without ASCAP music, recorded shows predominating at all the stations; and one explained "the interest of our listeners is more important to us than money."

Music feud here, while not causing any commercial cancellations as yet, has already hit several important sustainers. WIP, which has had the exclusive for years on broadcasts of the annual New Year's Day Mummies' Parade, checked out for the 1941 pageant because of the inability to clear the music of the dozen string bands in line.

At WFIL, the two Saturday morning shows devoted to school bands will be replaced by a dramatic or debate session. WFIL also has a problem with the Steeple Hollow hillbillies gang, who are fed into the station from Pennsylvania, Pa. Station wants the hillbillies in the studios so the music can be checked. Having an hour on broadcast up-State, hillbillies, but bringing them into the studio, might bring the musicians' union fight and the musicians' union fight to them as regular musicians.

RADIO MUSIC FACTIONS HIT

NAB-BMI Skedded For D. J. Confab; Claim Innocence

NEW YORK, Dec. 28.—Week of fast and furious developments in the radio-music war was climaxed Thursday with announcement that Attorney General Robert H. Jackson oked criminal proceedings against ASCAP, Columbia Broadcasting System, National Broadcasting Company, and BMI. Charges are based on alleged violations of the Sherman Anti-Trust Act, and Thurman Arnold, Assistant Attorney General, is scheduled to start proceedings in Milwaukee shortly after January 1, on which day the networks and numerous stations are slated to drop ASCAP music.

Development, which in effect puts the finger on all chief protagonists in the music war, came as a stunning surprise to both radio and music men. BMI spokesmen indicated that NAB execs would contact Department of Justice this week-end to try to explain that the charges of illegality are applicable only to ASCAP, not to BMI.

Charges against the defendants are: Pooling of music in order to create a monopoly, discrimination against composers not members of either of the warring factions, illegal price-fixing, charging for music when no music is used, blanket licensing, and in general setting up music monopolies tending to hinder performance or radio's most-used music on the air.

ASCAP last week had seemed on the verge of deciding to sign the government's consent decree, but Society's board decided against linking—claiming that to do so would be an admission of guilt.

In some quarters, latest move of the government is regarded as a threat and a grandstand play, following collapse of the consent decree negotiations, and an attempt to force a settlement. "The Washington boys are publicly minded," one source stated, adding that if the two warring factions got together, the government would drop the case. In support of this view, he pointed to terrific cost of prosecution. ASCAP spokesmen also indicated that formula whereby music would be sold direct to sponsors had not been worked out, there being too many other "muddles" to be worked out.

In BMI much doubt existed as to what sudden turn might next develop. "Anything can happen now," one put it.

ASCAP, however, went right ahead with its plans, first reported in *The Billboard*, to keep a careful check on all infringements throughout the country, and prophesied that some of the infringement cases—particularly those in which a tune would be performed over a hook-up—might mount into amounts as high as \$50,000.

Gene Buck, ASCAP president, commenting on the development linking all parties as villains in attempts to monopolize music, stated: "Attorney General Jackson's announcement to proceed to indict ASCAP is regrettable, but does not come as a shock to me or my associates. We composers and authors... have long grown used to the power and influence of the broadcasters since the birth of radio. The only new feature of the government's announcement is Mr. Arnold's declaration to also indict the CBS, the NBC, and their company union, BMI for which he receives our sincere congratulations." Buck also reaffirmed the Society's old belief that its legal difficulties were all broadcaster-inspired, and reaffirmed the Society's offer to meet the broadcasters and negotiate a pact.

Miller issued a statement saying in part: "It is significant of the justice of the broadcasters' complaints against the Society and of the propriety of the Department of Justice's pressing for a consent decree on the part of ASCAP that only two days ago three justices of the Federal Court in Washington unanimously held that the ASCAP was an illegal monopoly in restraint of trade." (Miller here refers to the Taomsa decision of last week.)

He added, "It is most unfortunate that the department appears to have confused the illegal practices of ASCAP with

How One Song Got the Air Anyway

NEW YORK, Dec. 28.—Marty York, performer and songwriter, submitted his newest brainchild, *My New York Town*, to Edgie Cantor for his broadcast a half year ago, and Cantor told White that he "never used songs that weren't published for ASCAP."

Since then, White had the song published by Mayfair Music Company (an ASCAP member), and so last week he submitted the same song to Cantor's sponsor, Bristol-Meyer. He received a letter from the sponsor notifying him that they couldn't use the song because it's an ASCAP number.

the perfectly legitimate effort of broadcasters to create an alternative competitive supply of music. BMI is not the creature of NBC and CBS. It was formed by mandate of the NAB... and more than 600 stations are the owners of its stock and the users of its music. It was at the urging of many of these stations and myself that the networks cooperated in the formation of BMI, of which they together own only 17.1 percent of the stock... The statement issued by the Department of Justice shows that the department does not understand the set-up of the BMI. This is not surprising in view of the fact that the Department of Justice has made no attempt to discuss this set-up with broadcasters, nor has it pointed out to us any way in which it believed we were violating the law."

KDKA's Holman to Army

PITTSBURGH, Dec. 28.—Major John Holman, manager of KDKA, has received instructions from the U. S. Army advising him to report January 19 to the Army Signal Corps. His successor has not yet been announced. Major Holman was in the service during the last war.

FDR Birthday Ball Committee Split on Staging ASCAP Show; Fear Radio Publicity Boycott

WASHINGTON, Dec. 28.—Undercover battle over ASCAP radio fight is raging in President Roosevelt's Birthday Ball Committee here, because one fund-raising idea would invite ASCAP to stage a giant musicale in smooty Constitution Hall. Altho all on committee concede that the plan would break box-office records because of current music fight, important members fear radio chains would boycott publicity for committee's campaign against infantile paralysis.

The *Billboard* learned exclusively that the idea was presented about a week ago to committee in District of Columbia's Commissioner Russell Young's office by Andrew Kelley, former movie critic for local *Times-Herald*. Success of previous birthday balls here, it was argued, has been due to personal appearances of name bands and movie stars, and it was believed that ASCAP show at Constitution Hall would pack them in. Some committee members behind the plan remember that radio has never contributed radio personalities to the celebration, leaving heavy work to Hollywood figures.

Precedent for ASCAP plan was cited by committee member who remembered the extravaganza produced by Gene Buck, ASCAP chief, a few years ago for newspaper men in National Press Club. According to the report, preliminary discussions for another ASCAP show have been under way with Society officers in New York, who expressed delight at opportunity to tell their story in such distinguished surroundings. Show would feature ASCAP tunes, Richmond B. Keach, Public Utilities Commissioner for Washington, and real power on Birthday Ball Committee, advised caution until group could get radio's reaction to the idea. No long wait for this is expected,

Criminal Prosecution Necessary To Protect Public, Says Arnold; ASCAP, BMI, Nets in Same Hole

WASHINGTON, Dec. 30.—Criminal action threatened by the Department of Justice Anti-Trust Division last week is prompting lawyers for ASCAP, BMI, NBC, and CBS to fill up their brief cases and head for the Federal Court in Milwaukee, where after the first of the year the government will ask indictment for monopolistic practices in radio music. Altho Department of Justice move was by no means a surprise, it was thought that the feds would prosecute under separate cases. Admission was made, too, that SESAC is now being investigated as result of numerous complaints.

Assistant Attorney General Thurman Arnold said the government "cannot sit by and see ASCAP and the broadcasters engage in a private war at the expense of the public, using violations of law as their weapons in order to fight fire with fire." He admitted that his department had attempted to obtain what he called a "voluntary agreement" to form the basis of a working peace which would permit the Society to continue its legitimate function of protecting their members from piracy. These efforts, he said, had appeared on the verge of success only a few days ago, but had failed. "Now we have no choice but to proceed with a criminal prosecution to protect the interest of the public in orderly competition in the distribution of music," he concluded.

Arnold charged that ASCAP and BMI were guilty of an illegal pooling of most desirable music copyrights available for radio. In order to eliminate competition and to monopolize supply. There had been illegal discrimination against users of copyright music; publication of music had been withheld to exact fees not permitted by the law; prices for music and its use had been fixed; composers had

been restrained in marketing their own music; music users had to pay for programs which used no music, and a mutual boycott was being used by ASCAP and BMI in an attempt to gain control over each other, the anti-trust chief added. The two radio networks rated inclusion in the proceedings, Arnold said, because they controlled BMI.

Commenting upon background of the department's action, Arnold explained that complaints against ASCAP activities had poured into Washington for years and authorities had warned the Society several times. He also said that radio chains had tried to explain their position by saying their moves were necessary to fight ASCAP. The department, Arnold stated, doesn't care which group was the aggressor. "The mutual boycotts already begun," he declared, "will hamper and obstruct the rendition of all copyrighted music over the radio and deprive the public of the privilege of hearing that music except on terms dictated by the victor in the contest."

Decision to press criminal charges against the music groups and the radio network companies came after Attorney General Robert H. Jackson and Assistant Attorney General Arnold had reviewed recommendations prepared by staffers Victor O. Waters and Warren P. Cunningham Jr., who have worked on the music investigation for most of 1940. Attempts to have the Department of Justice to move against ASCAP before now were made by broadcasters well over a year ago, when Sam Rosenbaum, chairman of the Independent Radio Network Affiliates, and staffers from the National Association of Broadcasters conferred with Arnold.

With pleas already on file with the Federal Communications Commission to have the government part the chains from their talent bureaus and transcription companies, there is wonder whether the Justice Department action will prompt NBC and CBS to drop all connection with BMI. It is thought that chain pressure may be put on BMI to change its bylaws to permit sale of stock or catalog to persons outside broadcasting business—ASCAP for instance. With a settlement worked out to the satisfaction of all parties, including the government, it is believed that there will be no further use for BMI, especially if it encourages thought that radio chains are too big already.

Rainbow Room Buys Theme Song for Its Remotes; See Trend

NEW YORK, Dec. 28.—The Radio City Rainbow Room and Rainbow Grill have acquired the right to a non-ASCAP tune, *Rainbow Rendezvous*, to be used as a theme for the Rainbow Room broadcasts. Beginning Monday the tune will open all Rainbow Room remotes, leaving the band leader the closing spot for his own theme song.

The tune was recorded recently by D'Artega's band for Associated Music Publishers, transcription company, and John Roy, director of the Rainbow Room and the Grill, heard it and liked it. He negotiated for the copyright thru Ben Selvin of AMP.

Dick Kuhn's band the past couple of years has been using *Meet Me at the Astor* on its remotes from the Astor Hotel, but the song is not available now because Kuhn, who wrote it, published it thru Bob Miller music publishing, an ASCAP member.

Other night club owners are watching the Rainbow Room experiment with its theme song, and may attempt to do the same thing.

since Committeeman George E. Allen is a close friend of CBS Vice-President Harry C. Butcher, and member Russell Young used to work for Evening Star which owns WMAL, NBC Blue outlet here. These two are expected to urge scuttling the ASCAP proposal.

Kelley's idea is backed by Carter Barron, Loew theater chief here, while other members are interested. They think the more important consideration is fund raising rather than a Casper Milquetoast attitude toward radio networks, even tho publicity is important.

An open date at Convention Hall has been found for the ASCAP production, and it is thought that it might even play the same night the National Theater "Command Performance" makes its one-night stand. For this year's medium-priced show the committee hopes to present a New York show. Competition between the shows, it is thought, would heighten public interest and would boost receipts of both, since they would appeal to different classes.

Even tho opposition to an ASCAP super festival is considerable, proponents plan to push thru the idea until the Birthday Ball committee knows it has gone thru part of the ASCAP radio fight.

Carter Barron says he had supported the plan originally since any idea to raise funds should be seriously considered. If radio would be hurt, he said, it might be possible to "invite both radio and ASCAP to stage a musical battle for charity."

His position, he declared, is that a local committee should do nothing which might jeopardize the publicity plans of other local committees in this national campaign.

Byrne Charges Miller With Act Of "Conspiracy" in White-Heat Battle Over Former's Vocalist

NEW YORK, Dec. 28.—Battle royal is being waged by Glenn Miller and Bobby Byrne over the latter's vocalist, Dorothy Claire, which may culminate in a \$25,000 court suit against Miller for "conspiracy to breach a contract." Miss Claire and a representative of Miller's attorney, David Mackay, served notice on Byrne yesterday that she is leaving as singer of the Byrne band January 5 and will commence working for Miller the following day.

The day she begins working for Miller, A. Edward Moskowitz, attorney for Byrne, declared, suit will be filed against Miller for \$25,000 for "conspiracy, connivance, coercion, and intimidation." Situation becomes a more complex one since both bands are being managed by the same office, General Amusement Corporation.

Entire situation began last week when Marion Hutton, recently married, resigned from the Miller band but offered to sing on Miller's Chesterfield cigaret radio commercial until she could be replaced. Byrne's attorney claims that Byrne, too, is up against a similar situation, as he also starts a cigaret commercial for Raleigh-Kool January 3.

Altho Miss Claire had a two-year contract with Byrne, signed and counter-signed by her mother because she is still legally "an infant," she accepted an offer of \$230 salary made by Miller. Her salary with Byrne was \$75 plus evening clothes, extra for recordings, and an extra stipulation for radio broadcasts to come.

Byrne's spokesman, however, maintains that the Byrne band built her up from an unknown singer to one of some

prominence and that she owes it a contractual debt. Byrne's business manager, Warren Pearl, approached Miller with an offer to release her for \$5,000, but Miller said that would have to be straightened out by the attorneys.

Pearl claims Miss Claire was offered a substantial increase, which she turned down, and was asked if she would stay with Byrne for the same money that Miller was offering, but she refused to answer.

When Miller was asked to comment on the other side's reaction, he answered: "It's only a stunt." Byrne's crew said, however, that if it is, "it's a pretty expensive one."

When asked about Miss Claire's Byrne contract, Mackay, Miller's legal adviser, claimed that "the law places a sheltering mantle around the shoulders of an infant, and therefore the contract is not binding."

While Byrne refused to be quoted, members of his band are burnt up at Miller because of his alleged refusal to make an appearance at the Strand Theater when Byrne was taken off the stand with acute appendicitis and guest leaders subbed for him.

N. J. Spot To Vie With Meadowbrook

ENGLEWOOD CLIFFS, N. J., Dec. 28.—The Rustic Cabin, local roadhouse, is mapping a policy for bringing in top young bands in an attempt to give Frank Dalley's Meadowbrook at Cedar Grove, N. J., competition of a type that the latter spot is relatively free from at present.

Contemplated policy takes in consideration of such bands as Dick Jurgens and Tommy Tucker for the spring. Carl Pearson is also mentioned as a bandstand possibility. Alvin Key is current at the spot. With the institution of the new policy will come increased air time on Mutual and an intensive publicity campaign handled by the Hal Davis-Les Lieber office.

Meadowbrook has long been the stronghold of name bands in the Jersey area near New York, specializing particularly in swing outfits. Bobby Byrne is current there, with Tommy Dorsey following him next month.

Ink Spots Attract 1,800

SCRANTON, Pa., Dec. 28.—The Four Ink Spots attracted 1,800 to the Buddy Club dance here Thursday (19) at Masonic Temple. Admission was 90 cents, plus tax. Several hundred tickets were sold in advance at 75 cents, including tax.

802 Rules Minimum Number of Musicians for Single Dates

NEW YORK, Dec. 28.—Gone are the club date days of four-piece bands and smaller combinations in most of the New York hotels and ballrooms. Local 802, AFM, officially outlawed them at an executive board meeting at which the union ruled that hotels (specifically designated) cannot employ less than eight to twelve musicians at private dances and other single engagements.

In the past bookers and contractors have been permitted to employ as many men as they thought necessary to make music, as long as they paid minimum union scale or more. Now the union is going one step further to increase employment by stating the minimum number of men to play the job, a move which can be policed because salaries for single jobs must be paid to the union's collection and escrow department, and the number of men per engagement will be counted.

Rule takes effect January 15, and the number of men designated to each job in most cases ranks with the importance of the spot. Class A spots like the Waldorf-Astoria, Commodore, St. George Hotel (Brooklyn), Manhattan Center, Royal Windsor, and Prospect Hall (Brooklyn) must employ a minimum of

Requestfully Yours

JERSEY CITY, N. J., Dec. 28.—The search for a new name for Paul Brenner's recorded show, previously known as the 1940 Request Club, on WAAZ, local station, is now ended. After several weeks of a contest staged among listeners, G. M. Meiste, of New York, comes up with the winning tag, *Requestfully Yours*.

A song will be written around the name by Kay and Sue Werner, the ditty to be used as a Brenner new theme number on the program. And winner Meiste, plus a companion, gets a whirl around New York night spots and hotels, taking in personal visits with Glenn Miller at the Pennsylvania, Sammy Kaye at the Commodore, Will Bradley at the Biltmore, Ceadly Herman at the New Yorker, Tony Pastor at the Lincoln, and Mal Hallett at the Edison.

Barnet, O'Connor Clash and Split

NEW YORK, Dec. 28.—Charlie Barnet, fresh on the heels of his expulsion from and reinstatement in the American Federation of Musicians, and Johnny O'Connor, who took over the personal management reins after the trouble was straightened out, came to a parting of the ways this week (24) after an association of less than three weeks.

O'Connor, personal manager of Fred Waring, linked a five-year contract with Barnet to manage his affairs, but returned the contract when he refused to "back seat drive an attraction with Barnet's brain trust." O'Connor said that he had no personal differences of opinion with Barnet, but saw after a few weeks that "our respective ideas of what a manager should be didn't jibe."

O'Connor bowed out of the Barnet picture simultaneously with the maestro's signing a booking contract with Music Corporation of America, which O'Connor had been negotiating. Barnet's ex-husband, Charles Weintraub, who faded into the background when O'Connor moved in, is back again, and said the differences between Barnet and O'Connor arose thru a "clash of ideas as to policy," but said that O'Connor had been "extremely helpful" in straightening out past difficulties.

Both O'Connor and Weintraub were of the opinion that things didn't seem to work out as originally contemplated. Ted Cooper, however, who was road manager of the Waring band and was installed with the Barnet crew for similar duties, is still with Barnet on the road.

Moore's 400 in Harrisburg

HARRISBURG, Pa., Dec. 28.—"Pit" Moore's orb drew a gate of about 400 at 35 cents admish for student hop at Club Madrid here Monday (23), taking its share of pre-Christmas punishment. Average attendance for Monday night dances at the spot is about 650.

Count Basie Leaves MCA

NEW YORK, Dec. 28.—The protracted dispute between Count Basie and Music Corporation of America was settled this week by MCA selling Basie his contract for a reported cash sum of \$10,000, which returned Basie to the exclusive services of his personal manager, Willard Alexander.

Basie and Alexander, who negotiated the deal with MCA, have been after MCA for months for a release of the colored leader's contract, claiming that Basie had been booked improperly, and that while MCA made \$19,000 in commissions last year from the Basie bookings, he went \$7,000 in the red.

Basie in all probability will sign with the William Morris Agency, discussion of which is now under way at that office, where Alexander is one of the heads of the band booking department. Dispute with Basie and MCA was reaching a state of white heat, and was about to go before the union when MCA offered Basie a sliding scale of commissions on a test basis. Basie had been after this, but it didn't work out either.

Ballroom Ops Give Up Terp Rhythms for Martial Airs

CLINTON, Ia., Dec. 28.—O. T. Roberts and Al Brauer, operators of the Modernistic Ballroom in the Clinton Coliseum, will take up army life in January as officers in the National Guard, forcing them to relinquish their business.

The ballroom will be placed under the operation of the local American Legion post, with continuation of the same policy used by Roberts and Brauer. Name bands will be used once a month.

Weeks Strong in Lincoln Despite Pre-Holiday Lull

LINCOLN, Neb., Dec. 28.—Anson Weeks made a two-night stand of the Turnpike Casino (22-23) at 45 cents per person and did surprisingly well considering the closeness of Christmas. Total two-day take was \$1,000.

R. H. Pauley was well satisfied with the band and said, considering the light takes at the other local dances, that Week's pull was evidently because of the ork alone, since he had shored on ads and pulled in promotional horns generally because of the season.

Roy Fox Opens in N. Y. After 12 Years Abroad

NEW YORK, Dec. 28.—Roy Fox, repatriated American bandleader who made his rep in the music field in England and recently returned as a musical casualty of the war, bows into the local picture again January 8 with an indefinite engagement at La Martinique, local club nitty.

Prior to Fox's going to England in 1928 he led a band in California. While in England Fox played in theaters and night clubs, and recorded for both Victor and Decca. Band is being handled by the Morris Agency.

Delaware Ballroom Burns

HARRINGTON, Del., Dec. 28.—Royal Blue, suburban dance hall near here, was gutted by fire last week. The ballroom, valued at \$5,000, is owned by the Kent and Sussex Fair Association and was operated by Richard Ware.

Any Commission?

PHILADELPHIA, Dec. 28.—It was the day before Christmas and a Salvation Army band, which daily serenaded shoppers outside the town's City Hall, was summoned to court by Common Pleas Court Judge Harry S. McDevitt.

"I've been watching you playing for the last week," said McDevitt, "but I haven't seen you take in much money. I'm going to let you play and then do something about it."

The band played four pieces, and McDevitt ordered Harry Murray, court crier, to pass the hat to jury and spectators. The judge started the collection. The box-office report: \$10.

Colorado Ballroom in the Market for Name Orchestras

DENVER, Dec. 28.—Announcement of a new name policy for the Harlequin Ballroom at Grand Junction, Colo., was made last week by Manager L. L. Burns while shopping for bands here. According to present plans, name bands working around Denver will be brought to the Western Slope center for week-end sessions. Old-fashioned dancing will be the order on Wednesday nights.

According to Burns, business is going along nicely at the Harlequin, the only dancery in Grand Junction, which draws from the entire Western Slope area of Colorado.

Only 860 for Louis Prima

BRIDGEPORT, Conn., Dec. 28.—Louis Prima, in at the Ritz Ballroom here Sunday (15) for a one-nighter, didn't do so well, with only 860 persons passing thru the turnstiles. Admish was set at 65 cents, grossing a take of \$565. His previous appearance at the Loew-Poll Lyric Theater here several weeks ago no doubt was a contributing factor. Ed Raymond and his Old Timers are playing mid-week dates at the Ritz.

SPRINGFIELD, Mass., Dec. 28.—Joe Rap's orchestra is now a featured attraction at the Rockingham Cafe here.

A Rose by Any Name

PHILADELPHIA, Dec. 28.—You can never tell Nathan Schwartz that the surest way to gain fame in orkdom is via the airwaves. He knows better. Several months ago he lost his maestro grabbed for himself the post as WFIL musical director, but instead of coming out on the air as "Nathan Schwartz and his orchestra," station decided to call him "Norman Black."

The first "big moment" started Monday (30) when Black, nee Schwartz, began his first big commercial show for Bond Bread. Program originates at WFIL for the Greater Network, regions with covering 15 stations in the Mid-Atlantic States. But again Black, nee Schwartz, has to start building a new name all over again.

Advertising agency figured it would be more appropriate to call the maestro "Buddy Baker."

Orchestra Notes

By DANIEL RICHMAN

Broadway Bandstand

ARTIE SHAW comes back into New York for his first local appearance since he left the town and the music business in a huff a year ago, when he goes into the Strand Theater February 21 for a two-weeker. . . . **BOBBY BYRNES'** opening Christmas night at Frank Dalley's Meadowbrook in Cedar Grove, N. J., was particularly notable in the conspicuous absence of Tin Pan Alley. . . . only one music man showed up. Happy Godley, of the Leeds firm, the rest of the regulars apparently being more interested in Christmas presents than plugs for the nonce. . . . **LEIGHTON NOBLE** is set for the Hotel Waldorf-Astoria as of January 11, when **EDDY DUCHIN** exits. . . . **CHARLIE BARNET** again does the unusual by hiring a colored vocalist, **LENA HORNE**, to do his chirping. . . . she was in the last Lew Leslie *Blackbirds*. . . . **SACASAS** and his Royal Hawaiians open at the Beachcomber January 7 indef. . . . **TOMMY DORSEY** is adding another singer to his already large group of warblers. . . . it's **MARIE FRYE**, a soprano, and she becomes the eighth vocalist in the band. Frank Sinatra, Connie Haines, Paul Mason, and the four Pied Pipers continuing their regular chores. . . . **IDA JAMES** is replacing **DOLORES BROWN** as chanteuse with the Erskine Hawkins crew. . . . **JOAN MERRILL**, another Al Siegel singing discovery, signed to wax the sides for Bluebird. . . . **ART LANDRY** has assembled a seven-piece string band, and after an audition for WABC is penciled in for a Basin Street program next month. . . . **THE THREE SUNS**, instrumental and vocal trio made up of **ARTIE DUNN** at the Hammond, **MORTY NEVINS** on accordion, and **AL NEVINS** on guitar, are the new attractions at the Piccadilly Circus Bar.

Midwestern Murmurs

EDDIE LE BARON opens at the Book Cadillac Hotel in Detroit January 17, following his current Rainbow Room, New York, run. . . . **AL TRACE** leaves the Ivanhoe, Chicago, January 4 to open at the Happy Hour, Minneapolis. . . . he returns to the Ivanhoe in the spring. . . . **THE KING'S JESTERS** are back in the Hotel La Salle, Chi. . . . **BARNEY RAPP** opened Christmas Eve at the Plantation Club, Houston, Tex. for a pair of weeks. . . . **BILL BARDQ** went into the Hotel Roosevelt, New Orleans, the day before for a month, his engagement and Rapp's set by Joe Shribman, working out of the OAC Chicago office. . . . **WAYNE KING** makes it a return to the Edgewater Beach Hotel in the Windy City on February 15. . . . **HOWARD McCREERY** took the podium at the Blackstone's Ballroom, in Chicago, December 27. . . . while **WINGO MANONE** opened at the same city's Brass Ball the night before Christmas. . . . **DEKE MOFFITT's** orchestra, which split the last two months between the Beverly Hills Country Club, Newport, Ky., and the Hotel Gibson, Cincinnati, is back in the trench at the Shubert

Theater, Cincy. . . . the house began a 12-week season of vaude December 27. . . . **RUDY RUDISILL** is back at the Gibson in Cincy, an early return. . . . **JIMMY VAN OSDELL** has tossed up his rumba combo in Cleveland to return to his native Lansing, Mich., where his dad is critically ill.

Penn-Jersey Patter

PETER LIND HAYES, vaude mimic, during a theater date in Philadelphia, tips that he's going to leave the variety stage to lead a band. . . . **MARY HEALY**, screen starlet, will do the new band's canary chores. . . . **BLUE BARRON** is reported to be backing a newcomer, **LEW ENTIN**, former song plugger for the New York pubs, who is building a band in Philadelphia. . . . Entin crew flying the Barron colors sets to debut at a Buffalo, N. Y., spot. . . . **JIMMY JONES** has moved his Steel Pier act into Fay's Theater, Philadelphia, until next May, when he is dotted-lined to return to the Atlantic City amusement center. . . . **RUSS GENTILE** and **BOB UNDERWOOD's** all-gal gang split the musical assignment at Old Mill Inn, York, Pa. . . . Philadelphia ballrooms set up **ARNOLD WIAND** at Bombay Gardens. **PAT PRICE** at Oakes Dancing Academy, and **ROGER KENT** at the Barclay. . . . **ERNIE BODNAR** at Club Conrado near Trenton, N. J. . . . **MORTY LANDIS** has his lads at Benny the Bum's, Philadelphia. . . . **BILLY JOHNSON** newcomer at La June's Chester Inn near Pleasantville, N. J.

Of Maestri and Men

BENNY GOODMAN got the call for the President's Birthday Ball in Washington to an exclusive band. . . . **BO** is also slated for a February 1 classical recital in Boston with pianist Bela Bartok and violinist Joseph Szigeti. . . . **BOB HARTSELL**, piano, and **JACK KIMMEL**, trumpet, up from North Carolina for duties in Dean Hudson's band, current at Blue Gardens, Armonk, N. Y. . . . Other band stand changes include **FRANK McGUIRE**, formerly drummer for Ray Heatherton and now beating the skins for Charlie Wright. . . . **BUDDY LA COMBE** replaced **RUDY DI LEONARDES** in the JACK DRUMMOND band now playing James Wright's spot in Plainville, Conn. . . . DiLeonardis left to organize his own crew in Albany, N. Y. . . . Still further switching around finds **BOBBY SARAPP**, of Pittsburgh, bringing his hot trumpet to Johnny Long's band. . . . while **VAUGHN MONROE** adds a fifth saxist and vocalist in **JOHNNY TURNBULL** and a new arranger in **AL DAZZ**, formerly with the Will Bradley outfit. . . . **LOU MARTIN**, in his sixth year at Leon and Eddie's, New York, added a Solovox to his line-up.

Detroit Ork Agency Takes On Four Additional Units

DETROIT, Dec. 28.—Expanding activity in bands playing both stand and job-

bing dates, the Delbridge & Gorrell Agency here is currently handling four additional units. Two are new bands booked into local spots, Pete Viera, opening at Sake's Show Bar, and Mannie Lopez, current at Cliff Bell's.

The other two are established bands, going into new locations in other cities, Arturo and his Caballeros, Spanish band, opening at the Hotel Paxton, Omaha, January 7, and Carleton Hauck, going into the Club Continental in Chesapeake, O., December 27.

Cold Holds Henry Busse to 1,500 at Denver Ballroom

DENVER, Dec. 28.—Henry Busse drew an attendance of 1,500 at the Rainbow Ballroom here on December 15. Admission was 85 cents per person, tax included. 37 cents extra for reservations. The first stage of cold weather the city

And His Name Isn't Allen

SAN FRANCISCO, Dec. 28.—Bernie Cummins, currently leading his orchestra at the St. Francis Hotel here, is being kidded by the trade about his latest broadcasting schedule.

After doing a long stretch of one-nighters and theater dates thru the Midwest, Cummins was anxious to go back on the air. When he was set in here, he couldn't get a guarantee of much air time, but was promised at least one Coast-to-Coast spot a week. He got it, too—on Sunday, 7 p.m.—opposite Jack Benny.

experienced didn't help the take any.

Hal Howard, who had been fronting the outfit on the Rainbow stand for several weeks, relinquished it December 21 to Col. Manny Prager.



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N. Y. C.

A GOLD STAR TO YOUR NEWEST DECCA RECORDING, "DO I WORRY," BACKED BY "JAVA JIVE". VERY DECCARRESSING ON THE EARS.

DOROTHY KILGALLEN
N. Y. JOURNAL-AMERICAN

No. 3432

Commercial Firms Now Saying It With Gratis Sheet Music

NEW YORK, Dec. 28.—What started out to be obvious publicity stunts, writing songs specifically for commercial plugs, is gathering the recognition of a widespread trend. Common practice, heretofore, has been to compose a song for a particular occasion, and then forget it after the rendition. Now name writers are working on commercial songs with the various outfits publishing the tunes for public distribution.

Most recent example was pulled Thursday (26) when Nick Kenny and J. Fred Coots knocked off a tune that was played in connection with a dozen John P. Ferris models flying down to Florida to perform yeoman publicity tasks for the Miami vacation resort. The song, *From Frost to Flowers (In Eight Hours)*, was played at LaGuardia Airport here by Mitchell Ayres, whose orchestra was used because of the fashion tie-up and the tag line of the band, "Fashion in Music."

Stunt was promoted by Eastern Air

Lines, which had Kenny and Coots compose the song for it. Now the composition will be published by the airline to plug Florida travel by air, and sheet music will find a free distribution channel and will also be plugged thru the various media of song plugging. Ayres gets the credit of introduction, which he actually did.

Another development along these lines is going to be worked by Ray Kinney, Hawaiian maestro, who has been playing at the Hotel Lexington for the past few years. Kinney embarks on a theater tour January 9, and is in the process now of writing a song which will glorify the Hawaiian Islands as a vacation spot this winter.

Song will be published by the Hawaiian Development Board and distributed free in the theaters in which Kinney will play. It will also carry an endorsement from Governor Poindexter of the islands.



Season's Greetings

DON BESTOR

AND HIS FAMOUS MUSIC

Featuring

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4 times weekly

PENNY LEE

and

JOHNNY RUSSELL

Joe Glasser, Incorporated

RCA BUILDING RADIO CITY - NEW YORK
Circle 7-0862



The Billboard

MUSIC POPULARITY CHART

WEEK ENDING
DECEMBER 27, 1940

LEADING MUSIC MACHINE RECORDS

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

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

GOING STRONG

FERRYBOAT SERENADE. (10th Week) Andrews Sisters, Kay Kyser, Gray Gordon.

WE THREE. (9th Week) Ink Spots, Tommy Dorsey.

BEAT ME DADDY (EIGHT TO A BAR). (7th Week) Andrews Sisters, Glenn Miller, Will Bradley.

THERE I GO. (4th Week) Vaughn Monroe, Will Bradley, Tommy Tucker.

THE FIVE O'CLOCK WHISTLE. (4th Week) Glenn Miller, Ella Fitzgerald, Erskine Hawkins.

DOWN ARGENTINE WAY. (3d Week) Bob Crosby, Shep Fields, Leo Reisman, Gene Krupa.

A NIGHTINGALE SANG IN BERKELEY SQUARE. (1st Week) Guy Lombardo, Glenn Miller, Ray Noble.

COMING UP

DREAM VALLEY. Sammy Kaye, Frankie Masters, Woody Herman.

ALONG THE SANTA FE TRAIL. Sammy Kaye, Dick Jurgens, Kate Smith.

FRENESI. Artie Shaw, Woody Herman.

A HANDFUL OF STARS. Glenn Miller.

TWO DREAMS MET. Mitchell Ayres, Tommy Dorsey.

STARDUST. Tommy Dorsey.

HE'S MY UNCLE. Abe Lyman, Kay Kyser.

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

This compilation is based upon reports from the following retail stores of their 10 best selling records of the past week: New York City: Center Music Store; Hootfield Music Shop; Liberty Music Shop; Veezy Music Shop; Galely Music Shop. Boston: Boston Music Co.; The Melody Shop; Mosher Music Co., Inc. Buffalo: Whiteman Song Shop; Broadway Music Shop; Avenue Record Shop. Pittsburgh: Volkwein Bros., Inc. Philadelphia: Ted Barnes, Inc.; Waymen Co.; Co-Operative Music Co. Washington: George's Radio Co., Inc.; Denver: Wells Music Co.; Knight-Campbell Music Co.; The Record Shop; Charles E. Wells Music Co. Salt Lake City: Z. C. M. I. Record Dept. Portland, Ore.: Meier and Frank Co.; J. K. Gill Co. Los Angeles: Birkel-Richardson; Southern California Music Co.; Hollywood House of Music. San Francisco: Schwabacher-Frey; Quarg Music Co. Chicago: Bears, Roebuck & Co.; Marshall Field; Wurlitzer's; Lyon and Healy; Garrick Music Shop; Goldblatt Bros. Cincinnati: Song Shop; Willis Music Co.; Rudolph Wurlitzer Co.; Buehler's, Inc. Milwaukee: Schuster's; Record Library (Ed Drumm's); Broadway House of Music; J. H. Bradford Piano Co. Des Moines: Des Moines Music House; Davidson Co. Detroit: Wurlitzer's; Grinnell Bros. Kansas City, Mo.: Music Box. St. Louis: Acollan Co. of Music; Famous & Barr. St. Paul: W. J. Dyer and Bros.; Mayflower Novelty Co. Cleveland: Halle Bros. Co.; Birmingham: Nolen's Radio Service Shop; R. E. Forbes & Sons; Monarch Sales Co.; Louisa Farris Dry Goods Co. Atlanta: Cox Prescription Shop. Raleigh, N. C.: James E. Thiem; C. H. Stephenson Music Co. Miami: Richards Store Co.; Burnett's, Inc. New Orleans: Louis Grunewald Co., Inc.; G. Schirmer, Inc. Fort Worth, Tex.: McCrorey's; Kemble Bros.' Furniture Co. San Antonio: Thomas Acuna; Alamo Piano Co.; San Antonio Music Co.

NATIONAL

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10	
1	1. FRENESI —ARTIE SHAW	2	DOWN ARGENTINE WAY —BOB CROSBY	3	NIGHTINGALE SANG IN BERKELEY SQUARE —GLENN MILLER	4	ONLY FOREVER —BING CROSBY	5	WE THREE —INK SPOTS	6	FERRYBOAT SERENADE —KAY KYSER
2	2. DOWN ARGENTINE WAY —BOB CROSBY	3	NIGHTINGALE SANG IN BERKELEY SQUARE —GLENN MILLER	4	ONLY FOREVER —BING CROSBY	5	WE THREE —INK SPOTS	6	FERRYBOAT SERENADE —KAY KYSER	7	STARDUST —TOMMY DORSEY
3	3. NIGHTINGALE SANG IN BERKELEY SQUARE —GLENN MILLER	4	ONLY FOREVER —BING CROSBY	5	WE THREE —INK SPOTS	6	FERRYBOAT SERENADE —KAY KYSER	7	STARDUST —TOMMY DORSEY	8	WE THREE —TOMMY DORSEY
4	4. ONLY FOREVER —BING CROSBY	5	WE THREE —INK SPOTS	6	FERRYBOAT SERENADE —KAY KYSER	7	STARDUST —TOMMY DORSEY	8	WE THREE —TOMMY DORSEY	9	FIVE O'CLOCK WHISTLE —ELLA FITZGERALD
5	5. WE THREE —INK SPOTS	6	FERRYBOAT SERENADE —KAY KYSER	7	STARDUST —TOMMY DORSEY	8	WE THREE —TOMMY DORSEY	9	FIVE O'CLOCK WHISTLE —ELLA FITZGERALD	10	HANDFUL OF STARS —GLENN MILLER

EAST

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10	
1	1. Frenesi —Artie Shaw	2	Nightingale S a n g in Berkeley Square —Glenn Miller	3	Handful of Stars —Glenn Miller	4	Along the Santa Fe Trail —Sammy Kaye	5	We Three —Ink Spots	6	Only Forever —Bing Crosby
2	2. Nightingale S a n g in Berkeley Square —Glenn Miller	3	Handful of Stars —Glenn Miller	4	Along the Santa Fe Trail —Sammy Kaye	5	We Three —Ink Spots	6	Only Forever —Bing Crosby	7	There I Go —Vaughn Monroe
3	3. Handful of Stars —Glenn Miller	4	Along the Santa Fe Trail —Sammy Kaye	5	We Three —Ink Spots	6	Only Forever —Bing Crosby	7	There I Go —Vaughn Monroe	8	Yes, My Darling Daughter —Dinah Shore
4	4. Along the Santa Fe Trail —Sammy Kaye	5	We Three —Ink Spots	6	Only Forever —Bing Crosby	7	There I Go —Vaughn Monroe	8	Yes, My Darling Daughter —Dinah Shore	9	Silent Night —Bing Crosby
5	5. We Three —Ink Spots	6	Only Forever —Bing Crosby	7	There I Go —Vaughn Monroe	8	Yes, My Darling Daughter —Dinah Shore	9	Silent Night —Bing Crosby	10	Nightingale S a n g in Berkeley Square —Ray Noble

MIDWEST

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10	
1	1. Down Argentine Way —Bob Crosby	2	Nightingale S a n g in Berkeley Square —Glenn Miller	3	We Three —Tommy Dorsey	4	Frenesi —Artie Shaw	5	There I Go —Will Bradley	6	Ferryboat Serenade —Kay Kyser
2	2. Nightingale S a n g in Berkeley Square —Glenn Miller	3	We Three —Tommy Dorsey	4	Frenesi —Artie Shaw	5	There I Go —Will Bradley	6	Ferryboat Serenade —Kay Kyser	7	Pompton Turnpike —Charlie Barnet
3	3. We Three —Tommy Dorsey	4	Frenesi —Artie Shaw	5	There I Go —Will Bradley	6	Ferryboat Serenade —Kay Kyser	7	Pompton Turnpike —Charlie Barnet	8	Only Forever —Bing Crosby
4	4. Frenesi —Artie Shaw	5	There I Go —Will Bradley	6	Ferryboat Serenade —Kay Kyser	7	Pompton Turnpike —Charlie Barnet	8	Only Forever —Bing Crosby	9	Nightingale S a n g in Berkeley Square —Ray Noble
5	5. There I Go —Will Bradley	6	Ferryboat Serenade —Kay Kyser	7	Pompton Turnpike —Charlie Barnet	8	Only Forever —Bing Crosby	9	Nightingale S a n g in Berkeley Square —Ray Noble	10	There I Go —Tommy Tucker

WEST COAST

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10	
1	1. Frenesi —Artie Shaw	2	Down Argentine Way —Bob Crosby	3	Stardust —Tommy Dorsey	4	You've Got Me This Way —Tommy Dorsey	5	Huckleberry Duck —Raymond Scott	6	There I Go —Woody Herman
2	2. Down Argentine Way —Bob Crosby	3	Stardust —Tommy Dorsey	4	You've Got Me This Way —Tommy Dorsey	5	Huckleberry Duck —Raymond Scott	6	There I Go —Woody Herman	7	Beat Me Daddy (Eight to a Bar) —Will Bradley
3	3. Stardust —Tommy Dorsey	4	You've Got Me This Way —Tommy Dorsey	5	Huckleberry Duck —Raymond Scott	6	There I Go —Woody Herman	7	Beat Me Daddy (Eight to a Bar) —Will Bradley	8	Trade Winds —Bing Crosby
4	4. You've Got Me This Way —Tommy Dorsey	5	Huckleberry Duck —Raymond Scott	6	There I Go —Woody Herman	7	Beat Me Daddy (Eight to a Bar) —Will Bradley	8	Trade Winds —Bing Crosby	9	Nightingale S a n g in Berkeley Square —Ray Noble
5	5. Huckleberry Duck —Raymond Scott	6	There I Go —Woody Herman	7	Beat Me Daddy (Eight to a Bar) —Will Bradley	8	Trade Winds —Bing Crosby	9	Nightingale S a n g in Berkeley Square —Ray Noble	10	Nightingale S a n g in Berkeley Square —Glenn Miller

SOUTH

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10	
1	1. Only Forever —Bing Crosby	2	We Three —Ink Spots	3	Five o'Clock Whistle —Ella Fitzgerald	4	Frenesi —Artie Shaw	5	Ferryboat Serenade —Kay Kyser	6	Maybe —Ink Spots
2	2. We Three —Ink Spots	3	Five o'Clock Whistle —Ella Fitzgerald	4	Frenesi —Artie Shaw	5	Ferryboat Serenade —Kay Kyser	6	Maybe —Ink Spots	7	Our Love Affair —Tommy Dorsey
3	3. Five o'Clock Whistle —Ella Fitzgerald	4	Frenesi —Artie Shaw	5	Ferryboat Serenade —Kay Kyser	6	Maybe —Ink Spots	7	Our Love Affair —Tommy Dorsey	8	Blueberry Hill —Glenn Miller
4	4. Frenesi —Artie Shaw	5	Ferryboat Serenade —Kay Kyser	6	Maybe —Ink Spots	7	Our Love Affair —Tommy Dorsey	8	Blueberry Hill —Glenn Miller	9	Beat Me Daddy (Eight to a Bar) —Will Bradley
5	5. Ferryboat Serenade —Kay Kyser	6	Maybe —Ink Spots	7	Our Love Affair —Tommy Dorsey	8	Blueberry Hill —Glenn Miller	9	Beat Me Daddy (Eight to a Bar) —Will Bradley	10	Down Argentine Way —Bob Crosby

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

This compilation is based upon reports received from the following sheet music jobbers and dealers of their 10 best selling songs of the past week: New York City: Music Dealers' Service, Inc.; Ashley Music Supply Co. Pittsburgh: Volkwein Brothers, Inc. San Francisco: Pacific Coast Music Jobbers; Sherman, Clay & Co. Los Angeles: Morse M. Freeman, Inc. Seattle: Capitol Music Co. Portland, Ore.: Blaine Music Co. Chicago: Lyon & Healy; Carl Fischer, Inc.; Oamba Hinged Music Co.; A. C. McClurg. St. Louis: St. Louis Music Supply Co. Kansas City, Mo.: Jenkins Music Co. Detroit: Grinnell Brothers. San Antonio: Southern Music Co. Fort Worth, Tex.: Ault Music Co. New Orleans: G. Schirmer of Louisiana. Atlanta: Cable Piano Co. Phoenix, Ariz.: Dawson Music Co.

NATIONAL

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10	
1	1. FERRYBOAT SERENADE	2	A NIGHTINGALE SANG IN BERKELEY SQUARE	3	DOWN ARGENTINE WAY	4	WE THREE	5	ONLY FOREVER	6	TRADE WINDS
2	2. A NIGHTINGALE SANG IN BERKELEY SQUARE	3	DOWN ARGENTINE WAY	4	WE THREE	5	ONLY FOREVER	6	TRADE WINDS	7	SO YOU'RE THE ONE
3	3. DOWN ARGENTINE WAY	4	WE THREE	5	ONLY FOREVER	6	TRADE WINDS	7	SO YOU'RE THE ONE	8	I GIVE YOU MY WORD
4	4. WE THREE	5	ONLY FOREVER	6	TRADE WINDS	7	SO YOU'RE THE ONE	8	I GIVE YOU MY WORD	9	ALONG THE SANTA FE TRAIL
5	5. ONLY FOREVER	6	TRADE WINDS	7	SO YOU'RE THE ONE	8	I GIVE YOU MY WORD	9	ALONG THE SANTA FE TRAIL	10	GOD BLESS AMERICA

EAST

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10	
1	1. A Nightingale Song in Berkeley Square	2	Frenesi	3	Down Argentine Way	4	We Three	5	Ferryboat Serenade	6	Only Forever
2	2. Frenesi	3	Down Argentine Way	4	We Three	5	Ferryboat Serenade	6	Only Forever	7	I Give You My Word
3	3. Down Argentine Way	4	We Three	5	Ferryboat Serenade	6	Only Forever	7	I Give You My Word	8	Trade Winds
4	4. WE THREE	5	FERRYBOAT SERENADE	6	ONLY FOREVER	7	I GIVE YOU MY WORD	8	TRADE WINDS	9	SO YOU'RE THE ONE
5	5. FERRYBOAT SERENADE	6	ONLY FOREVER	7	I GIVE YOU MY WORD	8	TRADE WINDS	9	SO YOU'RE THE ONE	10	ALONG THE SANTA FE TRAIL

WEST COAST

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10	
1	1. Ferryboat Serenade	2	Frenesi	3	We Three	4	Down Argentine Way	5	There I Go	6	A Nightingale Song in Berkeley Square
2	2. Frenesi	3	We Three	4	Down Argentine Way	5	There I Go	6	A Nightingale Song in Berkeley Square	7	Trade Winds
3	3. WE THREE	4	DOWN ARGENTINE WAY	5	THERE I GO	6	A NIGHTINGALE SANG IN BERKELEY SQUARE	7	TRADE WINDS	8	ONLY FOREVER
4	4. DOWN ARGENTINE WAY	5	THERE I GO	6	A NIGHTINGALE SANG IN BERKELEY SQUARE	7	TRADE WINDS	8	ONLY FOREVER	9	SO YOU'RE THE ONE
5	5. THERE I GO	6	A NIGHTINGALE SANG IN BERKELEY SQUARE	7	TRADE WINDS	8	ONLY FOREVER	9	SO YOU'RE THE ONE	10	GOD BLESS AMERICA

SOUTH

POSITION Last This Wk. Wk.	1	2	3	4	5	6	7	8	9	10	
1	1. Ferryboat Serenade	2	We Three	3	Down Argentine Way	4	A Nightingale Song in Berkeley Square	5	Only Forever	6	Trade Winds
2	2. WE THREE	3	DOWN ARGENTINE WAY	4	A NIGHTINGALE SANG IN BERKELEY SQUARE	5	ONLY FOREVER	6	TRADE WINDS	7	SO YOU'RE THE ONE
3	3. DOWN ARGENTINE WAY	4	A NIGHTINGALE SANG IN BERKELEY SQUARE	5	ONLY FOREVER	6	TRADE WINDS	7	SO YOU'RE THE ONE	8	I GIVE YOU MY WORD
4	4. A NIGHTINGALE SANG IN BERKELEY SQUARE	5	ONLY FOREVER	6	TRADE WINDS	7	SO YOU'RE THE ONE	8	I GIVE YOU MY WORD	9	ALONG THE SANTA FE TRAIL
5	5. ONLY FOREVER	6	TRADE WINDS	7	SO YOU'RE THE ONE	8	I GIVE YOU MY WORD	9	ALONG THE SANTA FE TRAIL	10	GOD BLESS AMERICA

SONGS WITH MOST RADIO PLUGS

The following are the 20 leading songs on the basis of the largest number of network plugs (WJZ, WJAP, WABD) between 3 p.m.-1 a.m. weekdays and 8 a.m.-1 a.m. Sundays for the week ending Friday, December 27. Independent plugs are those recorded on WOR, WNEW, WMCA, WINA. Film tunes are designated as "F," musical production numbers as "M."

This compilation is based upon data supplied by Accurate Reporting Service.

Position Last This Wk. Wk.	Title	Publisher	Plugs
1	1. FRENESI	Southern	40 27
2	2. SO YOU'RE THE ONE	BMI	39 7
3	3. THERE I GO	BMI	33 11
4	4. I GIVE YOU MY WORD	BMI	31 8
5	5. I HEAR A RHAPSODY	BMI	28 7
6	6. TONIGHT	Southern	18 7
7	7. SAME OLD STORY	BMI	17 4
8	8. PRACTICE MAKES PERFECT	BMI	15 7
9	9. YOU WALK BY	BMI	14 3
10	10. ACCIDENTALLY ON PURPOSE	BMI	12 1
11	11. LET'S DREAM THIS ONE OUT	BMI	11 2
12	12. WATCHA KNOW, JOE?	BMI	10 5
13	13. KEEP AN EYE ON YOUR HEART	BMI	10 3
14	14. I CLOSE MY EYES	Regent	9 0
15	15. SAY SI SI	E. B. Marks	9 5
16	16. NIGHTINGALE SANG IN BERKELEY SQUARE	Shapiro-Bernstein	9 13
17	17. I CAN'T REMEMBER TO FORGET	BMI	8 5
18	18. FALLING LEAVES	Jewel	8 4
19	19. WE COULD MAKE SUCH BEAUTIFUL MUSIC	BMI	8 2

Music Items

Songs and Such

GLENN MILLER's guitarist, Jack Lathrop, is the composer of two songs which the band has just recorded. They are *Helpless and Long Time No See, Baby*.

Juanito Sanchez, maestro at Havana-Madrid, New York Latin night, put the finishing touches on three of his tunes which he sold to Robbins Music, including *Havana Madrid Rumba*, *Boringona*, *Guarida* (Latin hillbilly tune), and *Panchito* (the bingo player).

Johnny Broderick, of the vaude team of Arren and Broderick, has completed a new song, *Love Pulled the Strings*, which is now being handled over by a publisher.

Political significance has once again invaded Tin Pan Alley, with a symphonic poem of Abraham Lincoln's "Gettysburg Address" hitting the market under the banner of Mills Music. Peter Tinturin, Hollywood film critic, is the composer of the Lincoln epic, which he has arranged for orchestra, with a voice solo and choral accompaniment.

Publishers and People

PUBLISHER LOUIS BERNSTEIN is now sunning himself in Florida. Famous Music has accepted the publishing rights on *On a Rainy Day* by Don George on Bert, Teddy Hall, and the writing one.

Lou Levy is expected back from the Coast in three weeks. He's been out there since last November while his charges, the A-Y orchestra, have been making film appearances. Meantime, Levy has signed up material for his Leeds & Co.

At the Silver, writer-publisher-owner of *Is a Music* (which was the old *Artie Shaw* & Co. catalog), says that he has a catalog of music in *Mayfair Music* (published from Joe Davis), and *Henry Spitzer* who is the team as general business manager who in both firms while each operates as an independent entity.

Both Silver and Horowitz will continue to head their companies, but as some of the profitable channels open up, Spitzer will be the general manager of professional staffs that will operate for the benefit of both companies.

Barlow Does Unusual Biz at Buffalo Spot

BUFFALO, Dec. 28.—While ordinarily pre-Christmas weeks are very poor, the Dellwood Ballroom here has this year experienced its steadiest flow of dancers, due to the popularity of the current band, Ralph Barlow, according to the *Buffalo Evening News*, which has operated the Dellwood for more than 25 years. Barlow came here November 29 and despite the expected lull has managed to do as well, if not better than his predecessors of this season. His stay is indefinite.

Col. Manny Prager preceded Barlow for a 10-day stand November 18 to 28 and did the biggest Thanksgiving business of any band in some years. Howard Becker, who opened here September 17 and stayed eight weeks, drew the biggest crowd for any one night, about 1,000, altho his general drawing power did not compare with the current unit's. Capacity here is about 1,200 persons. So far this season is on par with 1939, when Tommy Flynn held the stand, but 1936, 1937, and 1938 are considered the best years in the past five. Flynn still manages the hall, but holds an indefinite location at Swanik Chas. Am. here.

Hawkins Tops RCA Help's Dances Second Year in Row

CAMDEN, N. J., Dec. 28.—Erskine Hawkins, playing a Convention Hall here last Friday (20) at the last dance of the year sponsored by the Victor A. A., accounted for the biggest crowd of the year, drawing 8,000 dancers. A straight 40-cent gate made it a bullish \$3,200 at the box office. Hawkins also drew the Victor A. A.'s largest crowd during 1939.

Bill Honey, territorial fave, supplied the relief rhythm. Distribution of four \$250 prizes among RCA-Victor employees in the company's annual "Suggestion Achievement" contest aided the draw.

ALBANY, N. Y., Dec. 28.—Ted Black orchestra closed a three-week engagement at Igo's, local night club. De Witt Clinton Hotel announces the booking of Lyle Carlyle orchestra for the winter.

It Can't Happen—But It Did

DETROIT, Dec. 28.—Even the judicial bench isn't above suspicion these days, according to a story for a stage party fronting his band in the City Circuit Court judges and their clerks at the Port Shelby Hotel here.

Event was strictly closed; there were no outsiders. Berdun had perfect one of the judges, the security of his confidence. He, when he turned around company. His clerk missing. Clerk found in Detroit, and Berdun's up failed. If it is now errorfully disreputable toward the berobed gentry. Altered tonight it was a gag of the "it first thought upon here" order, so he took can't. Notably, but a week went by and it calmed. He hadn't got his tooter back. Berdun, at all, he says he can't replace it as it was a French instrument, it no longer being manufactured.

Payoff of the incident was that the day before the party one of the judges located in court that he was a simular detective, using his skill to unravel evidence in a case before him—and the newspapers naturally took him up on it. Now Berdun is thinking of asking His Honor, who was present, to use his talents on his colleagues.

Scranton Record Co. Claims Violation of US Disk Settlement

SCRANTON, Pa., Dec. 28.—The controversy between the Scranton Record Manufacturing Company and the U. S. Record Corporation, New York, believed settled last October under an agreement approved by Federal Judge Albert L. Watson, flared anew this week in Federal District Court here.

A petition placed before Judge Watson by counsel for the Scranton firm, currently engaged in reorganization, charged violation of the terms of settlement reached October 8 and refusal to abide by orders of court handed down previous to the settlement.

The Scranton firm charges the U. S. Record Corporation is guilty of unwarranted interference with the proper conduct of the Scranton company's business, and asks that the New York court be ordered to comply with the settlement of October 8 and the order of August 31 regarding the disposition of valuable equipment whose custody by the Scranton firm was disputed by the U. S. Record Corporation.

The dispute between the two companies, which raged last summer was so bitter at one point that counsel for the

Childs Eateries To Shell Out Close to \$1,000,000 for Orks

NEW YORK, Dec. 28.—Current favoritism toward popular-price dining and dancing is causing a switch in the music policy of Childs' Restaurants, the chain contemplating a return to the band policy once used in 12 restaurants throughout the country, from \$750,000 to \$1,000,000 per year was spent for music. Only lately Childs went back to installing bands in three New York restaurants, the Paramount Orill, which has been using Henry Jerome's band; the Spanish Gardens, with Jerry Wald's ork, and the Rainbow Room (not to be confused with the Rockefeller project), with Art Hodes. The first of the three has a network wire, the second had one, and the third hasn't.

Since these three restaurants have been operating successfully, spending about \$100,000 in the past year on their music bill, in addition to the costs of line and wire charges for remote broadcast, the Childs management is contemplating a revival of its Gingham Clubs which once held forth in Philadelphia, Cleveland, Washington, Boston, Denver, Miami, Los Angeles, Pittsburgh, and Atlantic City. They all reverted back to regular restaurants, but are equipped with band shells to go back to dancing whenever the management feels the time is ripe.

Dancing policy was begun by Childs in 1933 in Atlantic City and in the next year spread to the above-named cities,

Lyman and Kramer Cases To Go Before AFM Fla. Confab

NEW YORK, Dec. 28.—Final disposition of Abe Lyman's claim against Billy Rose for an alleged breach of contract will be aired before the International Executive Board of the American Federation of Musicians, which convenes in Miami January 27. New York delegates will also present Local 603's case against Mrs. Maria Kramer, owner of the Edison and Lincoln hotels, in which she has found guilty of an alleged \$3,000 kickback.

The Lyman vs. Rose suit, which has been kicking around since early last spring when Rose's Barbary Coast night on the World's Fair grounds, for which Lyman had contracted to play the run of the fair, folded as a night club, has caused considerable interest in the trade, and most people considered it common knowledge that the two had reached a settlement. Settlement, however, was revealed to be as far away from consummation as it was last summer.

Rose's best offer to Lyman in settlement of his claim was \$5,000, which he offered him last summer. Lyman, however, said that he was holding out for the full amount of \$18,000 for the unexpired

term of his contract. He said that he worked five and a half weeks of that unexpired period, but deducted the amount. Lyman will appear personally to press the charges further, since he opens at the Royal Palm in Miami on January 16. His presence, however, is not required. Jack Rosenberg, Harry Suber, and Max Arons will represent Local 602 at the union exec meet. News out of town, could not be reached for comment.

Mrs. Kramer's appeal on the charge that Gustavus Clement had kicked back some \$3,000 to her while he was employed as the relief band in the Green Room of the Hotel Edison will also come up for the board's final action. Mrs. Kramer deposited the sum with the union, to be held in escrow pending final decision, and has repeatedly avowed her innocence, saying that she would take the matter to court if the AFM didn't vindicate her.

AFM Locals Elect

WILMINGTON, Del., Dec. 28.—Officers recently elected to posts in Local 311, American Federation of Musicians, include James A. LeFevre, president; Victor Caille, vice-president; Henry Draine, recording secretary; William Whitehead, treasurer; Leonard Whann, business agent; Samuel Denny, sergeant at arms. The executive board is comprised of the above officers and Theodore Berger, Joe Fisher, Ray Hogue, Ray Reager, Edward Schwatlo, and Walter (Doc) Wohl.

MILWAUKEE, Dec. 28.—Vollmer Dahlstrand has been re-elected president of the Milwaukee Musicians' Association Local 8, American Federation of Musicians. Other officers named are Walter Romann, vice-president; Roland Kohler, secretary; Charles Wagner, treasurer; Alex Mayr, trustee for three years; Jerry Follmeyer, sergeant at arms. Executive board members elected are George Bach, John Berger, Ervin Davlin, Louis De Santis, Orban Heldrich, and Ernst Strudell.

WATERTOWN, Wis., Dec. 28.—Clara Schoechert has been re-elected president of the Watertown Musicians' Association. Other officers named are William Jones, vice-president; Allen Kopp, recording and corresponding secretary; Paul H. Hoppe, financial secretary and treasurer; Eugene Wolf, sergeant at arms; John Woffler, trustee for three years; Fred Block, Henry Schaller, and Vernon Gehler, named to the executive board. The association turned over to the Family Welfare Association \$193.42 as the proceeds from its annual charity ball, for which five orchestras furnished music without charge.

SCRANTON, Pa., Dec. 28.—Mades Cetta was re-elected president of Local 129, American Federation of Musicians. For his third term. Other officers named were William Cox, vice-president; William J. Emmel, treasurer; Henry J. Mohl, secretary; William Eiden, sergeant at arms; Herbert Sealy, business agent, and Frank Campbell, William Emmel, and President Cetta, delegates to national convention.

SPOKANE, Wash., Dec. 28.—Local 109, American Federation of Musicians, re-elected Dudley L. Wilson, president and business agent for this year. R. L. McMullen and Fred Hartley were re-named to the posts of vice-president and secretary, respectively, with Sid McNutt becoming the new treasurer.

Board of directors re-elected were Don Fish, George Hill, Charles Heemer, Norman True, and James Clark. New director chosen is Jack Brock.

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

Orchestra Routes

Following each listing appears a symbol in the designations corresponding to the symbol when used by individuals listed.

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



A
 Allen, Henry (Red) (Cafe Society) NYC, no.
 Allen, Don (Arcadia Grill) Canton, O., 26.
 Alton, Mickey (Coca-Cola) Boston, no.
 Alvarado, Don (La Fiesta) San Francisco, no.
 Alderson, Ray (Community Hall) Cresco, Ia., Jan. 1.
 Alvin, (Meadow Brook) Albany, N. Y., 2.
 Alvin, (Meadow Brook) Albany, N. Y., 2.
 Alvin, (Meadow Brook) Albany, N. Y., 2.
 Alvin, (Meadow Brook) Albany, N. Y., 2.
 Alvin, (Meadow Brook) Albany, N. Y., 2.

B
 Baggett, George (Billboard) Phila., c.
 Bagley, Ralph (Bellwood) Buffalo, h.
 Barnett, Arne (Harry's New Yorker) Chi., no.
 Barnhart, Jackie (Club 21) Grand Rapids, Mich., no.
 Barlow, Jackie (McCarthy's) Detroit, no.
 Barrett, Hughie (Rita Carlton) Atlantic City, h.
 Basile, Joe (Arenas) Cleveland 25-Jan. 1.
 Bass, Charlie (Ritz) Buffalo, h.
 Bassler, Dewey (High Hat Club) Albany, N. Y., no.
 Bassler, Dewey (High Hat Club) Albany, N. Y., no.
 Bassler, Dewey (High Hat Club) Albany, N. Y., no.
 Bassler, Dewey (High Hat Club) Albany, N. Y., no.
 Bassler, Dewey (High Hat Club) Albany, N. Y., no.

C
 Baker, Art (Club Minnet) Chi., no.
 Baker, Mark (1800 Club) Phila., no.
 Baker, Harry (Lobby) St. Paul, h.
 Baker, Freddie (Blitz Palm Garden) Milwaukee, no.
 Baker, Charles (Kansas City Club) Kansas City, Mo., no.
 Baker, Dwight (Honey Plaza) NYC, h.
 Baker, Fred (Paradise) Chi., h.
 Baker, George (Park Plaza) St. Louis, h.
 Baker, Tommy (Chet Alibi) Buffalo, no.
 Baker, Basil (Ciro's) Hollywood, no.
 Baker, Sammy (Walton) Phila., h.
 Baker, Alice (Benzinger) Trenton, N. J., c.
 Baker, Chuck (Biltmore) Los Angeles, h.
 Baker, Murray (Pepper Pot) NYC, no.
 Baker, Larry (Music Box) Omaha, no.

D
 Pedro, Don (888) Chi., no.
 Pennam, Henry (Paramount Club) La Salle, Ill., no.
 Perez, Milo (Palmer House) NYC, no.
 Peters, Oscar (Honey) Atlantic City, h.
 Pett, Emilio (Saveri-Piazza) NYC, h.
 Powell, Walter (Continental Grove) Akron, O., no.
 Prager, Col. Manny (Rainbow) Denver, h.
 Preston, Jimmie (Moonlight) Chester, Pa., h.
 Prigle, Gene (New Kenmore) Albany, N. Y., h.

Q
 Quartell, Frank (Colosimo's) Chi., no.
 Quintana, Tom (El Chico) Miami Beach, Fla., no.

R
 Ramon, Ramon (Drake) Chi., h.
 Ramon, Jobby (Colony) Chi., no.
 Rand, Bob (Howdy Club) NYC, no.
 Rappaport, Ross (Cassini) Phila., h.
 Ravizza, Carl (New Kenmore) Albany, N. Y., h.
 Ravel, Arthur (Belmont Plaza) NYC, h.
 Reardon, George (Rooftop Club) Palm Springs, Calif., no.
 Red Jacket, Four (Belden) Canton, O., h.
 Reichman, Frank (Essex House) NYC, h.
 Reisman, Leo (La Mariniere) NYC, no.
 Renardo, Jacques (Verailles) Boston, no.
 Reno, Bruce (Cassini) Phila., h.
 Reynolds, Howard (Palumbo's) Phila., h.
 Rice, Joe (Pago Pago) NYC, no.
 Rice, Joe (Covered) Albany, N. Y., c.
 Rice, George (Suzanne) Cincinnati, h.
 Rizer, Vincent (Walton) Phila., h.
 Roberts, Red (Edgewood) Albany, N. Y., no.
 Roberts, Chick (Tilly-to Grill) Albany, N. Y., no.

E
 Egan, Frank (Borwick's) Tuckahoe, N. Y., no.
 Egan, Bill (Stamp's) Phila., c.
 Egan, Charlie (Lexington Casino) Phila., no.
 Egan, Dick (Piazza) NYC, h.
 Egan, Harry (Opera) Trenton, N. J., r.
 Egan, Fred (Covland) Lexington, Ky., h.
 Egan, Jerry (Edgewater Grill) Brook, Miss., h.
 Egan, Johnny (Mike Todd's Theater) Chi., no.
 Egan, Emerson (Green Mill) Saginaw, Mich., no.
 Egan, Don (Old Cedar Inn) Brookhaven, N. Y., no.
 Egan, Paul (Broadwater Beach) Brook, Miss., h.
 Egan, Jimmy (Club Embassy) Phila., no.
 Egan, Carol (Beachcomber) NYC, no.
 Egan, Joey (Iberian) NYC, h.
 Egan, Frenchy (Club 100) Des Moines, no.
 Egan, George (Piazza Danterista) NYC, no.
 Egan, Bob (Savoy Plaza) NYC, h.
 Egan, Lou (Park Casino) Phila., no.
 Egan, Jack (Old Falls Tavern) Phila., no.
 Egan, Vernon (Congo) Phila., c.

F
 Fagan, Frank (Borwick's) Tuckahoe, N. Y., no.
 Fagan, Bill (Stamp's) Phila., c.
 Fagan, Charlie (Lexington Casino) Phila., no.
 Fagan, Dick (Piazza) NYC, h.
 Fagan, Harry (Opera) Trenton, N. J., r.
 Fagan, Fred (Covland) Lexington, Ky., h.
 Fagan, Jerry (Edgewater Grill) Brook, Miss., h.
 Fagan, Johnny (Mike Todd's Theater) Chi., no.
 Fagan, Emerson (Green Mill) Saginaw, Mich., no.
 Fagan, Don (Old Cedar Inn) Brookhaven, N. Y., no.
 Fagan, Paul (Broadwater Beach) Brook, Miss., h.
 Fagan, Jimmy (Club Embassy) Phila., no.
 Fagan, Carol (Beachcomber) NYC, no.
 Fagan, Joey (Iberian) NYC, h.
 Fagan, Frenchy (Club 100) Des Moines, no.
 Fagan, George (Piazza Danterista) NYC, no.
 Fagan, Bob (Savoy Plaza) NYC, h.
 Fagan, Lou (Park Casino) Phila., no.
 Fagan, Jack (Old Falls Tavern) Phila., no.
 Fagan, Vernon (Congo) Phila., c.

G
 Gagnon, Herbert (H. Lane) NYC, h.
 Gagnon, Hal (Edison) NYC, h.
 Gagnon, Ed (Alpine House) Chi., no.
 Gagnon, Don (Crown Orange) Tex., no.
 Gagnon, Joe (Street of Paris) Phila., no.
 Gagnon, Ray (New Kenmore) Albany, N. Y., h.
 Gagnon, Herbert (H. Lane) NYC, h.
 Gagnon, Hal (Edison) NYC, h.
 Gagnon, Ed (Alpine House) Chi., no.
 Gagnon, Don (Crown Orange) Tex., no.
 Gagnon, Joe (Street of Paris) Phila., no.
 Gagnon, Ray (New Kenmore) Albany, N. Y., h.

H
 Hagner, Herbert (H. Lane) NYC, h.
 Hagner, Hal (Edison) NYC, h.
 Hagner, Ed (Alpine House) Chi., no.
 Hagner, Don (Crown Orange) Tex., no.
 Hagner, Joe (Street of Paris) Phila., no.
 Hagner, Ray (New Kenmore) Albany, N. Y., h.
 Hagner, Herbert (H. Lane) NYC, h.
 Hagner, Hal (Edison) NYC, h.
 Hagner, Ed (Alpine House) Chi., no.
 Hagner, Don (Crown Orange) Tex., no.
 Hagner, Joe (Street of Paris) Phila., no.
 Hagner, Ray (New Kenmore) Albany, N. Y., h.

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

I
 Hahn, Kitty (Middletown) Middletown, N. Y., h.
 Hahn, Kitty (Cobb's Mill Inn) Weston, N. Y., h.
 Hahn, Dave (Al Weber's White Swan) Bothriem, Pa., no.
 Hahn, Sylvia (New Yorker) NYC, h.
 Hahn, Sylvia (Barclay) Phila., h.
 Hahn, Tina (De-De-De) Phila., c.
 Hahn, Tina (Donahue's Mountain View, N. J., no.)
 Hahn, Frankie (La Salle Battle Creek) Mich., h.
 Hahn, Lon (Village Barn) NYC, no.
 Hahn, Lynn (Gym) University, Miss., h.
 Hahn, Hal (Park Lane) NYC, h.
 Hahn, Ralph (McClure) McClear, Ill., no.
 Hahn, Little (Rathskeller) Phila., no.
 Hahn, Hummel (Spinning Wheel) Murphyboro, Ill., no.

J
 Ions, Andy (Walsh's) NYC, no.
 Ions, Marty (Churchill Tavern) Pittsburgh, Pa.
 Isaac, Vernon (Paradise) Phila., c.
 Ions, Eddie (DI Post) Phila., c.
 Ions, Buddy (The Bar) NYC, no.
 Ions, King (Governor Clinton) NYC, h.
 Ions, Johnny (Sheldon) NYC, h.
 Ions, Wally (Lusk House) Covington, La., no.
 Ions, Iban (McAlpin) NYC, h.
 Ions, Snooks (Pinto's) NYC, no.
 Ions, Joe (Lido Venice) Phila., no.
 Ions, Don (Iliac Garden) Armark, N. Y., no.
 Ions's Rumba Band (Club Ball) Phila., no.
 Ions, Jimmy (Show Boat) St. Louis, no.
 Ions, Dick (Aragon) Chi., h.

K
 Kaithe, Johnny (O'Brien) Cincinnati, h.
 Kaithe, Karl (Moonlight Gardens) Saginaw, Mich., h.
 Karr, Wayne (Henry Grady) Atlanta, h.
 Karr, Art (Bismark) Chi., h.
 Karr, Don (Clarendon) Berkeley, Calif., h.
 Karr, Sammy (Commander) NYC, h.
 Karr, Benny (Boer Club) NYC, no.
 Karr, Tom (Embassy) Brooklyn, re.
 Karr, Peter (New Yorker) NYC, h.
 Karr, Henry (Netherlands Plaza) Cincinnati, h.
 Karr, Teddy (Delores) NYC, h.
 Karr, Ed (DI Pinto's) Phila., no.
 Karr, Jerry (La Salle) Chi., h.
 Karr, Ray (Lexington) NYC, h.
 Karr, Bob (Blaze) NYC, no.
 Karr, Harvey (Chateau) Chi., h.
 Karr, Bob (Pierre) NYC, h.
 Karr, Johnny (Paddy) Chi., h.
 Karr, Ed (Lido Venice) Phila., N. J., no.
 Karr, Cecil (Beach View Tavern) Bradenton Beach, Fla., no.
 Karr, Tom (Embassy Club) Sarasota, Fla., no.
 Karr, Gene (Sherman) Chi., h.
 Karr, Charles (New Bedford) New Bedford, Mass., h.
 Karr, Dick (Astor) NYC, h.

L
 Lake, Roy (Mayfair) Lansing, Mich., no.
 Lamb, Drexel (Rosedale Inn) Jackson, Mich.
 Lamb, Eddie (Brooklyn) Brooklyn, La. Pa., Phila., h.
 Langler, Dick (Sound Robin) Lawrence, Mass., no.
 Lamberry, Hal (Odeon) Rochester, N. Y., no.
 Lauro, Bob (Studio) Phila., h.
 Layton, Eddie (Continental Room) Atlantic City, no.
 Lez, Jerry (Heldberg) Phila., no.
 Lez, Eddie (Roosevelt Room) NYC, no.
 Lee, Bobby (60th St. Rathskeller) Phila., no.
 Leighton, Joe (John Marshall) Richmond, Va., no.
 Lez, Howard (Chittenden) Columbus, O., h.
 Lewis, Phil (Schroeder) Milwaukee, h.
 Lewis, Ted (Royal Palm) Miami, h.
 Lombard, Phil (Transit) Atlantic City, h.
 Lora, Johnny (Rosedale) NYC, h.
 Lucas, Clyde (Ben Franklin) Phila., h.
 Lunceford, Jimmie (Royal Biltmore) Jan. 2.
 Lyman, Abe (Strand) NYC, t.
 Lynn, Sammy (Bomb Shelter) Dallas, no.
 Lynn, Bert (La Coga) Hollywood, no.

M
 McCreary, Howard (Mackstone) Chi., h.
 McCreary, Don (Van Cleave) Dayton, O., h.
 McGrath, Joe (Moore Club) Phila., no.
 McGrath, Jimmy (Embassy Club) Albany, N. Y., h.
 McNeil, Jimmy (Westminster) Boston, h.
 Macchio, Club Cubas NYC, no.
 Madson, Bill (Transit) Atlantic City, h.
 Madriguera, Eric (Stables) Detroit, h.
 Malneck, Matty (Ambassador East) Chi., h.
 Mandella, Frankie (Armando's) NYC, no.
 Manley, Joe (La Coga) Chi., h.
 Manley, Frank (Victor Hugo's) Los Angeles, Va., no.
 Manly, Tune (Roycroft Inn) East Aurora, N. Y., no.
 Manly, Joe (Hickory House) NYC, no.
 Manly, Gus (88 Regis) NYC, h.
 Manly, Lou (Crown Orange) NYC, no.
 Manly, Bobby (Martin's) NYC, c.
 Manly, Harold (Benon's) Atlantic City, no.
 Manly, Joe (Club Morocco) Phila., no.

M
 Martin, Freddie (Ambassador) Los Angeles, h.
 Masters, Charlie (20th Century Tavern) N. Y., no.
 Masters, Frankie (Taff) NYC, h.
 Mathy, Nicholas (Russian Kretshma) NYC, re.
 Mathy, Froilan (Havana-Madrid) NYC, no.
 Mathy, Merlyn (Laurie-in-the-Pines) Lakewood, N. J., no.
 Mathy, Fred (Book-Callie) Detroit, h.
 Mathy, Ted (Town Car) Jamestown, N. Y., no.
 Mathy, Russ (Jack & Bob's) Trenton, N. J., no.
 Mathy, Herman (Abram Lincoln) Reading, Pa., h.
 Mathy, Glenn (Pennsylvania) NYC, h.
 Mathy, Fred (Hibb) Cleveland, Ky., no.
 Mathy, Al (Harry's New Yorker) Chi., no.
 Mathy, Don (Club Gaiety) NYC, no.
 Mathy, Colony (Club) NYC, no.
 Mathy, Vaughn (Stables) Boston, h.
 Mathy, George (Albany Arms) Atlantic City, c.
 Mathy, Carl (Deacon) (Old Vienna) Cincinnati, no.
 Mathy, Nono (La Coga) NYC, no.
 Mathy, Russ (St. Francis) San Francisco, h.
 Mathy, Eddie (Rite-Carlson) Atlantic City, h.
 Mathy, Gerry (Piazza) NYC, h.
 Mathy, Hal (Happy Hour) Minneapolis, c.
 Mathy, Frances (Sultan) Albany, N. Y., no.
 Mathy, Charles (Mon Paris) NYC, no.

N
 Nanette, Marie (Charles Harris's 20 Club) Camden, N. J., no.
 Nava, Mary (Yacht Club) Phila., no.
 Nava, George (Tomb Raider) N. Y., t.
 Newman, Ruby (Rita Carlton) Boston, h.
 Newman, Ab (Lockout House) Ashland, Ky., no.
 Noble, Leighton (William Penn) Pittsburgh, h.
 Noble, Ray (Palmer House) Chi., h.
 Norman, Duke (Pleasant View) Reading, Pa., h.

O
 O'Casey, Pat (The Hole) San Francisco, no.
 Oger, Bill (Billbert) Toledo, h.
 Oshman, Phil (Trocadero) Hollywood, Calif.
 Oliver, Ted (Carroll's) Phila., no.
 Oliver, Eddie (Hollywood) Hollywood, Fla., h.
 Oliver, Val (Beachcomber) NYC, no.
 Oliver, George (Rite) Hooover, Va., h.
 Olson, Ben (Coral Gables) Coral Gables, Fla., c.
 Olive, Johnny (Cog Bouncer's) NYC, no.
 Orlando, Don (Chase Place) Chi., no.
 Osborne, Will (Fox) St. Louis, t.
 Oscar de la Rosa (Hurricane) NYC, no.

P
 Paige, Pauline (McCreary's Club 15) Phila., no.
 Paige, Fred (Rite-Carlson) Wichita, Kan., no.
 Panchito (Versailles) NYC, no.
 Panchito (Versailles) NYC, no.
 Parker, Paul (Hunters Inn) Albany, N. Y., no.
 Pastor, Tony (Lincoln) NYC, h.
 Patrick, Henry (Stork Club) Phila., no.
 Paul, Toasty (Olson's) Chi., no.

P
 Palumbo, Claude (Mark Hopkins) San Francisco, h.
 Papp, Paul (Comodore) NYC, h.
 Papp, Bob (Knickerbocker Gardens) Flint, Mich., h.
 Papp, George (Stork Club) NYC, no.
 Papp, Fred (Henry Fitzburg) h.
 Papp, Jack (El Morocco) NYC, no.
 Papp, Al (Vamboo) Chi., re.
 Papp, Buck (St. James) Reading, Pa., h.
 Papp, Gerry (Bill Bailey) Atlantic City, h.
 Papp, Tucker (Olympia) Miami 20-Jan. 2, t.

Q
 Quinn, Dave (Albham) Chi., no.
 Quintero, Valero (Carrasco) Miami Beach, Fla., no.
 Quintero, White (President) Atlantic City, h.
 Quintero, Tommy (Club Ball) Brooklyn, no.
 Quintero, Vera (Congress) Chi., h.
 Quintero, Vera (College Inn) Phila., no.
 Quintero, Eddie (Bill Bailey) NYC, h.
 Quintero, Vera (Cora Loma) Flint, Mich., no.
 Quintero, Al (Vamboo) Chi., re.
 Quintero, Al (Sportmen's Inn) Galveston, Tex., no.

R
 Wald, Jerry (Child's Spanish Gardens) NYC, no.
 Wald, Jean (Fort Hayes) Columbus, O., h.
 Walters, Leo (Fox Lantern) Detroit, no.
 Wagner, Bob (Arabian Supper Club) Columbus, O., no.
 Wald, Jack (Lobby's Club Era) Chi., no.
 Weeks, Anson (Melody Hill) Chi., h.
 Weeks, Ted (Oriental) Chi., c.
 Wald, Lawrence (Bill Bailey) NYC, no.
 Williams, Chick (Gay 9th Cafe) Phila., no.
 Williams, Griff (Svevia) Chi., h.
 Williams, Al (Riverwood Inn) Albany, N. Y., no.
 Williams, Sander (Aster) NYC, h.
 Wilson, Todd (Cafe Society Uptown) NYC, no.
 Wilson, Dick (Bill Bailey) NYC, no.

S
 Sacher, Coleman (Pickwick) Birmingham, no.
 Sacher, Junior (Havana-h) NYC, no.
 Sanders, Charles (Gay 9th) Albany, N. Y., no.
 Sanger, Bobby (Top Hat) Detroit, N. Y., no.
 Sanders, George (Club Ball) Albany, Ia., no.
 Sander, George (The Yacht Club) NYC, no.
 Sander, Gene (The Pirates Den) h.
 Sander, Scott (Blackhawk) Chi., NYC, no.
 Sander, Walt (Pavane) Chi., h.
 Sander, Terry (New Kenmore) Albany, N. Y., no.
 Sander, Shelton (Dick) (Deshler-Wallick) Col. N.Y., h.
 Sander, O. h.
 Sander, Jack (Roosevelt) New Orleans, La., h.
 Sander, Phil (Evergreen Casino) Phila., h.
 Sander, Larry (Ambassador) NYC, h.
 Sander, Bob (Diamond) Hooover, NYC, no.
 Sander, Sam (Times Square) NYC, h.
 Sander, Joe (La Rue) NYC, no.
 Sander, Earl (Windsor Casino) Reading, Pa., no.
 Sander, Bob (Diamond) Hooover, NYC, no.
 Sander, Smith (Hickory Inn) Albany, N. Y., no.
 Sander, Eddie (Cafe Society Uptown) NYC, no.
 Sander, Sylvia (Cafe) (New Island Casino) New Rochelle, N. Y., no.
 Sander, Paul (New York) Toledo, h.
 Sander, Eddie (Glen) Cincinnati, h.
 Sander, Bruce (Bill Bailey) Chi., re.
 Sander, Sterling (Bill Bailey's) Atlantic City, no.
 Sander, Benny (Pavane) Rockford, Ill., h.
 Sander, Ted (Monte Carlo) NYC, no.
 Sander, Jimmy (Beachcomber) Albany, N. Y., no.
 Sander, Charles (Pine Inn) Albany, N. Y., no.
 Sander, Wally (Belvedere) Baltimore, h.
 Sander, Lew (Pavane) Chi., h.
 Sander, Tom (Radisson) Minneapolis, h.
 Sander, The (Kitty Hawk Lounge) NYC, no.
 Sander, Mickey (Lido) Worcester, Mass., c.
 Sander, Sam (Cafe) (Cafe) NYC, no.
 Sander, The (Caseaway) Montego, Mich., c.
 Sander, Myra (Leon & Eddie's) NYC, no.
 Sander, Bob (New Elms) Youngstown, O., h.
 Sander, Dan (Beroletti's) NYC, no.

T
 Tan, Jimmie (Kaufman's) Buffalo, no.
 Terry, Frank (DeVan's) Buffalo, no.
 Thomas, Will (Aurora) Phila., no.
 Thomas, Joe (Royal) Washington, Del. h.
 Thompson, Lang (William Penn) Pittsburgh, h.
 Thornhill, Claude (Mark Hopkins) San Francisco, h.
 Thren, Paul (Comodore) NYC, h.
 Todd, Bobbie (Knickerbocker Gardens) Flint, Mich., h.
 Todd, George (Stork Club) NYC, no.
 Todd, Fred (Henry Fitzburg) h.
 Todd, Jack (El Morocco) NYC, no.
 Todd, Al (Vamboo) Chi., re.
 Todd, Buck (St. James) Reading, Pa., h.
 Todd, Gerry (Bill Bailey) Atlantic City, h.
 Todd, Tucker (Olympia) Miami 20-Jan. 2, t.

(SEE ORCHESTRA ROUTES on page 23)

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

BUDDY CLARK (Okeh)

Let's Be Buddies—V. I'd Know You Anywhere—V.

BUDDY CLARK is one of those paradoxes of show business—a performer with a wealth of talent plus an individual, distinctive style, but a performer who has never really managed to click in the same proportion to his ability. After a meaningless waxing affiliation last summer on U. S. Records' Variety label, Clark now finds himself with an opportunity to take his vocal presence felt by John Q. Public via the Okeh disk label route. With proper treatment as regards tune selection, arrangements, and general recording care and thought, not to mention the equally important angle of promotional exploitation, Clark can do well on records, since voice alone, rather than a combination of visual and vocal personality, is his main stock-in-trade. He knows how to sing, how to sell a song, and he has a style of his own. But unfortunately not too much of it is allowed to shine thru this first release. Both sides are taken too straight to make them stand out from the run of other vocalists' disks released in any given week. Clark's vocal performance is good, as always, and occasionally a couple of the touches that distinguish him as desirable. The trouble is that there aren't enough of them, which makes this starter only fair when it should have been much better than that. Arrangements that have unusual merit are called for here, with Clark allowed to sing over and around them in his characteristic style. Any fair vocalist can sing a couple of straight choruses adequately; but Clark has the equipment to do more than straight choruses. He'll have to be given the chance to use it if he's to mean anything in the disk field in a big way commercially. His following, built thru his CBS radio shows, will of course go for this initial effort. There's a record following he has the ability to capture as well, provided he's not buried under lackluster, stereotyped sides.

TEDDY POWELL (Bluebird)

I Can't Rub You Out of My Eyes—FT. VC. It's Sad, But True—FT. VC.

TEDDY POWELL's first venture of Teddy Powell's on the Bluebird label, after several months of cutting Decca sides a while back, resembles that of Clark's in the lack of punch that marks the record. Both artist and recording company reasonably should put their best feet forward in the matter of an initial starter; once a band or singer is launched successfully it's possible to relax a little without impairing the artist's popularity or selling power too much. But the introduction of an artist on a label is something else again, because it's merely a waste of time and wax unless a definitely favorable impression is created at the outset. And only intelligent planning as regards tune selection, scoring, and actual performance, wherein the artist's best features are highlighted rather than submerged, can create that necessary favorable first impression. Unfortunately, the impression here is not all it might be for those unfamiliar with Powell's band, which is capable of producing good solid swing or sweet. Side A is a slow, torchy item with a poor tune that doesn't help matters any, played in an enervated manner that is probably less the artist's fault than it is that of a melody that itself is a draggy, dreary thing. Celeste backing for Ruth Gaylord's and the Teddy Bears quartet's vocal recalls the Dorsey *I'll Never Smile Again* scoring, with the hint of unoriginality also militating against that important first impression. Reverse stays in the ballad groove, also played more brightly, and revealing the two high spots of the disk, John Grasse's pretty trombone and some nice sax ensemble work. Jimmy Blair's deep voice is only fair on the lyric. This crew is capable of much better wax efforts than this debut; with the proper material, put together in the proper way, it should be able to overcome a weak start and set itself up right with the general record buying public.

EDUARDO CHAVEZ (Victor)

El Jarrito (The Little Jug)—Conga. VC. A Lo Lefos (For Away)—Conga. VC.
THE second new entrant flying the RCA Victor colors this week steps forth on the Victor label as an addition to that platter's roster of Latin American artists. Chavez has created a good bit of talk about his authentic, fiery, south-of-the-border style, and here he produces two flashy congas complete to flutes, native rhythm instruments, and conventional Latin-style trumpet. One thing alone spoils the sides for appreciative consumption on the part of average disk buyers who have become rumba-conga conscious to such a great degree during the past year. The marinating element is a conga beat that bears little relation to what domestic conga lines in metropolitan night clubs and hotels have come to expect. In other words, the conga as done here does not possess the same sharp, clearly defined one-two-three kick beat so much in demand currently. It's less than will be disappointed at not getting here what they're used to, and that will probably set itself in sales. Chavez may be more authentic, and there's plenty of interest here for real and sincere Latin American music lovers, but it's not conga commercialism.

CONNIE BOSWELL (Decca)

The Moon Fell in the River—V. Somewhere—V.

One of Miss Boswell's best performances of recent weeks is contained on the A side here, and she offers a version of a more or less unimportant ballad that could serve as an object lesson to other less talented singers in how to sell a song that doesn't always sell itself. Connie does it rhythmically and utilizes some of the vocal pyrotechnics that have made her one of today's outstanding chanteuses to turn out a highly listenable side. Plattermate is done straighter and therefore a shade less effectively, but it still reveals a fine singer in one of her better moments.

MERRY MACS (Decca)

Do You Know Why?—V. Isn't That Just Like Love?—V.

The Macs take the first side ballad more or less straight, giving it the advantage of their expert harmonic blending in a soft, slow arrangement. The flipover contains more vocal somersaults, with the vices so prominent in most of this group's arrangements letting the pace for a rhythmic, extremely listenable version of a light, lilting ditty.
(See ON THE RECORDS on page 87)

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.

Jimmy Joy

(Reviewed at King's Ballroom, Lincoln, Neb.)

JOY is the band business's hardy perennial, still knocking at the gates but as yet denied entrance into the select group at the top. Maybe it's because his band is just a good one, has no especial spark to kick it over with the neighbors, and lacks exploitation—but one thing is certain, and that is that the caliber of the organization is above reproach. He wouldn't have to shy away from any kind of patronage with dancing in mind, because he has music with widespread appeal without resorting to outright commercialism.

Joy's sax section is his pride, four men making it up, yet it's from the brass department that he recruited his arrangers, Bill McTear and Wayne Robinson. Three men are on brasses, and three on rhythm. Fred Gollner's piano is very nice.

Peggy Burns, prime eye stuff with one of those outstanding figures, is the sole fem voice in the crew, and Art London takes the male vocals. Both are good, and each represents something to the opposite sex in physical appeal.

It's a well-rounded band Joy is carrying now, and it has more restraint snap than some of his outfits in the past. Given long stands, with a chance to get noised around, he should mean something in the dancing niches. *Oldfield.*

Clyde Lucas and His California Dons

(Reviewed at Benjamin Franklin Hotel, Philadelphia)

NOW that the emphasis on swing has subsided somewhat, it is fitting that deserving attention be showered on the Lucas lads. Band has been in the whirl for some time, and definitely rates a position in a top drawer, with an added advantage of an entertainment quotient on par with the musicianship of the 14-man crew.

Instrumentation is fundamentally three fiddles, four saxes, three trumpets, bass, piano, and drums, with maestro Clyde handling the trombone chores out front. Boys double and triple the instruments; a downbeat can make it a concert ensemble and an upbeat put it in the marimba band category. As a result, there is always a wealth of instrumental color in the harmonies dispensed.

Dance incentives are fashioned along smooth, smart hotel-supper club patterns, arrangements showcasing the virtuosity of a set of six fiddlers, three of the four saxes doubling on the rosinid bow. As a result of the string gloss, syncopate sparkle as much on the waltzes and muscledome selections as on the standard and current pop rages. Another fiddle double makes it "The Seven Singing Fiddles" for the concertized selections, with Johnny DeVoogdt handling the solo scratchings.

For the South American lullabies, four of the boys and the two wood-piles in front of the stand give it the body for the soundings of an authentic marimba.

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

Charles Baum

(Hotel Statler, Buffalo, N. Y., NBC Red Network, Monday 21), 10:30-11 p.m.)

THE piano-playing maestro who made his debut on the airwaves while he fiddled the keys at the St. Regis Hotel, New York, now finds himself Upstate, bringing the same style of subdued rhythms that earned him a marathon stay at the swank Gosham hostelry.

Baum doesn't go in for anything ostentatious, just putting on a musical front which sells for the most part, and just staying musical for the other. All in all, it's one of those late season stints that is a relaxing bit of business, and, while not unusual in toto, Baum's piano tinkling is distinctive and his song selections (such as they are reproduced) offer some nice arranging and good musical presentation. Showmanship is a bit lacking, however.

Mitchell Ayres

(Hotel St. George, Brooklyn, N. Y., NBC Blue Network, Thursday 28), 12:05-12:30 a.m.)

FOR a very smooth job of selling, in both music and showmanship, Mitchell Ayres' shot is one of the most cleverly patterned band sustainers currently billing the late ether. In the first place, it takes a very high rank musically, with selections of various types of songs, bounding sweet and hot, and vocalized deliciously by Mary Ann Mercer and Tommy Taylor.

But the announcer on this remote really takes the palm for selling the band, with his patter built around Ayres' tag line, "Fashions in Music." Intros are woven into very smart announcements, emphasizing a fashion, a vocalist, a song, or the band. A very smooth line of banter gives way to the song, and a smart all-round job of selling.

band, highlighting the hammering of pianist Al De Creccon.

On the vocal score, Clyde's brother, Lyn, deserts his seat in the sax section to make most of the wordage for the band's seemingly endless and varied repertoire of novelty selections that range from the New Orleans to Chinese swing peppered with refreshing and wholesome compey bits. Trumpeter Paul Gene handles the pash patters, with Clyde also doing vocal duty. Lucas freres and fiddler De Voogdt also blend for the trio harmonies. With the wealth of throat experts on stand, standardized fem decor is hardly missed.
Orodenker.

Henry Busse

(Reviewed at the Balmboe Ballroom, Denver)

BUSSE'S well-known shuffle rhythm is as popular at a dance as it is in a hotel or night spot. Tempos are steady at all times, and the six brass, five reeds, and four rhythm are solid and full. Brass divided evenly between trombones and trumpets can really lay it on, mellow bones especially doing nice work in either sweet or live. Joe Ferrin is new on first trumpet, and Larry Cappelli, formerly with Joe Reichman, joined the outfit as a tenor man.

Busse, whose trumpet work and Hot Lips theme are trade-marks in the music business, sits in on a good many numbers. His fronting is somewhat subdued, with little chatter. Billy Sherman, who heads the romantic side of the vocal department, is a sell both from voice and looks. Sherman is a smart song salesman and has the pipes to back up his selling. Fusay Combs handles rhythm vocals with plenty of power and punch and turns in a salable job as does Bill Hunter, who also takes a turn at solo. A vocal trio is used as a rhythm combo and a quartet for torchy ballads.

With dance tempos that can be rated tops, arrangements that combine dance and show nicely, and a well-balanced vocal set-up, Busse continues to have as workable a combination as could be desired.
Trackman.

Phil Levant

(Reviewed at Hotel Nuechlebach, Kansas City, Mo.)

WHEN it comes to getting the most solid, danceable music out of a small band, Levant and his arrangers have the edge on any competitor. To be played the Muehlebach this season. Emphasizing phrasing, they get most in melody and rhythm out of a workmanlike crew that measures three brass, three sax, and three rhythm.

Milt Hubbard plays a neat go-trumpet, while Frank Diest tops the talent in the reed section. Except for a few jump numbers, played late in the evening, rhythm section is kept under wraps. Preceding a few vocal choruses, band occasionally uses a rolling bass intro.

Levant makes a neat bass-waver, occasionally offering a smooth fiddle solo. Vocals are handled mostly by Gale Robbins and Don Gordon. Miss Robbins, billed as the "magazine cover girl" because of her former occupation as a model, not only has good looks but a neat pair of pipes, ably chirping both ballads and rhythm tunes. Gordon, former guitarist, croons the romantic stuff nicely. Compe vocals are turned out by third brassman Red Fields.

All in all, it's a neat society-type band which should be at home in any of the best hoteleries in the country. *Locke.*

Oscar de la Rosa

(Reviewed at the Hurricane, New York)

AN EIGHT-PIECE combination with a bulging library of tangos, rumbas, and congas and a sufficient supply of pop tunes for contrast. The band was a feature at New York's Havana Madrid for a long time before moving into this spot. The leader is a handsome front man, paying attention to the customers very minute he is on the stand.

Instrumentation includes four sax (including de la Rosa), one trumpet, and three rhythm. Two of the sax men double on fiddle for waltzes, and the trumpet also plays a fiddle and handles the vocals and maracas when dishing out the Latin fare.

The tempos are nice, even, and highly inviting to dancers and table sitters alike.
Honigberg.

New Plays on Broadway

Reviewed by Eugene Burr

WINDSOR

Beginning Friday Evening, December 20, 1940

THE OLD FOOLISHNESS

A play by Paul Vincent Carroll. Directed by Rachel Crothers. Settings designed by Donald Cavallaro. Built by Vail Construction Company, and painted by Ashworth Studios. Costumes by Mildred Manning. Press agent, Bernard Simon. Stage manager, Stuart Fox. Presented by John Golden. Sheeran, Gregory Maude Peter, Roy Roberts, Vincent Donehue, Mrs. Doran, Grace Francis Findlay, Dan Doran, Walter Burke, Maeve McHugh, Sally O'Neil, Phelim Fitzgagan, Laurence O'Brien, Rosemaryanne Fitzgagan, Guerita Donnelly, The Canon, St. Clair, Boyd Francis, Sean Dillon.

ACT I—The Kitchen of the Sheeran Farmhouse—in a Glen at the Foot of the Mourne

Mountains, County Down, Ireland. An Afternoon in Summer. ACT II—Scene 1: Same Place. Act 3—Wood Later. Scene 2: The Ruins of an Ancient Castle Atop a Neighboring Mountain, a Few Hours Later. ACT III—The Sheeran Kitchen—Two Days Later.

According to a press release sent out by the John Golden office, which presented Paul Vincent Carroll's *The Old Foolishness* at the Windsor Theater last Friday night, a prominent Irish-American saw in the play an allegory of the love of Ireland. In Maeve, the Ireland who bears the name of a legendary Irish queen, he saw *Dr. Ross*—Ireland herself—and in the three brothers who love her the three types of men whose ardor and devotion are needed to keep the spirit of Maeve alive. And the old foolishness to him was not merely human love—it would seem from the surface of the script—but that dark, overpowering love for Irish liberty that has kept her people spiritually free thru centuries of bloodthirsty oppression at the hands of the cruelest and most ruthless slave-holding empire the world has ever known.

Perhaps he was right—the this corner suspects that the idealism and spiritual search, transcending the bounds of a single people, that Mr. Carroll meant anything symbolic at all (and it's quite possible that he didn't) I suspect that he was trying to say that freedom and beauty and the dark hunger of the awakened heart are the only things that sever the oppressor's cord thruout the world, whether the bonds are made of earth or sky, inverted dreams of stifling church creeds or Utopian socio-political theories.

Perhaps he was saying all that, and perhaps no such thought crossed his mind. Certain it is that, if to say it were his aim, he said it very badly. For *The Old Foolishness*, as it stands on the stage of the Windsor, is essentially the tale and extended tale of a man, loved by three men, who chooses none of them, going off to follow the gleam of her own restless, unsatisfied, noble-hearted questing. It is a bad play and often a dull play—but it is, really, nowhere near as bad as it is made to seem under Rachel Crothers' direction.

For Miss Crothers does appalling things to the simple tale that Mr. Carroll tells. That story is of Maeve, who lived with Francis Sheeran, Marxian revolutionist, until he ran from the police and she ran from him, knowing their love was over and wanting to keep pure the memory of a once perfect thing. She ran to Francis' home, in a vale of the Mountains of Mourne where she was received kindly by Francis' mother, who was loved by Francis' poet-brother, Mike, and was resented by Francis' farmer-brother, Peter, who was engaged to marry fat Rosemaryanne Fitzgagan and her equally fat dowry, Peter resented Maeve because she disrupted him.

When his resentment had driven the girl from the house he awakened, following her and declaring his love. And Maeve, still seeking but wanting to love him more than she had ever wanted anything before, returned with him and helped him to face the anger of town and church, of vengeful Rosemaryanne and sneering villagers. Then, when Francis himself suddenly turned up and forced a choice between the brothers, Maeve went away alone. The gleaming dream with Francis had ended forever, and she knew that to Peter she would bring only sorrow and disillusion. It was honest, plodding Peter's mistake not to have followed her, even against her will—for only by following the gleaming dream of beauty across trackless wastes may we become worthy of the glories and the sorrows that it brings.

To this delicate and not too well-integrated fable Miss Crothers brings direction of the most obvious Broadway sort; she might just as well have been directing one of her own slick comedies for all the impression Mr. Carroll's overtones made on her. Consistently of no aid either to the actors or to the play's nuances, she delivered the final blow by filling the stage with a crowd of musical-comedy Irishmen. All of her incidental characters—including an impudent and light-hearted peasant who might have brought the whole play into focus—look and act as if they had stepped directly out of a series of revue blackouts, erupting at intervals like clown between circus acts. It is disgraceful treatment for a serious play.

Only three players, as a matter of fact, manage to avoid the effects of Miss

Crothers' ministrations. Roy Roberts, as Peter, offers a magnificent performance, splendidly detailed, entirely believable, brilliantly understanding, and powerfully effective. Margery Maude, as Mrs. Sheeran, ably seconds him, offering a clear, steady, finely human interpretation. And Sally O'Neil, as Maeve herself, does a really commendable work. To compute the fact that she entirely lacks the ray quality Maeve seems to demand. She is, however, finely sincere and often beautifully effective, and might, with proper directorial aid, have given an outstanding performance.

Sean Dillon is properly violent as Francis, and Vincent Donehue, as Mike, emphasizes every trite trick of our interminable succession of young stage poets. It is common kindness to allow Miss Crothers' troupe of musical-comedy Irishmen, male and female, to go unmentioned.

ROYALE

Beginning Thursday Evening, Dec. 19, 1940

CUE FOR PASSION

A play by Edward Chodorov and H. S. Kraft. Directed by Otto L. Preminger. Setting designed by Herbert Andrews, built by Williams and Adams, and painted by Cullen Studios. Press agents, Charles Washburn and Frank Goodman, Stage manager, William Richardson. Assistant stage manager, Edwin Gordon. Presented by Richard Aldrich and Richard Myers.

Vivienne Ames Dois Nolan
John Michael Elliott George Colouaris
Belle Clare Saunders
Doris Thomas Coffey
Ann Selby Claire Nissen
Reporters Fred Sears,
Melchor Ferrer, John Neilan, Ellen Love
Photographer Edward Butler
Philip Faraban and Leonard Keith
Frances Chapman Gale Sondergaard
Paul Joan Coulton Oscar Korbjerg
Hazel Winton Craft
Clifford Clark Paul Locke
Herbert Lee Phillips Lauren Gilbert
Marvin A. Mallet Clay Clement
Doctor Albert Bergh
Commissioner Edward Butler
Medical Examiner Russell Morrison
Detectives Edwin Gordon,
Edward Forber, Scott Moore
Maurice Harold Gray
Florist Hill Valenty
Lucie Coulton Lily Valenty
Hughes, D. A. Douglas Gilmore
The Acropolis Place in the Living Room of a Hotel Suite in a City Between New York and Washington on a Night in November.

ACT I—3:15 P.M. ACT II—Scene 1: 7:30 P.M. Scene 2: An Hour Later. ACT III—Two Hours Later.

Last Thursday evening at the Royale Theater Richard Aldrich and Richard Myers presented a series of three one-act plays by Edward Chodorov and H. S. Kraft under the general title of *Cue for Passion*. It is doubtful that Messrs. Chodorov and Kraft realized that they were writing a series of one-act plays; they seemed to be under the delusion that they were turning out a single three-act drama. But instead of three acts they wrote merely three disconnected one-act plays, and the result is a third is by long odds the least effective.

The first play—act, rather—is a blistering psychological study of a world-famous newspaper woman married to a world-famous novelist. She has risen to the heights upon his reputation, and now stands foregone upon him, leading it over him and, despite her overweening egotism, displaying herself as an arrogant, stupid, vicious woman, a power in the political scene and an idol of unthinking "intellectuals." As for her husband, he writes in the psychological limbo into which she has cast him, even appearing in a play that she has arranged partly as a toy for him and partly to act as a love letter, if not a divorce threat, by the spume from her fangs, her husband takes perverted pleasure in making himself a libidinous, drink-sodden, hate-spattered beast, and ends the act by threatening his wife with a divorce that will wreck her reputation.

The second act suddenly turns this intricate contemporary character study into a routine, albeit amusing and occasionally exciting, theatrical whodunit. At the start of the act the playboy who is backing the show discovers the novelist dead in his hotel room, and the wavering finger of suspicion points at a motley collection, all of them muck-padded idols of the American public—a wisecracking and light-hearted peasant director, himself, the author of the play, the female star, a South American general, and even the newspaper woman. But this last coolly takes command of the investigation from the hands of the district attorney and arranges a scheme to hush the involvement of all the famous names and to pin the odds of suspicion upon

Out-of-Town Opening

"Flight to the West"

(Wilbur)
BOSTON

A play by Elmer Rice. Presented by the Playwrights' Company. Staged by Mr. Rice. Setting by Jo Mieliner. Cast includes Kevin McCarthy, John Trigg, Harold Dyrenforth, Rudolph Wéles, Paul Mann, Don Messer, Lydia St. Clair, Helen Renee, Constance McKay, John Tracy, Boris Marchalov, Eleanor Mendelssohn, Paul Henried, Arnold Moss, Betty Field, Hugh Marlowe, Karl Malden, Grandon Rhodes.

About a year ago the legitimate theater heard a thud when Elmer Rice fell off the soapbox and presented a light piece entitled *Two on an Island*. This week Mr. Rice ascended once more to the soapbox. *Flight to the West* is another propaganda play, but unlike *Rice's We, the People*, this one is a moving, tense, and at times beautiful piece of work.

The entire action takes place aboard a transatlantic clipper and begins as the clipper leaves Lisbon for the westward voyage to America. Aboard are a young married couple, a Nazi diplomat, a middle-aged Belgian woman and her family, an Australian, now a spy for the Nazis, an elderly refugee Jewess, and an American colonel who is heartily in favor of appeasement. Also on board is a prominent newspaper woman and an author who has continually fought for peace and a world commonwealth.

Trouble starts from the first moment. The Belgian woman has seen both invasions, and doesn't care for Nazis. The young married couple are going to have a baby—but the husband hasn't been told, and suddenly decides to become a pilot. This participates a family row. Climax comes when the distraught Belgian woman attempts to shoot the Nazi diplomat, and the young husband stops the bullet. In the meantime the newspaper woman has been active in uncovering the fact that the Russian count is in reality a spy. The Russian is arrested at Bermuda and the FBI is scheduled to arrest the diplomat in New York.

Right now, this play needs a little work, particularly in the first scene of the second act, where the pace slows down too much. But on the whole this is probably the best thing Rice has written, and should enjoy real success on Broadway. It has everything—drama, pathos, and even a little comedy.

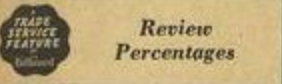
Structurally the play is far better than the Rice of old. The dialog is clever, sometimes heated, sometimes placid, and sometimes mysterious, but always good. The cast is tops. Honors go to Lydia St. Clair as the Belgian woman, for a beautifully restrained and extremely effective characterization. Also turning in a marvelous performance is Paul Henried, who is a thorough hateful Nazi.

Betty Field has only a few big scenes, but in them she manages to give a startling picture of the young girl who has fled persecution for years and who is finally en route to America only to find the seeds of intolerance and persecution are traveling as fast as she is.

Helien Bence as the girl who has lost an arm, James Beesley as the appeasement colonel, Constance McKay as the newspaper woman, Arnold Moss as the author, Hugh Marlowe as the husband, Boris Marchalov as the Russian, and Eleanor Mendelssohn as the Jewess, all do effective work. *M. E. Kaplan.*

An innocent little girl who was the last to see the novelist alive. City officials, eagerly toadying, take orders from her.

The third act has a little of almost everything, including J. E. Priestley's *Dangerous Corner*. The hidden (to in this case entirely expected) peccadilloe of all the people are revealed, the little girl is saved by the efforts of her fiancé, a newspaper reporter, and it is discovered that the novelist really committed suicide, arranging it to look like murder to get revenge on his erstwhile bery of "friends." And in the course of the action, Messrs. Chodorov and Kraft state a highly important truism that isn't even suspected by the vast majority of Americans—that Fascism and Nazism, if they come to America, will be brought by people like the famous political newspaper woman. Even tho she may damn Fascism abroad, her repressive methods



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 of account. This would give a show with 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.)

"Cue for Passion"—50%

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

"Retreat to Pleasure"—17%

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

"The Old Foolishness"—0%

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

"My Sister Ellen"—100%

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

"Old Acquaintance"—78%

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

"Pal Joey"—67%

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

"Meet the People"—61%

YES: L. N. (*Times*), Ross (*World-Telegram*), E. A. S. (*Journal-American*), Mortimer (*Mirror*).
NO: Rice (*PM*), Waldorf (*Post*).
NO OPINION: Brown (*Sun*), J. P. (*Herald-Tribune*), Sylvester (*News*).

represent Fascism at home—just as Fascism throughout the world gained foothold thru blind and fanatical nationalism.

It is a fine and important thing to say—but it is a pity that it is said in so poor a play and one whose prevailing melodramatic background is so unfitting a framework for it.

Otto L. Preminger's direction gets what effect it can from individual characters and isolated scenes, scoring many excellent theatrical moments but quite understandably failing to integrate the play as a whole. Generally speaking, the large cast is excellent, headed by Gale Sondergaard, who returns to the stage to give a biting, effective, and eminently just portrait of the famous newspaper woman. Also scoring heavily is Clare Niesen, a radio actress making her Broadway debut as the lass who is almost made the scapegoat. With simple and sincere underplaying, Miss Niesen creates a fully rounded character with effective and quiet strokes and proves herself talented, lovely, and charming. Oscar Kartweis does terrific work, detailed and extremely amusing, as the author, and Ralph Locke all but walks off with the play by his fine work as the wisecracking director. Among the many others deserving praise are George Coloursis, as the author; Clay Clement, as the playboy; and Whitner Bissell, as the district attorney's young assistant, headed by George Colton.

Doris Nolan plays the star adequately at best, and Thomas Coley, as the reporter, manages by his utterly ineffective playing to wreck the melodrama's biggest scene.

BILTMORE

Beginning Thursday Evening, Dec. 26, 1940

MY SISTER EILEEN

A play by Joseph A. Fields and Jerome Chodorov, based on the stories by Shirley Booth Eileen Sherwood. . . . Jo Ann Savers Jensen George Colton A Street Arab Eric Roberts Lonigan Tom Dillon The Wreck Gordon Jones Another Street Arab Robert White Captain Fletcher Charles Martin Helen Wade Joan Tompkins Rick Lippencott Richard Quine Chic Clark Bruce MacFarlane Cosack Benson Spring Violet Shelton Effie Afron Mrs. Wade Helen Ray Robert Baker Helen York Jr. Six Future Admirals Michael Ames Alan Brubley, Peter Knego, Paul Marion, Mel Roberts, Paul Seymour Walter Sherwood Donald Foster A Respectable Tenant Eda Helman The Consul Joseph Kallier Street Vendors, Passers-by, Etc. ACT I—Scene 1: A Summer Evening. Scene 2: A Few Weeks Later. ACT II—Ten Days Later. ACT III—The Next Day. The Scene: A Basement Apartment in Greenwich Village.

This reporter doesn't know what Ruth McKenney's *My Sister Eileen* stories were like when they appeared in printed form, but he does know very definitely that, turned into a play by Joseph Fields and Jerome Chodorov, they offer the most hilarious theatrical evening since the opening of *Life With Father*. Presented at the Biltmore Theater by Max Gordon, under the direction of George S. Kaufman at his best and in the hands of a cast which, with just one exception, is superb, the comedy thrills the customers into the aisles practically at curtain rise, and it keeps them there, a seething, howling mass of hilarity, through the course of three terrific acts.

There's not much in the plot itself to justify the constant hilarity, it's primarily in the lines and in the excellent delivery of them. The tale tells merely of the Sherwood Sisters, Ruth and Eileen, who come in from Columbus, O., to make their way in the Big City, Ruth as a writer and Eileen as an actress. Eileen, at least according to the script the not the casting department, is supposed to be extraordinarily pretty, and men gravitate to her in wild and eager abandon. But Eileen is a thoroughly nice girl, who doesn't even fully realize her own attributes. She's not too smart in other ways, either. Ruth, on the other hand, is hard-headed, witty, gallant, and a trifle stout.

In any case, they are practically shanghaied by a Greek artist-landlord into taking a one-room basement flat in Greenwich Village that is the epitome of every one-room basement village flat that you've ever seen or heard of. Passerby can look thru the grating of the one window, the back door won't lock, the bathroom leaks into the living room, a professional football player lives in the front sin with his fiancée on the floor above, and occasional gentlemen drop in to see Violet, the last occupant of the room, whose thriving business was frowned upon by the cop on the beat.

The catalog of zany and hilarious happenings is far too cooked and too lengthy to detail here. There's not much sense in any of them, but there is a constant succession of terrific laughs. Young men bob in and out at frequent intervals, including one who is liked by and likes Ruth instead of Eileen; the girls try unsuccessfully to get jobs until Ruth actually does land one on a paper; and the insanity is climaxed when Ruth visits a Brazilian training ship for a story, and six of the naval cadets follow her home and get into a snake dance or (See *MY SISTER EILEEN* on page 31)

For Miss Cowl and Miss Wood, as a pair of successful lady novelists, who have known each other since their small-town childhood, stage a battle royal that is one of the most brilliant and spectacular since Abel dropped the decision to Cain. Both are splendid and richly experienced actresses; both have commanding stage presences and a profound knowledge of technique; and both know how to round out a characterization and create a brilliant effect in the very process of stealing a scene. As a result, the play by no means suffers from their dazzling competitive efforts; instead it is aided immeasurably. They are both so fine that neither can gain any considerable advantage, and therefore the values of the comedy aren't thrown in any way out of kilter. Between them, they take out of *Moroso* Edna West Prefson Drake Hunter Gardner

(See *OLD ACQUAINTANCE* on page 29)

FROM OUT FRONT

Preview of a Dark Brown Taste

BY EUGENE BURR

AT PRESENT writing it is still several days until the morning of January 1, 1941, but the fearful convulsions of that horrendous awakening are already before me. My good resolutions never take flickering form in mind less resolute than the one that will waver unhappily on New Year's Day; and irrevocable resolutions thus undertaken have an uncomfortable habit of falling to stick. Therefore, it might be as well to steal a march upon the inexorable tread of Father Time and make a bevy of New Year's resolutions a bit before the event. In any case, the painful birth-struggle of the new decade will be over and done with by the time that this issue generally hits the stands, and it would be a good idea to start the new year right—at least in print.

With preconcitatory contrition, therefore, this column briefly resolves:

TO BREAK with critical custom by trying to write reviews (as I have always tried in the past) in such a way that the reader may conceivably form his own opinion of the production involved—to outline the plot and give a general idea of what goes on, rather than merely a series of sanctimonious and unproven critical diatribes.

To continue to write about plays as I honestly see them—good, bad, or indifferent—and to stop worrying about the fact that a policy of simple honesty seems always to place me at loggerheads with most of the other professional playwrights.

To continue what at times seems a one-man war against self-consciousness in all its theatrical manifestations—in acting, directing, playwrighting, managing, and, for that matter, criticism—in the full and continued knowledge that self-consciousness and its allied sins (egomania, phoniness, and artistic dishonesty) are the root of all evil in any of the arts.

To refuse to recognize type playing as acting—no matter how glamorous or famous the type players may be—and to continue to give all accolades within my power to those true actors who feel that the author's character is more important than their own personalities.

To show the same willingness to praise a good play as to pan a bad one, even tho that good play may be laboring under the faulty ministrations of actors, directors, and critics.

To oppose censorship, as always—censorship of any sort, whether applied sanctimoniously by latter-day Jeremy Colliers or obliquely and pompously by American road companies of Hitler.

TO PAN fashionable auricular poppycock of every kind, whether it takes the form of fuzzy and incoherent symbolism, brash and sleazy "sophistication," silly and illusion-destroying changes in theatrical form, meanness of thought, incompetence in handling a chosen medium, or any other form whatsoever.

To pan fashionable directorial abracadabra, whenever it is primarily fashioned to further the director's ego rather than the aims of the play.

To pan fashionable but egomaniac acting whenever it tends, as it usually does, to wry the values of the drama as a whole.

To pray that the Critics' Circle, to say nothing of the Pulitzer Prize Committee, will give an award to a good play for a change.

To resist the temptation to crow at the formerly fashionable Comrades—and (See *FROM OUT FRONT* on page 31)

MOROSO

Beginning Monday Evening, December 23, 1940

OLD ACQUAINTANCE

A comedy by John Van Druten, starring Jane Cowl and Peggy Wood. Staged by Aurio Lee. Settings designed by Richard Whorf, built by Turner Scenic Construction Company, and painted by Triangolo Studio. Press agent, Tom Weatherly, Assistant press agent, Howard Newman. Stage manager, John E. Sola. Assistant stage manager, Andy Anderson. Presented by Dwight Deere Wiman, Katherine Markham Jane Cowl Ruddy Kennedy Kent Smith Deirdre Drake Adele Longmire Sabrina Anna Franklyn Mildred Watson Drake Perry Wood Susan Edna West Prefson Drake Hunter Gardner

ACT I—Katherine Markham's Apartment in the Washington Square District of New York City. Early Morning. November. ACT II—An Apartment on Park Avenue. Afternoon. A Month Later. III—Same as Act I. The Following Afternoon.

If *The Billboard* had a sports page, that would really be the place for a review of John Van Druten's *Old Acquaintance*, presented by Dwight Deere Wiman at the Moroso Theater Monday night. *Old Acquaintance*, as it's being performed by its co-stars, the Misses Jane Cowl and Peggy Wood, definitely comes under the head of competitive sporting events. If you have lurid memories of the Dempsey-Firpo fight, they'll pale into a garland of stale forget-me-nots after a visit to the Moroso.

For Miss Cowl and Miss Wood, as a pair of successful lady novelists, who have known each other since their small-town childhood, stage a battle royal that is one of the most brilliant and spectacular since Abel dropped the decision to Cain. Both are splendid and richly experienced actresses; both have commanding stage presences and a profound knowledge of technique; and both know how to round out a characterization and create a brilliant effect in the very process of stealing a scene. As a result, the play by no means suffers from their dazzling competitive efforts; instead it is aided immeasurably. They are both so fine that neither can gain any considerable advantage, and therefore the values of the comedy aren't thrown in any way out of kilter. Between them, they take out of *Moroso* Edna West Prefson Drake Hunter Gardner

(See *OLD ACQUAINTANCE* on page 29)

BARRYMORE

Beginning Wednesday Evening, Dec. 25, 1940

PAL JOEY

A musical comedy with book by John O'Hara, music by Richard Rodgers, and lyrics by Lorenz Hart. Staged by George Abbott. Dances directed by Robert Alton. Settings designed by Jo Meisler, built by T. B. McDonald Construction Company. Press agent, Bradford Ashworth. Costumes designed by John Koenig and executed by Eaves Costume Company and Helene Pons Studio. Lighting by Jo Meisler. Orchestra conducted by Leo Lerman. Orchestrations by Hans Spialek. Press agent, Phyllis Perlman. Stage manager, Jerome Whyte. Assistant stage manager, Edison Rice. Presented by George Abbott.

Joey Evans Gene Kelly Mike Spaulding Robert J. Mulligan The Kid Sondra Barrett Gladys June Havoc Agnes Diane Sinclair Terry Les Ernst Debra Annaliese Moore Valerie Doane Stanley Donen Vera Simpson Vivienne Segal Escort Edison Rice Victor Jane Frazee Ernest John Johnson Ernest John Clarke Stagehand Jerry Whyte Max Averell Harris The Tenor Jean Caslo Melba Snyder Jean Caslo Walter Dummy Spevlin Ludlow Lowell Jack Durant Commissioner O'Brien James Lane Austin Cliff Gunstun SPL Shirley Paige DANCING GIRLS: Claire Anderson, Sondra Barrett, Alice Craig, Louise de Forrest Enry, Filda Gelza, Charlene Harkins, Frances Kroll, Janet Leary, Lucille Morris, Olive Nicolson, Mildred Patterson, Dorothy Poplar, Diane Sinclair, Mildred Solly, Jeanne C. Trybom, Marie Vaneman.

DANCING BOYS: Adrian Anthony, John Benton, Milton Chisholm, Stanley Donen, Henry Hays, Gordon, Howard Ledig, Michael Moore, Albert Ruiz. ACT I—Scene 1: Night Club in Chicago's South Side. Scene 2: Pet Shop. Scene 3: The Night Club. Scene 4: Vera's and Joey's Rooms. Scene 5: The Night Club. Scene 6: Tailor Shop. Scene 7: Joey Looks Into the Future. ACT II—Scene 1: Chez Joey. Scene 2: Joey's Apartment. Scene 3: Chez Joey. Scene 4: Joey's Apartment. Scene 5: Pet Shop.

On Christmas night George Abbott gave Broadway as tartless a Christmas present as you can imagine, Pal Joey, the musical comedy built by John O'Hara from his "Joey" magazine sketches and fitted out by Mr. Abbott with Rodgers and Hart tunes and a home at the Ethel Barrymore Theater, would be cheap and lastingly in any time of the year; but as a Christmas night entrant it seems particularly unfitting. Dirty without being funny, tawdry without being satirical, snide without being intelligent, it wastes its few good performers and nice tunes, attains the wild pace of a slug boring thru slime, and seems in the end merely an unsatisfactory framework for some typically sensational Robert Alton dancing. In addition, it displays a naive and utterly uninformed attitude toward a large part of show business, an attitude in which Mr. O'Hara, without knowing it, closely approximates the Broadway viewpoint of a Punxsutawney hardware dealer or a giggling Greenpoint schoolmar.

His Pal Joey sketches—unread by this reporter—had to do with a cheap night club ensue in a cheap joint; but if they abounded in any truth or knowledge, then does their expanded stage version they might just as well have dealt with a streetcleaner or a self-consciously modern novelist. Mr. O'Hara's Joey is brash and nasty, sex-filled and egotrammed, a brainless braggart of bedroom and bistro. His adventures, as detailed on the Barrymore stage, see him flitting in a ruffish society matron into paying his bills and backing a night club for him. The club opens, and an actor's agent and a prima donna decide to blackmail Joey, the matron, and the matron's husband. This abortive plot is foiled in the simplest and most unexciting manner possible, and the matron throws Joey back on his gutter-claused ears—whereat he immediately starts looking for a new skirt to serve as his banner. That's all. Without doubt, there are people like that—and plenty of them—around the show business. But Pal Joey sets them up as typical, whereas they're actually nothing of the sort. They have nothing that's essentially of the show business about them—even their real- (See *PAL JOEY* on page 29)

BROADWAY RUNS

Performances to Dec. 29 include. Dramatic Opened Perf.

Charles's Aunt (revival) (Court)	Nov. 27	84
Our for Passion (Broadway)	Nov. 29	10
Flying Gershwin (The Playhouse)	Dec. 29	1
Here (revival) (Court)	Dec. 29	1
Solitary (Broadway)	Dec. 29	1
Max Who Came to Dinner (Broadway)	Dec. 29	1
The (Movie Stars) (Broadway)	Dec. 29	1
Old Acquaintance (Moroso)	Dec. 23	8
Return to Parnassus (Broadway)	Dec. 23	15
Separate Rooms (Broadway)	Dec. 23	221
Tobacco Road (revival) (Broadway)	Dec. 23	297
Twelfth Night (M. Jamin) (Court)	Nov. 19	47

Musical Comedy

All in Fun (Majestic)	Dec. 27	8
Boys and Girls Together (Broadway)	Oct. 1	143
Salvo in the Sky (Court)	Oct. 25	70
Hold On to Your Hat (Broadway)	Sept. 11	126
Louisiana Purchase (Imperial)	May 28	212
Meet the People (Broadway)	Dec. 23	42
Now, Heilacost (Court)	Nov. 13	49
Pal Joey (Broadway)	Dec. 25	19
Pal Joey (Broadway)	Dec. 25	19

AMERICAN ACADEMY OF DRAMATIC ARTS

Founded 1884 by Franklin H. Sargent. The foremost institution for dramatic and experimental training. WINTER TERM BEGINS JAN. 15th. Catalog from Secretary, Rm. 142. CARNEGIE HALL, NEW YORK.

Equity May Take Over AGVA Jurisdiction; Four A Group Set To Decide Fate of Union

NEW YORK, Dec. 30.—Whether or not American Guild of Variety Artists will continue as an independent branch or whether it will be absorbed by Actors' Equity Association will be decided at a meeting today of the emergency Executive Committee of the Associated Actors and Artists of America and representatives of AGVA. Matter was to have been disposed of Friday, but lack of a quorum prevented any decisive action. Meeting on Friday, therefore, was confined to a general outlining of terms being laid down by Screen Actors' Guild and Actors' Equity, which have sunk over \$80,000 already into AGVA and which are reluctant to advance any more money unless the union changes policies. Whether or not absorption would have to go to a membership referendum in AGVA was undetermined at this time also, according to Paul N. Turner, counsel to the Four A's. Turner said he would have to examine the constitution and charter of AGVA more thoroughly to interpret the Four A's procedure.

The presentation of a plan for Equity's taking over the AGVA jurisdiction was first revealed in *The Billboard* July 1, 1939, when the Four A's was defuncting the American Federation of Actors. Then SAG vetoed the idea, preferring to establish the new AGVA. Oddly enough, now it is SAG which has revived the idea. Some Equity Council members, it has been reported, would fall right in line with the proposition to annex the field if union could have its way about running the jurisdiction.

Paul Dulzick, executive secretary of Equity, declared emphatically, however, that he personally would not assume the leadership should the absorption go thru. "He has been too ill," he explained, to venture on such a project. Before he could wholeheartedly endorse the project even for Equity, too, he declared, proponents would have to submit a complete account of the type of organization that would be set up and who would head the movement.

Equity has disapproved of the method

in which AGVA has conducted its organization, holding that it is impossible to organize all the smaller taverns completely, and that AGVA would have done better to pattern its set-up on Equity's, with a home office in New York and smaller working units in Chicago and on the Coast. If Equity takes over, it will be under such terms.

Legit union practically issued an ultimatum to the AGVA reps Friday, SAG concurring. The numerous losing-proposition locals which AGVA has dotted all over the map will have to be dropped, and unions immediately. Equity is of the opinion that the union could make ends meet and have plenty to do by tending its business in New York, Chicago, and Los Angeles.

SAG is offering not only to match whatever expenses Equity would incur in taking over, but proposes to take control of the West Coast itself.

NEW YORK, Dec. 28.—AGVA threatened to pull the show from George White's Gay White Way opening night (26) when White failed to sign a closed-shop agreement. White finally agreed to write a letter in which he stated that he will negotiate for a closed shop and a basic minimum agreement. It was accepted by AGVA as a temporary contract.

Edward's, Philly, Adds Show

PHILADELPHIA, Dec. 28.—Edward's, one of the town's downtown eating places, adds show and a dance orchestra for the first time. It has installed a new dining room, with Rubber Legs Williams heading the floorshow and Woody Osborne and the Ambassadors of Jive occupying the band shell.

New York:

EDDIE SINCLAIR, former dance teacher, back to the footlights with Milt Haynes as teammate. Just closed at the Club Cuba, their first booking thru the William Morris office.

LLOYD AND WILLIS have been held out another two weeks at the Boulevard Tavern in Queens, Long Island.

Philadelphia:

EDDIE WEBER new emcee at the Park Casino. . . . LILLIAN FITZGERALD at Stamp's Cafe. . . . GEORGE HUNTER heads reopening show for Alan Hotel's Jungle Room. . . . MARIE BURNELL takes over the lead at Benny the Bum's.

LORRRAINE CHEVALLIER, Mickey Dee, and Kay Trotter for the new show at Cusano's. . . . SHANNON AND MEIN return to Hopkins' Rathskeller. . . . ESTELLA AND PAPO join *A Night in Havana* revue at Club Ball. . . . PRINCESS VALDA opens at Carroll's. . . . MAY DIGGS, Jimmy Fitzgerald, and the Tampa Boys newcomers at the Stork Club. . . . CHARLOTTE CLAIR, Park Casino sepper, handed a West Coast assignment with Dave Gould, MOM dance director.

Hollywood:

MILTON BERLE is remaining in Hollywood, his contract having been picked up by *Billboard* as a result of his work in *Tall, Dark, and Handsome*. . . . STASH CLEMENTS, the new "find" at 20th-Century, is a former member of a Major Bowes unit.

Here and There:

PROFESSOR LEROY, handwriting analyst who appeared at the Ritz Carlton, Atlantic City, last summer, is at Monte Proser's Copacabana, slated to continue indefinitely.

GUILI-GUILI joined the show at the Walton Roof, Philadelphia, Monday (30). . . . BOB ROBINSON (Robinson Twins) is bedded in a New Orleans hospital. His place in the Hotel Roosevelt show there was taken by Darlene Walters. . . .

For ASCAP-BMI News

Turn to pages 8 and 9 for latest developments on the ASCAP-BMI fight. Night club - hotel - vaudeville performers, agents, and bookers, especially, are urged to study the story concerning clearance of BMI tunes in vaude, night club, and hotel spots.

Small Buff Spots Adding Strollers

BUFFALO, Dec. 28.—An increased number of acts are finding work in niteries here. Several new cocktail-restaurant rooms are opening.

Wallen's Glass Bar, which had been operating for several weeks without talent, has added Jean and Connie Webster, singers and musicians.

A new spot is the Mody Bar, which opened December 17 and is managed by Bill Toplan, formerly with the Siler Grill Hawaiian Room here. Spot boasts a horseshoe shaped bar with a built-in novachord. Jeanne and Joe Rose are featured.

Frank Bellissimo, identified with the Anchor Grill, opened December 23 the Anchor Bar. A team is being sought. Walter J. Gluck books the spots.

New Spot for Shreveport

SHREVEPORT, La., Dec. 28.—The first unit of a \$250,000 renovation program at the Washington-Youree Hotel was completed with the opening of the new Zephyr Room. Spot will start as a niterie around New Year's Day.

Duncan Sisters Own Club

HOLLYWOOD, Dec. 28.—The Duncan Sisters opened their own night club here last week on the site of the former Writers' Club. It has been redecorated. Featured in the first show, among others, is Cathlyn Miller, tap dancer, who just finished a musical short for Universal titled *Fashion Fancies*.

Club Talent

THE ROSILLIANOS will remain at the Staller Hotel, Detroit, until January 29. . . . HARRY RICHMAN has gotten over a siege of flu caught while on the Coast.

THE RITZ BROTHERS (all of them) were also on the sick list with the flu. . . . BEN LESSY will be on the opening show of Salspie Maxie's Club, Miami, opening early in January. . . . JANE MACDONALD, English ice skater, returned Monday (16) from a vacation in Havana. . . . ESTRELLA VILLANEVA, dancer, is at El Patio, Baltimore, Md., with an all-latin show including Dixie and Dolores, Dolores Laurel, and the Siboney ork. . . . DON THOMAS is being booked by the KTSP Artist Bureau on a series of convention dates in St. Paul.

GEORGE NEISEN is in his third week at the Pavilion, New Bedford, Mass. . . . ROLANDO AND VERDITTA, dancers, are booked for the Torch, Seattle, Wash., following their current stand at the Cave, Winnipeg, Man. . . . MASTERS AND BOLLINS, dancers, are at the Mount Royal Hotel, Montreal, along with Billy De Wolfe and Lester Coles.

JAMES RICHARD and Joan Carson, until recently at the Edgewater Beach Hotel, Chicago, are now in their third week at the Brown Hotel, Louisville, Ky., from whence they move to the Claridge Hotel, Memphis, Tenn. . . . JOAN GREY is warbling for a limited engagement in the Garden Terrace Room of the Providence-Biltmore Hotel, Providence, R. I.

JANNE AND ANTHONY are in their 12th week at Frank Palumbo's, Philadelphia niterie. . . . DUDE KIMBALL, anti-winding up at the Covered Wagon, Port Wayne, Ind., has been working club dates in the Indianapolis area for Kay Keller.

VAILEY AND LYNNE opened January 3 at Hotel Philadelphia, Philadelphia. . . . MARCO AND MARSHA, after winding up at the Orpheum Theater, Los Angeles, moved to the Hotel Utah, Salt Lake City, for a two-weeker. . . . JOE KANTOR, with the Morris Geet attractions at the New York World's Fair the past season, is en route to Miami Beach, Fla., to spend the winter. . . . PEDRO AND RAFAEL, have closed at Alpine Village, Cleveland, and are now on a two-weeker at Half Moon Club, Steubenville, O.

White's New Spot And Rose Diamond Horseshoe Square Off

NEW YORK, Dec. 28.—Night club owners here are not worried about business New Year's Eve, which is always good, but they will be plenty concerned about it the night after. The opening of George White's Gay White Way in the heart of Broadway is expected to cut into the receipts of the neighboring spots, logically enough. The White venture represents an estimated investment of some \$200,000 and is the first serious competitor to Billy Rose's successful Diamond Horseshoe. Both are operating with a "bargain basement policy," serving good food and lavish shows within the reach of the middle-bracket budget (\$1 and up minimum).

Rose plans a new show to replace the current bill, which has been in since last May. He will design it again for tourists and the middle class rather than the typical Broadwayite.

The neighboring Hurricane is happy with its new show (Bomo Vincent, Joan Merrill, DeAngelo and Porter, Statler Twins, and line of show girls) and will hold it for six weeks unless the competition from White's spot reaches dangerous proportions. Spot recently had an unpleasant experience with an act who was given a customer's check that bounced. The management is paying it off in cash.

Monte Proser's Beachcomber, another White neighbor, is bringing back Matty Malneck's original band in February and will build the entire show around him. The girl policy, a recent innovation, failed to boost gross.

Chick Farmer, press agent and general assistant to the Stork Club's Sherman Billingsley, is back at the Stork after an uneventful career as manager of the Club Cuba. The spot started strongly but folded within three months. Spot earlier proposed to pay off 25 per cent of its debts.

The William Moss Catering Corporation, operators of the private Fairway Yacht Club, filed a voluntary petition in bankruptcy December 23 following a charge of violation of the State House law by selling drinks to non-members. Liabilities listed amounted to \$16,783; assets, \$850. Among the liabilities is \$3,685 owed in salaries to 43 employees.

The court in New York County this week assigned the Kit Kat Club to Leonard Franklin. Spot has been operating with a colored talent policy under ownership of Jules Podell.

Phil Howard is the new manager of the Panosco Beer, which was formerly operated by Teddy Powell, the band leader, and Milton Pickman, his manager. Spot continues to use floorshows and Joe Sullivan's boogie woogie band.

The Treasure Island, owned by the Bethlehem Engineering Company, remains dark. The recent landlords, a trio fronted by Walter Wallt, dropped an estimated \$25,000. The next door Trocena is still open but, faring poorly. Latest innovation is a Calypso show.

Nine night clubs were involved this week in federal charges of amusement tax frauds. The clubs are Ross Penton Farms, near Asbury Park, N. J.; Hurricane, Mon Paris, Its Ha Club, Barrel of Fun, West End Grill, Inwood Tavern, all in New York; Atlantic Beach (L. I.) Merry-Go-Round, and Club Miami in Newark.

Carbondale House Stunt

CARBONDALE, Pa., Dec. 28.—With the return of vaude to the Irving Carbondale, Manager L. A. Farrell is boosting attendance with prize awards in cooperation with merchants. Tickets are given out at stores with each purchase, and winners must be in theater when awards are announced.

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.

Ft. Worth Area Clubs Aided by New Army Camps

FORT WORTH, Tex., Dec. 28.—As usual, more local night spots are open now than at any other time of the year. Some places, such as the Venetian Room of the Blackstone Hotel, are open now only for the holiday season. The Venetian Room, which opened Wednesday (18) has Bob Millar's orchestra.

At the near the Texas Hotel, which usually opens its Crystal Ballroom for Christmas, is using only the smaller Den, which is open thruout the year. Hal Grayson's orchestra is current at this spot until January 18, when Gene Beecher's orchestra returns for a five-week stand. Clover Grill, downtown, has O'Brien and Evans, guitarist and electric organist, and an all-girl orchestra.

The 400 Club on Jacksboro Highway is featuring Johnny Randolph's orchestra, while the Casino Ballroom, on Lake Worth, is dickering for Carol Lofner's band.

Asher Rone, who formerly operated Eighth Avenue Club here, has opened a new spot on Jacksboro Highway that is distinctive because it has neither orchestra nor a music box. Rone has a pretty girl in a glass-enclosed "music room" who plays phonograph records on an amplified turntable. The customers make their requests to her; the music is free. The idea is proving popular.

At Mineral Wells, Tex., 50 miles west of here, the Baker Hotel has signed Jack Amberg's orchestra for an indefinite engagement to play in Hotel's Cloud Room Saturday nights and the Florentine Room on other nights. A boom has hit Mineral Wells, due to an army camp being constructed there. Other camps are being constructed within a radius of 150 miles of Fort Worth and Mineral Wells, and both places are expecting government money to help night life business.

Night Club Reviews

George White's Gay White Way a Handsome Club But Show Is Too Slow, Dull Despite Good Talent

The program of George White's Gay White Way, on the site of the old Cotton Club, on Broadway, New York, says: "The showmanship that conceived an unbroken line of successful Scandals now brings you the greatest of all George White shows! But the sad truth is that a successful musical comedy producer doesn't necessarily make a good floorshow producer.

In other words, White's first night club venture, "The Theater Restaurant Beautiful," got off to a poor start at its Thursday (26) premiere at \$10 a head. There were empty tables (the weather was heavy rain), and the show ran a slow, draggy hour and a half that bored first-nighters. White is trying to cut the time to an hour flat, which is going to be tough because he has a lot of good acts and a 16-girl ensemble to juggle around.

The musical accompaniment (Bert Knapp leading Shep Fields' dance band) was listless, and perhaps the three-day intensive rehearsals knocked the men out. The cast tried hard, but it appeared that White deliberately spotted the acts in such a fashion that not one could ring up a show-stop. He plays up the girls and they, of course, are good lookers in sweet costumes but they don't really dance or do anything to rave about. They paraded most of the time or wiggled their simple steps and formations, that's all.

The show works on a low platform about a foot from floor level, which is ok for ringdancers and box tables, but bad for the second and third rows of tables. Sitters at back tables, about half of the 600 capacity, could only see performers from the waist up, which ruined the effectiveness of most of the leg workers such as Al Norman, Harris and Shore, Geraldine and Joe, and Coley Worth. The singers, too, suffered from hanging mikes that cast shadow on their faces and also from the echo of a backstage mike somewhere.

Perhaps White should be given credit for opening as scheduled, but he really wasn't ready. The pacing was bad. The show just didn't build up to a sock climax. It was further handicapped by the silly device of having the first half play to a mythical "Latin ambassador of good will" all announcements being made in English and in Spanish by Frances O'Leenning and Juanita Rios respectively. The double announcements held up the show and were no longer cute after the first time.

The music and lyrics by Herb Magidson and Ben Oakland were fair, with the music being superior to the lyrics. Perhaps if the lyrics were sold better they might have sounded more interesting. But those lyrics that were audible were corny.

The nine-part book wandered around without building up excitement. First was the introductory lyrics by the 16 girls and then Joan Edwards, young, nice looking but not vital, singing *Gay White Way*, followed by buxom, sexy Mimi Kellerman doing a fast, spinning, acrobatic dance that showed her figure and drew applause.

Third was Al Norman doing his pantio strap-hanger subway bit and then eccentric dancing. A talented, likable fellow. Then a *Conscriptee* number with some of the chorines singing mildly amusing limericks about the army, followed by young Geraldine and Joe in a comic song which included sock acrobatics, falls, and head spins by Joe. A punchy turn.

The fifth scene has too dancer Carol King, a charming port brunette, punching across her spinning routine, and soprano Gloria Blake singing in fancy style from behind a glass-enclosed compartment behind the stage and under the handstand. And the chorines paraded to Viennese waltz tempo. A pretty scene.

Then comes a *Beau Night at Nookettes* Corners number that has lively little brunette, Marion Miller, singing in jitterbug style the title song, and then Harris and Shore, in rustic costumes, doing a couple of comedy dances that drew applause.

Then follows a *Stage Negatives* scene which has Marcella Ray as subscription

saleslady and old-man character Coley Worth doing a rube and also throwing in an eccentric dance later. The girls do a few discreet nude flesh poses behind the background glass enclosure in this scene, and Bunny Hartley does a novel strip behind a mold of a female body.

A Calypso number comes next, starting off with a dull bit, but finally handsome George Negrette starts singing in pleasing tenor, and the girls prance in navel-display, fetching costumes, and Joan Edwards, Juanita Rios, Al Norman, and Estelle Johnson all contribute bits.

The final number, *The George White Way*, introduces snatches of hit tunes from White shows, sung by Kay Penton, Joan Edwards, Bob Shea, whose baritone is ear-catchy; Marion Miller, Gloria Blake, and the chorines, and with Ann Pennington making a brief appearance in a black-bottom dance.

Costumes, designed by Myles White and executed by Veronica and Mahieu, are eye-filling without being spectacular. Fabrics by Daxian's. Decorations by Kay Veldon Studios, supervised by Emil Friedlander.

Cast consists of 28 girls and 20 principals, with the Shep Fields band playing the show and for dancing and Fausto Curbelo's rumba band for the Latin relief. Both bands played dance music excellently.

According to White, the club cost him \$225,000. A lot of money obviously went into converting the Cotton Club into a sleek, handsome, tastefully-decorated spot. The ceiling is in Urban blue, the boxes gilded and each named after some Scandals star and labeled with a Times Square street. The montage photo mural completes the back end of the huge room and the "magic mirror" and upper handstand box the other end. The lobby has been re-done in quilted white leather and gold piping, and the posts are of gold mirror mosaic. In other words, it's fancy stuff.

White announces two shows a night (8 and midnight) with a 2 a.m. show added when business is big enough. Minimum is \$1 (82 Saturdays and holidays) as compared with the Cotton Club's \$1.50 dinner. If this spot catches on, it will undoubtedly hit the near-by Hurricane and Diamond Horseshoe the most.

The old Cotton Club spent \$80,000 to open up and paid \$30,000 a year rent. White also got the place for \$30,000 a year rent and painted the exterior of the building as well. The Cotton Club grossed as high as \$41,000 a week during its career at this site, but had slipped to around \$12,000 a week when it finally folded.

White has Monte Proser as adviser on publicity and catering problems, with Proser reportedly cut in for 10 per cent of the net if and when Proser's p. a. Jack Diamond, is doing publicity here. A big producer name, a big investment, a location that once made a lot of dough, and a potentially good show that got off to a bum start—let's hope it goes over.

Paul Denis.

Michael Todd's Theater-Cafe, Chicago

Talent policy: Two bands alternating for dancing and one paying for show; two shows a night. Management: Michael Todd, manager; Howard Meyer, publicity. Prices: Dinner from 75 cents; drinks from 25 cents; admission charge 30 cents.

This much-discussed new spot had a brilliant premiere Friday night (27), with Hollywood trimmings—searchlights playing across the sky, flash bulbs flaring as gunmen snapped, arriving well-known, and more than 3,000 persons roundly applauding the huge revue presented.

The old Rainbo Gardens building has been remodeled and redecorated to make a colorful theater-cafe of huge proportions, seating capacity of the main room and balcony being close to 4,000. Decorations are attractive designs in red, white, and blue. The large stage represents a typical New Orleans mansion, in keeping with the show's title, *Gay New Orleans*. There is a large raised dance floor that

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also serves as a supplementary stage, with a handstand on either side. Balcony has a bar running entirely around it, with seating capacity for 1,000.

Show is all that Todd's advance notices promised. Opening number, *Hello Chicago*, is a welcome to the patrons by the 16 New Orleans Belles, well trained and attractive chorus. A. Robina, veteran

vaude clown, gives the show a fast comedy start with his hilariously funny antics in which he produces everything from a mop to a watermelon—and hundreds of bananas, from his capacious coat and trousers, and makes lightning costume changes.

Ruby Mercer, prima donna, makes her first appearance singing *Sacavac*, with

the Four Grand, male quartet, joining in to the dancing accompaniment of the New Orleans Belles and 10 show girls. Miss Mercer has a fine soprano voice.

Hola-Hola, with a few assistant, presents an acrobatic balancing act that has plenty of thrills. Act was featured on the Ringling Bros. and Barnum & Bailey Circus last season. It is spectacular and goes over big.

Joe Frederick, tenor, sings *It Wouldn't Be Love*, and later appears with Ruby Mercer, the Four Grand, the Belles and show girls, singing *Not a Star in Sight*, *Who Can Deny*, and in the finale, *I Hear America Singing*, catchy patriotic tune, lyrics by Mitchell Parish, music by Peter Delfosse. In one of these production numbers Muriel Paige offers a graceful ballet specialty.

Laugh hit of the show are Willie, West and McGinty, veteran slapstick vaude act in which Rue Willie, Bill West, Bill West Jr., and Frank McGinty give their hilarious portrayal of builders at work.

Gypsy Rose Lee, after an introductory song, proceeded to demonstrate the art of undressing quite cleverly to rounds of applause. Colorful finale has entire company on stage, singing *I Hear America Singing*.

Jack Denny and orchestra play the show capably. They and Johnny Gilbert's orchestra furnish music for dancing. Gilbert's orchestra, made up entirely of Northwestern University graduates, is exceptionally good and proved popular with the dancers.

Gay *New Orleans* is staged by Hassard Shirk, and the production is supervised by Sammy Lambert. Show is conducted by Jay Freeman, dance direction by Ivan Fehnova, costumes designed by Irene Sharaf, musical arrangements by Ted Royal. Designer and art director of the theater-café is Watson Barratt.

Show compares quite favorably with those of the more expensive night spots. Food is excellent and prices astonishingly low. Service on opening night was slow but should be quite satisfactory when things get rolling. Todd's experiment is being watched with interest by cafe men. Its success depends upon ability to attract volume trade. Nat Green.

Leon & Eddie's, New York

Talent policy: Show and dance band; relief band; floorshows at 8, 10, 12, and 2. Management: Leon Enkes and Eddie Davis, owner-managers; Dorothy Galsman, press agent. Prices: \$3 minimum after 10 p.m.; \$1.50 minimum before 10 p.m.

With other local clubs going into bankruptcy, this 12-year-old 32d Street club goes ahead, spending more dough for its current show than it did for a long, long time.

Mostly standard turns are used, topped by Eddie Davis's own appearance and with the Bobby Sanford Girls providing an opening, middle, and finale numbers. The girls are young and good looking, wear neat, colorful costumes, and go thru pleasant routines. At the midnight show the girls in a feathery costume pave the way for Flasco and Sunda in an exotic tribal dance that's sexy and effective. Then Betty Jane Cooper, tall and shapely, clips out a lively, smart routine of taps, encoching with a musician's routine. In the earlier show she does a good Hawaiian song and dance.

Veteran Dora Maughn, sleek in appearance and sporting a sophisticated personality, regaled customers with fast rymed recitations about love, sex, marriage, and other subjects adaptable to the risqué idea. For example, some of her ditties were *The Buxom Mrs. Barcow*, *Bad Women of History*, *The Wages of Sin Are Bibles*. Her delivery is fast and dry, interspersed with occasional ad libs. Went over big. The Coltons followed, and had to work extra hard, but smacked over a show-stop with their comedy tango and ballroom routines. The girls' mingling and posturing sells the comedy, which is backed by excellent acrobatics and smart timing.

Betty Allen, doubling from *Penema Hattie*, is a cute number who sings special arrangements in pleasing rhythm style. Shows improvement in showmanship and did okeh with *You Can't Brush Me Off*, *More Than You Know*, and *Latin Are Lousy Lovers*. Renee Wilson, a shapely blonde of low sex, marries dances that was okeh and held interest mainly because of the excellent mask costumes. For the earlier show she did a veil dance, shedding parts of her costumes behind a prop tree.

Jackie Gleason, who had been emceeing the show, took over this spot for a session of gags, and fought hard with an apathetic audience. The young fellow reminds us of Milton Berle of five years back. He is horny, aggressive, and eager to please, but definitely likable, and gives surprising life to old gags.

Got more laughs than any other emcee we've ever seen here.

The Sanford girls in a military number closed the show.

Lou Martin (clarinet, sax, vibes, and solovox) leads his hard-working combo of drums, trumpet, two sax, and piano for the show, music for some of the dancing, doing a fine job considering its size. Martin also has a four-man combo for cocktail dancing and leads a four-man Latin combo as well. Here six years, he probably holds a record for long runs.

Neerida Segarra, an exotic brunette, leads the conga line.

Show is in for five or six weeks. Paul Denis.

Hotel New Yorker, Terrace Room, New York

Talent policy: Dance band and ice show, presented three times daily. Management: Frank L. Andrews, hotel president; Carl Snyder, vice-president in charge of entertainment; R. D. Mockler, publicity director.

The combination of the Woody Herman orchestra and one of the best ice extravaganzas put on by the hotel in several years of such presentations, gave this room some of its best business it ever experienced several months ago. Herman is now back in the room, following Abe Lyman, and the management expects a repetition during the next 12 weeks of the fine business.

The current ice show isn't of the same caliber as the production that shared honors with Herman last fall, but that probably won't make any difference either to the hotel's steady dinner patronage or to the young crowd first attracted to this room by the Herman crew. Flash and color, inherent in this type of divertimento, are present, which is enough to cover up the deficiencies (in comparison to previous ice shows here) of pace, production numbers, and individual performances—at least in the eyes of the patrons who want a good time without getting technical about it.

Receiving stellar billing is Adele Inge, youthful acrobatic skater who matches the ambitiousness of her tricks with an unflinching ability to execute them amazingly well. Several of Miss Inge's stunts are remarkable in conception and brattling in achievement, and the youngster has a head start on a brilliant ice-skating future.

Top billing is shared by Erna Andersen, Norway's gift to ice shows, who can be returned with thanks, as far as we are concerned. Stereotyped routines combined with a tendency to trip make her the most ineffectual member. Quite the opposite is Ronnie Roberts, veteran of ice shows here, whose speed, skating abandon, and spectacular tricks go a long way toward giving the show the pace and color it lacks in its production numbers.

John Kinney, with an exceptionally fast spin; Duftaine Farley, working with Roberts as a team; and Betty Lee Bennett, doing ditto with Kinney; and a six-girl line complete the talent roster, with Mark Plant continuing as singing emcee. Dolores Ziegfeld's slightly haphazard staging is the show's greatest drawback.

The subtleties of its defects, however, can (and will) be overlooked in the general ice revue flavor, in the superlative swing and sweet swing of the Herman contingent—not the least of whose attractions are Woody's clarinet and ballad-decorating—in the smart and beautiful decor of the room itself, and in the always excellent cuisine and service.

Daniel Richman

Hotel Roosevelt, Blue Room, New Orleans

Talent policy: Dance and show band; floorshows at 7:30 and 12:15 (40-minute show). Management: George V. Riley, hotel manager; Roy Samuels, press agent. Prices: Dinner from \$1.50.

When Bill Bardo's band first stepped into this top spot a couple of years back he was unknown locally. His return finds the customers approving. Bardo in his last appearance, had to endure a severe setback when so many members of the orchestra became ill here that reorganization was necessary. This time he and his men show a versatility that equals anything shown here.

Applause, like of which has not been heard before in the nitery, showed appreciation at each show of Morton Downey. At the opening show, Downey (23) he took seven scores and nearly brought down the house with *When* (See NIGHT CLUB REVIEWS on page 26)



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Vaudefilm Grosses

Holidays Boom B. O.; T. Dorsey 35G 2d Para Week; MH 115G; Roxy Dives

NEW YORK.—Boom times came back to Broadway vaudefilm box offices with grosses approaching and even exceeding previous records. The added trade is greatly due to students vacationing from schools and the need for relaxation after Christmas shopping. Because of the impending New Year's celebrations grosses are expected to top any figures made during the year.

The Paramounts (3,664 seats; \$37,000 house average) did the best business of the year, getting a startling \$63,000 for week ended Tuesday (24), the first week with Tommy Dorsey's band, Nicholas Brothers and film *Love Thy Neighbor*. With the New Year's festivities, the second week is expected to go over the top with \$85,000. Take Wednesday and Thursday amounted to nearly \$25,000.

The Strand (2,756 seats; \$33,500 house average) did \$37,000 for the first week, ended Thursday (28) with Abe Lyman's band and *Santa Fe Trail*. Second week should do around \$44,000.

Loew's State (3,327 seats; \$22,500 house average) for week ended Wednesday (25), sagged to \$15,000 with John Kirby's band, Maxine Sullivan and film *Christmas in July*. New bill came in Thursday (26) with Dorothy Stone and Charles Collins, Jay C. Flippen, and Honey Family and pic, *Chief of Bagdad*. Looks like a \$30,000 week.

The Roxy (5,835 seats; \$36,000 house average) had its worst week in its history, touching bottom with a miserable \$12,000 for six days ended Tuesday (24). Bill

had Lynn, Royce, and Vanya; Adrian Rollini trio, and Wesson Brothers. Film, *One Night in the Tropics* contributed tremendously to the b.o. downfall. Wednesday's opener is headed by Mario and Floria on stage and film *Chad Hanna*. Gross is expected to reach around \$55,000.

The Music Hall (6,200 seats; \$84,000 house average) surprised with a big \$92,000 for week ended Wednesday (25) with *Yes, No, Kenzie* and its annual Christmas show on stage. Stageshow hold-over until Monday, but pic changed Thursday (26) to *Philadelphia Story*. Gross is expected to reach around \$115,000. First two days of this film took in \$31,000.

Weather No Aid In Philly; McCoy \$19,700; Fay's 7G

PHILADELPHIA.—In spite of the holiday spending spree unseasonable warm weather has kept grosses down at the variety houses. Earle Theater (seating capacity, 4,000; house average for straight picture booking, \$14,000) hit below expectations with a fairish \$19,700 for its week ended Thursday (25), with the stage offering Clyde McCoy's orchestra, with the Bennett Sisters and Wayne Gregg sharing the billing with the Three Stooges. *A Night at Earl Carroll's* on the screen.

New bill opened Friday (27), getting in the New Year's Day and added midnight show, points to \$23,000, which is on the favorable side. Continued warm weather and rain has held down opening figures, and the holidays will have to be plenty good to make that mark. Stage bill has Larry Clinton's ork with Terry Allen, Jack Palmer, Peggy Man, and Jimmie Currie; the Borah Smyrnich Harmonica Rascals, and Jack Seymour and Kay Picture, *You'll Find Out* on screen.

Pay's Theater (seating capacity, 2,200; house average, \$6,000) getting in the Christmas business for week ended Wednesday (25) to make up for the pre-holiday shopping days, got over the nut nicely with \$7,000. Ginger Britton the burly lead, with Dertis and Scannell, Sylvia and Clemence, Park and Clifford, Grandma Perkins, house line, and Jimmy Jones's house ork comprised the flesh portion. Men *Against the Sky* on screen.

New bill opened Thursday (26) points to \$9,000. House again has two sexy sirens for the lead in *Tizza and Konja*, with the vaude can bringing up Bert Walton, the Romano Brothers, Roter and Ray, Eddie Albert, Robbins Brothers and Margie, and *Dancing on a Dime* for the screen.

W-B Vaude Okeh

WILKES-BARRE, Pa.—The novel dual emcee stunt by Syd and Sydel was the feature of the three-day-a-week vaude at the Irving Theater (December 19-21), which did exceptional business.

Others on the bill were Will Morris and Bobby, Lou Handman and Florie LaVerre, Nickey Brothers and Alice, Lewis and Oliver Sisters. Joe Feinberg Agency books show. Pix was *Laddie*.

Manager Fred Hermann boosted stage presentation to four days for Christmas week.

Great Lester Good

LINCOLN, Neb.—The one-night stand of the Great Lester at the Star, Sunday (22), at 25 to 40 cents per person, drew \$410, very good.

Asist, platerially, was *Dracula* (U), a released second-run.

Dayton Meager 6G

DAYTON, O.—Christmas week didn't do any stockings at the Colonial, where Little Jackie Heller headed an excellent stageshow, the gross hitting a meager \$6,000.

Christmas Slump Hits All Chi Houses; Current Week Should Step Up Grosses

CHICAGO.—As was expected, Christmas week brought light grosses to all the vaudefilmers, the take in every instance being considerably below normal. Slinger's Midgets and an ordinary pix couldn't draw them into the Oriental in paying numbers, and pulled a weak \$12,000. State-Lake hit about the same mark, with Ada Leonard headlined. The Chicago Theater, with the picture *Tin Pan Alley* held over and only a fair stage bill, drew a poor 27G.

Current week, ending Thursday (21), should be excellent for all the theaters. There were packed houses Friday and Saturday. The picture, *Love Thy Neighbor*, starring Jack Benny and Fred Allen, at the Chicago, is sure-fire, and along with it the house has a good stageshow, with Tamara, Arren and Broderick and other standard acts, and should roll up 39G or better. At the State-Lake, the picture *East of the River* will not mean much

at the box office, but stageshow *Streets of Paris* has plenty of talent and appeal, and house should hit better than 16G. Ted Weisma's ork, coupled with a fair stage bill, should give the Oriental a very fair week in spite of an ordinary picture. May do 16G.

Spokane Biz Off

SPOKANE, Wash.—A flu epidemic, combined with Christmas shopping, put a bad dent in receipts at two vaudefilm theaters last week.

Sandy Johnson's *Ice Frolics* unit did poor business, according to Manager Willard B. Seale of the Orpheum. The show played December 21 to 24, and was supported by *Blondie Plays Cupid* on screen.

The Post Street, vaudefilm standby, dropped \$250 under average of \$1,750 for week-end of December 20 to 22. Manager Bill Evans reported. Acts were Owen and Eastman, Clark and Van, Paul Cadieux, Munro and Adama, and St. Claire Sisters. *Earl of Middlestone* and *Triple Justice* were on the screen.

Springfield \$\$ Off

SPRINGFIELD, Mass.—Christmas shoppers kept the crowds down to below normal at the three-day vaudefilm bill that closed at E. M. Loew's Court Square Theater Saturday (21). *A Little Bit of Heaven* was on the screen and six acts of vaudeville comprised the stage bill.

On the stage were Wayne Kenyon, Haynes and Perry, Al Trenton, Kay and Blain, Drohan and Dupree, and the D'Esprey Trio.

Ind'p'lis Houses Squeeze Past Red

INDIANAPOLIS.—For the week ended December 26 the smaller Lyric (1,892 seats) outdrew its larger competitor, the Circle (2,712 seats), \$9,000 to \$8,400, grosses which put both houses on the dark side of the ledger by close squeaks. Lyric did it with Larry Clinton's ork, which was handicapped by absence of three musicians hurt in auto wreck. Pix was *Lady With Red Hair*.

Circle's attraction was *Streets of Paris*, headed by Cliff Hall and Ed Marton and Think-a-Drink Hoffman. Pix, *Christmas* in July.

Plan To Reopen Mainstreet, K. C.

KANSAS CITY, Mo., Dec. 28.—A co-operative movement is under way to re-open the Mainstreet Theater, 2,850 seats. Downtown merchants have decided to revitalize the \$2,000,000 investment in this house, the second largest theater in the city, in order to attract the 40,000 persons who spend an estimated \$2,000,000 a year in the immediate neighborhood. Albert Schoenberg, real estate operator who owns the theater, has already started negotiations for vaude. Reopening of the Mainstreet is a part of the civic improvement plan, which includes widening of Main Street, installation of a new street-lighting system, and modernization of building fronts.

Open New Beaumont Club

BEAUMONT, Tex., Dec. 28.—Fran Marovey and ork Thursday opened the Brown Derby club on the Fort Arthur Highway. Spot was formerly the Neptune. Sillery is managed by Al Brown. Floor acts include Rambling Rocketts, skaters; Elcie Lynn, dancer, and Drane Walters, emcee. Brown says spot will change orks weekly, with the Ink Spots booked for early February.

Flex in Syracuse House

SYRACUSE, N. Y., Dec. 28.—John Flex, formerly with Loew, will replace Harvey Cocks at the RKO-Schine Strand. The house will reopen Wednesday with *Melody and Mirth* unit which features the Peters Sisters. New Year's week the house will feature Clyde McCoy.

It will continue on old policy after holidays with week-end vaudeville. Harry Unterford is city manager of RKO-Schine.



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State, New York

(Reviewed Thursday Evening, Dec. 26)

A straight five-act bill this week (a departure from the weekly spotting of a valet band), augmenting a good holiday picture for the kids (age 6 to 60). Alexander Korda's *The Thief of Bagdad*. As a whole, the flesh lacks excitement and is far from superior in talent, but it has several strong moments.

Jay C. Flippen, veteran Broadway character, renews in a brief, jovial manner and certainly finds himself in a better position in the introductions than in his own spot. His act is not up to date and the support from Peggy Bernier in next to closing is passable but not solid. After a couple of stories, he contributes some special lyrics to the standard verses of *My Blue Heaven*, and then gags with Peggy. She later turns to personality songs, delivering Tennessee Fish Fry and *Pop Sleeping Out With a Memory Tonight* with extra juicy lines. The stuff has yellowed around the edges.

The Honey Family (mixed sextet) opens the bill with a smart tap and acro number and features some front forwards and full twist somersaults, among other tricks, all executed in sock fashion. The girls handle the burden of the routine, which gives the turn extra punch. Make a good appearance in evening clothes.

Allice Marble, champion of the tennis courts, is better than many sports people on the stage, but still not good enough to compete with professional entertainers. She is a tall, bright looking personality, but sings in a voice which is full but not too appealing. The entire act has been written for her, including talking verse and original songs. Winds up with a patriotic ditty, *Don't Kick the Rock*. Mild reception.

Emily Stone and Charles Collins are a good looking and capable musical comedy and novelty dance team who impress with graceful work and routines that are different if not sensational. Their act, in order, included a well-arranged tap to *Over the Rainbow*, a novelty depicting a romance between a Yankee and a Southern belle, an impressive interpretation of Brahms' *Lullaby*, and a gay cloaking to Raymond Scott's *The Penguins*, in which they impersonate the playful creatures. Their musical arrangements rate special mention.

The Three Sailors close and still rate as heavy a response as ever. Their nonsense is clean and funny, and the kids rocked with laughter. Wind up the act with the rope and tap dance, a show-stopper.

Business big first evening show opening day. First January bill (3) will have Little Jack Little's band, *Two Stoges*, and Estelle Taylor. *Sam Honigberg*.

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Vaudeville Reviews

Oriental, Chicago

(Reviewed Friday Afternoon, Dec. 27)

Ted Weems and his orchestra dish out a very satisfactory stage fare. Band has a heavy complement of capable entertainers and has been given a solid build-up the last year thru its radio commercial, *Best the Band*. Orm Downes goes over with a simian-like cry on the skins. Marvel Maxwell rings the bell with several hokey-wokey numbers. Elmo Tanner, as ever a fave, whistles *Glowworm*, while the other boys produce an interesting effect with vari-colored flashlights in the darkness. Red Ingle works a dummy (before a dead mule), pretending to be a ventriloquist, while Elmo Tanner's voice and whistle register from backstage. Perry Como has the crowd howling for encores with his excellent rendition of pop ballads.

Three sock vaude acts are used. Steve Evans, comedian and impersonator, does clever cut inlets off Popeye and Mussolini, scores solidly with his impersonation of a girl without uppers, and still finds a healthy response to his oft-repeated caricature of a stewed Pole in a tavern.

Dea Lang, acrobatic dancer, spends half her time on stage with an exhibition of endurance on one foot—a graceful accomplishment. The rest of her act is far above average, including a back bend that smoothly changes into a split and other contortions that prove a remarkable flexibility and ease.

Bobby May winds up the show with a juggling act that rates high praise. Flashiest of his tricks is the one in which he bounces balls on a drum, while doing a head balancing on a table lamp. His comic gestures help to give the act keen points.

Pix, *The Lone Wolf Keeps a Date*. Norman Modell.

Roxy, New York

(Reviewed Wednesday Evening, Dec. 25)

To get a crack at the school vacationing market during yule, the foxy Roxy booked in circus picture, *The Circus*, retitled *How Walter D. Edmonds's Magician Red Wheels Rolling*. It's a technicolorized bore from start to finish—and who expects kids to get up steam about beautiful Linda Darnell? Honey Fonda and Dorothy Lamour, we forgot to mention, are the stars, but better watch this Darnell gal.

Mario and Floria and the always reliable Gae Foster Girls save the program. Line opens with a courtly group of *Street Number* that nipped the audience out of its post-pix lethargy. Striking use of phospho penning here, and the crowd wasn't slow in responding.

Juggler Bob Ripa gets the second spot with his clubs, plates, and rubber-ball balancing, with wooden mouthpiece twirling spheroid being his top trick. His Truzzi-styled manner of having audience participate by receiving and throwing back the ball and having him implicate it on his mouth elongation didn't come off too well at this showing.

Mario and Floria, an always effective combination, get top billing and deserve it. Richard Finney makes their entry appetizing by warbling a Berkeley Square ditty near the right wing, and the duo comes thru a simulated palatial entrance, the curtain lifts, and presto they're in a full-size, power-grouped setting. First tier is a beautifully done waltz following with a tippy number. Finish with a vintage 1912 turkey trot that made a well-filled house get off its hands.

Next to closing are Marian Belett and the English Brothers, comedy acrobats. Some good scuffling by the boys, but this act begs for continuity and showmanship to get over.

Line finale is a superb winter scene, with 24 Postretrotes and 12 boys on roller skates. Rollers, to be sure, but they moved as if on blades. Their exiting revolving line formation at high speed was a pippin. Leonard Traube.

Irving, Wilkes-Barre, Pa.

(Reviewed Thursday Afternoon, Dec. 26)

Stage attraction ran four days instead of the usual three in order to open on Christmas Day. That the BRO crowd which attended this performance was satisfied with the show could be gleaned from the fact that every act was asked for encores. John Sully, emcee, kept patrons in a happy mood during act changes with his lively chatter. He hit his peak

when he teamed with Muriel Thomas in her impersonations of Heppburn in *The Spiffire* and Tyrone Power in *The Rainy Came*. It was hilarious slapstick comedy, with Sully taking the dousing in the latter. Their wisecracks brought loud guffaws.

Richard and Lord did well with their novel dancing, featuring ballroom, tap, and a combination of ballroom and ballet. A variety of music, songs, dances, and gags were presented by Bert Howell and Walter Battie, colored comedians. Battie acting as the foil during most of the fast exchange. Howell, an accomplished musician when he gets down to business, sang *The Nearest of You*, accompanying himself on the ukulele, and then stopped the comedy to play a violin legitimately to show his ability in that division. Battie, meanwhile, added to the applause and comedy with his comical tap routines, achieved with what appeared to be little hard work.

Clever juggling, balancing, and comedy was the forte of Paul Nolan and Company, with the gray-haired star juggling split-second timing while juggling rubber balls, three top hats, and a tray. To top off his performance he balanced a saucer, cup, piece of sugar, and spoon on his toe and kicked them up to land perfectly on the top of his head in that order.

Sweet and hot music was provided by Cappy Barra's musical ensemble of seven harmonica players, whose special arrangements of *Harmonica Gentlemen* and the *Second Hungarian Rhapsody*, with solo by George Fields, were outstanding. They capped their performance with Fred Stewart singing to their accompaniment of *Have a Heart and a Nightingale Song in Berkeley Square*.

Don MacLuskie's pit orchestra opened the show with *God Bless America*. Drummer Bill Christian followed with a chime solo of Christmas songs. Pix was *Melody and Moonlight*. Milton Miller.

Chicago, Chicago

(Reviewed Friday Afternoon, Dec. 27)

The Chicago started off at a fast clip for the current week. With schools closed and holiday week on, people are flocking to the Looper, and the theaters are getting a big play. The Chicago has a first-rate stage bill, but the Jack Benny-Fred Allen picture, *Love Thy Neighbor*, is the big draw. Near capacity biz on opening day.

Opening production number is a clever novelty, with the line girls doing a marionette routine to introduce Bob Bromley, puppeteer. Bromley, recent hit of the Chez Paree, is a clever minger, later, using his little puppets, extremely lifelike. Effect is heightened by backstage sound effects. Most novel bit is the man on the flying trapeze. Flyer on trapeze 22 feet above the stage is worked with strings from below and goes thru an amazing traps routine. Bromley also has the familiar opera singer, Negro tap dancer, ice skater, and strip-tease artist, the last-named clever and good for laughs.

In the duce spot Walter Dare Wahl and Emmet O'Shield score nicely with their comedy acrobatics and finish strong with some marvelous straight work—difficult pull-ups, handstands, and other stunts.

Tamara, lovely singer, won repeated hands for her splendid vocalizing, which she sells superbly. Offered *Katy From Hollywood*, *The Nightingale Song in Berkeley Square*, *Down Argentine Way*, *Meridita*, and as an encore, *Smoke Gets in Your Eyes*, with the line girls in a colorful production number making an effective background.

Harrison and Fisher are a smart ballroom team and their graceful routines brought generous applause. Their satire on the Russian ballet made a smash comedy finish. Arren and Broderick were the laugh hit of the bill. Girl is a clever comedienne and her phony operatic warbling, mugging, and slipstick gags got a terrific hand. Man scored nicely with his straight piano work.

Bill closes with a beautiful number, *Dance of the Hours*, done by the Chicago Theater Ballet. *Not Green*.

Earle, Philadelphia

(Reviewed Friday Evening, December 27)

Holiday bill is a merry musical festa, finding Larry Clinton's ork and the Borah Minevitch Harmonica Rascals sharing the stage spotlight, with Kay Kyser on the screen in *You'll Find Out*.

Clinton's contribution is on the danceplatform side, mixing up his swing selections with the sweet and a south of the border touch. Numbers are mostly Clinton originals, with the genial maestro alternating on trumpet, trombone, and clarinet when not swinging the stick. Band beats it off with *Beloro in Blue*, and includes *Kansas City Blues*, a medley of the maestro's hit tunes, including *Satin Tails* as a *Holiday*. Guy Love, and the identifying *Dipsy Doodle*, dips into the sacrosanct swing for a *Study in Surrealism*, and to ring down the rag, a stirring swinger for the *Semper Fidelis March*.

Acclamation is as great for the vocalists as for the band. Terry Allen, baritone, pleases with *Only Forever* and *Down Argentine Way*. Canary Peggy Mann gives life to the lyrics for *Our Love and Fate* or *Clock Whistle*. Jimmy Currie gets a rousing round of salvoes for his song cloaking on *Night and Day* and *Well, All Right*. Jack Palmer, billed vocalist with the band, was not heard on the late supper show.

Minevitch's mouth-organ experts, and always welcome here and this trip was no exception. Altho Minevitch was absent, the eight lads are still sure-fire, making symphonic jazz music in blend in their harmonics. The half-pint ragamuffin still annoys the leader constantly to make for the laughs. Boys have to play five selections before the house is satisfied. Outstanding was *St. Louis Blues*, an excerpt from Tchaikovsky's *Lopique Dame*, and a medley of new hits. Only added act is Jack Seymour and Kay Pittman dance duo, who cut some neat tap capers. They do two turns and could have done two more if time had permitted. This is one trip twin where the male member, whose manners smack of Buddy Ebsen, overshadows the efforts of his femme partner. Business at late supper show was fair.

M. J. Ordenker.

Vaude Slump in Denver But Club Dates Still Okeh

DENVER, Dec. 28.—Flesh is pretty much washed up here. Of the four possible vaude houses, the Denham, Denver, Orpheum, and Tabor, the first three have not had a single flesh show this season. The Tabor has had four weeks of shows, two Major Bowes units, the *Flying High Revue*, and last week's variety bill. None of the others has any bookings scheduled for the next two months, altho the Denham may set a unit after February 1. The Denham, Orpheum, and Denver are first-run houses, while the Tabor is a double-feature second-run.

Various reasons are offered for the lack of live bookings, including cost of shows, receipts at balanced times take from a picture alone, and scarcity of good shows available.

There usually is a nice run of club dates available here for single acts, and the holiday season has opened several weeks at the hotels in addition. But location of the city with regard to proximity to other booking points does not add much to the desirability of bookings here. However, local bookers usually can line up bookings for several weeks for single acts.

Fox, Mich., To Stagger Vaude

DETROIT, Dec. 28.—After unsuccessfully playing vaude at both local big theaters, the Fox and the Michigan, at the same time two weeks ago, both managements have gone back to staggering shows. A "gentlemen's agreement" appears to enable the houses to give stage-shows on alternate weeks, as has been the case for several months previously.

However, for New Year's Eve both houses will play flesh day-and-date for one day only. The Fox stage-show opened Christmas Day and closes New Year's Eve and the Michigan opens the stage-show December 31 for nine days. Pictures will probably play the regular week.

Midnight show for the eve is being sold at \$1.65 and \$1.10 in both houses. Last year they sold at \$1 with straight pictures only. Usual top at both houses is 65 cents.

The show at the Michigan will double New Year's Eve, going into the Palms-State, as well as the Michigan, giving three major downtown stage-shows for the evening.

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"Gems of 1941"

(Reviewed at the Columbia Theater, Alliance, O., Saturday Evening, Dec. 14.)
Originated on the West Coast and brought east recently by Billy Arms, *Gems of 1941* possesses talent and is dominated by youth, which is largely responsible for the unit's speed. Show is well staged and carries more scenery and effects than any unit to play here in months. But there are few houses equipped to hang such a heavy show. While there are a good many kids in the line-up, a half dozen standard acts offset this for box-office appeal.

With Errol Newton's orchestra in the background, a youthful chorus (8) romps on for a fast opening. Gals are all small and are a hard-working lot, well trained and versatile, several stepping out for specialties.

Wally Blair, as good a unicycle turn as has been made in a long time, executes a difficult routine on the tires, closing with a high wheel tricky routine. Blair is also an adept tap dancer, and his impersonations of famous hoofers is sock entertainment. Bows out after some excellent juggling.

Palmer Twins, typically hillbilly, but much better than the average rural unit entertainers, harmonize well. Do two numbers, *There Ain't No More Cowboys on the Range* and *Down Along the Sleepy Rio Grande*. Their comedy bit, *The Mar-Has and the Cops*, is one of the highlights of the program and wins them the bill's loudest applause. Creta Brothers and Helene, two boys and a girl, standard circus triple bar act, adds variety to the bill. They do a difficult routine, injecting just enough comedy, and work fast. Gal possesses a lot of personality plus good looks.

Line is on again for a snappy Hawaiian novelty. The Pennington strikes a serious note when she warbles a group of Show-boof pop numbers most capably. Bob Brown, swell emcee, teams with Miss Mahan for knockabout acrobatics and witty patter that gets a lot of laughs. They go into a nice dance routine and bow out to loud applause. Line returns for an Oriental number, and Yvette presents her specialty dance, which is a fitting climax to the number. Rhythm Ramblers, three boys and a bow fiddle, get chummy with the audience and dish out some snappy music.

Moray and Eaton recruit most of the company for their comedy turn, which kept the audience in a continuous uproar. Newton's combo dishes out some swing music that is easy to take. Dick Parker does a specialty and the brass section adds seething hot footing. The band helps a lot. Several knockouts are presented which are really funny.

Military finale is a nice production, a tableau back of the band depicting a war scene, with the band playing a stirring march.

Arms is carrying 37 people.
Screen fare, *Glamour for Sale* (Col.).
Rez McConnell.

Ted Weems

(Reviewed Monday Evening, December 9, at the Palace Theater, Alton, O.)

Ted Weems, who makes no effort to bog the spotlight from his entertainers, has assembled a smooth working and entertaining unit for his first stage engagement in some time. His act is pleasing and most everyone in the combo is capable of solo entertaining. Three standard acts augment the Weems band, lending variety to the hour show, which did terrific business here the week-end. He also has ability to keep the show moving along.

Probably next to Weems, audience interest is in Perry Como, the band's leader, who is singing in this section. He took several bows in response to his offerings, *Only Forever* and *Maybe*. Red Ingle does a ventriloquist act and Elmo Tanner pleases with a whistling specialty. Ormond Downes wins nice applause for his skin-beating in fast tempo, as does Marvel Maxwell, who is lovely in a black formal, singing *The Ferryboat Serenade*, and the bandman lining out in novelty.

Mardoni offers a short assortment of magic with his featured illusion, a neat guillotine trick.

Vic Hyde, the one-man band, plays as many as four trumpets at a time. Besides this he handles the piano, traps, and a number of brasses imitating the air signatures of various name bands.

Ames and Arno, who have been here before, do a rosy knockabout that would get at least a square or two from even the most dignified patron. They gathered laughter with a fast and active turn.

Screen half *Blondie Plays Cupid* (Col.).
Rez McConnell.

Reviews Of Units

Dan Fitch's "World of Pleasure"

(Reviewed at the Capitol, Salisbury, N. C.)

After assembling and rehearsing a cast of 30 performers and musicians here for several weeks, Dan Fitch gave his new unit its premiere here.

The company then moved to Lexington. Several weeks of Carolina bookings follow, and then the show heads for the West Coast. T. D. Kemp, of Southern Attractions, Inc., is handling the bookings in this section.

The World of Pleasure is Fitch's 20th annual production. Fitch productions of recent years have been built here, where the showman keeps a permanent storage of costumes and equipment.

The new show was greeted by an enthusiastic house. Departing from the general practice of units, the orchestra worked in the pit, thereby making room for expanding some of the dance numbers.

The show was opened by the 11-girl chorus line. A skating act by Swift and Swift followed, then a comedy magic act, and the first high spot—with Bronie Brothers in a bar act of swing and tumbling.

A blackout followed, with gags directed at the telephone service. Dan Fitch, Ralph Rogers, and several of the girls participated.

Then a conga number brought the girls back. A double strip act, billed *The Right Way and the Wrong Way* to the floor, featured Ar Delle Pillow and Lettie Lora. The stage was divided in half, with the lights blacking out first one side and then the other as the two girls showed how they are taken off on either side of the railroad tracks.

The Southern, brother and sister, followed with a dance act. Then the Evolution of the Exotic dance presented Lettie Lora, Joann Brooks, and Ar Delle Pillow, in hula, show, and fan numbers.

His lion sang and did the best of the stripe. A jitterbug number, *Dog Patch* style, was presented by Harry Fowler and Lenore Smith.

The highlight of the show was Ralph Rogers and company, with song, comedy, instrumental music, dancing, and slapstick, aided by surprises and trick equipment.

A military drum number by the girls closed the show.
John W. Harden.

"Folies Bergere"

(Reviewed Wednesday Evening, December 25 at the Majestic, Dallas)

Clifford Fisher's *Folies Bergere* played to five sell-out houses on its opening here Christmas Day. Show is beautifully conceived and gorgeously costumed, with artistry displayed in its staging and lighting. Opening is a dress-parade extravaganza presenting a bevy of beauties in gorgeous costumes. Three other resplendent production numbers would be just as artistic without their French monikers.

Le Luxe de Paris is an excellently staged piece, with Emmett Casey doing the singing chores, and Lily Sandin, an entertaining contortion routine backed by Myrtil's poses as a silver statue.

Denas and Dubins, novelty dancers, are featured in the artistically staged *Au Fond de la Mer*, with Ann Merriman doing a nifty job in singing the musical score. Gloria Gilbert does an exceptional stunt in toe and ballet work. Her lightning-fast spins and clever toe work gets repeated applause.

La Chasse aux Tipres is the thrill of the show. It is staged with an attractive jungle background. The feminine dancer, dressed as a tigress, is brought on in a captive net. Act features the Three Martels and Mignon, latter's three male partners make a juggling stance of her. They balance, spin, and toss her all over the stage.

Interpersed between the dance and production numbers are Were Brothers, a rollicking comedy trio that sings, dances, and clown in clever fashion. Their act is fresh, diverting, and expertly timed for comedy.

Other acts are Steve Garay, monologist, and the stand-out turn of Senor Wences, Spanish ventriloquist and juggler. He has finesse that makes for real entertainment. The senior won rounds of applause.

The pit orchestra, local unit under direction of George Kamaroff, does a capable job with musical score.

Film, *The Bank Dick*.
Frank W. Wood.

Ted Fio Rito

(Reviewed Monday Afternoon, December 9, at Broadway Theater, Charlotte, N. C.)

Playing a string of one-nighters in the South before going to New York for a Fifth Broadway appearance (15), Ted Fio Rito and band offer a pleasing show, marred somewhat by the listless performance of some of his main show musicians.

Fio Rito introduced the new style of the band, featuring a sky-line theme, the chief distinction of which being an imitation of droning airplane motors by the brass section. The new styling is carried out only in the presentation of theme, *Fio Rito*, and in one other number. The sky-line styling should be carried out in all offerings if Fio Rito hopes to be successful in branding the style of the band.

Base player Candy Candido, featured in an amateurishly presented baseball skill and his standard act, vocalizing in a girlish treble and a foghorn bass. Baseball skill apparently had not been rehearsed of the boys were not trying, while Candy's performance was lackadaisical, the not for want of audience encouragement. Candy double-voiced *Jumping Joe; Ma, He's Making Eyes at Me*, and *I Want To Play on Your Side*, presented as a baseball vocal.

Allen Cole, handsome vocal addition to the band, draws a nice hand for his melodic piping of *Looking for Yesterday* and *Two Dreams Met*. Fio Rito gives a pleasing performance in a 15-minute piano medley spot, featuring his new composition, *Now I Lay Me Down to Dream*. Drummer Frank Flynn steps down to pipe *Only Forever* acceptably, but without color in a bary voice short on volume. Bert Traxler, solo sax, makes a hit with his nimble soloing in a solo spot.

Band is strong on rhythm, with drums, bass, two guitars, and piano, combined with four reeds and five brasses. Reeds are Aden Carver, Sammy Leeds, Traxler, and Fred Hoedl; brass, Omo Bono and Joe Little, trumpets; Chick Daugherty, Norris Hurley, and Chick Maurer, trombones; guitars, Red Varner and Vito Munolo; drums, Frank Flynn; bass, Candido, with Bill Rose relieving Fio Rito at the piano. Band did only fair job.
Sam Justice.

"Sunkist Vanities"

(Reviewed Thursday Afternoon, December 12, at the Palace Theater, Newport News, Va.)

Billed as ideal family entertainment, it is a pleasant little show, with a reasonable amount of good talent, a few interesting novelties, and something of a class atmosphere. Latter, however, is counteracted (as is the family entertainment claim) by rawness of the comedians' gags. There's no excuse for it—the show is good enough to get by without being.

Standout is Willie Dec, good-looking young man with fine stage presence, who runs thru a clever patterless magic routine with cards and cigarettes, and brings on "Willie, Junior," for a unique finish. "Junior" is a puppet, duplicating some of Willie's tricks. Act was solidly applauded here.

Harry Berry, who emceeds, has a gentle, genial personality that put him across. His good-natured clowning fills in smoothly between acts, and he shows himself something of a juggler in assisting Bill King with a flock of Indian clubs at the conclusion of King's standard juggling act.

Other specialties include Roberta Hine, pretty vocalists; Mary Janis, in two possible dances; Toy Yat Mar, Chinese girl singer who shouts *Some of These Days* and *A Good Man is Hard to Find* in a monotone; Charlie Hegarty, youthful drummer in a mildly manicured performance a la Krupa; and Dr. Marco, dwarf comic.

Ensemble makes a nice appearance, with five-piece girl quartet pyramided on platforms in rear of stage. Band was a little too loud for vocalists at show caught, however.
Warner Teyford.

"Vanities of 1941"

(Reviewed Thursday Afternoon, December 19, at the Palace Theater, Newport News, Va.)

It took the Wells Brothers, a standard circus trapeze act, and the four-year-old daughter of the show's owner to keep this one from going completely sour. Production hasn't a great deal to recommend it, and was indifferently received

by a sparse audience at show caught.

Wells Brothers are a trio of likely looking chaps who go thru a difficult routine with zip and zest; Rita Owens, tiny daughter of the show's manager and his owner, sang *Playmates* and gave her impression of Sophie Tucker singing *Some of These Days* with all the enthusiasm of a real trouper. Then Buddy Cameron, a hard-working young fellow, showed deft and speedy tap footwork in two routines, and there was a sexy bit of hip-wagging by the chorus in sarongs and a bula dancer, while Madeleine offered a passable modified strip.

The rest of the show declined from fair to mediocre. Jack Buchanan presented a brief but effective contortionist performance, and Hoochie and Sue Ming, Oriental boy-girl team, were on in a balancing act that rated average.

Pat Daley, emcee, and Jean, his partner, were ineffective with inbred comedy material that drew hardly a titter. The line consisted of seven sordidly assorted as to size and possessing little in the way of looks or dancing ability.

Show worked under some handicaps, with spots bungled in several instances and the five-piece stage band hitting more sour notes than good ones. Finish was merely so-so, gals attempting to dance on a stage completely taken up with the trapeze equipment.

Picture was *She Couldn't Say No*, pleasant program.
Warner Teyford.

Great Lester

(Reviewed Sunday, December 22, midnight show at the Stuart Theater, Lincoln, Neb.)

Great Lester is a magician who exhausts the book. He has a little bit of every section of the mystic arts, and he unwraps same in about an hour with the help of male and female assistants. The show is not heavy on scenery, but has plenty of gadgetry.

Male assist is mostly of the stagehand variety, but the femme, Diane Rivers, is extremely cute, and with a figure that's a miracle in itself. Latter is nicely displayed, and makes up for what is lacking in hanging drops.

Lester goes the full route—opening with balancing and magic on a slack wire, then by steady progression taking on card tricks, interchangeable stunt, and spiritualistic exposures. He also saws the girl in half, takes a shot at levitation, has some rope tricks, and even resorts to some mental witchery.

There is a speak business, which is much a part of other touring shows these days, and all the stuff is straight.

Paired here with *Drecula* (U.), it drew fancy business for all its closeness to Christmas.

It's a polished delivery of magic at its best.
Oldfield.

"White Way Casino Revue"

(Reviewed at Columbia Theater, Alliance, O., Thursday Evening, December 19.)

With practically all talent retained, this unit took to the road immediately after closing at the New York World's Fair. While nothing pretentious, it's presented somewhat different than most revues that have played the local house in recent weeks. It is well balanced and moves swiftly. Wardrobe of the line gals is a bit frayed, but this can easily be overlooked, for seldom has a more versatile ensemble been seen here. Lucille Gray is plugged consistently in the advance exploitation.

World's Fair atmosphere is retained throughout the hour, even to the novelty backdrop used in the presentation. Kress Hillary, of burly, essays the role of a barker as the curtain parts for the opening, which gives way to full stage, and the line romps on for a fast and furious rhythmic buck. Vic Hunter, excellent six-piece band is on stage. It is a deciding factor in the success of the show.

McFarland and Brown, old-time team, are on for several minutes with low comedy and some cleverly executed knockabouts that get a lot of laughs. Lucille Gray takes over for her own con-

(See UNIT REVIEW on page 24.)

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CONSOLIDATED PRODUCTIONS

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Performers Pay 3C To Appear in Six Fields Despite Agreement; Rules Still Made by Each Union

(Continued from page 3)
such as the fiscal year of one union being incongruent with that of another, establishes a "borderline" situation which frequently must be "interpreted" by the executive secretary.

Little Free Traffic

In practice the interchangeability pact, therefore, does not necessarily allow free traffic among the jurisdictions. Other branches whose minimums are higher are not eager to invite too many performers to share the jobs. Reciprocity exists in practice, therefore, only so far as individual unions allow it to apply. It aims to prevent a performer from one jurisdiction from entering a second at a lower figure than the second's own constituents paid originally. Therefore, in applying the pact most of the unions give newcomers credit only for what they paid into their parent organization, so that those who entered unions early and at low rates have to pay greater differences to unions which recently lacked up their entrance fees.

Unions execs admit that without a few blocks unions would not be able to keep check on broad aspects of closed shops in the trade.

Before a performer may avail himself of the concessions of interchangeability he must be a paid-up member in his parent organization. Who he may have worked in seven jurisdictions, a performer receives credit for his standing in his parent body. Should he wish to switch allegiance, he must pay up, in full, dues and initiation in the new organization, only after obtaining honorary withdrawal card from his former affiliation.

With Actors' Equity, which has the highest initiation fee, as a base, the following is an example of the interchangeability pact in operation: A member of the "Brother Artists' Association" moving into legit receives credit for \$25 initiation fees (if they were paid) and has to pay Equity \$75 difference, plus full \$18 dues. In return it is possible that the performer may receive just the minimum two-week engagement at \$50 a week, plus \$20 a week for four weeks' rehearsal, or \$180.

Rule in Operation

An AGVA member acquiring a legit job would have to be paid up with \$10 and \$18 initiation and dues in his parent organization, and would pay \$90 initiation and \$9 dues to Equity. If, however, the AGVA member did not pay into AGVA because of credit received for American Federation of Artists affiliation, he has to pay full dues and initiation in Equity.

In the case of a SAC member entering legit other interpretations have been adopted because SAC also has some high rates. In such cases, if the actor's parent organization requires dues higher or equal to Equity's, the performer pays half of Equity's. Thus, no newcomer into Equity gets any more credit than half the legit union's initiation and dues rates, to enforce the principle that no

outsider may enter a second jurisdiction at less cost because of interchangeability than members entering directly.

Performers coming from the Italian and Hungarian actor unions pay full initiation and dues to Equity because the foreign unions are not parties to the interchangeability agreement. Actors from the Hebrew Actors' Union, however, having paid \$150 to their own union, pay only full dues to Equity.

\$185 in Initiations

Were a performer to start in the chorus of the BAA and manage to get employment successively in the other jurisdictions his total initiation fee would be about \$185 and his dues \$97 on the basis of the current theory of interchangeability. Moving from BAA to AGVA, on the standard pact, the performer would pay an additional \$3 initiation and \$10 dues. Into Chorus Equity performer from BAA would shell out another \$10 and \$12. On acquiring a legit berth performer would pay out another \$93 and \$18. Should a booking take the same performer into the AQMA jurisdiction he would have to give that union \$3 and \$9. Upon accepting a radio engagement the performer would have to pay \$20 and \$18 to AFPA. After February 1 this would be increased to \$45 additional for initiation, for AFPA's rates will be increased at about that time. Then, if the performer were lucky enough to get a class A job in pictures, he would have to pay to SAG another \$45 and \$24. A chart accompanying this article presents initiation and dues figures for the Four A branches. Performers can approximate their rights in a general way on the basis of the theory that a performer gets credit only for what he pays into his parent union up to half the rates of the jurisdiction he is entering.

Nicholas Bros. 1st As Para Dance H. O.

NEW YORK, Dec. 28.—The Nicholas Brothers have been signed for a two-week holdover at the Paramount, and will go into the new show with Harry James's band, remaining for a total of six weeks.

This is the first time that a dance act has been held over at the house.

2 More Cowboy Names for Vaude

NEW YORK, Dec. 28.—Two new units headed by Western stars are being routed on a series of one-night theater stands. Don (Red) Barry, Republic player, starts Southern territory January 20, while Ray Corrigan, Monogram, opens around January 6 thru Ohio. Corrigan has a two-month leave from the studio. Martin Wagner, of the William Morris Agency, is handling the outfits.

They Come and Go

NEW YORK, Dec. 30.—An indication of the rapid turnover in local night clubs is the *Daily Mirror's* check on last year's night club New Year's Eve advertising. It found that 60 per cent of last year's advertisers are out of business.

Of course, this is balanced by new spots that have opened during the year or that are advertising for the first time.

New Orleans Spots Expect Top Season

NEW ORLEANS, Dec. 28.—Despite suspension of horse racing at the Fairgrounds track this winter and toning down of night life in the Vieux Carre, niteries look for their best winter. Hotels are completely booked up to Mardi Gras (February 25). Most of the hotels have raised their rates by a dollar. A housing bureau has been opened to take care of thousands of visitors.

City will have two Class-A niteries for the season, the Blue Room of the Roosevelt and Casino Royale, new Vieux Carre spot. As usual, about three dozen small spots in the Old Quarters will take care of the overflow, and a few have added flesh acts.

This year the Tulane Room of the Jung is being opened only for holidays or special parties.

Dorben Line in Cincy

CHICAGO, Dec. 28.—Dorothy Dorben, producer at the Edgewater Beach Hotel, in branching out during the holidays has had a line of girls at the Gibson Hotel, Cincinnati, for two weeks. From

the Gibson the line goes to Grand Rapids, Mich., for the furniture convention. Cincy engagement enabled Miss Dorben to spend the holidays with her home folks in Erlanger, Ky.

UNIT REVIEW

(Continued from page 23)

ception of the conga, a nicely presented turn.

Bobby Carbone and Company nearly stop the show with their slapstick comedy. Carbone still can sing and his partner does equally well with some opera bits. Billy Carr, who completes the trio, wins heavy applause with a couple of pop tunes, his best *When the Swallow Comes Back to Capistrano*. He has a pleasing voice. Carbone's comedy is still funny.

Gals are on again as pirates in a strong fencing novelty. Also do a schtick that are rock entertainment. Kay Wilson is impressive with a fast tap specialty, to take up the slack after Miss Wray's featured turn, which is preceded by the line in a nifty waltz. Miss Wray dances in flimsy blue dress, which she slips off for a flash strip under a blue spot.

Carbone, Hillary, McParland, and Brown collaborate to bring *Leslie's Shooting of Dan McGrew*, which is good for laughs. Hillary and Brown carrying off top honors. Carr recites the poem off stage.

There is no slowing up even in the finale, which is a honey. Marian Whitten parades as a baton wielder, and is later joined by the line girls who do a fast tap and then all go into a baton routine. Real surprise comes when the gals switch to fast tumbling turns, finishing with fast and furious flip-flops that sent the audience away in an enjoyable mood.

Good screen entertainment in *The Villain Still Pursued Her* (RKO).
Rez McConell.

(For Orchestra Routes, Turn to Music Department)



Acts-Units-Attractions Routes

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

EXPLANATIONS OF SYMBOLS

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

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

A		B		C	
ACT	ROUTE	ACT	ROUTE	ACT	ROUTE
Adler, Larry (Sherman Ambassador) Chl. h.		Adler, Larry (Sherman Ambassador) Chl. h.		Adler, Larry (Sherman Ambassador) Chl. h.	
Allen, Beverly (Palmer House) Chl. h.		Allen, Beverly (Palmer House) Chl. h.		Allen, Beverly (Palmer House) Chl. h.	
Allen, Betty (Leon & Eddie's) NYC, n.		Allen, Betty (Leon & Eddie's) NYC, n.		Allen, Betty (Leon & Eddie's) NYC, n.	
Alma, The (Michigan Detroit, t.)		Alma, The (Michigan Detroit, t.)		Alma, The (Michigan Detroit, t.)	
Alpert, Mickey (Cocoon Club) Boston, n.		Alpert, Mickey (Cocoon Club) Boston, n.		Alpert, Mickey (Cocoon Club) Boston, n.	
Andre, Renee (1005) Chl. n.		Andre, Renee (1005) Chl. n.		Andre, Renee (1005) Chl. n.	
Andrew, J. Beverly Hills Newport, Ky., cc.		Andrew, J. Beverly Hills Newport, Ky., cc.		Andrew, J. Beverly Hills Newport, Ky., cc.	
Andrews Sisters (Philadelphia) Phila, h.		Andrews Sisters (Philadelphia) Phila, h.		Andrews Sisters (Philadelphia) Phila, h.	
Antalcks, Six (Colonial) Dayton, O., t.		Antalcks, Six (Colonial) Dayton, O., t.		Antalcks, Six (Colonial) Dayton, O., t.	
Arden, Dolly (Edgewater Beach) Chl. h.		Arden, Dolly (Edgewater Beach) Chl. h.		Arden, Dolly (Edgewater Beach) Chl. h.	
Arnold, Fred (Palace) Cleveland, t.		Arnold, Fred (Palace) Cleveland, t.		Arnold, Fred (Palace) Cleveland, t.	
Aristocrats of Rhythm (Pretzel-Bell) Indianapolis, n.		Aristocrats of Rhythm (Pretzel-Bell) Indianapolis, n.		Aristocrats of Rhythm (Pretzel-Bell) Indianapolis, n.	
Arron & Broderick (Chicago) Chl. t.		Arron & Broderick (Chicago) Chl. t.		Arron & Broderick (Chicago) Chl. t.	
Asner, Pepper (Green Village) Baltimore, n.		Asner, Pepper (Green Village) Baltimore, n.		Asner, Pepper (Green Village) Baltimore, n.	
B					
Aslanovs, Olga (Algonquin) NYC, h.		Aslanovs, Olga (Algonquin) NYC, h.		Aslanovs, Olga (Algonquin) NYC, h.	
Baird, Henry E. (Columbus) Harrisburg, Pa., h.		Baird, Henry E. (Columbus) Harrisburg, Pa., h.		Baird, Henry E. (Columbus) Harrisburg, Pa., h.	
Baker, Bonnie (Biltmore) NYC, h.		Baker, Bonnie (Biltmore) NYC, h.		Baker, Bonnie (Biltmore) NYC, h.	
Ballard & Rae (Gibson) Cincinnati, h.		Ballard & Rae (Gibson) Cincinnati, h.		Ballard & Rae (Gibson) Cincinnati, h.	
Barrett, Gardner (Yacht Club) Phila, n.		Barrett, Gardner (Yacht Club) Phila, n.		Barrett, Gardner (Yacht Club) Phila, n.	
Barr & Estes (Lyric) Indianapolis, t.		Barr & Estes (Lyric) Indianapolis, t.		Barr & Estes (Lyric) Indianapolis, t.	
Barry, Prince & Clark (Park Central) NYC, h.		Barry, Prince & Clark (Park Central) NYC, h.		Barry, Prince & Clark (Park Central) NYC, h.	
Barry, Tom (Miami-Biltmore) Miami, h.		Barry, Tom (Miami-Biltmore) Miami, h.		Barry, Tom (Miami-Biltmore) Miami, h.	
Bates, Lulu (Gay Nineties) NYC, n.		Bates, Lulu (Gay Nineties) NYC, n.		Bates, Lulu (Gay Nineties) NYC, n.	
Beatrice & Cappello (Netherland Plaza) Cincinnati, h.		Beatrice & Cappello (Netherland Plaza) Cincinnati, h.		Beatrice & Cappello (Netherland Plaza) Cincinnati, h.	
Behou, Pappy (Village Barn) NYC, n.		Behou, Pappy (Village Barn) NYC, n.		Behou, Pappy (Village Barn) NYC, n.	
Berney, June (Madison) NYC, n.		Berney, June (Madison) NYC, n.		Berney, June (Madison) NYC, n.	
Bernard, Men (Gay 90s) NYC, n.		Bernard, Men (Gay 90s) NYC, n.		Bernard, Men (Gay 90s) NYC, n.	
Berni & Jovanova (Netherland Plaza) Cincinnati, h.		Berni & Jovanova (Netherland Plaza) Cincinnati, h.		Berni & Jovanova (Netherland Plaza) Cincinnati, h.	
Berk, Eva (Rainsbow Room) NYC, n.		Berk, Eva (Rainsbow Room) NYC, n.		Berk, Eva (Rainsbow Room) NYC, n.	
Bloch, Magician; Greer, S. C. Jan. 7; Greenville 8-9; Kasky 10.		Bloch, Magician; Greer, S. C. Jan. 7; Greenville 8-9; Kasky 10.		Bloch, Magician; Greer, S. C. Jan. 7; Greenville 8-9; Kasky 10.	
Bloche & Elliott (Terrace Gardens) Albany, N. Y., n.		Bloche & Elliott (Terrace Gardens) Albany, N. Y., n.		Bloche & Elliott (Terrace Gardens) Albany, N. Y., n.	
Bloke, Gloria (Gay White Way) NYC, n.		Bloke, Gloria (Gay White Way) NYC, n.		Bloke, Gloria (Gay White Way) NYC, n.	
Bob & the Twins (Green Tree Tavern) Washington, Pa., n.		Bob & the Twins (Green Tree Tavern) Washington, Pa., n.		Bob & the Twins (Green Tree Tavern) Washington, Pa., n.	
Boran, Arthur (Floristine Gardens) Hollywood, n.		Boran, Arthur (Floristine Gardens) Hollywood, n.		Boran, Arthur (Floristine Gardens) Hollywood, n.	
Borovansky, Arletta (La Martinique) NYC, n.		Borovansky, Arletta (La Martinique) NYC, n.		Borovansky, Arletta (La Martinique) NYC, n.	
Brown, Harriet (Jeff's) Miami, Fla., n.		Brown, Harriet (Jeff's) Miami, Fla., n.		Brown, Harriet (Jeff's) Miami, Fla., n.	
Bronsky, Bob & Marietta (Chicago) Chl. t.		Bronsky, Bob & Marietta (Chicago) Chl. t.		Bronsky, Bob & Marietta (Chicago) Chl. t.	
Brown, Red (Specialization) Dallas, n.		Brown, Red (Specialization) Dallas, n.		Brown, Red (Specialization) Dallas, n.	
Brown, Zevira (Jack-Mor's) Trenton, N. J., n.		Brown, Zevira (Jack-Mor's) Trenton, N. J., n.		Brown, Zevira (Jack-Mor's) Trenton, N. J., n.	
Brown, Evans (Whiter) Wisconsin Rapids, Wis., h.		Brown, Evans (Whiter) Wisconsin Rapids, Wis., h.		Brown, Evans (Whiter) Wisconsin Rapids, Wis., h.	
Brown, Dolly (Yacht Club) Phila, n.		Brown, Dolly (Yacht Club) Phila, n.		Brown, Dolly (Yacht Club) Phila, n.	
Bryant, Betty (Spicy) NYC, n.		Bryant, Betty (Spicy) NYC, n.		Bryant, Betty (Spicy) NYC, n.	
C					
Calgary Bros. (Cocoon Grove) Los Angeles, n.		Calgary Bros. (Cocoon Grove) Los Angeles, n.		Calgary Bros. (Cocoon Grove) Los Angeles, n.	
Callahan Sisters (Sherman) Chl. h.		Callahan Sisters (Sherman) Chl. h.		Callahan Sisters (Sherman) Chl. h.	
Camargo, Alina (Shubert) Cincinnati, t.		Camargo, Alina (Shubert) Cincinnati, t.		Camargo, Alina (Shubert) Cincinnati, t.	
Canby, Betty (Alcazar) Minn., Jan. 8; Frisco 7; Grand Forks, N. C., 8; Duluth, Minn., 9.		Canby, Betty (Alcazar) Minn., Jan. 8; Frisco 7; Grand Forks, N. C., 8; Duluth, Minn., 9.		Canby, Betty (Alcazar) Minn., Jan. 8; Frisco 7; Grand Forks, N. C., 8; Duluth, Minn., 9.	
Cappella & Beatrice (Club Royale) Detroit, n.		Cappella & Beatrice (Club Royale) Detroit, n.		Cappella & Beatrice (Club Royale) Detroit, n.	
Carlin & Chita (Northwood Inn) Detroit, n.		Carlin & Chita (Northwood Inn) Detroit, n.		Carlin & Chita (Northwood Inn) Detroit, n.	
Carlson, Kay (McGee's 15 Club) Phila, n.		Carlson, Kay (McGee's 15 Club) Phila, n.		Carlson, Kay (McGee's 15 Club) Phila, n.	
Carlyle Sisters (Embassy) Phila, n.		Carlyle Sisters (Embassy) Phila, n.		Carlyle Sisters (Embassy) Phila, n.	
Carmey, Alton (Lyric) Indianapolis, t.		Carmey, Alton (Lyric) Indianapolis, t.		Carmey, Alton (Lyric) Indianapolis, t.	
Carper, Don, Quartet (Roger Smith) Washington, n.		Carper, Don, Quartet (Roger Smith) Washington, n.		Carper, Don, Quartet (Roger Smith) Washington, n.	
Carr, Billy (408) Chl. n.		Carr, Billy (408) Chl. n.		Carr, Billy (408) Chl. n.	
Carter, Charles (Top Hat) Union City, N. J., n.		Carter, Charles (Top Hat) Union City, N. J., n.		Carter, Charles (Top Hat) Union City, N. J., n.	
Carroll, Janet (Lash Quarter) Boston, n.		Carroll, Janet (Lash Quarter) Boston, n.		Carroll, Janet (Lash Quarter) Boston, n.	
Carry, June, Pascome Creators (Broadway) Chicago, N. C. Jan. 1-2; (Pantages) Birmingham 3-5; Capital Atlanta 12-14, t.		Carry, June, Pascome Creators (Broadway) Chicago, N. C. Jan. 1-2; (Pantages) Birmingham 3-5; Capital Atlanta 12-14, t.		Carry, June, Pascome Creators (Broadway) Chicago, N. C. Jan. 1-2; (Pantages) Birmingham 3-5; Capital Atlanta 12-14, t.	
Carson, Joan (South) Louisville, h.		Carson, Joan (South) Louisville, h.		Carson, Joan (South) Louisville, h.	
Cassidy, Yvonne (Garden) NYC, n.		Cassidy, Yvonne (Garden) NYC, n.		Cassidy, Yvonne (Garden) NYC, n.	
Cason, Bobbie (Brooklyn) Boston, n.		Cason, Bobbie (Brooklyn) Boston, n.		Cason, Bobbie (Brooklyn) Boston, n.	
Cesar & Rosita (Casino Atlantic) Rio de Janeiro, n.		Cesar & Rosita (Casino Atlantic) Rio de Janeiro, n.		Cesar & Rosita (Casino Atlantic) Rio de Janeiro, n.	
Chamberlain, Peggy (Jack & Bob's) Trenton, N. J., n.		Chamberlain, Peggy (Jack & Bob's) Trenton, N. J., n.		Chamberlain, Peggy (Jack & Bob's) Trenton, N. J., n.	
Chance & Fox (Walton) Phila, n.		Chance & Fox (Walton) Phila, n.		Chance & Fox (Walton) Phila, n.	
Chas, Sam (Mad Kelly) NYC, n.		Chas, Sam (Mad Kelly) NYC, n.		Chas, Sam (Mad Kelly) NYC, n.	
Cherod, Three (Fanny) Scranton, Pa., t.		Cherod, Three (Fanny) Scranton, Pa., t.		Cherod, Three (Fanny) Scranton, Pa., t.	
Christy, Floyd (105th St.) Cleveland, h.		Christy, Floyd (105th St.) Cleveland, h.		Christy, Floyd (105th St.) Cleveland, h.	
Chuckwagon Boys (B-Bar-H) Chl. n.		Chuckwagon Boys (B-Bar-H) Chl. n.		Chuckwagon Boys (B-Bar-H) Chl. n.	
Claire & Hudson (Blackhawk) Chl. n.		Claire & Hudson (Blackhawk) Chl. n.		Claire & Hudson (Blackhawk) Chl. n.	
Clark & Bally (Primrose) Newport, Ky., cc.		Clark & Bally (Primrose) Newport, Ky., cc.		Clark & Bally (Primrose) Newport, Ky., cc.	
Chicago Theater Ballet (Chicago) Chl. t.		Chicago Theater Ballet (Chicago) Chl. t.		Chicago Theater Ballet (Chicago) Chl. t.	
Clifford, George (Embassy Club) Phila, n.		Clifford, George (Embassy Club) Phila, n.		Clifford, George (Embassy Club) Phila, n.	
Coates, Marie (Grove) Trenton, N. J., n.		Coates, Marie (Grove) Trenton, N. J., n.		Coates, Marie (Grove) Trenton, N. J., n.	
Collectors, Four (Edgewater Beach) Chl. h.		Collectors, Four (Edgewater Beach) Chl. h.		Collectors, Four (Edgewater Beach) Chl. h.	
Collette & Barry (Dismark) Chl. h.		Collette & Barry (Dismark) Chl. h.		Collette & Barry (Dismark) Chl. h.	
Collins & Wanda (Philadelphia) Phila, h.		Collins & Wanda (Philadelphia) Phila, h.		Collins & Wanda (Philadelphia) Phila, h.	
Colton, The (Leon & Eddie's) NYC, n.		Colton, The (Leon & Eddie's) NYC, n.		Colton, The (Leon & Eddie's) NYC, n.	
Como, Perry (Oriental) Chl. t.		Como, Perry (Oriental) Chl. t.		Como, Perry (Oriental) Chl. t.	
Conrad, Bob & Grace 15 O'Clock Miami, n.		Conrad, Bob & Grace 15 O'Clock Miami, n.		Conrad, Bob & Grace 15 O'Clock Miami, n.	
Coon, Joe Jr. (The Top) Boston, n.		Coon, Joe Jr. (The Top) Boston, n.		Coon, Joe Jr. (The Top) Boston, n.	
Cook, Adelen (Greenwich Village Inn) NYC, n.		Cook, Adelen (Greenwich Village Inn) NYC, n.		Cook, Adelen (Greenwich Village Inn) NYC, n.	
Cooper, Leonard (Stamp) Phila, n.		Cooper, Leonard (Stamp) Phila, n.		Cooper, Leonard (Stamp) Phila, n.	
Copp, James (The Casino) NYC, n.		Copp, James (The Casino) NYC, n.		Copp, James (The Casino) NYC, n.	
Corsini, Claudia (Ray) Chl. n.		Corsini, Claudia (Ray) Chl. n.		Corsini, Claudia (Ray) Chl. n.	
Corday & Sawyer (Harry's New Yorker) Chl. n.		Corday & Sawyer (Harry's New Yorker) Chl. n.		Corday & Sawyer (Harry's New Yorker) Chl. n.	
Cortez, Arturo (Ivanca-Madrid) NYC, n.		Cortez, Arturo (Ivanca-Madrid) NYC, n.		Cortez, Arturo (Ivanca-Madrid) NYC, n.	

Scale of Dues and Initiation Fees Among the Branches of the Associated Actors and Artistes of America

BRANCH	PRINCIPALS		CHORUS	
	INITIATION	DUES	INITIATION	DUES
BAA	\$ 25	\$ 12	\$ 5	\$ 6
AGVA	10	18	5	12
AEA	100	16	15	13
CBA			10	12
AGMA	10	15 to \$ 2,000 income		
	10	24 to 5,000 income		
	10	30 to 10,000 income		
	25	30 to 25,000 income		
	25	100 over 25,000 income		
AFPA	**25	24 to 2,000 income		
		36 to 5,000 income		
		48 to 10,000 income		
	30	60 to 20,000 income		
		75 to 50,000 income		
		100 over 50,000 income		
SAG	***50	30 to 15,000 income	18 (class B)	
		60 to 50,000 income		
		100 over 50,000 income		
Hungarian	10	9		
Italian	2	12		
Hebrew	180	25		

*Equity's fee increased from \$50 December 1.
**AFPA's fee will be increased after February 1.
***SAG's fee recently increased from \$25 for both senior and junior members. SAG members joining in New York, however, still pay only \$25 initiation, but must make up the difference if they work on the Coast.

Small Unit Market Perks Up as Southern Time Shows More Life; 1G and Up, Kemp; 4G on Inter'te

NEW YORK, Dec. 30.—Local indie vaude producers are being approached for small units for the South, most of the offers coming from the T. D. Kemp booking office of Charlotte, N. C. Apparently economic conditions in the South have improved sufficiently to open that territory once more to units ranging from 20 to 35 people and getting from \$1,000 to \$4,000 a week.

The Interstate Circuit, which has five big city houses using units one a month and booked by Charlie Freeman out of Dallas, is the only Southern circuit paying any real dough. It uses units of around 25 people and pays \$3,000 to \$4,000 a week.

The Kemp office has 14 weeks' work available for units of around 25 people. Most of the stands are one and two days and bring from \$150 to \$300 a day. Some are straight salary and others percentage.

Stepin Fetchit returned last week from an eight-week tour of the Carolinas, saying he did all right. Nick Lucas is preparing a small unit featuring himself and will probably break it in around Pittsburgh on his way to the Kemp time.

Matt Shelvey, former head of the Federal Theater Project's local vaudeville department, is planning small units for Kemp, and has a deal to break the jumps to North Carolina by playing Paterson, N. J., and Baltimore.

Most of the units carry a six-piece band, a six-girl line, and 10 to 15 specialty people. They usually make the jumps by bus or private cars furnished by the principal acts.

SALISBURY, N. C., Dec. 28.—Stage units currently in the Carolinas, playing picture houses for the most part, include Paul Cholet's Stars and Stripes revue, with Charles and Helen Stone, Lund and Lund, and George Ballette, and Studio Scandals, with the Six Lucky Girls, Edison and Louis, Evelyn Willard, and the Three Youman Brothers.

Also Broadway Passing Show (revue with story and special musical score) with Juro, Charley Tave, Ed West, the Jail Birds, Mae Wynn Foursome, Bento Brothers and Rita Company, Patricia Lane, Princess Luana, Broadway Bebs, and Johnny Vance's Broadway Vagabonds.

Also SeaBee Hayworth's Pepper Box Revue, with Brodie Stewart, "Smokey" McKenzie, Marion Andrew, Billie Love,

Cy and Sue, Darl Hult, Tanya, and the Gus Schultz band; Owen Bennett's Cross-facial Hot Wave, with Beatrice and Dartole, Three Olympia Boys, MacBee and Henderson, Pat Lodler, Miss Christine, and Josito and his band; Bring On The Girls, all-girl unit; Trixy Wells's All Girl Band and Revue, with Robert Bury, Ina Clarke, and Ichabod Crane.

Also Tony Pastor's '90s Revue, with Yorke and Tracy, Jack Lavier and Company, Mel Hall and Company, Sandra Lynn, and Bernard and Henry; Paramount Revue, and Barneo Mink's Laff Parade, with Malee "The Blonde Bombshell."

SALISBURY, N. C., Dec. 28.—Ralph McCoy, who managed Warner branch office at Charlotte from 1936 to 1938, has been promoted to district manager of the Southwest for Warner.

NIGHT CLUB REVIEWS

(Continued from page 20)

Irish Eyes Are Smiling. By far, the best act of the bill.

Darlene Walders, acrobatic dancer, went on the first shows sans her own legs. Her act lacked punch, and a number of her tricks were most difficult and well executed. Maurice and Norva, dance team, specialized in Latin American routines. Solists with Bardo include Orry Pesci and Esther Todd, the latter a pretty Grishish blonde who sang smooth and warm best.

Bardo's emceeing is easy-going and enhanced by absence of patent-leather finish. He is no slouch on the violin. Phil Murk.

Hotel Times Square, Jive Room, New York

Talent policy: Small band and continuous entertainment. Management: Hotel Times Square, operator; Phillip Gels, entertainment director; H. W. Reiter, publicity. Prices: Drinks from 40 cents.

After a successful start several months ago as the American Bar, this intimate room has undergone a change of name and entertainment line-up. Having built itself largely on the strength of the fine hot jazz disseminated by its erstwhile stellar attraction, the Clarence Profit Trio, the spot is apparently attempting to recapture what reputation it has acquired as the only rising mecca in the Times Square area (excepting, of course, the 53d Street rendezvous of ribs). Hence the new name and the constant exhortations to the customers by the all-colored cast to "get in the groove, you cats."

Unfortunately, the true jazz acts that proved when the Profit boys just played rather than talked a great band of swingology has evaporated in a self-conscious, superficial jive vacuum. Siam Stewart, of Flat Foot Floogie-Slim and Slam fame, saps the base, aided by piano, guitar, and sax-clarinet, thru the customary series of hot licks and get-ells, proved when the Profit boys just played rather than talked a great band of swingology has evaporated in a self-conscious, superficial jive vacuum. Siam Stewart, of Flat Foot Floogie-Slim and Slam fame, saps the base, aided by piano, guitar, and sax-clarinet, thru the customary series of hot licks and get-ells, proved when the Profit boys just played rather than talked a great band of swingology has evaporated in a self-conscious, superficial jive vacuum.

Comedy relief (something else new here) falls to Snooky Marsh. Starting out in a frenzy, Marsh is more energetic than comic, and manages to sell himself only by generating audience wonder that anyone can act so deranged and still remain on the right side of it. Psychotic comedian tries hard to be original, but succeeds only in being aboriginal in his delivery of some spottily humorous song and patter material.

Gladys Easter rounds out the rotating floorshow pattern with a session at the piano that is effective to a modest way. Self-effacing despite her corpulence, singer-pianist succeeds in providing most genuine entertainment than all the straining of the rest of the talent produces. Daniel Richman.

Copacabana, New York

Talent policy: Dance and show band; Latin band; floorshows at 12:15 and 2. Management: Monte Proser, operator; Jack Diamond, news agent. Prices: Minimum \$2 nightly except Saturdays and holidays (\$2).

The brightest East Side newcomer of the season, smart in atmosphere, talent,

New York's First Latin Club Was the Cubanacan

NEW YORK, Dec. 30.—Lee Posner, veteran night club owner and press agent, recalls the first local Latin-type night club as being the Cubanacan at 144th Street and Lenox Avenue in 1934. It advertised in *The New Yorker* and class papers and lasted two years under two different managements.

Among those who played the spot, says Posner, were Panchoito, then a maracas shaker and now fronting his own band at the Versailles, and Diosa Costello, who used "to hang around the club all the time."

and general management. Ever since its opening some two months ago, business has been big and the patronage of the best caliber. And a very admirable gesture, typical of all Monte Proser activities, is the continued use of strong, costly talent, even tho the spot has already caught on with the social set.

Current layout includes the music of Nat Brandwynne's society band and of Joe Martinez, who is fronting Frank Marti's Latin outfit. The show is topped by Adelaide Moffett, Jane Deering, Fernando Alvarez, and the Samba Sirens (group of Broadway show girls).

Miss Moffett's vocalizing has never been better. Back of her slim and eye-appealing shape, she delivers smart arrangements of pop tunes in a sweet, quiet voice and with admirably expressive facial mannerisms. The show girls in Brazilian costumes bring her out to open with a smart Latin-type number and she is then left alone (with Nat Brandwynne at the piano) to do *Embraceable You*, *You Got Me This Way*, *Who Am I?*, and *I Ain't Got Nobody*.

Jane Deering is a talented ballet and character dancer who appeared in two spots with well-interpreted Spanish routines. She is young, good looking, and displays more than average training. Whirl artistic, routines are also commercial.

The entire bill is lavishly trimmed with the Samba Sirens, who appear in three numbers and in as many costume changes. The vocals are capably handled by Fernando Alvarez (emcee), handsome youth, and Juanita Juarez who appears in the colorful finale. In keeping with a native custom, the show girls in that number appear with fruit baskets and hand out oranges, pineapples, etc., to the ring-side customers.

Miss Juarez fronts a rhythmic combination which dishes out the Latin tempos with native fire. She makes a swell appearance and is more than a decoration with a pair of maracas in her hands. Her Latin songs attract plenty of attention. Frank Martin, from the dance team, plays the music in order, while Fernando Alvarez helps out with vocals.

Brandwynne's boys (12) play sweet, soothing melodies. The contrast is welcome and pleasing. His instrumentation includes three fiddles, three saxes, trumpet, accordion, and four rhythm. Sam Honsberg.

St. Moritz Hotel, Cafe de la Paix, New York

Talent policy: Dance and show band; floorshows at 8:30 and 12; dance instruction hour 9:30 to 10:30. Management: Gregory Taylor, hotel director; Robert Reid, publicity; Nino, headwaiter. Prices: No cover, no minimum; dinner from \$1.75.

An intimate, continental room. Two acts used in addition to the dance band, and a high level of novelty. The sociality that is of more than passing interest.

Current show fills the assignment. The dance work of the Paulens is dignified, tasteful, and entertaining in a quiet, simple way. They dress neatly and make a good appearance. Their routines included an imaginative interpretation of a classical poem, a rumba, and a high level of novelty. During the instruction hour, inviting the customers to try out the latest American and Latin steps.

Lola January, musical comedy soprano, has a youthful, winning personality. She places more emphasis on operatic and classical selections than on lighter numbers, to please the more serious element in the room. However, her forte is the gay, carefree song which has the full benefit of her delivery. Voice is trained and pleasing.

Eddie Varos and his band, here for 16 months, are a perfect selection for

this spot. They play American, sassy, and Latin music and, tho the outfit is composed of only six musicians (two fiddles, piano, drum, trumpet and accordion), it can easily compete with a larger combination. Most of the men double on instruments, giving the group fullness and variety. Varos makes a smart appearance and plays a violin with talent. Vivian Blaine, attractive blond vocalist, handles the ballads with a dramatic and appealing voice. Bobby Diaz, costumed Cuban, plays the maracas and sings Latin numbers. Miss Blaine works on the bandstand and opens the floorshows with a couple of pop ballads. Entire layout is in for an indefinite run. Sam Honsberg.

Havana-Madrid, New York

Talent policy: Dance and show band; dance band; production floorshows at 8:30, 12, and 2:30. Management: Angel Lopez and Raymond Ferrer, owners; Ed Weiner, press agent. Prices: Supper minimum \$1.50 except Saturdays and holidays (\$2).

This Broadway ritzy new show, which opened October 17, has been changed quite a bit. Sergio Orta, who emceed and produced it, is working the Club Bar, Philadelphia; Estelita and Papo, Pedroto and Chino, Virginia Ramos, and Oscar de la Rosa's band are all out. Replacing them are Manor and Mignon, Pepita and Lucia, and Frolan Maya's band.

Manor and Mignon, ballroom team, socked across three strong numbers, including a tango and a paso doble, with the girl's sleek appearance doing much to sell the numbers. Her hair and other embellishments are arresting and hold close attention all the time. Took a couple bows. Pepita and Lucia are two young Mexican girls who harmonize Mex tunes with zest, encoiring with a charming English-Mex version of Oh Johnny. A cute team.

Arturo Cortez, handsome baritone, does a nice job emceeing as well. Rosita Ortega ran up her usual show-stop with her spirited classical Spanish castanet dances. Her gypsy number, with her long hair loose over her shoulders, was especially attractive. The eight exotic dancers parade flashy, sleek costumes that have just enough to make them very alluring. Go thru simple conga and rumba routines.

Mays led his band thru lively, tingling rhythms and shared time with Juanita Juarez's rumba band of seven men, which also did an excellent musical job. Paul Denis.

Cafe Society, Boston

Talent policy: Dance and show band; floorshows at 7:30 and 11:30 p.m. Management: Hazel and Max Green, entrepreneurs and producers. Prices: Dinner from \$1; drinks from 30 cents; minimum \$1.50 Saturday and holiday evenings.

When Hazel and Max Green were at the old Southland they produced the best colored shows the Hub has ever seen. After the Southland changed name and policy the Greens opened their new spot with colored entertainment only.

They have lost none of their showmanship in this short week; they have made Cafe Society a class spot—the only one of its type with colored entertainment. Canny booking and ability as producers enable the Greens to put on a wham show.

Headliner is Myra Johnson, ex-chirper with Pats Waller, whose torchy renditions are a hit. She sings three numbers. Nobody's Baby, You've Been Flying Too High, and My Stepping Out With My Man. Forgive. Best one has a distinctive arrangement that is really good, the Flying is marred by some silly, superfluous clowning with smeez Larry Steele. Encored with *St. Louis Blues*. Well received. A standout entertainer.

A handsome young dance team, the Nordens, appear all too briefly in three short numbers. Their costumes are sharp, and their routines are different and doable. A definite hit. Long and Short, proved themselves easily the best colored entertainers of their type. Opening with a song, they break into a fast dance. Also some of their steps are not original, they do have a very neat cane number.

Ella Mae Waters' dance routines are different and interesting. She works solo and then with the line of six girls, also working *Five O'Clock Whistle*.

Music by Count Castana and his choir of brass, a jump band. Excellent custine aids in building this spot. Mike Kaplan.

Deep South Spots Still Add Talent

BILOXI, Miss., Dec. 28.—Paul Gordon and ark opened the winter season of the Broadwater Beach night club's Rainbow Room December 19. Floorshow includes the Troubadors and Skippy and Her Violin.

ALEXANDRIA, La., Dec. 28.—Sky Roof night club opened Christmas Eve under management of Mrs. E. Syke, Ork of 10 pieces under Hery Wayfield.

SHEEPERSPORT, La., Dec. 28.—Zephyr Room of the Washington-Yorsee Hotel opened last Saturday in celebration of completion of first project in hotel's \$250,000 modernization program. The new nitery opened with George Wald and ork; Jacqueline Reed, vocalist, and dance team of Galante and Leonarda. Dance floor has been enlarged.

Big Minneapolis House Tries Vaude

MINNEAPOLIS, Dec. 28.—The 4,000-seat Minnesota Theater will reopen New Year's Eve with a vaudeville policy. Ken Murray will head the first stage bill and the picture will be *The Parade of 1941*.

House will be under the supervision of Eddie Weisfeld, manager of the Riverside, Milwaukee, and Livingston Lanning will be resident manager.

The A. B. Marcus unit comes in the second week. Murray will be supported by Ruth Petty and Dixie Dumber, and picture scale will be 28 and 30 cents, including tax.

Magic

By BILL SACHS

LOS ANGELES Society of Magicians recently elected the following officers for the ensuing year: Arthur E. Diederich, president; George W. Putnam, vice-president; J. C. Cooper, treasurer; David E. Swift, secretary; Charles Nelsch, sergeant at arms, and Dr. Ralph Smith, Jack Wilson, and William J. Van Berkel, trustees. . . . BILL BAILEY (La Follette), president of the Los Angeles Society the last two years, is leaving there soon to take up residence in Iowa. A banquet recently was held in his honor at The Bowl, Los Angeles, with more than 200 friends present. Jack Gwynne and other pros amused the crowd with their art. . . . THE GREAT OSRAM presented his *Magical Merry-Go-Round*, a two-act play, at Avery Memorial Auditorium, Hartford, Conn., December 27-29, under auspices of the Children's Educational Department of the Wadsworth Atheneum. . . . LESTER LAKE (Marvelo) has resumed his club work in the Cincinnati area, after spending Christmas at home in New Trenton, Ind. . . . PAUL BALPONTE, who formerly trouped as El Diablo the Magician, has discarded his tricks in favor of puppets. . . . LEE NOBLE closed at the William M. Perry Hotel, Grand Haven, Mich., December 28 and December 30 began a week's return engagement at the Como Club, Buffalo. He played a two-weeker at the latter spot a month ago. In Grand Rapids, Mich., recently, Noble enjoyed a visit from Alsidin, who is reported enjoying a fat season in schools. . . . THE GREAT JAXON, ventriloquist, now working out of the Erie Crouch office, Columbus, O., opens January 6 at the Paddock Club, Wheeling, W. Va. The Great Stanley and wife, Emily, recently caught the Jaxon turn at the Kentucky Club, Toledo, O.

AL PAGE and wife, Ernestine, were visitors at the magic desk last week while in Cincinnati to spend the holidays with the latter's folks. They played Saturday (28) at the Strand Theater, Cincinnati, and then departed for Dover, O., for a week at the Dover Hotel, from whence they move to the Jennings Club, Niles, O., both booked by the Bob Davis office, Akron, O. After several more weeks in Ohio, Al and Ernestine head for Florida, playing the Henry Grady Hotel, Atlanta, en route. Their first Florida stand is the George Washington Hotel, Jacksonville. Ernestine has acquired a new marimba and is using it in the act. . . . JULES J. FREELIE had his clown magic turn in the Harriet Lane Children's Ward of the John Hopkins Hospital, Baltimore, December 24. . . . VALLEAU THE MAGICIAN (Henry B. Balleau), of Boise, Idaho, has had his magic show in Canada the last three months, where he says he has been doing well in theaters. Other dates are scarce, however, he reports, with only a few niteries using acts. The usual holiday dates were nil, he says. Early in January Valleau jumps to Vancouver Island to play Victoria, Ladysmith, Duncan, and Nanaimo. In addition to his magic, Valleau presents an old-fashioned hyp routine. . . . "SLAPS MAXIE" ROSENBLUM visited the Marquis Show at Del Rio, Tex., recently, and delighted the kiddies with his good humor and willingness to autograph anything from a hat to a horned-toad. Rose Dawn, Dr. Brinkley's well-known "Voice of Light," was hostess to Mr. and Mrs. Marquis in Del Rio. . . . KORAN is residing in Del Rio, Tex., dividing his time between his business there and his ranch at Bandero, Tex. . . . RALPH RICHARDS, the Great Richards of a few years back, recently has been appearing over a radio station at Monterey, Mexico. . . . CHARLES EUBENS presented his magic to the crippled children at Charity Hospital, New Orleans, last week. . . . BOB NELSON, of the Magic Hobby Club, Columbus, O., was instrumental in landing a page of photos in the Sunday section of *The Columbus Dispatch* December 22, showing various members of the club running thru their stunts. Among those pictured in the page layout, besides Nelson, were Dr. V. H. Finsterwald, Dr. William T. Palochian, Frank W. Knodner, Herbert L. Finkle, Ralph Hull, Lieut. W. W. Bright, E. D. Bales, and E. A. (Sam) Houston.

Late Rosenberg Bookings

NEW YORK, Dec. 28.—Phil Rosenberg's latest bookings include Annette Cliff and Margo, who opened yesterday at the Eltinge here, also a colored unit in Detroit.

Opening tomorrow, Zorita, Palace, Buffalo; Joe Roberta, Hudson, Union City, N. J.; Al and Murray, Galety, Norfolk, Va.; Marion Lane, Gayety, Washington, D. C. and Honey Bee Keller, Casino, Pittsburgh, Pa. December 31, Ralph Brown, one-nighters, January 3, Dian Rowland, Star, Brooklyn; Gloria Dahl, Detroit, and the colored unit in Dayton.

January 6, Marge Hart, Lyric, Bridgeport, January 8, Honey Bee Keller, one-nighters, January 10, Zorita, Roxy, Cleveland; Scarlet Kelly, Detroit, and Julia Bryan, Dayton, January 11, Pesches, Garrick, St. Louis, January 12, Marge Hart, Empire, Newark; Marlene, Washington; Noel Carter, Gayety, Baltimore; Hinda Wassau, Union City, and Lois DePee, Pittsburgh, January 13, Marian Miller, Bridgeport, January 15, Rose LaRoe, one-nighters.

Hirst Eyes 2d House

PHILADELPHIA, Dec. 28.—Strong possibility exists that Izzy Hirst will open a second burly house in town, Gayety Theater. Traveling units go into his Troc Theater.

Hirst has always had a second house running here. He converted his Gayety into a grind movie house several years ago when he moved his stock to Bijou Theater, which is now also on a grind pix policy.

JESSICA ROGERS, up from Tampa, making her burly bow with Hirst's *Stolen Sweets* unit. . . . BOB CANNERY still another burly comic getting a chance at legit, having been offered a part in a new musical being readied by Buddy DeSylva.

Burlesque Notes

(Communications to New York Office)

NEW YORK:

ALLEN GILBERT'S producing contract with the Republic has been extended to June, 1941. . . . CEIL VON DELL opened at the Star, Brooklyn, December 20. . . . CHET ATLAND, singer at the Galety, passed around the cigars December 21 when he became a first-time papa of a girl, Lynne, born to Frankie Pzy, chorine, in Riverside Hospital. . . . GYPSY NINA was a last-minute booking by Bill Rosenberg at the Republic, opening December 28. . . . LLOYD MULLER, of the Claridge, played host last week to Sammy Clark, here from Chicago, by going the rounds of the Pollios houses and Harold Minsky's 51 Club. Muller, during a recent Chicago visit, was the guest of Clark. . . . JERYL DEAN opened at the Galety December 20 in place of Annette, original booking. Annette to a Miami show instead. . . . ANN CORIO, during her Bridgeport, Conn., stay Christmas week, was granted by Max Rudnick Christmas matinee off to visit the family in Hartford, Conn.

JEAN EUGENE, new stripper in the East who opened at the Eltinge last week thru Dave Cohn, was a principal at the Pollios, Los Angeles, for 13 weeks. Also on the Midwest Circuit earlier this season and has a home in Brentwood, Wash. . . . MORRIS TRAUB'S Tivoli in Brooklyn, which introduced Pollios shows for the first time December 27, has Frank D'Armond as cork leader plus six musicians in the pit; Frank Newland, chief electrician; Denny Doyle and Frank McCarthy, assistants; Harry Bennett and Walter Neils, carpenters, and George Smith, props. Cleon Throckmorton is supplying the scenery, and Eva Collins the costumes. James Wilson is backstage chief, and Rube Bernstein in charge out front. Additions to the opening cast were Sunya (Smiles) Stone, Charles Country, Jack Buckley, Marvin Lawlor, Mitch Todd, and Lenora and Charles.

PETITE CARROLL, at the Republic, just became the proud possessor of an air pilot's license. Tecla Tolane and Doris Parker, two Allen Gilbert chorines, were guests of Petite at a Christmas dinner at the Hotel President. . . . HAZEL SMITH is still in the Will Rovers' Memorial, Saranac Lake, N. Y. So is Margo Meredith, another ex-burlesquer.

Reviews

"Stolen Sweets"

(HIRST)

(Reviewed at Troc, Philadelphia, Monday Evening, December 23)

Plenty ingredients peppered here, making for smash showing. And as the running is stepped up to meet the pace set by the principals, *Sweet Stacks* up swell.

Major excitement comes from "Shorty" McAllister and "Stinky" Fields, team which is as standard in these circles as their material. But they still make it count for laughs, especially their *Modcrustic Justice* bit with "Shorty" the judge and "Stinky" as defending attorney and courtroom janitor. Stuff is all slapstick and team has enough on the ball to make the upper stage over.

Efforts of the team overshadow Jimmy Coughlin, who is more nimble on the hoof than with the gag-making.

Bert Saunders gives stellar straight support, with some assist from Joe Sterling, who turns in a neat top and soft-shoe single turn, and Mel Bishop, whose forte is giving fine tenor voice to the ballet bits.

Dorothy Deltavene makes a dandy foil for the funnymen, holding her own as well in a solo singing spot, sporting tutored tonsils for *Cerribirbis* and *Old Man River*.

Epidemic display leaves little to be desired. Stately Jessica Rogers, a looker and boulder, makes it a soothing eye cure; blonde Mickie Dennis devotes her undressed ritual to ribald evolutions; while Marlene, in the top spot, changes the peeling pace with a beautiful chassis.

Line of 14, four for decor, give a good account of themselves, with the ballets given punch by the contortionalistic exhibitions of Marlon Melrose.

Jack Montgomery on the production

end, with Merrick Valinote maestro for the music. His only fail when caught.

Next unit in is headed by Zorita DuVal, Delores Greene, and Tury Fuller.

M. H. Orenden

Tivoli, Brooklyn, N. Y.

(Reviewed Friday Evening, December 27)

Newest addition to the local burly scene teed off with a sprightly show to good opening day business. The Tivoli switch from double feature to current policy may start a series of similar changes in other nabe houses because of pic situation. Success of this Morris Traube house is being watched with interest.

Adding to inevitable opening day mishaps was the failure of Charlie Country to arrive because of faulty plane connections. Jack Buckley, straight man, took care of Country's comic assignments. Did comparatively well. Garrett Price new to these parts, having long been on duty on the Midwest Circuit, brought some new material. Skits in general were good, not too blue, and went over big with the audience, which included a big percentage of family trade.

Only new stripper in these parts is Elmore Sheridan, first in the line-up. Works smoothly in shedding the G string. Also gives out with a few bumps. Jose St. Clair, in the featured spot, practices her perling with a redaction on life as an army camp hostess. Paula Lind and Sunya Smiles Stone complete the strip contingent.

Allen Gilbert's production is uniformly good. Especially so are the conga, can-can, and ballet numbers. However, the ponies need much more drill before the desired effect will be obtained. Nine show gals, with Bobby Drake spotted, provide atmosphere and epidemics display, while the line consists of 11.

Specialties are by Lenore and Charles, doing a neat adagio, and Marvin Lawlor in a mediocre tap. Mitch Todd does the tenting in the production numbers. Floyd Halliday does a good straight. Ork is under direction of Frank D'Armond.

Joe Cohen

B'd'g't 2:30 A.M. Show

BRIDGEPORT, Conn., Dec. 28.—House Manager Eddie Madden, of the Low-Poli-Lyric Theater, Hirst Circuit house, says on New Year's Eve, in addition to the midnight show, he will put on a "milkman's matinee" at 2:30 a.m., the first time this idea has ever been tried out in Connecticut.

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BRENDA WILLIAMS, under exclusive management of Allen Gilbert, left for N. S. Barger's burly stock show in Mexico City, where she remains four weeks. Then to the 606 Club, Chicago. . . . RAMONA celebrated a birthday December 18 at the Republic. Moved to the Caravan nitery, December 27. . . . CHESTER WEINSTOCK spent his vacation over the holidays away from his job with an auto supply house in Raleigh, N. C., assisting out front at the Republic. In Raleigh, Chester also helped in lighting and scenery for the little theater group, and even did a little acting himself. . . . ZONIA DUVAL recently gifted husband-musician Nick Carter with a dog while in Toronto. Three weeks later Nick long-distanced that the pooch had given birth to nine pups. . . . UNO.

CHICAGO:

CLEO CANFIELD closed on the Midwest Circuit and opens at the Tivoli, New York, January 10. . . . LOVEY STACEY, dancer, opened at Cincinnati December 27. . . . MARY GRANT is playing the Eltiro, Chicago, this week. . . . ANN VALENTINE opened the Midwest Circuit at Toledo, O., Friday (27). . . . STELLA MILLS was stricken suddenly and was unable to open at St. Louis. GLADYS FOX rushed there by airplane to take her place. . . . VILMA JOZSY is coming from the West Coast to open on the Midwest Circuit February 3. . . . BERT MARRS will open in stock at a new theater in Paterson, N. J., soon. . . . N. S. BARGER'S Mexican unit is now in its fourth week and will add nine new principals in the January 4 opening.

Ogle Season Off; Switching Indoors

DEMOPOLIS, Ala., Dec. 28. — Jimmie Ogle Show, which closed a 36-week canvas season here December 21, reopens in houses January 9, with rehearsals beginning here January 5. Troupe moves under canvas again around April 1.

Next season, Ogle is expected far under that of preceding years. Ogle reports, with the final accounting showing a substantial loss. Show played its established territory, with Ogle attributing the poor business to unrest caused by the war situation.

The Ogle organization played all three-night stands in 1940, but Ogle plans to switch to one and two-nighters for the 1941 season.

Nealand Recalls Old Faves Omitted From Recent Article

Richmond, Va.

Editors The Billboard:

Here are a few names of old-time favorites of the 10-20-30 days which I want to mention in my story in your recent Christmas issue. Since I wrote entirely from memory and without the aid of scrap books, there were many names omitted:

Flores De Voss Players, the Four Picketts Stock Company, which had as one of its members James Cowan, mayor of Wilmington, N. C.; the Augler Brothers, with J. Harrison and Addison Augler; the Mae Edwards Players, who toured the maritime provinces for many years; the William B. Harkins Players, who annually visited St. John, N. B.; Halifax, N. S., and the larger cities of the West Indies, and occasionally played engagements in Central and South America; the Lyceum Theater Stock Company, in which I was associated with Nat L. Jelenko, comedian, and which played 20 weeks in St. John, N. B., during the season of 1907 and 1908.

The Walter Savidge Players were Middle West favorites and, as far as I know, the only repertoire company that ever was presented on a carnival midway. Savidge, who made his headquarters in Wayne, Neb., owned several shows and rides, but his tent rep was the feature attraction, presenting one show nightly, with all other attractions closed for the occasion. The Paul English Company was a Southern favorite, with headquarters at Baton Rouge, La.

Replying to L. Verne Stout, I inadvertently omitted the name, as he states, of one of the greatest personalities of the rep field, Frank Winninger, who was most versatile of the Winninger family. He was a splendid comedian and a fine actor, with a big following in his native Wisconsin. He built a big open-air theater in his home town, Wausau, Wis., and played big productions there late in his career.

During the halcyon days when Cecil Spooner was starred at the head of her own company, her admirers built a theater, which still bears her name, at 160th Street and 62nd Avenue, Boulevard, New York. Cecil was the wife of Charles K. Blaney, who at one time had 20 road shows under his management.

And Johnny Pringle, mentioned by J. Lou Sampson, was the father of John Gilbert, famous film star. His mother was Ida Adair, beautiful blond leading woman who was re-starred with Pringle in the old rep days.

WALTER D. NEALAND.

Hy Heath in Hospital

WEST LOS ANGELES, Calif., Dec. 29.—Hy Heath, veteran tab and rep performer and producer who several years ago entered the song-writing business in Hollywood, has entered Veterans' Hospital here for tonsillectomy and other minor adjustments. He will be here a month. Heath recently placed a number, *When Tommy Toots His Horn*, which he wrote in collaboration with Fred Rose, in the James Roosevelt picture, *Put o' Gold*, starring Horace Heidt, James Stewart, and Paulette Goddard. Heath was also collaborator on the song, *The Little Red Fox*, which enjoyed popularity a year ago.

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Nealand Opus Read With Interest By Vets Who Recall More Oldies

Editors The Billboard:

Walter D. Nealand's article concerning repertoire companies of the old days was read by me with no little interest, as were the letters from J. Lou Sampson, L. Verne Stout, and Philip Rosseter, which appeared in a recent issue.

The writer has had the pleasure of working with many of the companies mentioned by Nealand and some he failed to mention, among them Helen Grace, Nathan Apel, owner and manager; Chauncey Kieffer, Harris Parkinson; Davidson Stock Company, A. E. Davidson, manager; Hoyt's Comedians, Frank S. Davidson, Martin's Comedians; Faria Comedians, Dick Faria, manager; M. Comedians, Nick Toft Company, Edna Foy Company, Edwin Weaver Players, Weaver & Beach Company, Franklin Stock Company, Charley Gilmore Company, Clara Turner, Hickman-Besey Company, Latimore & Leigh Company, Boyd Stock Company, Norma Ginnavin Company, Jack Lyria, and Frank Dudley.

EDWIN WEAVER.

South Boston, Va.

Editors The Billboard:

Another show Walter D. Nealand forgot to mention in his 10-20-30 article was the Florida Devorse Stock Company (pardon the spelling; it may be incorrect), which played my home town, Viola, Ill., every winter some 35 years ago. I was the prop boy at the town opera house, J. Doug Morgan was the leading man with the company, and J. B. Rountree, manager and piano player.

Then there was also the Lehr & Williams Comedy Company, starring Ma Lehr, mother of Raynor Lehr, and the Bob Demorest Stock Company. At that time the Original Williams Stock Company was the Williams Comedy Company, managed by Thomas Williams. About that time, 35 years ago, there were two boys who became stage struck and started out with a home-talent show. One of them, Billie Guthrie, now of the Fulton-Guthrie Show, made the grade. The Williams Stock was from a coal mining town—Gilcrest, Ill. That was before my time, and I am 50 years old now.

CLYDE J. WHITE.

New York.

Editors The Billboard:

I was pleased with Mr. Nealand's article giving credit to repertoire and stock companies for radio and film talent. I also thank Mr. Nealand for mentioning the Phil Maher players.

I also noticed J. Lou Sampson's letter

wherein he spoke of the company I had out in his section—*A Mexican Girl*. We played thru Missouri, Kansas, Iowa, and Nebraska under the direction of Jo Rickard. I had been with a musical comedy, *A Night at the Circus*, that particular season, leaving the afternoon of 14 members. I operated *The Mexican Girl* with up-and-down success.

The Phil Maher Players toured for years thru the East and in Canada until the pictures put the quietus on our form of entertainment. *Shadows! Cuss 'em!*

PHIL MAHER.

Portland, Ore.

Editors The Billboard: Walter D. Nealand's "10-20-30 and Up" article in your Christmas number, but I wonder how he failed (See NEALAND OPUS on page 61)

Worthan Cites His Record; Says Toby Is Far From Dead

Arlington, Ill.

Editors The Billboard:

As the rep page has taken on new life as to the shows that have come and gone, thought I had better get in my own plug.

The Charles Worthan rep show was organized in 1912 and has continued to date, playing the same circuit it started. We cannot boast that we have made a fortune, but we have succeeded in entertaining our patrons. We owe no actor, and no actor owes us.

It is on record in Equity's office that we were the first rep show to go Equity, with 14 members. Also, we have presented all of the good name plays, which we paid for, and have had people with the show that are now names in show business.

We hear a great deal of talk about the Toby show being dead. We find they like them. Not a full week's rep, but one or two on the week. One has but to listen to Barrymore, Vallee, and Wells to find that Toby is being done by the country's best known actors. Same goes for the medicine shows. Many of the best programs on the air are nothing more than high-class medicine shows, with their premiums, contests, and give-away plans. The only thing they miss is the candy sale.

The rep shows may be dead; but I am not discouraged. As long as John Barrymore does Toby, so will I; only I'll use a real wig. CHARLES WORTHAN.

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

Passo Derbyshow Winds Up

SAN FRANCISCO, Dec. 28.—Ray Passo's Derbyshow, which opened in National Hall here November 28, came to a close last Saturday (21), with Johnny Makar and Burton Staven pulling down first prize. Eisen and Mickey Thayer Jr. were second and Cloris Wears and Joe Nalty third. W. D. (Bill) Askew was associated with Passo in this one, and Ernie Bernard was floor judge. Danny Bramer, Mickey Thayer Sr., and Jimmy Gable handled emcee chores.

One Year Ago

BERT DAVID'S show in Kankakee, Ill., was under way. Thirty teams answered the starting gun. . . . THAYER TWINS, Eisen and Mickey Jr., won the Jitterbug Jambores in Columbus, O. . . . HAL J. ROSS contest in Phoenix, Ariz., was playing to hefty business, promising to outdo his previous contest there. . . . GEORGE WALKER was playing a four-week engagement at Club Belle Vue, Pointe a la Hache, Que. . . . BERNIE SHAPIROFF was recuperating in Louisville, Ky., of injuries sustained in an auto accident. . . . "HUBBARD LEGS" MARSH, eccentric dancing comedian and emcee, was in his seventh week at the Top Hat Club, Beaumont, Tex. . . . JUDY ELLIS was playing the same spot as a singer. . . . TED MERRIMAN and

Miss Maryland were performing the ice act.

JOHNNY GUILFOYLE has several Camden, N. J., fans who say they caught his unit show in Harrisburg, Pa., some time ago and wonder if he will make that territory again.

JOHNNIE DILLON inkts that he has recuperated from his accident and that other than having some dental work done is suffering no ill effects. "Just inhaled some of that 'necessary,'" says Johnny "so you can look for an announcement after the holidays."

ANN SCHLEY is tops on the popularity list of Mrs. Irwin Kopencak of Chicago. Mrs. Kopencak wishes Ann would drop the column a line on herself and Don Reid.

LUCILLE PENNINGTON—Tedd Hayes, trainer in the recent Watertown, Ia., contest, in which he mentions that you were a contestant, writes he has some important mail for you.

LOTS OF GREETING CARDS are being held in the Mail-Forwarding Department for endurance show people. Better take a look at Letter List.

SOME OF YOU endurance show promoters should make a New Year's resolution to send more news on your contests to the column. It would sure be appreciated.

Rep Ripples

A. L. S. FITZGATHERY, after the closing of Billroy's Comedians, hopped into Miami, where he's working theaters and parks with his bending specialty. . . .

MAURICE LUCKETT, who has been pounding the ivories with the George Hutchinson vaude show, which closed in North Carolina December 14, spent the holidays with his mother in Eddyville, Ky. . . .

LELAND STANFORD HARRIS, of the Lusere Passion Play, put in the holidays in Chicago. He reports that the troupe reopens for its fifth season January 13 in Chattanooga. . . .

Tom Harris says that on a recent six-day engagement in Memphis, Tenn., the show was forced to do three performances a day to handle the crowds. . . . KURTZ BROS. report satisfactory business around Nelson, B. C., with their vaude-pic trick working schools and merchants' tie-ups. . . .

BILLY AND BETTY BLYTHE write that they closed a good season recently in New England and high-balled it home to High Spire, Pa., for the Christmas season. They say their decision to close came when the New England snow became too deep for them. . . . COLETA SHOW, vaude-pic combo after a holiday layoff in Hamilton, Ont., resumes January 6 in Central Ontario. Show has been enjoying a satisfactory b-o. play, despite the fact that extreme cold weather halted performances at several stands in recent week.

THE EVENING TRANSCRIPT, of Susquehanna, Pa., queries us as to what has become of the old-time baton swingers, such as Fred Smith, of Corning, N. Y.; Johnny Leedy, and others who were in their prime 40 years ago. "When we see the drum majorettes of the present day," writes *The Transcript* inquirer, "clever as they are, we cannot help but go back in memory and again see the men heading the parades, doing their stuff in mastery manner."

HY HEATH rep and tab vet, typewriter from Hollywood, where he is now engaged in the song-writing business, that quite a few former tab, minstrel, and rep performers are doing okeh in pictures. Practically all of them who have tried have made the grade, Hy informs. "I sometimes wonder why more of the old-timers don't take a crack at it," Heath writes. "They can use good comedy and character talent in pictures, and many of the old-timers have it. If they can take a guy from behind the plow—one who never read a line in his life—can make an actor out of him (and then he does it out here), I don't see why some of our guys who know all the answers can't make it."

V. E. THOMAS, formerly of the Thomas Community Players, is in the radio repair business in Shawneetown, Ill. . . . THE MORGAN SHOW, vaude-pic unit, is in camp for the winter at Wyatt, Mo. . . . MONTE NOVARRO, formerly of the "Beelze" Hayworth circle in North Carolina, infoes that he and Howard Fuller have combined units, with the show set at Rogers' Velvet Grill, Buffalo, until January 5. . . . NOVARRO says he's figuring on a carvas trek with the show in the spring. In the roster are, besides Novarro and Fuller, Che Che Lamarr, Janice Gray, Marlene Dixon.

(See REP RIPPLES on page 61)

Thomas Locates in Wyatt, Mo.

WYATT, Mo., Dec. 28.—G. W. (King) Thomas, who closed his Community Players four weeks ago, has placed his equipment in storage here, where he is now operating a motion picture theater. Thomas is constructing a new home and picture theater here and after 26 years on the road plans to settle here permanently. He is operating his present theater, the King, six nights a week.

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.

Non-Theatrical Films

Conducted by THE ROADSHOWMAN
(Communications to 1564 Broadway, New York City)

Clever Promotion Ups Takes At Special Christmas Shows

Schuyler Democratic Club features movies at annual party—letters mailed to invite kiddies to attend event—St. Nicholas also appears with gifts

NEW YORK, Dec. 28.—Clever promotion was responsible for added roadshow profits during the Christmas holidays. Operators put on movies for sponsoring organizations and private parties to boost their incomes and close 1940 with a bang. Religious shows were featured by church groups. Party programs were composed principally of short subjects. One of the outstanding shows in this section was given at the Schuyler Democratic Club and attracted more than 300 children. Promotion included a mimeographed letter written by Austin Carewe and mailed to the sons and daughters of club members. Program featured the singing of Christmas songs and the distribution of gifts to the children. Expense of the event, which included the operator's charge and film rentals, was paid by the club.

The letter was mimeographed on plain white stock.

Addressed to the children whose names had been turned in by their parents, the mailing piece created much interest in the program.

This was the third year that non-theatrical movies had been featured at the annual Christmas party.

Cutting It Short

By THE ROADSHOWMAN

Serials continue to click at Harry Bannister's 48th Street Music Hall in New York City. *Plunder*, featuring Pearl White, recently closed, and *Fine Fighters*, with Herbert Rawlinson, is the new continued story. Present program includes *Esst Lynné*, with Allan Hale, and *Caught in a Cabaret*, with Charlie Chaplin. Sid Lubin is in his 38th week at the piano and homemade beer-bottle organ. Program runs nearly three hours.

Among the roadshowmen to put on special religious shows during the Christmas holidays was Joseph Kelly, who showed *Birth of Our Saviour*.

A special New Year's show is being planned by the North Pelham, N. Y., Catholic Church group. Dick Cummins is in charge of the shows that have been planned for the year. Organizations report non-theatrical programs profitable, which shows the value of movies as fund-raisers. Movies are shown in the auditorium in subdued light. Inexpensive insulation paper held in place with Scotch tape is used over the windows and transoms, Cummins reports.

Movies have clicked so solidly as part of the entertainment program at the Windmill Club near Natchez, Miss., that the owners, Frank and Bill Kid, are planning a more elaborate set-up during 1941. Football films were featured during the gridiron season. Basketball and fresh-water fishing films are slated for early shows, the owners said.

Operators who put on old-time movies at Coney Island are looking forward to a big season. Jack Stern is making preparations to open for the fourth year in Feltman's Arcade. With big things announced for Luna Park, it is reported that non-theatrical movies will again be featured there. Seymour Machson is expected to start work readying his place on Surf Avenue within the next few weeks. Bernice Leventhal will again operate his spot on the Boardwalk. Plans being made by these operators include showing of local newreels.

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admirably, but reads much too slowly to approximate a night club emcee or bring any effect from the lines. Vivienne Segal is snowed under by the nasty, ineffective role of the society matron; Lella Ernst, as a nice little girl who loses Joey, fails to display any attribute to warrant her selection, and Jean Casto, yielding to the prevailing tendency to perform everything slow-motion, spoils the better effects of one of Mr. Hart's most amusing lyrics.

OLD ACQUAINTANCE

(Continued from page 17)

an essentially trivial, meaningless, and rather boring play, and make it a brilliant and exciting theatrical experience.

What there is of the plot tells merely of the two authors, the daughter of one of them, and the lover of the other. Katherine Markham (Miss Cowf) bases her reputation upon a slim shoof of critical success; she lives near Washington Square, regards life with love and music, and has as her latest lover a man some 10 years her junior. Mildred Watson Drake (Miss Wood), on the other hand, writes sentimental best sellers, lives in the suburbs, has driven her former husband to divorce, and overdoes spectacularly. The slender tale tells of the stormy course of the year-old friendship, which on Deirdre, Mildred's daughter, falls in love with Katherine's lover.

Rudd, the man in the case, reciprocates, and tells Katherine about it; and Katherine, being gallant and gentlemanly despite her sex, takes the blow smiling and tries to arrange things for the young pair. Mildred, on the other hand, is horrified at having what she describes as Katherine's cast-off lover as her son-in-law. She precipitates a quarrel with Deirdre, who runs to Katherine, and then, when Mildred has lost her daughter and, very nearly, her self-respect, she runs to Katherine too. And the two successful, sorrowful women fall into each other's arms. After all, common roots stand firm amid current emotions.

That, of course, isn't nearly enough to fill up an evening. Previously, Mr. Van Druiten has Katherine turn down Rudd's proposal of marriage and then decide to accept it, just before she hears that Rudd has fallen for Deirdre. He also has Mildred discover that her ex-husband, while they were still married, wanted to go off with Katherine, and was only prevented by Katherine herself. Since Mildred is very much a woman, this long-overdue discovery makes her very angry with Katherine, and in revenge she tells Deirdre about Katherine and Rudd. None of it, however, is very important, and none of it is told with particular brilliance or stage effect. With a couple of other people in the leading roles, it might have been very sad.

Miss Cowf is subtle, sincere, and brilliantly illuminating as Katherine; Miss Wood is biting, satirical, and ruthless in her incisive portrayal of Mildred; between them, they offer acting brilliance that is as varied as it is spectacular. And, as previously noted, they never vary the play's values in the process.

Much of the credit for this, of course, must go to Auriol Lee, who in her staging of the play regained her directorial stride and offered a smooth, flowing, beautifully paced job. Much credit, too, must go to the other players, who meet the sparkling work of the stars and often manage to match it. Kent Smith is excellent as Rudd; Hunter Gardner scores briefly but effectively as Mildred's ex-husband; and Adele Longmire, playing her first big part, does very nice work as Deirdre. Faced by a frightening challenge in the acting all about her, she pushes a bit too hard, hitting a single, rather forced note, and maintaining it through most of the evening. This against the magnificently varied work of the other players, is a considerable disadvantage; but she more than makes up for it with great charm, and acquits herself better than nine out of 10 more experienced ingenues could possibly do under the circumstances.

"Animal" 55C in Buffalo

BUFFALO, Dec. 28.—Eranger Theater felt keenly the big competition exercised by the record-breaking stand of Sonja Henie's 1941 *Hollywood Ice Rink* and two vaudeville attractions, added to the annual pre-Christmas slump, when Melvyn Anderson played December 16, 17, and 18, giving four performances.

Despite all these handicaps, the play managed to pull in \$5,500, which isn't bad for this time of year even without competitive attractions. Scale ran from \$1.10 to \$2.75.

Next Eranger booking is Gladys George in *Ladies In Waiting*, for which

Oh!

PHILADELPHIA, Dec. 28.—Best chuckle in *Oh! the Record*, which went into forced retirement last Saturday (14), was unintentionally provided by the Locust Street Theater pit orchestra. The closing sequence of the first act has to do with the death of John Upjohn, governor and candidate for the U. S. Senate of the Southern State in which the action of the farce takes place, whom all of his intimates constantly refer to as Johnny. His death is quite a blow, and the curtain falls with his friends and associates stunned by the sad news. So the opening performance found the pit musicians hitting into *Oh, Johnny, Oh, Johnny* for the intermission music.

the brisk advance sale points to a good \$7,000 or more at the box office. Show plays December 30, 31, and January 1. *Time of Your Life* is definitely set for January 10, with other shows still pending.

Flanagan Book on FTP

NEW YORK, Dec. 28.—Federal Theater Project of the WPA cost the government \$46,207,779, with almost half the total expenditure distributed by the local offices, the gross admissions from Gotham's FTP productions added up to only 35 per cent of the total revenue, according to a financial statement included in *Arena*, a history of the FTP just published by Duell, Sloan, & Pearce, Inc., and written by Hallie Flanagan, former director of the theater relief project.

Cost figures, released by the book, list national labor costs at \$41,968,372 and other than labor costs at \$2,239,407. In New York, \$20,596,159 was spent on labor and \$2,102,142 on material costs. Statistics are as of December 31, 1939. As of March, 1939, FTP national grosses were \$1,925,019. Grosses in New York were \$681,914.

Equity Mag's Quarter Century

NEW YORK, Dec. 28.—With the December issue, *Equity Magazine*, house organ for Actors' Equity Association, concludes 25 years of publishing. Alfred Harding, its editor, has held his post for the past 17 years.

ORCHESTRA ROUTES

(Continued from page 14)

Wilson, Ray; (Miller's Connacht) Connacht, O. T. Windsor, Reginald; (Club Lido) Camden, N. J. no.

Wolton, Harry; (Rainbow Grill) NYC, no.

Woodford, Harry; (Metropolitan) Canton, O. no.

Woods, Harry; (Ben Franklin) Phila., no.

Wright, Charlie; (Club Cuba) NYC, no.

Y

Young, Eddie; (Music Box) Omaha, no.

Z

Zanella, Doc; (Brooklyn's Albany, N. Y., no.

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The Final Curtain

ANDERSON—J. Hartwell, 48, who had served the Spartanburg (S. C.) Civic Music Association as treasurer since his organization, December 30 in that city. Survived by his widow and a daughter.

AYRES—Agnes, 43, screen star of the silent era, who rose to stardom as Rudolph Valentino's leading woman in *The Sheik*, in Hollywood Hospital, Hollywood, December 25 after an illness of several weeks. Born in Carbondale, Ill., her acting career began as an extra at the Essanay studios in Chicago. From there she went with Vitaphone, where she was co-starred with Edward Earle in 25 film versions of O'Herry stories. Subsequently she was engaged by Paramount to play opposite the late Wallace Reid in *The Love Special*. Her first starring film play was *The Lane That Had to Turn*. Other screen appearances included *The Ten Commandments*, *Forbidden Fruit*, and *The Angel Told*. The advent of talking pictures marked her decline in films. She attempted a comeback three years ago but with little success and died in relative obscurity. A daughter, Maria, survives.

BOGLOW—John E. (Jack), 79, former acrobat and minstrel performer, December 17 while en route to the Pacific Coast Showmen's Banquet and Ball in Chicago. Boglow toured abroad with Haverly's Mastodon Minstrels and was with the old Beach & Bowers Minstrels for many years as a member of the blackface team Boglow and Brown. Services in Los Angeles, December 20, with interment in Showmen's Rest, Evergreen Cemetery there.

BRANNON—Martha E. mother of Thomas Brannon, president of Affiliated Producers, independent exchange, of Atlanta, and Rovy Brannon, of the RKO office, Charlotte, N. C., recently in Charlotte.

CELA—Mrs. Brehany Elizabeth, mother of Frances and Carmen DuCoin, song team, in San Francisco December 10. Deceased was a native of New York. Interment in Holy Cross Cemetery, San Mateo, Calif.

CECIL—Mary, actress, in St. Luke's Hospital, New York, December 21 from pneumonia. Miss Cecil started her career with Proctor's Stock Company, in 1929 she appeared in *Maggie, the Magnificent*. She performed in the touring companies of *Blossom Time* and *Fifty Million Frenchmen* and appeared in both the stage and film productions of *The Women*. Miss Cecil also has been on the radio, as well as in motion pictures. She had been a member of the cast of the radio programs *Life and Love of Dr. Sloan* and *My Other Wife*.

COOK—George W., 57, projectionist at the Avalon Theater, Milwaukee, and member of the Motion Picture Projectionists' Union, Local 184, December 17 in a Milwaukee hospital. Survived by his widow, three sons, his father, four sisters, and a brother.

CROTHERS—Lulu M., 75, sister of Rachel Crothers, playwright, December 23 in Bloomington, Ill.

DEISS—Julius, 61, circus and theater musician and composer, December 23 at Masonic Home, Springfield, O. For many years Deiss was a violin and piano teacher in Cleveland. He played at the old Opera House, Cleveland, and was a member of the original Cleveland Symphony Orchestra. In later years he played in the orchestra at the Palace, Hippodrome, and Colonial theaters, Cleveland. A march he wrote while at the Masonic home has been published and adopted in Cleveland by the Meridian Lodge of

Masons, of which he was a member. Surviving are a daughter, Mrs. Dorothy Maize, of Los Angeles, and a sister, Mrs. Tina Brug. Services and interment in Cleveland, December 27.

DOERRER—Philip, 86, for more than 20 years operator of a dance pavilion at Middlefield, O., December 21 at his home in that city. A native of Winesburg, O., he had been identified with the amusement business most of his life. A sister survives. Services and burial in Middlefield.

DOWLING—George J., 62, in show business for many years, recently in Carmel, N. Y. Dowling had been with the Ringling Bros.' Circus and had appeared in Broadway shows with Lew Fields.

DUGAN—Barney, of Pittsburgh, trouper for 35 years, in Jefferson Davis Hospital, Houston, Tex., December 18 of injuries sustained December 13 in an auto accident. A married sister of Pitts-

burgh, of which he was a member. Surviving are a daughter, Mrs. Dorothy Maize, of Los Angeles, and a sister, Mrs. Tina Brug. Services and interment in Cleveland, December 27.

FUEBER—Andrew, 85, who had made wigs and masks for every Vitaphone parade and ball in St. Louis since 1890 and fashioned wigs for many American stage celebrities, in a hospital in that city recently of infirmities of age. Burial in St. Louis, December 16.

GALLAGHER—Paul R. (Pat), 46, comedian, featured for years with tabloid shows on the old Joe Spiegelberg and Gus Sun tab circuits and for the last six years owner of Pat's Showboat Grill, Easton, Md., at Emergency Hospital, Easton, December 25 following a stroke. Although he had been ailing for some time, his death was unexpected. Born in

DANIEL FROHMAN

Daniel Frohman, dean of the nation's producers and managers, president of the Actors' Fund for 37 years, and affectionately known as Uncle Dan to generations of theater people, died at LeRoy Sanitarium, New York, Thursday morning, December 26. He had been injured in a fall at his home early in November, and resultant complications included pneumonia and a heart condition. He was 89 years old.

Daniel Frohman, the oldest of the three Frohman brothers who were famous as managers and producers, was born in Sandusky, O., in 1851. His father, a merchant, had also presented shows in neighboring towns, but it was to the newspaper game rather than to the theater that Daniel first turned. He went to New York in his early teens and took a job as office boy on the old Tribune under Horace Greeley at a salary of \$3 a week.

He remained in the newspaper field, on the Tribune and other New York papers, for some years, entering the theater 66 years ago, in 1874, at which time he accepted a post as advance man for Callender's Original Georgia Minstrels. He continued as an advance agent for five years, working mostly for J. W. Haverly, and visited practically every hamlet in the land.

In 1879 he left the road to become manager of the Madison Square Theater under Steele Mackaye as general manager and the Mallory Brothers as owners. Working at the Madison Square at the same time was David Belasco, who held down the post of stage manager.

Frohman worked for the Mallorys, both at the Madison Square and the Fifth Avenue Theater, until 1885, during which period he introduced his most famous innovation in the show business. The first show to play under his tenure at the Madison Square was *Hazel Kirke*, which enjoyed the then unprecedented run of more than 400 performances; and it was while the New York run was continuing that Frohman, out of his wealth of road experience, conceived the idea of sending out road companies while the play was still in New York instead of waiting until the New York run was over.

In 1886 he leased the old Lyceum Theater and formed his famous stock company, which at one time or another included practically every famous stage name of the period. It played at the old Lyceum until 1902, and in 1903 the new Lyceum on 45th Street was opened.

Frohman was married in 1903 to Margaret Illington, but six years later the marriage was ended by a California divorce.

In later years he made few productions, but always continued an extremely active interest in the theater, remained as head of the Actors' Fund, which he had helped to found, and retained his apartment atop the Lyceum, one of the most famous of Broadway residences. His last production, made after years of retirement, was in 1933, when he offered an English version of *Yvette Kurb* at the National Theater. In 1935 he published a charming and anecdote-filled book of memoirs, *Daniel Frohman's Reminiscences*.

He was director of the Jewish Actors' Guild and the Episcopal Actors' Guild and had been a director of the Paramount Company, Paramount Famous Lasky Corporation, and the Percy Williams Home. He was a member of the Lambs, the Friars, the Greenroom Club, and the Actors' Order of Friendship.

burgh is being sought by the Hyde Park Funeral Home, Houston.

ECKE—John J., 60, owner and proprietor of Bloody Brook House, South Deerfield, Mass., since 1934, December 17 of a long illness. For the past 27 years he had been engaged in the hotel business, formerly conducting Bullhead Inn, Bridgeport, Conn., and Bay State Hotel, Northampton, Mass. Survived by his widow and two sisters.

EYRE—Frank B., 57, for 20 years closely associated with the late David Belasco as a confidential assistant, December 22 at a Cleveland hospital. Survived by two sisters, Mrs. Jessie Garner and Mrs. Daisy Booth. Interment in Lakewood, Cleveland suburb.

FARMER—Arthur B., 77, for many years manager of Union Hall, also known as the Star and Cedar theaters, 85, John N. B., recently at his home in St. John,

Marshall, Ill., Gallagher, with his wife, Mickie, toured for seven years with the Lew Beckridge tab show, later joining Henry Prather's *Honeymoon Limited*. He also had been a member of Jake Rose's *Rosebud Revue* and the Harry Strouse tab unit. Prior to entering the cafe business in Easton, Gallagher appeared for several seasons on the Original Floating Theater, under the management of Charles Hunter, his last professional engagement. He leaves his wife and daughter, Lani, 10½. The body was taken to Marshall, Ill., for burial.

GROSS—Philip, 43, dramatic coach, in the Brooklyn Jewish Hospital December 23 of an internal hemorrhage. He was connected with the Young Men's and Young Women's Hebrew Association of the Bronx as director of dramatics since 1918. He founded the Thailans, one of the first little theater groups in Jewish centers to present full-length plays. He leaves his wife and a daughter.

HALLUM—Robert (Uncle Bob), 67, general manager of Cumberland Valley Shows since their inception in 1934, of a heart attack at the home of his son in Nashville, Tenn., December 22. A retired printer, Hallum was a member of the Nashville Typographical Union No. 20 and an employee of The Nashville Banner for 25 years, part of which time he spent as composing room superintendent. He entered outdoor show business in 1929. Four sons, Joseph, Paul, and Eugene, of Nashville, and Robert Jr., Detroit, and two daughters, Mrs. R. E. Kirsner and Mrs. J. C. Hamer, of Nashville, survive. Interment in Woodlawn Memorial Park, Nashville, December 23.

HAMES—Elmer L. (Shorty), showman, in Augusta, Ga., December 18. According

to friends who identified the body, Hames had been in Augusta about three weeks, where he worked in a show's cookhouse. His body was found in the street, and the coroner is investigating the cause.

HARRIS—Lydia, night club vocalist, December 24 in Chicago after a brief illness. Survived by her husband, Frank Deiss, cafe proprietor.

HOLT—Jess Thomas, 29, well-known carnival mechanic, instantly in an automobile accident near Vancouver, B. C., December 16. He was mechanic for the Dottie Moss Motordrome on Gold Medal Shows last season. Burial in El Paso, Texas.

KENEMER—Ken, radio performer and music teacher, December 23 in Chattanooga, Tenn., of a heart attack. Kenemer had been with Station WOOD, Chattanooga, for five years, as leader of the Hawaiian Hillbillies. Survived by his widow, Dorothy; three daughters, Norma, Lillian, and Joan; his mother, Mrs. N. W. Kenemer, and two sisters, Billie and Mildred, all of Dalton, Ga. Services in Dalton, December 24, with interment in Forest Hills Cemetery there.

LARAWAY—Clifford C., 48, proprietor of the Kit Kat Club, Cleveland, December 24 at Woman's Hospital of a cerebral hemorrhage which occurred December 22. Survived by his widow, Theresa; a brother, Earl H., and a sister, Mrs. Mola McMechan. Burial in Chardon, Cleveland suburb.

LARSON—Louis N., 69, many years secretary of the old Wausau (Wis.) Novelty Works, December 15 at his home in that city. He was associated with the firm for nearly 20 years, retiring in 1930. Survived by a daughter, sister, and two brothers.

MCCASLIN—Mrs. May, 59, wife of John T. McCaslin, Baltimore theatrical agent and former circus and carnival owner, recently at her home in Baltimore of bronchial pneumonia. Her late father, Charles Howard, and two brothers were also performers. Survived by her husband and two daughters, Mrs. Lillian Hawkins and Mrs. Hartman Bittorf, formerly known as the McCaslin Sisters, vaudeville performers. Burial in Baltimore Cemetery December 21.

MCCOMB—Mrs. L. L., 80, mother of Arthur O. May, of the vaudeville team May and Kliduff, December 15 at her home in Norman, Okla.

MCLEOD—Dwain Gray, 80, well-known hotel and restaurant man, last identified with the McLeod and Arlington hotels in Buffalo, December 11 at his home in that city. McLeod began work in the hotel business as an errand boy in the old Prospect House, Buffalo, and later became publicity man and collector there. He was a 33d degree Mason. Survived by his widow, Daisy. Burial in Buffalo, December 13.

MACDONALD—Clarence A., 44, head of a theater circuit bearing his name, recently in University Hospital, Columbus, O., of a heart ailment. He was a director of the Independent Theaters Owners of Ohio. His widow and two children survive. Burial in Columbus.

MACDONALD—Mrs. Eliza, mother of the late Clarence MacDonald, theater circuit owner, December 21 in Columbus, O., of a stroke suffered December 17, following her son's funeral. Survived by her son and three daughters. Services and burial in Columbus.

MADDISON—Ralph, 59, known as the

Ernest E. Lawford

Ernest E. Lawford, one of the best known character actors on the legitimate stage both here and in England, died December 27 at Medical Center, New York, after a long illness that had forced him practically to live in hospitals and sanatoria. Survived in his last few plays. His last role was in *The Brown Denoue* last year.

Lawford, who left Oxford to become a barrister but quickly switched to acting, was on the stage for 50 years, appearing first in England with Lily Langtry as *Le Beau* in *As You Like It* February 24, 1890. His success was quick, and during his half-century stage career he appeared in many famous plays and scored a long list of outstanding successes. A few of the many plays in which he was seen were *The School for Scandal*, *She Stoops to Conquer*, the original production of *A Woman of No Importance*, *Charles's Aunt*, *The Prisoner of Zenda*, *Rupert of Hentzen*, *Iolanthe*, *Wings Over Europe*, *Mary of Scotland*, and many Shakespearean productions. His first American appearance was in 1933 in Clyde Fitch's *Frisky Mrs. Johnson*.

He leaves a wife; a daughter, Betty, and a son, Charlie E.

Billy Hill

Billy Hill (William Joseph Hill), 43, songwriter, died December 24 in a Boston hotel of a heart attack.

Hill started his professional musical career when he organized an orchestra for a Chinese restaurant in Salt Lake City, and later played in Nevada, Idaho, Montana, and Honolulu. He started writing and selling his songs on a small scale, eking out a bare living thereby, and finally gained recognition when he wrote *They Cut Down the Old Pine Tree*. Among the many songs he composed were *Empty Saddles, Lights Out, Wagon Wheels, The Old Spinning Wheel, Have You Ever Been Lonely? There's a Cabin in the Pines, Sleepy Head, Chapel in the Moonlight, Alone at a Table* and *Two*, and *For Holly and Me*. His most famous composition was *The Last Roused-Up*, which set a new tempo in dance music.

Hill collaborated on tunes and lyrics for several motion pictures, among which was *Rhythm on the Range*. He leaves his wife and a daughter.

IN MEMORY
Of Our Darling Wife and Mother
FRANCES FISHER
Who Passed Away December 17th.
We Miss You Dear.
BOB & MAXINE FISHER.

FITZGERALD—Scott, 44, novelist, short story writer, and scenarist, at his Hollywood home December 21 of a heart ailment. His first book, *This Side of Paradise*, epitomized the era of his best works, the 1920s. He wrote five other books, the last of which was *Pepp* at *Reville*, published in 1935. *The Great Gatsby* was acclaimed by critics as the best. Two books were collections of short stories, *Fishers and Philosophers*

Singing Miner, who had toured Canada and the United States for 35 years in vaudeville and as an attraction at fairs, recently in Springhill, N. S., Can. Survived by a son, Harry, a professional wrestler, who has been with carnivals.

MYERS—Charles Ernest, 35, of Omaha, member of a vaudeville acrobatic team, killed in automobile accident near Ottumwa, Ia., December 18. Burial in Omaha.

ORGAN—William S., 37, Sharon, Pa., musician, December 21 at his home in that city after several weeks' illness. For 10 years he was a drummer with Bill Cave's Society Orchestra, playing Western Pennsylvania and Eastern Ohio. A sister survives. Burial in Sharon.

PRICE—J. P., 52, former owner and manager of the J. P. Ranch Rodeo, suddenly September 29 in Adelphi, O. Survived by his widow, Minnie, and his mother, both of Adelphi.

ROBERTSON—Ralph, for the past 21 years an executive of the St. John, N. B. Exhibition Association, recently at his home in that city. Survived by his widow, a son, a brother, and three sisters.

SCHROEDER—Elsie (Mrs. Theodore Thomas), 65, one of the original Three Golden Graces, bronze posing act, December 21 in the Empire Hotel, N. Y., of a heart attack. The act was brought to this country 35 years ago by Ernest Brengel.

SHIERS—George, 60, singer, recently in Oberlin, N. S. Shiels appeared in vaudeville and on the radio in the maritime provinces the past 38 years. Survived by his widow.

SHUNK—Harry, 79, for six years an end man with the Al O. Field Minstrels, December 24 at his home in Cardington, O., of a heart ailment. Shunk joined the Field show in 1918, and was active in many revues and minstrel entertainments produced by the Aladdin Shrine in Columbus, O. After retiring from minstrel Shunk was employed for a time in the Ohio attorney general's office. Survived by his widow, Emma, and a half brother. Services and burial in Cardington December 26.

CARD OF THANKS

We wish to express our appreciation for the many acts of kindness and expressions of sympathy and condolence extended by our friends and neighbors during the recent illness and death of our beloved son, **MR. & MRS. PAUL SULLIVAN**, Flying Bullfinch, Gibbstown, Pa.

STOCK—Albert V., 41, of Canton, O., pianist, former dance band leader, and radio executive, December 16 in Mount Carmel Hospital, Detroit, of injuries sustained the previous day in an automobile crash in which his wife, Marcella, also was fatally injured. After a successful orchestral career in Canton, which eventually took him to New York as pianist for Whitey Kaufman's orchestra and other bands, he formed his own unit which played thru the Middle West. He disbanded his orchestra after playing for several months in Detroit and became identified with an Akron, O., radio station. Later he joined stations WIBC, Canton, and WKBN, Youngstown, O. He was also later program manager of a Detroit station, and assistant manager of Idora Park, Youngstown for a season. His parents, a son, a daughter, and a brother, Earl, survive. Services and burial in Canton.

TARRANT—James Doyle, rodeo performer known as Tex Doyle, found dead December 16 in a tourist cottage bathroom at Grand Junction, Colo., with his lariat wound around his neck. The coroner termed it suicide. Doyle won the world's championship for bulldogging at Cheyenne (Wyo.) Frontier Days in 1938.

TYLER—Thomas, 54, former director of the Fertile Valley Agricultural Society, Fertile Valley, Sask., Can., December 13 after a long illness. Survived by his widow and four children. Burial in Conquest, Sask.

UNDERWOOD—Franklin, 63, former actor and story editor for 20th Century-Fox Films, in Doctors' Hospital, New York, December 22 after an operation. Underwood started his career in Denver in 1904 at Elitch's Gardens. He then went to California and a few years later went to New York. While performing in New York he appeared with Mrs. Leslie Carter, Nance O'Neil, Marjorie Ramboux, and many other well-known actresses. He left the stage and became general manager for Oliver Morosco and was with him for several years. In 1930 he joined 20th Century-Fox and had been with it since then. He leaves his wife, Mrs. Frances Slosson Underwood, an actress, two sisters, and two brothers.

VERNEUIL—Mrs. Germaine, 50, wife of Louis Verneuil, French playwright, December 23 in the Hotel Madison, New York, suddenly. She also leaves two children.

VONNEGUT—Walter, 55, former New York actor, at his home at Lake Maxinkuckee, Valparaiso, Ind., December 25. He was seen on Broadway in *Strange Interlude*, *Faust*, and *Grand Hotel*. His last Broadway role was in 1936 in *The Footman Always Rings Twice*.

WEST—Nathaniel, 24, novelist and screen writer, and his wife, Eileen, 26, of North Hollywood, killed in an auto accident near El Centro, Calif., December 22 while returning from a hunting trip in Mexico. West had written a number of original screen plays, including *I Stole a Million* and *Born To Be Wild*. His wife was the subject of a book, *My Sister Eileen*, written by her sister, Ruth McKenney, which opened as a play in New York December 22. West also wrote *Miss Lonelyheart*. During the last few years he had been a script writer in Hollywood and was the author of *Men Against the Sky*.

Marriages

BRAUNSTEIN—BEIDMAN—Oscar Braunstein, nonpro, and Betty Seidman, dramatic actress, in Philadelphia December 25.

CULVER—MAASSEN—Carol Jack Culver, musician at the Hi-Hat Club, Birmingham, N. D., and Marjorie Lucille Maassen, December 17 in Bismarck.

DE WILDE—WILSON—Frederic de Wilde, actor, and Eugenia Wilson, star of Tobacco Road, in Reno, Nev., December 17.

GODT-TICK—Gene Godt, member of the news staff at Station WHO, Des Moines, Ia., and Betty Frances Vick, of Fort Smith, Ark., at Fort Smith December 21.

GREEN—LANG—Murray Green, singer, and Elsa Lang, singer, December 29 in New York.

JAFFE—MUIR—Henry Jaffe, attorney for American Federation of Radio Artists, American Guild of Musical Artists, and American Guild of Variety Artists, and Jean Muir, actress, December 20 in New York.

STEIGMAN—ROBIN—Joseph Steigman, nonpro, and Margot Robin (Margot Robinson), comedienne, November 27 in New York.

TATE—KAYE—Hal Tate, radio announcer, and Nikki Kaye, radio writer, in Baltimore December 28.

THOMAS—BRADLEY—Buddy Thomas, member of the staff operating the Little Ratskeller, Philadelphia, and Ellen Bradley, night club performer, in Philadelphia December 25.

WORTH—PETERKA—Elton Worth, Omaha, orchestra leader, and Eleanor Peterka, in Council Bluffs, Ia., October 10, it has just been revealed.

Coming Marriages

Joe Peacock, member of Buddy Clarke's orchestra, and June Renaud, singer, soon.

Fred Thorngate, nonpro, and Billie Walker, former show girl at Jack Lynch's Waiton Roof, Philadelphia, in that city this spring.

Harley K. Wickham, of Monterey, Calif., and Adabel M. Fowler in Battle Creek, Mich., in March.

Births

A daughter, Lynne, to Mr. and Mrs. Chet Atland in Riverside Hospital, New York, recently. Father is a singer and mother is Frankie Fay, show girl.

A son to Mr. and Mrs. Dick Evans in Wilkes-Barre, Pa., General Hospital December 21. Father conducts a sports program on WBAX, Wilkes-Barre, Pa.

A son, William Jr., to Mr. and Mrs. William Tingley at St. Mary's Hospital, Grand Rapids, Mich., December 1. Father has been associated with Lewis Bros. Circus for the past several years, and the mother is the former Julia Zilonis.

A daughter, Jean Carol, to Mr. and Mrs. W. E. Hobbs December 18. Father is manager of the B. & H. Amusement Company.

A son, Frederick Dean, to Mr. and Mrs. Don Fairchild November 26 in Berwyn, Ill. Father is pianist with Tiny Hill's orchestra.

Divorces

Naomi (Trombier) Ross, violinist, from Walter Gilford Ross Jr. in Springfield, Mass., December 24.

Margarita Bolado, film actress known as Margo, from Francis Lederer, actor, in Las Vegas, Nev., December 21.

PHILLY LEGIT TAKES

(Continued from page 4)

Sala Bim (return), \$10,000, first week. *Conquest* and *Record* were both in the flop category, and both called it quits here.

Erlanger saw only one week, adding \$30,000 with the *Mask & Wig High* as a *Kiss*, which pulled \$2,000 better than the previous year.

All indications point to the fact that the first-half figure will be more than doubled when the final curtain falls on 1940-31. Optimism is chiefly due to the fact that bookings for the next few months are plentiful at both the Forrest and Locust Street, with scatterings at the Erlanger and the Walnut Street Theater, long-dark independent house.

After a dark Christmas week, Forrest reopened December 30 with Dennis King's new musical, *She Had To Say Yes*, for two weeks; *Crazy With the Heat* following on January 13 for one week, *Hellzapoppo* for an unlimited engagement starting February 17, *The Man Who Came to Dinner* for two March weeks starting the 10th, *There Shall Be No Night* on April 21 for a fortnight, and *The Male Animal*, date to be set.

Locust Street also has heavy advance bookings. *Sim Sala Bim* holds for the first week of the new year, *Yobel* following on January 6 for two weeks, *The Time of Your Life* filling two more starting January 27, with a date to be set for *Separate Rooms*.

Erlanger, recently taken over by William Goldman, movie man, makes good its promise to give the theater some competition, lighting up New Year's Eve for a single week to present *First Step to Heaven*. Walnut Street, leased to Day Hirst, burlesque impresario, has been selected for *Life With Father*, opening February 3 for an indefinite run. Disney's *Faust* will also play at a local legit house, with the Walnut figured most likely.

ROGERS' CORNER OPENS

(Continued from page 4)

bars that figure to supply heavy night action.

Rogers pulled a fast opening, few believing even his dynamism could make a preem so early, but hurdling obstacles in an old story with the *Mayor of Midway*, as he likes to be known. Everything about the place sniffs class and distinction and everything is tastefully done up. In back of the lounge there's a walk with the nostalgic Peacock Alley tag. A few cages were sunk into the walls there and several hundred canaries inserted for their singing stints. It's all backed up by animated lighting and fluorescence. Frank La Passe designed the lounge and alley, and the murals were done by Hans R. Teichert.

The triple-threat eatery, with different price levels, is something new in this sector and may start a vogue, but the corner cost a good \$100,000 and ropes don't get forged from such fabulous sums—fabulous for these days.

Rogers has been plugging pop prices to get over, but is not operating a cash joint. The food is comparable to anything in town, and well served with a wide repertoire from a batch of cuisine. He brought over Arthur Bates from Flushing as manager, along with other personnel, including talker Jack Kneeland, who is doing

FROM OUT FRONT

(Continued from page 17)

to continue to defend all honest thought, no matter how I may denise its ideas and theories, against the growing and dangerous tide of American Fascism.

Never to let up in the swelling fight for a free theater and a free America, in no matter what cheaply transparent "patriotic" guise the foes of that freedom may come.

TO CONTINUE to go to all small acting groups who send me tickets and whose productions can be fitted into a somewhat crowded schedule—and to try to be fair to such groups both ways, praising whenever praise can be given, but using professional standards to judge those who, by sending tickets, ask to be judged by them.

To continue to get my biggest theatrical thrill out of unexpected discoveries, such as the eruption of a magnificent small-group production like the *Previus Players' Othello* or the delivery of an outstanding performance by a player I have previously panned.

To try to distinguish, as I have always tried, between the component parts of any theatrical production—to try to allocate praise and blame justly—and to do my best to avoid visiting the sins of the playwright upon the actors, the sins of the director upon the playwright, or the sins of the actors upon the director.

To refuse to recognize as a competent, working critic anyone who is unable or unwilling to make a similar attempt.

To weigh against any actions or attitudes that are harmful to the theater, no matter who is responsible for them, or from what high place—theatrical, political, or clerical—they may come.

To continue to put trouping above egomania, theatrical effectiveness above esoteric artiness, and the theater and its welfare above any other consideration.

NOW all that's necessary is to live up to the resolutions. Meanwhile a Happy New Year—and a Happy New Decade—to you all!

the greeting chore and very well, too.

Rogers Corner is all by itself as a class eat and show shop with medium tabs in the belt area west of Seventh Avenue, the other corners and byways being occupied by saloons. Madison Square Garden exits will test what the Corner can expect, but a stickler may be the molasses month of summer, when arena bookings are practically from hunker.

The reformed expositionaire has a world of friends in the sports-show brackets and counts on an accumulation. Rogers' Corner has the stuff and the rest is up to fate.

By getting ready at Christmas, the operator gave himself a full week to iron out the kinks for New Year's Eve, for which he is getting \$3.50 per in the lounge and \$7.50 in the Rumba Room.

Leonard Traube.

MY SISTER EILEEN

(Continued from page 17)

a conga line or something with Eileen that ends with Eileen going to jail. She emerges to receive a decoration from the Brazilian government.

And so it goes. In the end it looks as tho Ruth might win her young man, and the girl's father, who has come in from Columbus to take them home, is defeated in his purpose when they sign a lease for six months more in their underground rat trap.

Miss McKenney's original stories must have been hilarious. And Messrs. Fields and Chodorov have done a terrific job in turning them into play form, keeping constant movement and coming up with a constant succession of sock laugh lines. And a terrific job, too, is done by Mr. Kaufman, whose pacing, pointing up of laughs, and general comedy direction have never been better.

Shirley Booth, as Ruth, walks off with the evening's honors, a process that must be getting habitual with her by this time. As always, she does a job that is so perfect in its readings, its technique, and its variety that it's only after you're out of the theater that you begin to wonder how on earth she does it. Also scoring heavily are Gordon Jones as the football player, Morris Carnovsky as the landlord, William Post Jr. as Ruth's dad, George Cotton as an *Officer* and Men handyman, Richard Quine as a caulkie awain from a drug store who takes magnificent falls every time he enters or leaves the room, and practically all of the others. Any one of them does a job that would have walked off with an ordinary production.

The only exception is Jo Ann Sayers, who for some utterly inexplicable reason was imported from time to play the title role. Miss Sayers looks and acts like a showgirl unleashed by mistake on the legitimate stage; her movements are awkward, her readings are as flat as a series of soggy pancakes, and her interpretation and projection have all the sparkle, verve, and effect of a kindergarten recitation. She very nearly forces the play into the doldrums; but it is constantly saved by the fact that her lines are funny, even the way she mal-treats them, and by the presence of the other players. The work like co-operative derricks to lift the dialog she lets drop, and, more power to them, they constantly succeed.

My Sister Eileen is by long odds the most genial hilarious play of the current season.

Ruth Martone Is HASC Aux Prexy

Helen Brainerd Smith elected treasurer for 8th time—bazaar successful

KANSAS CITY, Mo., Dec. 28.—With attendance the largest since start of the fall and winter meetings, Ruth Martone was elected president of the Ladies' Auxiliary, Heart of America Showmen's Club, at the annual election in the club-room in the Reid Hotel here on December 20. Others who took office with Mrs. Martone were Lettie White, first vice-president; Blanche Francis, second vice-president; Pearl Vaught, third vice-president, and Loretta Ryan, secretary. Re-elected treasurer for the eighth consecutive time was Helen Brainerd Smith.

During the meeting, conducted by Mrs. C. W. Parker, the bazaar committee reported the event held in the lobby of the Reid Hotel was successful. Numerous homemade articles, including fruit, cakes, and other attractive items, were donated by members. Martha Walters, of the cemetery committee, reported that arrangements for the memorial services had been made and that club's plot would be appropriately decorated. Margaret Hughes, June Taylor, and Ruby Velare were on hand for their first meeting of the season.

Weekly award, donated by Gertrude Allen, went to Marie Klusen. Crocheted tablecloth, donated by Viola Fairly, was awarded to Dan Hogan. After newly-elected officers responded to congratulations, the meeting was adjourned and refreshments were served. Homemade cakes made by members were brought in and coffee was provided by the men's club. Several tables of bridge were made up and players made good use of the new cards donated by Selmer Manufacturing Company. Rosa Lee Elliott was accompanied by her mother, Mrs. Joe Strong.

West Bros. Ink Reid Again

ST. JOSEPH, Mo., Dec. 28.—Charles Reid, vet general agent with West Bros. Shows, quartered here, has been engaged for 1941. J. W. Laughlin, owner, said here this week. Reid will accompany Laughlin on a trip north prior to Northern fair meetings. Quarters' activity is under way and expected to be in full swing late next month.

Reports from Hot Springs, Ark., indicate that Mrs. Laughlin has responded to treatment there and will be fully recovered soon.



ELECTED PRESIDENT of the Ladies' Auxiliary, Pacific Coast Showmen's Association, Allerita Foster will be inducted into office at the auxiliary's annual installation dinner in the Alexandria Hotel, Los Angeles, on January 6. Mrs. Foster comes from a family of showfolk. Before her marriage to Merd Foster she owned and operated the Allerita Loomis Players, who toured Miscellaneous and Eastern States for many years. She's a niece of Clara Zeiger, of the C. F. Zeiger Shows, and Mrs. Alice Wrightman, of Wrightman Amusement Company. Her mother, Jessie Loomis, is well known in dramatic circles.

Great Lakes Signs 4 Fairs

TOLEDO, O., Dec. 28.—Al Wagner, owner of Great Lakes Exposition Shows, upon his return here for the holidays from the South reported that his show has been booked to provide the midway at four 1941 Alabama fairs. They are Covington County Fair, Andalusia; Dale County Fair, Ozark; Dallas County Fair, Selma, and Montgomery County Fair, Montgomery.

Three N. C. Fairs to Prell

BENNETTSVILLE, S. C., Dec. 28.—S. E. Prell, owner-general manager of Prell's World's Fair Shows, last week closed contracts to provide the midway at three North Carolina fairs in 1941. They are Albemarle Fair, Iredell County Fair, Statesville, and Union County Fair, Monroe.

Dec Lang's Quarters Work Under Way in Sinton, Tex.

ST. LOUIS, Dec. 28.—Dec Lang, owner-general manager, and Dan Meggs, assistant manager Dec Lang's Famous Shows, returned here this week for the holidays after a two-week trip to Arkansas and Texas. They also visited Sinton, Tex., shows' quarters, where much activity prevailed under direction of Lester Hutchinson. Joe Klein, chief electrician, and assistants are building new electrical equipment to augment the already well-illuminated midway. Shows' light and power plants need no overhauling, as they are new and in good condition. Ralph Hatton, transportation manager, has a crew of mechanics repairing the rolling stock. Lloyd and Virgil Statler and John Mathis, ride foremen for the past eight years, are readying the rides, and Harold (Blacky) Adams is breaking in new acts for the Monkey Circus.

Law Fitch and Jack Barnes are getting the company-owned concessions in shape. Also in quarters are Mrs. Alethia Mathis and daughter, Colleen; Irvin Brown, Gus and Mary Foster, Allene Hatton, Lloyd Schimmel, and Roy R. Rose. John Sweeney again will operate the bingo game in 1941, making his 13th successive season with the show. During a visit to The Billboard office yesterday Dec Lang said the shows will be enlarged and two new rides, purchased during the recent Chicago meetings, will be added. He also booked two new shows in Chicago.

All spring dates and a good string of fall fairs, including the much-coveted North Central Fair Circuit, have been booked. Show will open early in February at Corpus Christi, Tex.

Numerous Showfolk Attend Grubbs-Fornachon Wedding

ST. LOUIS, Dec. 28.—About 400 crowded the International Association of Showmen's clubrooms in Maryland Hotel here the night of December 19 to witness the marriage of Owen Grubbs Jr. and Ann Fornachon. Grubbs is head barnman at Happy Hollow, local meeting spot for showmen, and is popular with members of the IAS and Missouri Show Women's Club. The bride is a featured performer with Steve Cady's Gals, night club unit. Tom W. Allen, chairman, was in charge of arrangements. Assisting him were Dec Lang, Charles T. Goss, George Davis, J. Crawford Francis, Floyd Hesse, and Frank Soering. Club members donated a "pot of gold" to the newlyweds, who also received numerous individual gifts. Judge Charles Fitzgibbon officiated at the nuptials, while Virginia Byrd was bridesmaid, and Hal Olsen, best man. Tony Deyer's orchestra furnished the music and, after the ceremonies, refreshments

Curl, Lamb Form Combo To Launch New Show in '41

LONDON, O., Dec. 28.—W. S. Curl, owner-operator of the shows bearing his name, and William E. Lamb, well-known showman, who has been operating a thrill show for a number of years, have combined their interests and will launch a new organization next season to be known as the W. S. Curl & W. E. Lamb Combined Shows. It was revealed here this week. Present plans call for 10 shows, 9 rides, and about 30 concessions.

Opening has been set for early next May and management contemplates touring the Middle West and Southwest. Staff will include Curl, manager; Lamb, business manager and advance; Mrs. Josephine Curl, secretary; Don Wagner, lot superintendent and electrician, and Pat Hardine, transportation and ride superintendent. Mr. and Mrs. Curl left local quarters this week for Hot Springs, Ark., where they will remain about two months. Mr. and Mrs. Lamb will join them late in January after attending several fair meetings.

Lippman To Manage G. L.

FLORENCE, Ala., Dec. 28.—Eddie Lippman, last season manager of Endy Bros. Exposition Shows, has been signed in the same capacity with Great Lakes Exposition Shows for 1941. Owner Al Wagner said here last week. Robert H. Kline has been re-engaged as general agent.

were served and dancing and fun-making prevailed until early morning.

While it was impossible to obtain the names of all present, these showfolk and friends were noted: Mr. and Mrs. Tom W. Allen, Mr. and Mrs. George Davis, Mr. and Mrs. Floyd Hesse, Morris Lipok, Christ Tompras, Abe Saffron, Don Har, Carl Hoffman, Joe Polets, Audrey Schuster, Walter Olsen, Daniel J. Meggs, Irvin F. Brown, Mr. and Mrs. Dec Lang, John Sweeney, Don and Powell Leonard, Mrs. Anna Jane Pearson, John and J. Crawford Francis, Harry G. (See Showfolk at Wedding on opp. page)

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 in the issue of December 14. The fourth appears in this issue.



VIEW OF THE 19TH ANNUAL BANQUET AND BALL of the Pacific Coast Showmen's Association in the Salon D'Oro and Grand Ballroom of the Hotel Biltmore, Los Angeles, on December 17. Crowd was one of the largest to attend any similar event sponsored by the club.

'Ten Commandments' of the Boss

1. Don't lie. It wastes my time and yours. I am sure to catch you in the end, and that is the wrong end.
2. Watch your work, not the clock. A long day's work makes a long day short, and a short day's work makes my face long.
3. Give me more than I expect and I will give you more than you expect. I can afford to increase your pay if you increase my profits.
4. You owe so much to yourself you cannot afford to owe anybody else. Keep out of debt or keep out of my shop.
5. Dishonesty is never an accident. Good men, like good women, never see temptation when they meet it.
6. Mind your own business and in time you will have a business of your own to mind.
7. Don't do anything here which hurts your self respect. An employee who is willing to steal for me is willing to steal from me.
8. It is none of my business what you do tonight. But if dissipation affects what you do the next day and you do half as much as I demand, you'll last half as long as you hoped.
9. Don't tell me what I'd like to hear but what I ought to hear. I don't want a valet to my vanity but one for my dollars.
10. Don't kick if I kick. If you're worth while correcting, you're worth while keeping. I don't waste time cutting specks out of rotten apples.—Exchange.

U. S. Tent & Awning Co. Holds Annual Get-Together

CHICAGO, Dec. 28.—Officials and employees of the U. S. Tent & Awning Company held their annual holiday party today at the company's plant. Party was attended by 64 people, including four guests, among whom were Walter F. Driver and H. A. Lebrer. A splendid dinner was served and everyone had a general good time. E. T. Jessop and Walter F. Driver spoke, and as a tribute to the late Tom Mix everyone stood in silent prayer for one minute. Party concluded with the showing of motion pictures.

Strates Buys Light Towers

SAVANNAH, Ga., Dec. 28.—James E. Strates, owner of the shows bearing his name, announced today that he had concluded negotiations with J. W. Clements, of Lewis Supply Company, Memphis, Tenn., for the purchase of seven 60-k. w. light towers. Four special wagons are to be built in show's local quarters and then shipped to Memphis, where new plants will be installed. Equipment is expected to be returned here about March 15.

SHOWFOLK AT WEDDING

(Continued from opposite page)
Coulson, Mr. and Mrs. Charles T. Goss, Fred Zschille, Thomas Sharkey, Mr. and Mrs. Francis L. Deane, Mr. and Mrs. Euby Cobb, Mr. and Mrs. Matt Dawson, Mr. and Mrs. Harry Israel, Jack Holland, Doris Kappler, Albert Philipp, Dr. and

Mrs. Ronald Gzell, Emil Schoenberger, Paul Allen Ebbs, Patty Wells, Vinita Young, Jack D. Kanter, Joe and Saul Koltum, Karl Schachter, and Mr. and Mrs. Hal Olsen.

Mr. and Mrs. Irving G. Sall, Mr. and Mrs. Walter Pryn, Mr. and Mrs. Lawrence Craig, Joseph Slavick, Albert Paul, Mr. and Mrs. William Kirk, Sadie Spencer, William Lenick, Mr. and Mrs. Owen Grubbs Sr., Mr. and Mrs. John and Mr. and Mrs. Elbert Grubbs, Dora and Burgess Grubbs, Ruth Ogden, Viola Brown, Richard Eisenbach, Dr. Charles St. Claire, Peggy Smith, Edith Brannan, Fern Coleman, Nick Jerunorio, Mr. and Mrs. Gene Fornachon, Mr. and Mrs. John Fowler, Mr. and Mrs. W. Carey, Mr. and Mrs. A. Fornachon Sr., Mr. and Mrs. George Drozar, Ed and Mistle Werner, Mr. and Mrs. Arthur Guiliant, Mrs. Fred Parker, June and Jim Taylor, Mary Lee Sellens, Johnnie Brock, Marie Massey, Helen Kesselman, Ed Banke, Real LaGrand, Tony Kinkel, Skeets Bruening, Marie Sooper, Lee Holloworth, Margaret Sullivan, William L. Adams, and Leonard Bernstein.

Mike Mitchell, Iola Abrams, Lucy McKenna, Harry and Clair White, Jack Nussbaum, F. J. Klein, Capt. Ben J. Doerr, Marshall Dean, Charles Stuart, Mrs. Mildred Laird, Mrs. Ed Burke, George B. Jacobson, Florence Parker, Mary Doris Volkner, Mrs. Adele Volkner, Dick Skobel, Al Grant, Mr. and Mrs. Al Wilson, Mr. and Mrs. Dick Rose, H. McCane, A. W. Heyer, and Viola Brown. At about 1 a. m. Steve Cady and His Gang put in appearance at the festivities, while groups from the Frisco Cousins' Club and the Kenwood Boys' Club also arrived to swell the crowd.

MUSEUMS

Address Communications to Cincinnati Office

World's Fair Museum Folk Partied; 1st 7 Weeks Good

MANCHESTER, N. H., Dec. 28.—Management of New York World's Fair Museum was host at a big Christmas party to its 35 employees at its 1128 Elm Street location here this week. Despite the big holiday crowds, ample time was found for Ty Cobb, chef, to serve a bountiful repast. On Christmas Eve a dance was held, starting at midnight and continuing until early morning. Show is now in its seventh week of the current tour, and business has been satisfactory thruout the New England trek.

The Manchester Leader and The Evening Union were liberal with space, giving unit a large illustrated spread regarding the manner in which various members spent Christmas. Station WPEA also co-operated. During show's Holyoke, Mass., stand Mr. and Mrs. J. R. Gibb and the Gibb Siamese Twins, Mary and Margaret, visited frequently, as did the Sullivan Sisters. In Lawrence, Mass., Tom Walters, former circus troupier, visited friends, and E. E. Lighton, former showman and now operating a New England trucking concern, visited at Lynn, Mass. Henry Riley and Harold Isenberg, former circus billers, renewed acquaintances with show members here. Isenberg is manager of the clothing department at a local department store.

Master Rus-Syl, mentalist, and Harry King joined at Holyoke, coming in from Detroit. Capt. Frank Jones, superintendent, returned here after visiting his family in Newark, N. J. Mr. and Mrs. Wendel Kuntz spent several hours at their Hamton, N. H., home on Christmas Day. Floyd King, manager, is back after a day's visit in New York. Thomas D. Hart, contracting agent, spent the holiday here. John D. Poes, general agent, is headquarters in Boston. Frank (Duke) Grander entertained friends when the show played Lawrence, Mass.

Pete Kortez's Unit Clicks In First Week at El Paso

EL PASO, Tex., Dec. 28.—First week's engagement of Pete Kortez's World's Fair Museum in the old First National Bank Building here proved a huge success, with good crowds on hand from early morning until late at night. Roy E. Jones reported. Owner Kortez said the stand was one of the best in his history as a show operator. Unit obtained plenty of play from the thousands of workers and soldiers at the army cantonment and money seems plentiful. Kortez said show would remain here for three weeks more and then move into a permanent location for the remainder of the winter.

Red Friend was added to the lecturers' list, making a total of three. Grace Montelele is proving a good draw in the No. 1 annex, while Zsna, alligator girl, is holding her own in the No. 2 annex. A new booth was built for Willie and Mary Cain, glass blowers, who joined last week from Atlanta. They have been doing well. Thelma and Doris Patent, Albino twins, have also been in much demand at local radio stations with their musical program, and Red Friend has

made a good reputation among local radio announcers with his programs from the museum floor. Mr. and Mrs. Mel Vaughn, of State Fair Show, sojourning here, are daily visitors. Professor DeMarco, mentalist, also visited.

Lewiston in Good Ashtabula Bow; Scores in Youngstown

ASHTABULA, O., Dec. 28.—Harry Lewiston's World's Fair Freaks opened at 4535 Main Avenue here last Sunday afternoon to good results after coming from Youngstown, O., where they chalked up a highly successful engagement. Sunday night a birthday party was tendered August Rittley, year-old son of Johanna Rittley, mentalist, by the personnel. A huge cake, bearing a single candle, was presented to the honored guest by Mr. and Mrs. Lewiston and ice cream and cake were served. Young Rittley received gifts from all in attendance.

Unit has a downtown location and business has been good at night, but light during the day. Vivian Dunning, sword swallower, left here to spend the holidays at her home in Minnesota. She will return about January 1. Visitors have included Walter L. Main and C. A. Foster. General Agent Paul D. Sprague returned here from a trip.

Two South Carolina Spots Good for Scheidler's Unit

GAFFNEY, S. C., Dec. 29.—S. J. (Doc) Scheidler's World's Assembly of Strange People rolled up one of its best grosses of the season at the stand here, which ended on December 21. Ralph Davis (Prince Zyk) entertained at the Kiwanis Club with his jungle harp, which helped a good Monday's opening along to a consistent increase in business daily. Hap Allen joined here as publicity agent.

Unit's stand in Newberry, S. C., for the week ended December 14 started slowly, but closed to three days of exceptional business. Members of the personnel were guests at a dinner party tendered them by Jimmy Howard, Newberry restaurant operator and formerly of the Johnny J. Jones Exposition.

WANT

For Amusement Park for the Season under strong auspices. U. S. Army Camp Blasting area, Florida. 15,000 citizens, 50,000 address in zone from opening time of year. Terry Woods, Bad-Blind, Power Aves., Hiller station, Blind under course, Doyling Albers under course, Bill Gannon (stock), Cuth-Till (tin), Shook-Gallop, Fox-Cox and Peavitt, other strictly legitimate Coneydoves, Grab Joint Lantz Stand, ready trained, to comply with Florida (and) Mechanical Shows, Many Occasions. Planning Shows with own outfits. Can also use Round Track for Coneydove privilege. Also want Florida, Texas, Ohio, Wash., etc. This location is in the heart of town where the life and business is, not out in the sticks. All address: PHIL VITKOV, Gen. Mgr. Wm. C. MURRAY, Asst. Mgr., Room 4, Magnolia Hotel, Starks, Florida.

ALOOKA

IN THE WHOLESALE MERCHANDISE SECTION

FOR THE LATEST NOVELTIES, PRIZES, PREMIUMS AND SPECIALTIES

SHOW FOLKS

—A Happy and Prosperous 1941—
CHAS. T. GOSS

Not wishing to miss any one of our Multitude of Friends, we are using the wide circulation of The Billboard to wish you all

WITH STANDARD CHEVROLET CO. EAST ST. LOUIS, ILL.

TIVOLI EXPOSITION SHOWS

WANT FOR 1941 SEASON: Shows of merit with or without outfit. Motorhome, Capable Ten-to-One Side Show Manager (one who can produce) and Girl Show Manager. We have equipment for all. Also legitimate Concessions that work for stock. We have nine major Rides and have a good record of Fairs and Celebrations books, more and more. Get leaves open part of April and end of first of November. Address TIVOLI EXPOSITION SHOWS, H. V. PETERSEN, MANAGER, JOPLIN, MO.

Where Are You Wintering?

Kindly give the information on this blank and mail to The Billboard, Cincinnati, O., for our records of circus, carnival and tent shows in winter quarters:

Title of Show

Kind of Show

Is it Flat-car, Baggage or Motorized?

Owner

Manager

Winter Quarters Address

Office Address

Opening date and stand for 1941 if definitely

set

Midway Confab

(Communications to 25-27 Opera Place, Cincinnati, O.)

DO your fair shopping early!

BOOKING his sound truck with Imperial Shows for 1941 recently was Al Devine.

R. L. GIBBS reports from Park Falls, Wis., that he has signed as electrician and lot man with the Frisk Greater Shows for 1941.

NO good showman can be defeated by the odds bet against him.

WINTERING in Washington, D. C., are Mr. and Mrs. Joe Lee, of the Royal Russian Midways, and W. R. Agner and W. L. Ritchie, all of Beckmann & Gerety Shows.

OPERATOR of Bernard's Freak Animal Farm and Shows, Willie J. Bernard is in South Liberty, Me., preparing his organization to return to the road in 1941.

IN show biz the week after Christmas is usually as still as a mouse.

FORMERLY of Columbus, Ga., Mrs. Adabel M. Fowler is slowly recovering from an attack of the flu at her home in Battle Creek, Mich.

booked their bingo, photo gallery, and watch-a concessions with Stephen's Shows for 1941, making their fourth season with that organization.

MR. and MRS. LONNIE PERKINS, of Mighty Monarch Shows, are in Atlanta, having been called there from the shows because of serious illness of Perkins's mother.

ADVERTISING is a great thing, provided that every 25-cent ticket doesn't cost the show 35 cents to get it.

LAST SEASON with Dodson's World's Fair Shows, Boston (Dutch) Lane and Joe Baker have opened a zoo on Highway No. 1 between Alma and Waycross, Ga., Ezra Jackson, caretaker, reports.

"HAVE been with the annex on Milo Anthony's Museum since closing with Frank Burke's shows," cards Billie Baker from Gladewater, Tex. "Business with the unit has been good. H. B. Ladd and his Scotch Band joined recently."

ALL that a gaff side-show manager expects of his talker is that he make his openings sound like the truth.—Whitney Cooks.

He's a — an Entrant

AMONG the lies coming in thick to the famous Burlington Liars' Club, according to an INS dispatch from Burlington, Wis., are tall stories, submitted for the title of Champion Liar of 1940, that have to do with thick fog, thick darkness, and fish-thick rivers. It seems that among the entrants is Roy E. Ludington, general manager of Crafts Enterprises. He claims that when he was a boy in Indiana in 1883 it was so dark one night that when he went to the barn with a lantern the darkness cut off the lantern's light and he had to wait till morning to see the glow. Out of stuff like this, observes the dispatch, the National Champion Liar will be selected on January 1.

SOME of the midway doctors try the road before setting down. Only experience will convince them that lots of people don't pay in towns either.—Cousin Peleg.

AFTER CLOSING with the Great Sutton Shows in Arkansas, Mr. and Mrs. Ed L. Hall spent Christmas with relatives in Albuquerque, N. M. They report they plan to be in Dallas for the Cotton Bowl football game New Year's Day, after which they will return to Louisville, Ky., to ready their equipment for 1941.

JO JO THE CLOWN, of Dodson's World's Fair Shows and Mighty Sheesley Midway, went to Lima, O., for the holidays because of illness of his mother, F. C. Hyle reports. He did some clowning for a local merchant and worked Christmas parties for a number of the Ohio city's societies.

THRU the co-operation of our auspices, the Independent Hook and Ladder Company, everyone got out of the hotels.—Duke & Shilling Odorless Midway.

ASHBY (TINY) TIBBETTS, former group-game mink man and manager for Mulcahy & Dean, Salisbury Beach, Mass., has enlisted as a pilot in the Royal Canadian Air Force and is stationed at Manning Airport, Toronto. Tiny also has been with the Art Lewis, W. C. Katus, and Dick's Paramount Shows.

JACQUELYN McSWEEN, dancer and wife of Trump McSween, comic and girl show operator, has been released from a San Francisco hospital, where she was being treated for a physical breakdown. She will recuperate in the California city until the spring, when she plans to take to the road with a girl show.

WE suckers are running true to form. With billions flooding the country and a war boom seeming certain, we ain't making any preparations to get our share.—Great Wheelbarrow Shows.

JOHN T. HUTCHENS, owner-general manager of the museum bearing his name, letters from San Antonio, Tex.: "I'm booked with Alamo Exposition Shows in 1941 and not Texas Exposition Shows, as was previously reported, and will open about February 15 in Brownsville, Tex. Museum business has been good so far."

OWNER of Elliott's Shows, formerly the Blumhouse Shows, Frank J. Elliott recently was elected president of the Amherst (N. S.) Canadian Legion. Elliott plays Amherst each season under Legion auspices, and also promotes an indoor show there each spring under the same sponsorship. His shows also are quartered in Amherst.

THEY used to bring the midway to the people by laying them out on the streets. Now they must bring the people to the midway—with billing and other advertising agency.—John O'Connell, p. s., Gate & Banner Shows.

PENNY PITCH GAMES
Size 48x48", Price \$25.00
Size 48x48", With 1 Jack Pot, \$30.00
Size 48x48", With 5 Jack Pots, \$40.00

PARK SPECIAL WHEELS
30" in Diameter, Beautifully Painted. We carry in stock 12-15-20-24- and 30 number wheels. Price \$12.00

BINGO GAMES
75-Player Complete \$6.00
100-Player Complete 7.25

SEND FOR CATALOGUE.
Full of New Games, Blankets, Dolls, Lamps, Aluminum Ware, Etc., etc.

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Shipments Made to Your Customers Under Your Label. No checks enclosed. O. D. D., 25 S. Decatur. Our name or ads do not appear in any newspapers.

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Instant Delivery. Send for Wholesale Prices.

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TOPS THE WORLD IN RIDE VALUE

Consistent Money Makers
LOOP-O-PLANE—OCTOPUS—ROLLO-PLANE
The New Ride Sensation

FLY-O-PLANE
EYERLY AIRCRAFT CO., SALEM, ORE.

ABNER K. KLINE, Sales Mgr.
Eastern Factory Branch:
RICHARD F. LUSSE, Chalfont, Bucks County, Pa.
European Supplier: LUSSE BROS., Ltd., Blackpool, Eng.



A PORTION OF THE CROWD that attended the wedding ceremony of Owen Grubbs Jr. and Ann Forsachon in clubrooms of the International Association of Showmen in St. Louis on the night of December 19. Event was one of the highlights of social festivities held by the I.A.S. Arrangements were in the hands of Tom W. Allen, Dee Lang, Charles T. Goss, George Davis, J. Crawford Francis, Floyd Hesse, and Frank B. Joerling. Members seated in the front row, left to right, are Earl Schoachter, Tom Sharkey, Frank B. Joerling, Harry L. Israel, Christ Tompaz, Tom W. Allen, and Abe Saffron. Standing at the extreme left is Charles T. Goss. Standing, gazing at the bride and groom, on the right, is Jack Holland.

PECK BROOK has signed his barrel-of-fun, h-t-h striker, popcorn, and penny pitch with Stephen's Shows for next season. It marks his second year there.

CAL-SHOW manager's dream: To play a town inhabited entirely by Peeping Toms.

THOMAS A. WOOD pens from Pittsburgh that he has booked his scales with John Geocoma's Bright Lights Exposition Shows for 1941.

SINCE closing a successful outdoor season, Harry (Dutch) Miller has been wintering in Joplin, Mo., where he is a driver for a trucking company.

TROUPERS who swear on a stack of bibles are usually the ones who carry no prep.—Oscar the Man.

THE THORNER BROTHERS have

C. A. VERNON letters from his home at Bryan, Tex., that Mrs. Vernon's mother died there on December 15 and that he soon will return to winter quarters in Mobile, Ala., to prepare his United American Shows for next season.

"VISITED the Wallace Bros.' Shows quarters here recently," cards W. F. Lemons from Jackson, Tenn. "Renewed acquaintance with Dad Crawford, who celebrated his 75th birthday anniversary on December 22. He's one of the oldest Minstrel Show talkers in the business."

FOR such thin men, some of these managers play Santa Claus pretty good—and don't have to wait for Christmas either.—Cat Rack Annie.

MRS. JOHN BLACK advises that she is ill at her home, Route 1, Box 15, Sanford, Fla., and is anxious to have her husband, John English Black, communicate with her immediately. When last heard from Black was with Proll's World's Fair Shows.

"I'M HERE framing a new side show for 1941," pencils Francis Doran from Parsons, Kan. "Present plans call for the new attraction to be chromium-plated and to feature plenty of moon. A new top is being made, as is a new backdrop and new uniforms for two ticket sellers."

No. 12 BIG ELI Wheel

The "Big Reliable" double-belt model, 45 feet high. Ideal for Amusement Parks or Portable Occasions. Built for a lifetime of dependable profit making with low maintenance cost. Your investment is big in a No. 12 BIG ELI Wheel.



ELI BRIDGE COMPANY
Builders of Dependable Products
800 Care Ave., Jacksonville, Ill.

"AM NOW in my seventh consecutive season here as bartender," letters Joe Pearl from the Hotel Claridge, Rochester, N. Y. "Paul D. Sprague paid me a surprise visit. He's handling the advance and doing the booking for Harry Lewiston's Museum. Paul reported that the unit is doing well and management contemplates playing this sector soon."

RANDMASTER with Dodson's World's Fair Shows, Charles Clark and Mrs. Clark left shows' Jacksonville, Fla., quarters recently for Tampa, Fla., where they will remain until after the fair there. Mrs. Clark produced and managed the Gay Parade Show with the organization last season. Both will return to the shows in 1941.

"WHEN out at the door there arose such a clatter"—that it was easy to guess that the boys in winter quarters were arriving back at the barn on Christmas morning or that it was the boss of the show killing the joy of the day.

VACATIONING in Florida since closing a successful season with the Keystone Modern Shows are Mrs. Eddie Richardson (Alice the Alligator Girl); her husband, and her brother, Alvin the Alligator Boy, who recently signed with the Crescent Amusement Company for a number of Florida fairs. They report they have been enjoying some good fishing at Bowling Green, Fla.

"SINCE CLOSING with the Ben Williams and Lawrence Greaser Shows, I've been playing night clubs to good business," Monie Novaro informs from Buffalo. "I have combined my Parisienne Models with Howard F. Her's Broadway Revels. Combined units are billed as Novaro & Fuller's Parisienne Models and roster includes myself and Fuller, owners-managers; Che Che Lamarr, Janice Grey, Marlene Dixon, Anne Harris, Tainya, Don Alvarado, and Mile, Nellie."

I'm not weeping over wasted opportunities, but those horses with broken legs that I bet on last summer have left me with a broken pike this winter. Oh, well! Maybe they'll be good bets next summer, as I understand they're still making book on them.—Dime Jim Johnson.

PENN PREMIER SHOWS' quarters notes by Bill Decker from Stroudsburg, Pa.: "Much work has been turned out here and Miles Detrick is now in charge of activities. All new equipment has been purchased and it will be used to rebuild the organization for next season. Among recent visitors were Jackie McKnight, Clarence Rubow, and Harry Beldon. Al Bydard and brother, Bill, spent several days here after returning from a hunting trip with General Manager Lloyd Serfass."

DURING the recent Lions' Club Circus in Hattiesburg, Miss., many visiting troupers called at the circus office to renew acquaintances and take a look-see at the event. Among them were Jack L. Oliver, Dr. L. R. Holtkamp, Mr. and Mrs. H. C. (Heinie) Britz, James Cypres, Mr. and Mrs. Sidney Hoeg, Mr. and Mrs. C. E. Davis, Mr. and Mrs. J. L. Bell, Mr. and Mrs. James Montgomery, R. K. Booth, Edward Welsh, W. L. (Geochy) Harrell, Jack Starling, M. L. (Slim) Collins, and Mrs. Peggy Lamson.

AMONG the many features in the floorshow at the Pacific Coast Showmen's Association's annual Banquet and Ball in the Salon D'Or and grand Ballroom of the Hotel Biltmore, Los Angeles, on December 17 was the well-received musical number, *Sifts From the Woodbox of Memory*, under direction of Frank Hubbard. Appearing in the skit were Russell Group, Jasper Hutchinson, Winmont Hollinger, Joel Durso, Doggie Thomas, Lou Marcasin, Dwight Deegan, Joe Barrett, Earl Hatch, Nate Giffins, and Harry Davis.

ADDITIONS to Sorenson Bros.' Shows since opening of the winter unit in Ludowici, Ga., include Mr. and Mrs. Frank Allen, photo gallery; Mrs. Ike Goldstein, dart and corn game; Mr. and Mrs. Joe Hurley, bowling alley, fishpond, and palmistry stand; Fred Molan, chair-plane and five concessions; Mrs. Edward Graves, knife rack; Miss Harriet, high pole. Management of the organization was host to the personnel at a Thanksgiving dinner. Shows are operating without a gate, Leo (Specks) Drury reports, and business has been good. Joining in Scotland, Ga., were Jiggs and Maggie, of



GENERAL MANAGER of Penn Premier Shows, Lloyd Serfass posed for this photo at his organization's quarters in Stroudsburg, Pa., shortly after a two-week hunting trip in Pike County, Pennsylvania, where he bagged a 10-point buck weighing about 175 pounds. Serfass is directing quarters activities.

side-show note, and Miss McLane, fat-girl show.

ONE of those University Lecturers on midways that you read about: "This is the largest snake in captivity. There is only one in captivity that is larger, but he is still in the jungles and they haven't caught him yet. A snake force-feeds himself and then lays in dormitory."

MANY West Coast showfolk attended funeral services in Los Angeles on December 29 for the late John E. (Jack) Bigelow, who died suddenly on December 17 while en route to the Pacific Coast Showmen's Association's annual Banquet and Ball on December 17. Many floral tributes were given by members of the PCSA, with Harold (Pop) Ludwig paying a touching tribute at the club's showmen's Rest plot in Evergreen Cemetery. Active and honorary pallbearers included Leo Haggerty, Chris Olsen, Charles Grenier, Al M. Miller, Ted LeFors, Henry Wallace, Barney Tunney, Billy Ament, Jimmie Dunn, Norman Peel, James Gallagher, Al Onken, and Ray Johnson.

NOTES from Texas Kidd Shows from Shafter, Tex., by H. B. Rowe: Shows' stand on the army encampment grounds at Marfa, Tex., for the week ended December 14 was a winner. Good crowds were on the midway every night and money seemed plentiful. Chick Castle, of the T. J. Tidwell Shows, is spending the winter on the organization. Mrs. Texas Kidd Jr. has recovered from a recent illness. Texas Kidd left on a buying trip recently. Shows worked to exceptionally good results on opening night here. Ted Custer, entertained Captain Fuller and several border patrolmen at opening. Billie Basinger has canceled her contemplated Florida vacation until the spring. Horace Gillipie purchased a new car in Marfa.

WHEN in doubt on some shows about a piece of office business, ask the manager. If he's in doubt, he'll ask his agent. If his agent



SCENE OF MUCH ACTIVITY at the annual convention of Western Fairs Association in the Palace Hotel, San Francisco, on December 11-14 was the Crafts Shows' suite, where were depicted models of new fronts, miniature sketches of midway attractions, and rides to be introduced on the Crafts units next season. Left to right: Harold Perry, special agent; Ben Dobbert, manager of Crafts Golden State Shows; O. N. Crafts, owner-manager of Crafts Enterprises, and Roy E. Ludington, general manager.

is in doubt, he'll ask the treasurer. If the treasurer is in doubt, he'll wire the owner. If the owner is in doubt, he'll ask his lawyer. By that time the show will be out of town and in a new spot and in doubt about another piece of office business.—Colonel Patch.

NOTES from Aransas Pass, Tex., by N. L. Dixon: Among recent arrivals were Mr. and Mrs. C. A. Sanders, who are operating a live shrimp boat at Ellis Point. Eddie Pool is in the guide and fishing party business. Doc Harper, former carnival owner, is operating his own cafe here. Otis Denmark Langley won the cash award given by the Sanders for catching the most fish over a week's period. Other winners were Dutch Doyt and Juanita Edwards. Arriving lately were Mr. and Mrs. Homer Ellis, Jimmie and Carl Byers, and Chief and Mrs. Bender. While visiting in Corpus Christi, Tex., recently the writer saw Buck and Mrs. McClanahan, Mr. and Mrs. Art Hansen, Mr. and Mrs. Misler, Blackie and Mrs. McLemore, Hubert Hall, and H. P. and C. N. Hill. The writer also has signed with Texas Exposition Shows to again handle the legal end for 1941, while Mrs. Dixon will be The Billboard sales agent and handle the front gate.

15 Years Ago

(From The Billboard Dated January 2, 1926)

Sixth annual Christmas Tree Celebration, Vandeville Show, and Dance, given by the Heart of America Showmen's Club in the lobby and ballroom of the Coates House, Kansas City, Mo., proved a huge success. . . . W. E. (Bill) Franks closed his indoor circus in Lagrange, Ind., and went to Detroit. . . . Nate Miller, superintendent of concessions with the Nat Reias Shows, was in Florida with the Nell Austin Florida Sunshine Gilt Edge Shows. . . . Leon W. Marshall, minstrel show operator, was proprietor of an eating establishment in Tampa, Fla. . . . David D. Rankin was holidaying at his daughter's Detroit home after closing with the Morris & Castle Shows.

Capt. David Lattip and family were wintering at their home in Charleston, W. Va. . . . Sydney Landcraft was wintering in Quincy, Ill., after a successful season with Snapp Bros. Shows. . . . L. C. Gates signed to again pilot the Great Eastern Shows, and G. C. Norton was booked to continue as assistant manager. . . . Harry Stout, clown policeman, and his dog were doing street advertising for stores in Greater Cincinnati.

H. G. Patterson was wintering in Alliance, O., where his Mysterious Toyland and Palace of Fun attractions were stored. . . . Al Fisher, concessionaire, was in the whitestone business in Tampa, Fla. . . . Harry A. Illions, manager of Hyla P. Mayne's rides, and Mrs. Illions were in New York for the holidays. . . . Gus Arger booked cookhouses with Brown & Dyer and Boyd & Linderman shows. . . . General Manager J. P. Murphy went home to Piqua, O., but couldn't stand inactivity and was back in Nat Reias Shows' quarters 10 days after he left them.

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AFTER TEN YEARS STILL TRUE . . .

"Chief among the money earners for the season has been the Tilt-A-Whirl" . . . "It gets an exceptional large number of repeat riders" . . . "The ride has sufficient variation to be desired on for year after year's profitable operation."

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GIVE Your Riding of Fairs and Celebrations a NEW TILT-A-WHIRL in 1941.

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Club Activities

Showmen's League of America

Sherman Hotel
Chicago, Ill.

CHICAGO, Dec. 28.—Thursday's meeting was canceled because of the holidays and next regular meeting will be held on January 2. President Frank R. Conklin, sojourning in Florida, writes he hopes to be here for the big New Year's Eve party. House committee Chairman Lew Keller and his assistant, Bill Carsky, are planning a swell night and expect a record crowd. Bob Lohmar, L. S. (Larry) Hogan, Bernie Mendelson, Ned Torti, and Sunny Bernet left for Kansas City, Mo., for the Heart of America Showmen's Club banquet and ball. Christmas wires were received from President Frank Conklin, Maurice Hansauer, Harvey Miller, Fred Donnelly, and Ray Marsh Brydon. Members were grieved to learn of the death of the mother of Brother Al Cohn. Messages of condolence have been forwarded. Past President J. C. McCaffery left for a brief Florida vacation. Irving Maltz came in for the holidays and Harvey and Mrs. Miller left for Iowa.

Ladies' Auxiliary

Club held a board of governors meeting in the clubrooms at the Sherman Hotel on December 28. Ann Burns and Mrs. Daisy May Hennes were elected to membership and the application of Doris Kinmer was presented and tabled for the next meeting. Members were pleased to learn that Mrs. Tom Rankine, past president, was appointed a representative at the installation dinner of the Ladies' Auxiliary of the National Showmen's Association in New York.

Club also has appointed Mrs. Leah M. Brumleve a representative to the Ladies' Auxiliary of the Heart of America Showmen's Club Banquet and Ball in Kansas City, Mo. Mrs. Brumleve also is a past president of this auxiliary. Correspondence was received during the week from Middle Cohen, president of the Ladies' Auxiliary, NSA; Grace Goes, Bea Hamid, Cassie Travis, Gene Martin, and Loretta Ryan. Members will hold their regular meeting on January 2, and President Mrs. Joseph L. Strohbach urges all to attend. Mrs. Strohbach has returned from Peoria, Ill., where she spent Christmas.

National Showmen's Assn

Palace Theater Building
New York, N. Y.

NEW YORK, Dec. 28.—Club's social activities the past week have been terrific and the New Year's Eve party, with no admission charge, will top off the old year in merry style. Dance orchestra has been hired to play until the wee hours of the morning. Ladies' Auxiliary gave a Kiddies' Christmas Party Tuesday to more than 200 underprivileged children. Christmas trees, decorations, balloons, Santa Claus, and a clown were on hand to greet them. While enjoying a turkey dinner served by the women of the auxiliary, the children were entertained by a novelty stage show, Punch and Judy, etc. Each was then presented with a stocking filled with goodies, a toy, and a woolen cap and scarf set by Santa Claus (Secretary Sam Rothstein). On the bill were Frank Parish, clown; Willie Solar, the dopey of Snow White; Dixon Brothers, acrobats, and Ajax's Punch and Judy. Dorothy Fackman was "impresario" and Andre Dumont the emcee and stage manager. Many of the turkey dinners were seeing a flash show for the first time and, as one member remarked, "they were eating it up along with the turkey." The funds for the fete were made possible thru a Penny Bag drive under the chairmanship of Sister Bea Hamid.

Organization's annual Christmas Dinner in the rooms for members and needy showfolk and their families proved a huge success. The dinner was catered and about 175 were served while an enjoyable stage show was in progress. This

event has become one of the club's most anticipated affairs since its inception. Brother Joe McKee's home on Christmas night, where he held open house, appeared to be a duplicate of the rooms due to the large number of members constantly coming and going. Club thanks the many members who sent in Christmas cards.

Brother Moe Elk's parents, Mr. and Mrs. Sam Elk, celebrated their golden anniversary on Christmas Day. Accountant Herb Leves left on a vacation trip to Havana. Members were sorry to learn that Brother Jack Feldberg underwent an operation at Bayonne (N. J.) Hospital, and that Brother True O. Perkins is ill at home. Members are reminded that letters and personal calls are always appreciated by those confined.

Brother Max Sharp reports success with his 51 Club. Seems like Daddy Simmons received the most Christmas cards among the boys around the club. Brother Beno Meyers visited after too long an absence. Club extends thanks to Brother Spitz, florist, for his generosity in decorating the rooms.

Birthday congratulations to Jack Feldberg, Jack Finch, January 1; Henry B. Risher, January 2; Herman J. Murray Goldberg, Harry S. Nelson, LaMotte Dodson, Dr. Henry C. Falk, Philip L. Cook, Neal Carr, 4; Frank Hallen, Mike Ziegler, Howard Ingram, 5; Morris Sommers, Harry Be Gar, Joseph J. Dicks, Sam Shapiro, 7.

Ladies' Auxiliary

Father of Sister Mildred O'Done has been operated upon. Sisters Theresa King and Mimi Sussman are ill. Paid-up members will be guests at installation dinner on January 7. Sister Martha Wagner has recovered sufficiently to leave the hospital in Toledo.

International Showmen's Association

Maryland Hotel

ST. LOUIS, Dec. 28.—At club's regular meeting held on December 19, with President Dee Lang presiding, membership drive report showed splendid results for the first month's drive when 43 members were accepted. Strict adherence to the rule "that only people actually engaged in show business or allied industries are acceptable for membership" is making the club one for "showfolk only." Despite how strongly anyone is recommended, if such a person is not actively engaged in show business, it is impossible for him to become a member. Dee Lang, president, turned in 23 applications, all of which were accepted.

Those joining in the past month are Marion Alford, W. C. (Billy) Senior, Daniel J. Meigs, John A. Pabarcus, Frank J. Klein, Mickey Farrell, Owen Salmon Willrott, Leonard McElmore, Joe Klein, Irvin P. Brown, Lloyd Statter, Milt Hinkle, Danny T. Bibb Jr., Clarence Stannard, Frank Harrison, Howell Eugene Adams, W. H. Gambler Sr., W. H. Gambler Jr., Ralph Clyde Glenn, Gus Foster, James H. Beales, Ralph Hutton, John Mathias, Sam Libberstein, Vester Greeding, Jimmie Lynch, Harold (Buddy) Paddock, E. Lawrence Phillips, C. B. (Red) Scott, Fred E. Cox, W. E. Sincley, Ben Weiss, Little Joe Miller, Thomas Sharkey, Warren Matthew Murphy, James E. Strates, Jack Downs, E. Walter Evans, John Courtney, Mike Barnes, Frank R. Winkley, Jake Shapiro, and Herman Knox.

Secretary Charles T. Goss reported dues for 1941 were received from the following the past two weeks: J. C. McCaffery, Dee Lang, Ned G. Torti, Hymie Schreiber, John Swartz, Tom W. Allen, Walter B. Fox, Charles A. Lens, Don Leonard, Noble C. Fairly, Pat Purcell, Powell Leonard, J. Crawford Francis, C. A. Vernon, William Pink, Harry G. Coulson, Leo C. Lang, Floyd Hesse, John A. Francis, Phil Little, Harry W. Hennes, Morris Lipsky, Fred Zechille, Kenneth Blake, Al Bystinger, George Davis, Robert Mansfield, Roger E. Haney, Sam Solomon, Francis L. Deane, L. S. (Larry) Hogan, Abner K. Kline, E. W. Weaver, Lee Sullivan, George A. Golden, Curtis S. Valera, Nate Gelman, Charles DeZreko, Sonny Bernet, Judy Cobb, Art



EDDIE LIPPMAN, who closed the 1940 season as manager of Endy Bros' Exposition Shows, has been signed in the same capacity with Great Lakes Exposition Shows for 1941. Owner Al Wagner announced last week.

Giuliani, L. C. Clifton Kaley, Matt Dawson, and Peter G. Rust.

A group of members of the IAS and the Missouri Show Women's Club will hold a party in the clubrooms on New Year's Eve.

Heart of America Showmen's Club

Reid Hotel
Kansas City, Mo.

KANSAS CITY, Mo., Dec. 28.—Regular weekly meeting was held to order by President Harry W. Hennes, with Secretary C. C. McGinnis and Treasurer Harry Altshuler also at the table. Minutes of the previous meeting were approved, as was the financial report. Communications were read from Charles T. Goff, W. R. Hirsch, Sallner Manufacturing Company, Allan Herschell Company, I. G. Eagle Printing Company, Charles W. Green, and M. J. Jenks. Past presidents on hand, who were given seats of honor, included Brothers Norris B. Crosswell, Abner K. Kline, John Castle, Noble C. Fairly, and P. W. Deem. Brother Elmer C. Velare, accompanied by Mrs. Velare and Mrs. Grace Geoffrey, stopped here en route to Salina, Kan. Velare was stricken ill during his stay and has been confined to his room at the Hotel Muehlebach. He is reported to be recuperating rapidly, however. Brother W. Frank Delmaine, memorial services chairman, reported his committee has completed all arrangements and that Dr. Walter Wilson would officiate. Floral offering at the tomb will be a wreath in the form of a heart, with appropriate inscription.

Brother Ellis White, who was appointed Banquet and Ball Committee chairman, succeeding Brother Norris B. Crosswell, reported the ticket sale is going along nicely and all arrangements for the event, which will be held at Hotel Phillips, have been completed. From present indications it looks like a sell-out. Don Torres orchestra will provide the music, and Sonny Bernet will emcee. Brother George Barton, well-known agent and press representative, who has been confined in a hospital for the past three years, sufficiently recovered to attend the meeting and he received a big welcome. Barton is one of club's oldest members. President Hennes called on various members for brief talks and among those who responded were Brothers John Castle, P. W. Deem, Norris Crosswell, George Howk, Clay Weber, and C. F. Zeiger.

Brother Zelger won a big hand when he arose to ask permission for him and Mrs. Zelger to supply the luncheon at the next meeting. The offer was graciously accepted. Brother Dave Stevens is still confined to his home. L. C. and not J. C. Reynolds is first vice-president of the club. The club will cooperate with the Midwest Merchandise Company in furnishing Christmas joy to the poor children as in other years. Frank Capp again will portray Santa Claus, assisted in distributing gifts by Brother Chester L. Levin. HASC Christmas tree now adorns the lobby of the Hotel Reid, where the ladies' auxiliary

With the Ladies

By VIRGINIA KLINE

KANSAS CITY, Mo., Dec. 28.—A typical night in the lobby of the Reid Hotel during Christmas is something like the following: The chairs are turned in a circle so half the group may see the door and who enters, while the other half can see the desk and hear if anyone is called on the telephone. Rose Hennes goes to the desk and obtains two Christmas cards. When she opens them and tells from whom they came Hattie Howk and Ruth Martone rush to their rooms to address cards to the senders, as they are the ones they forgot. Ruth can't remain long, as she must take her dog, Mike, out for a walk. Someone idly remarks that there seems to be more dogs in the hotel this year than ever before. There follows a heated discussion as to the number of different animals that were kept at one time in the old Coates House Hotel. Clara Zeiger said she remembered when Dave and Irene Lachman had a boxing kangaroo in the basement. Viola Fairly told that with the statement that Louis Landes kept a huge snake in a box, covered up with a blanket, under his bed all winter. We all spoke of Sammy, the ape, that Juanita and Eddie Strasburg had and that used to entertain with a ball game all his own.

George Howk stops by and, hearing the argument, recalls the year that Tex Clark brought a camel, bear, and an elephant into the lobby for the Christmas celebration. He offers photographs for proof and all are convinced. One picture shows 10-year-old Marty Williams Jr. wrestling the bear, with the camel and elephant in the background. Having gained his audience's interest, George also tells of the year the Con T. Kennedy Shows wintered on Grand Avenue, near the old Grand Avenue Station. Two lion cubs were born there but were a little puny, and Don Riley, the animal trainer, brought them to the hotel's furnace room, where they remained thru a severe cold spell.

Ruby Velare and her niece, Grace Geoffrey, come in then en route to Salina, Kan., and while Ruby advises her husband, Elmer, has severe cold and is confined to his room, the rest of the group discusses the correct pronunciation of Grace's name until she tells them it's pronounced "Joffee." Peggy Reynolds displays a set of English bone-handled stainless steel knives and forks, one of a set of three she gave away for Christmas. Sammy Ansher sits in a vacant chair, saying he's there to protect Margaret's interests until she arrives, which she soon does, carrying three books from the Jones Lending Library. She says she'll sit up all night reading and then return them the next day. Mollie Ross enters with corn muffins for anyone who wants them, while Billie Willis arrives dressed in a white knitted suit and is forced to tell how long it took and how much yarn was used to knit the suit. Margaret Stone tells a tall tale about some of the boys who carried home money in a gunny sack from a good spot. Loretta Ryan delivers mail and cards to several. Betty White gives a recipe for the relish she sold at the bazaar. Rose Hennes, with a heavy cold, tells what will cure it but still uses her hanky often.

Jesse Nathan advised that her 86-year-old mother wants a can opener that fastens on the wall for Christmas. Bird Brainerd tells about thinking her husband, Art, had left the apartment and locking the door on him. She failed to hear him pounding on the door until the bellboy sent her back to get him. Ruth Martone asks if anyone knows whether the Baysingers will be in for the holidays, and Ruth Ann Levin asks if anyone has heard from Pearl Vaught. Ruth Martone buys soft drinks for all. Helen Brainerd Smith enters, bearing a Christmas card from her grandson, Gregory Smith. It's now about 10:30, and C. F. (Doc) Zeiger, Abner, and Art come out of the men's clubroom, and Clara, Bertha, and I must leave busy with many things and a parting good night. As there are still enough left in the group to talk for some time, it's hard to be the first to leave. However, it all starts over again the next night with almost the same routine, except that some other subject will be discussed for a few minutes. It's the same outline, however.

will hold its annual Christmas party. Those who contemplate attending the annual banquet and ball on New Year's Eve are requested to make reservations now.

Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

Dodson's World's Fair

JACKSONVILLE, Fla., Dec. 28.—Work at quarters on the fairgrounds here is progressing nicely under direction of General Manager M. G. Dodson and Pinkie Edgar, who is looking after the purchasing of all material. Because oak timber is at a premium here, two trucks were sent to South Carolina to bring back the wood to be used in repairing and building new wagons. Four wagons, to be used to transport the new Rocket ride booked by Mr. and Mrs. J. C. Weck, under contract to Florida, call for 18 new wagons to be built. Five new light towers are being constructed under direction of Dewitt Hudson, and a new front is being readied for the Gay Parade Show. Illusion front is being enlarged and attraction will feature new lighting effects. About 75 of the show's personnel are wintering here and quarters have their share of daily visitors. Mrs. J. C. Weck and son passed thru on December 18 en route to Miami, where they have their Rocket ride booked with the Eddy Bros.' Shows. They spent one night as the guests of Mr. and Mrs. M. G. Dodson. Weer remained at his South Bend, Ind., home for a few days on business, but will join Mrs. Weer in Florida. Mr. and Mrs. M. G. Dodson left this week for Savannah, Ga., to spend the holidays with Mr. and Mrs. C. G. Dodson.

J. REEVES.

J. J. Page

JOHNSON CITY, Tenn., Dec. 28.—All around quarters are awaiting the call for activity. Roy Fann, who is in charge, enjoyed a surprise visit from his brother, Carl, and sister-in-law, and just before Christmas the trio left for Perry, Ga., Carl's home, to spend the holidays. On Roy's return rebuilding and repainting will begin. Several new fronts will be built, as will a transformer wagon to house transformers purchased during the year. Roy Carey, concessionaire, had a large crew selling novelties on local streets and in adjoining towns to good results. Bob Richards worked wire jewelry. Crew at quarters were guests at a Christmas dinner provided by Owner Page. Mr. and Mrs. J. J. Page also were hosts at a dinner at their home and partaking of the delicacies were Chris Jernigan, Mr. and Mrs. Frank Sheppard, Mr. and Mrs. R. E. Savage, and Buford and Charlotte Miller. Mrs. Bob Coleman arrived on Christmas Eve to spend the holidays with her parents. She will leave about January 1 for Key West, Fla., to book her concessions at one of the annual goings there. Owner Page, accompanied by Chris Jernigan, was away on a business trip the past week.

B. E. SAVAGE.

Blue Ribbon

COLUMBUS, Ga., Dec. 28.—Activities at local quarters start about January 1, when Mr. and Mrs. L. E. Roth return from an extended trip to Hot Springs, Ark. The Chicago meetings, and a visit with Mrs. Roth's mother and sister in Columbus. O. Crew, in charge of Leo Paden, secretary, includes E. P. Sumrall, chief mechanic, and Jimmie Paden, ride superintendent. Both have been getting ride motors in shape for the coming tour. The writer has kept the office open all winter and at present is closing the books for the season. Visitors included Mr. and Mrs. Bill Dollar, Pat Hiley, Jerry Jeffries, Lee Ahern, Mr. and Mrs. Clarence Thames, Max Lorenz, and Mr. and Mrs. Spud Murphy.

LEE PADEN.

Prell's World's Fair

BENNETTSTVILLE, S. C., Dec. 28.—All the major quarters activities begin soon after January 1. General Manager S. E. Prell has issued orders for the start of preliminary work because of the unusual favorable weather. Joseph Parsons reports he and his crew have completed the basic alterations to the Merry-Go-Round and have released it to the scenic artists' department for finishing touches. Ben Check, master mechanic, is overhauling transportation equipment, while Charles Powell, contracting Paden, ride superintendent, has been assigned the task of securing additional transportation equipment. Man-

ager Prell says shows will be completely motorized when they take the road early in 1941. Cash Miller has signed for next season and plans a new Ten-in-One Side Show. He stopped here recently to start construction of the attraction. Plans for new Girl Revue and Minstrel Show fronts have been approved by Prell, and Sam Caruso has been given the go-ahead signal on preliminary construction. Lion Motordrome has been erected upon the grounds, and the cats are being broken to a new act under the guidance of Daredevil Marion Ellis, assisted by Flash White. The writer has been doing some special and successful promotional work for the shows. Pop Dickens is busy improving the acting abilities of show's simian performers. Harry J. (Dad) Ward, mail man and The Billboard sales agent, still makes his daily trip to the post office. Mr. and Mrs. Stacy Knott have acquired a new home, near quarters. THOMAS W. RICE.

Great Lakes Expo

FLORENCE, Ala., Dec. 28.—Preliminary work has started at quarters on the local fairgrounds. Happy Graf, master builder, is in charge and has his crew building four new panel fronts, with neon and chromium finish. The midway will present six new light towers in 1941 and several new rides had been ordered. Five tractors and trailers and three new show tents will be added. Al Green, who the Show has been booked and he is here readying his equipment. General Manager Al Wagner and Representative Robert R. Kline will attend the fair meetings in the North and then return to finish up the tour of the South. Eddie Lippman left for the South on a business and pleasure trip. Mr. and Mrs. Al Wagner returned to their home in Toledo for the holidays. Harry Smiley accompanied them. Many showfolk are wintering here and much visiting is done daily.

JOHN DAVIS.

Zimdars Greater

HOT SPRINGS, Ark., Dec. 28.—Work in quarters here has not started, but many jackpots are being cut up as numerous showfolk are wintering here. Mr. and Mrs. W. H. Kelly returned to show after a visit with Mrs. Kelly's folks in Guy, Ark. Norman the Wizard and Company have been playing shows the past two weeks, but are here until after the holidays. C. S. Reed, agent, came in from Memphis for a few days, but has returned to that city. Visitors included Frank (Dutch) Waldron, Reynolds & Wells Shows; Mr. and Mrs. Lashbrook, of Mt. Vernon, Ill.; Mr. and Mrs. L. E. (Eddie) Roth, and Mr. and Mrs. Mike Basin, Blue Ribbon Shows; J. W. Laughlin, West Bros.' Shows; Harry W. Hennes, Hennes Bros.' Shows; Charles Drill, C. D. Scott Shows; Mr. and Mrs. C. P. Reinsch, Ripon, Wis.; Roy Goldstein and Tom Puzell, Puzell's United Shows; Mr. and Mrs. William Dyer, Dyer's Greater Shows; Mr. and Mrs. Whitely Danely, International Congress of Oddities; Fred McIntyre, S. L. Cronin, and Mr. and Mrs. Albert McElyea.

LAVERN ZIMDARS.

Sickels United

JACKSON, Tenn., Dec. 28.—Quarters have been established uptown here and work will start about February 1. Since shows did not tour last season, all canvas will be new. Management will build an attractive entrance front and new show fronts. Manager Bob Sickels recently returned from Illinois, bringing a Merry-Go-Round, Ferris Wheel, and Chairplane with him. Mr. and Mrs. E. E. Baker and son, Buzz, are here, where Buzz is in school. E. E. Baker is general superintendent; John Denton will have the corn game, and the writer is secretary.

CLIFFORD MATTHEWS.

Crafts

NORTH HOLLYWOOD, Calif., Dec. 28.—The holidays have been gala and Christmas Day saw all work at a standstill and quarters crew enjoyed itself in typical yuletide spirit. Owner and Mrs. O. N. Crafts were hosts to their family and close business associates at a turkey dinner. Those in attendance were M. and Mrs. Roger Warren and daughter, Carol Anne; Mr. and Mrs. George Sears and

son, Niel, and Mr. and Mrs. Frank Warren. A huge Christmas tree was loaded with gifts for all, with the chief recipient being Owner Crafts. Others at the dinner were Mr. and Mrs. Roy E. Ludington, Mr. and Mrs. Bruce Hennick Sr., Mr. and Mrs. B. Hennick Jr., and Harold Mook. Quarters work will resume January 3, when all departments start full blast in order to complete the heavy schedule planned by Crafts. H. C. Landaker is in charge of special front construction and neon installation. E. Versteeg will look after the electrical requirements, while Bill Myers superintends construction of light towers and front entrance arch. James Lynch is in charge of the commissary, with Charlot Warren acting as purchasing agent at quarters. Louie Cody is chief. Mechanical department includes Frank Keropollack, Kitchener, and Rick Obrosatze.

With closing of the five-week Christmas Show in Los Angeles, the unit consisting of the Auto Scooter, Merry-Go-Round, Ferris Wheel, and Miniature Autos returned to quarters, as did the ride which had been on location at the Columbia Studio under Roy E. Ludington, assisted by Mack Doman and Harold Mook. Cookhouse had a month's run at the former location under George Parent. Owner Crafts left Christmas night for Wichita, Kan., to pick up a plane. Lee Brandon, general representative, reports progress in the North, while Ben Dobbert, manager Golden State Shows, has mailed in several good contracts for that organization. George Everett Coe is busy and seen around quarters at rare intervals. Roy E. Ludington is back from a tour of Mexican border towns which will be played by Crafts 20 Big Shows in February. One more big party will be celebrated. It will be staged by Dan, John (Spot) Ragland on New Year's Eve, when he returns from a sojourn in North Carolina. CLAUDE (CURLY) RODGERS.

Miami

MIAMI, Dec. 28.—Eddy Bros.' Shows, having their best season here, are working steadily. At present they are showing at Northwest 36th Street and 17th Avenue on school grounds and record crowds are spending plenty. Jewish War Veterans are preparing for their first carnival, having contracted with Eddy Bros. to furnish the midway. The Ladies' Auxiliary will sell tickets at all Miami Beach hotels.

Eddy Bros.' Shows broke records for gate attendance at the Miami Seaside Fair. The midway was really a flash, and shows and concessions did a nice business.

Endys will furnish the midway for the annual colored fair here.

Jake Croft has the ex on concessions at the annual air races, which open here on January 10. Jake is employing only showfolk and at present has over 200 engaged. He and Sam Crowell have all the novelty concessions at the Orange Bowl Fiesta. Both have many other dates lined up for the winter.

Jimmie Vair and Tommy Higgins, owners of Jimmie's Restaurant, mecca for visiting showfolk, took a party of showmen on a fishing trip in Tommy's new cruiser. Catch totaled 47, all of which were minnows, so the boys had a small feast for their trouble. Tommy again will have his streamlined cookhouse on the World of Mirths Shows.

Carnival men here report they are enjoying their best winter in years.

Carl Couch and Paul Curtis are contracting for several dates in South Florida, using Jimmie's Restaurant as headquarters.

Mr. and Mrs. C. E. Barfield arrived here and hit for Key West, where Barfield will stage and direct the annual fair.

Local theater men, as usual, are squawking about too many outdoor shows this winter. They want the license fees increased for such troupes.

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices:
55 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$6.25; 200 cards, \$7.10; 250 cards, \$7.75; 300 cards, \$8.50. Remaining card, \$6.00 per 100.
No. 140 — Extra Heavy Green Both Sides. Per 100, \$8.50.

3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—cut up down. Lightweight card. Per set of 100 cards, tally card, calling markers, \$3.50.

All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5 1/2" x 11 1/2". In lots of 2,000, \$1 per 100. Calling markers, \$1.00.

Automatic Bingo Shaker, Real Glass . . . \$12.50
2,000 Jack Pot Slips (strip of 7 numbers), per 1,000 1.25
Lightweight Lapards, 6x16, per 10050
200 Small "7" Heavyweight Bingo Sheets
7 colors, each of 25, Size 4 1/2" x 7 1/2" 1.25
2,000 Featherweight Bingo Sheets, 5 1/2" x 11 1/2", \$1.25 per 100. Stamped in pads of 25, per 100 1.50
Postage extra on these sheets15
Bingo Card Markers, in 200's, 25,000 for . . . 1.25
Dice boards and pads, warlike checks, coupon books, subscription books, misc. items. Cat. and sample cards free. You pay any C. O. D. fee. No personal checks accepted. Instant delivery.

J. M. SIMMONS & CO.
19 W. Jackson Blvd., Chicago

MOTOR CITY SHOWS

Opening in Southern Ohio Around April 15

WANT RIDES: Not conflicting. Will book or buy Octopus. Good opening for neatly framed Pony Ride, Chairplane, Scooters, etc.

SHOWS: With or without outfits. Want Party to Manage Ten-in-One (will furnish complete outfit 20x100 tent and 140-ft. banner line). Can place Expose, Snake Show, Minstrel or any other Show. Good proposition to Glass House, Fun House and Penny Arcade.

CONCESSIONS OF ALL KINDS: Want Wheels, Grind Stores, Diggers, Cook House (privilege in meal tickets), Pop Corn, Candy Apples, Corn Game, Ball Games, Mouse Game, Long and Short-Range Galleries, Penny Pitch, String Game, etc.

Want Billposter with truck, also Sound Truck.

Fair Secretaries—If you want a first-class Midway with 10 Rides and 10 Shows for your fair, get in touch with us.

VIC HORWITZ 355 Lake St. Toledo, Ohio

DON'T MISS THE BIG ONE! GREENVILLE NATIONAL HOME SHOW

THE HEARTY OF THE TEXTILE INDUSTRY. 9 A.M. TO 9 SHIFTS.
WANTED! Tailors, Pattern, Kitchen Gadgets, Wires and Jewelry Workers, Glass Blowers, Candy and Nut, Taffy, Popcorn, Sweets, Buss Your Age, Novelties, etc. (No Game, No Wheels).
20,000 ADVANCE TICKETS. DR. QUIZ PROGRAM TWICE A DAY.
Opening night Governor's Night. Real newspaper and radio publicity. Mayor, Pres. of Chamber of Commerce, State Director of FMA on sponsoring committee. Deposit required. Space limited.
C. HODGES BRYANT, MGR., 307 NEWS BLDG., GREENVILLE, S. C.

POPCORN

These are three good reasons why smart Concessionaires buy their Popcorn Supplies from us:
1—HIGH QUALITY 2—LOW PRICES
3—SAME DAY SHIPMENT
Write for Our New Fall Price List and Our Special Offer on New Popcorn Machines.

Gold Medal Products Company

451 E. PEARL ST., CINCINNATI, OHIO

Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

By STARR DE BELLE

Candle Wick, Fla.

Week ended December 28, 1940.

Dear Editor:

"Jingle board, jingle board, jingle thru the play." These words were sung here all thru the week by every man, woman, and child on the show, the bosses having given the stand its privilege free, with the winnings going toward a real Christmas dinner for the show's personnel. From opening time on Monday up to Christmas Eve the booth had a steady play, resulting in an all-time high platter dinner. Orders to keep the midway dark for the day were given by the bosses, who even went to their kicks to raise the extra money needed to put the day over in a big way. The show's secretary charged the amount against the jingle board to be worked off when it opened on December 26.

The girl show tent was stripped and then gaily decorated for the biggest Christmas jamboree ever staged. At one end of the top stood a giant tree with all of the trimmings, while beneath it were stacked thousands of gifts for all employees and visitors. Up one aisle and down another were long tables large enough to seat over 2,000 people. Every fry and cookhouse chef, augmented by the house trailer wives, prepared a spread fit for kings. For weeks the office staff worked on the guest list, making sure that no one was neglected.

Table No. 1 was reserved for the ride operators and their helpers. No. 2 for the show operators and their help, and No. 3 for concessionaires and helpers. No. 4 was reserved for all visiting trouper, while No. 5 was reserved for all fair or hotels who at that time had no fair. (This is the only day of the year on which we entertain fairers and fair secretaries.) The five bosses and their staff spread out among the five tables to enjoy the repast with their people.

Toastmaster Lew Trucklow, the show's aggressive general agent, was the life of the party and insisted on elaborating upon his clever work executed during the Citi conventions. He carried himself the boss who would lead us, and his long white flowing beard impressed us as being an asset.

Before the dinner was half over we were pleasantly surprised with the arrival of the Drawhead Sisters, operators of the show bearing their name. Irish Jack Lynch was also a visitor, who arrived just in time. Several carnival

managers stopped for a toddy, but we didn't mention their names even before the fairest fair secretaries nor will we mention them here.

Gifts for everyone seemed to be the vogue. The five brothers held back the most pleasant surprise until the end, when they presented each occupant of the berth and stateroom cars with a new de luxe house trailer. This delighted the dining car operator so much that he gave them all of the dishes in the privilege car, throwing in the gas stoves for good measure.

Thursday found the midway back to normal. The jingle board opened to try to get the dinner shortage. A big "Peace-on-Earth" sign adorned the top, but some of the earthly peace officers insisted on getting a piece of the store and thus kept the dinner on the burr. Hearing of the shortage, our legal adjuster said, "Christmas comes but once a year, so I'll stand the bite." Before several witnesses, he tossed the dinner committee the short \$1.16.

MAJOR PRIVILEGE.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Dec. 28.—During the winter in accordance with custom, we shall resume the series of articles on the legal phases of various subjects of interest to our membership, and would appreciate hearing from members as to their preferences of the subjects to be considered.

There recently appeared in *The Congressional Record* an article inserted by Congressman John G. Alexander, of Minnesota, in which he decried the high cost of transportation and in which he urges all shippers to organize to correct this alleged evil. Congressman Alexander cites several instances in which carriers have advertised their earnings, and he claims that the picture created is not entirely correct. We shall be pleased to furnish a copy of this article to any member upon request.

This office has received additional information relative to the cost of electricity in New York, Pennsylvania, Michigan, Alabama, California, and other

States, which information we shall also be pleased to furnish our membership upon request.

Hennies Showfolk Guests At Leach-Clawson Dinner

BIRMINGHAM, Ala., Dec. 28.—J. Warren Leach, president of Alabama State Fair, and Ralph J. Clawson, manager of Hennies Bros.' Shows, were hosts to the showfolk crew in quarters here at a Christmas dinner. President Leach dominated a roast turkey and plenty of refreshments, while Clawson provided all other trimmings.

In attendance were Dan King, Tobe Pinn, Andy Anderson, Mr. and Mrs. Miles Riley, George Nelson, Orville Clevenger,

Draft Delinquents

ST. LOUIS, Dec. 28.—Draft Board No. 5, located at 715 1/2 Chestnut Street, has announced that the following trouper are considered delinquents, having failed to respond at the proper time: Beaudreaux, Carlisle Albert; Benjamin, Chester Everett; House, Lee Jackson; Lerner, Harry; Williams, Hubert.

Ralph Houser, Frank Irvin, Arthur Veroneau, E. O. Boone, Karl Von Faulk, Mac McClaren, Charles Ladd, K. P. Chester, Mr. and Mrs. B. O. (Buttons) Grant-ham, George Setler, Mr. and Mrs. Ted Mitchell, and Red Huntzinger.

Selective Service Mail for These Men at The Billboard's Offices

CINCINNATI, Dec. 28.—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		CINCINNATI OFFICE, 25-27 OPERA PLACE	
Name	Order No.	Name	Order No.
Adams, Walter W.		Mason, Chester H.	381
Alford, Elmer R.	511	Miller, Harvey A.	
Allen, Claude		Miller, Jake	68
Babbe, Louis W.		Miller, John L.	
Ball, Emert	400	Miller, Orson Augustine	219
Banks, Harold Chester		Miller, Ralph A.	
Barber, Otis G.	546	Mills, Madison E.	96
Beggs, J. Francis		Moore, Thomas	
Blake, Delbert Sam		Morley, Donald V.	
Bookman, Chas. G.	415	Morse, David S.	
Boris, Valerian		Moyer, Edward	
Bowald, Arthur E.		Mullen, Harry J.	
Broda, Joseph John		Mueller, Paul	
Bujnowski, Joseph Steve		Myk, Joseph E.	
Burgardner, Lee		Nicholas, Green Jake	
Byrnes, Frank Anderson		Nixon, Paul E.	
Cahill, Jas. L.		O'Brien, Donald	
Chambers, Larry		O'Neil, Patrick J.	
Clark, Robt. A.	395	Own, George	69
Cole, Creston E.	4208	Patterson, Leon L.	401
Cooke, Winston Ralston		Patty, Chester	545
Costello, Tom		Patty, Leon	
Dawson, John O.		Pelitte, Leo	
Davis, Robt. L.	478	Polk, Milton L.	
Davis, E. W.	537	Porter, Clyde R.	
Dawson, Samuel Geo.		Redinger, George B.	
DeBow, James H.		Reagan, Phillips T.	531
Dodson, Mr. Jessie		Reaves Jr., Jesse D.	
Eckhart, Harry A.	142	Richardson, Raymond J.	362
Elliott, Meri R.	394	Roberts, Steve	
Ely, Mike J.	85	Robinson, Ralph J.	
Endicott, Jimmie R.	417	Rogers, Glen	15
Farkose, Paul E.		Russell, Paul Geo.	
Farnes, Lewis E.	573	Rutherford, Charles R.	
Faulstich, Chas. T.	413	Samuelson, Charles Elmo	
Fitzpatrick, Fred Harold		Satterfield, Thomas M.	129
Fleming, Lloyd J.		Sawyer, Hugh T.	492
Force, Harold W.	484	Sealey, Clyde Honey	
Foster, Jack Mitchell		Shannon, Bert	
Fox, Bennie		Shaw, Wm. M.	315
Frick, Jack L.		Shelitto, Sterling David	
Gaveron, Steve J.	132	Smith, Jimmy Levy	
Goldfarb, L.	520	Smith, Jr., Geo. Edward	
Greaves, Wm. P.	237	Stacey, Michael J.	288
Hall, Chas. F.		Stanley, Frank	330
Harvey, Clarence Wesley		Stewart, Jack Alexander	
Havilla, Albert		Stites, Eugene R.	
Helms, Chas. P.		Suenger, Mont	
Hogg, Mack		Taylor, L. E.	
Hooper, Harry James		Therault, Hubert David	
Horton, Walter		Thomas, Arthur	
Hull, Leo V.		Thompson, John J.	
Jackson, Ralph		Ticooni, Jerry Michael	
Jackson, Robert	82	Van Hoozen, Lawrence E.	
Jacobs, Wesley Leftoy		Vaughn, John Clifford	
John, Frank S.		Wall, Otis L.	
Jones, W. Douglas W.		Walters, Pershing W.	
Kenley, Edwin M.		Wapnick, Nathan	418
Keith, Perrell Edward		Ward, Wm. P.	
Kelson, Charles Edward		Washburn Jr., Nelson	
Killebrew, Raymond O.		Weathers, Sandy P.	533
King, Ray Taylor		Wells, Albert	
King, Patrick T.		Wiggins, Roy	
King, Tex		Wiles, Richard L.	118
Knight, Jos. P.		Williams, Lewis Henry	
Kvenmoen, Douglas Olsen		Woomak, Frank Joseph	
Leary, Ellis Lee	237	Wray, John H.	460
Lee, Arthur W.		Wright, Henry B.	
Levo, Anthony	450	Yonko, Spero L.	
McDaniel, Daniel E.	450	Yost, Arthur M.	130
McCormick, Jesse A.	404	Zubel, Alex.	
Mallory, Richard	184		

ST. LOUIS OFFICE, 390 ARCADE BLDG.

Beaudreaux, Carlisle Albert	146	Learned, John R.	616
Benjamin, Chester Everett	130	Lerner, Harry	468
Eubanks, John Madison	518	Whitner, Lawrence Homer	631
Lambert, Edward Joseph	672		

NEW YORK OFFICE, 1564 BROADWAY

D'Errio, Rudolph		Keller, Fred	
Fraser, William Patrick		Nicholas, Glen	1695
Hudson, Harvey		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.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS

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

Charity Fete Nets \$6,200 in Winnipeg

WINNIPEG, Man., Dec. 28.—Annual Christmas Charity Carnival in Civic Auditorium here on the nights of November 30 and December 2 and 3 under auspices of business groups was the most successful yet staged, reported E. J. Casey, general manager of the E. J. Casey Shows,

who furnished 20 concessions and aided the committee in setting up the event. Paid admissions of 14,000 was a new record and there was a profit of about \$6,200.

Concessions were heavily patronized and many valuable prizes, obtained thru co-operation of business men on the purchasing committee, were awarded. Added attraction was Herb Brittain's band for dancing. Minneapolis Shriners were guests on opening night and their drills on the dance floor were well received.

WANTED LARGE CARNIVAL

for the week of July 4th, 1941, by the Citizen Volunteer Fire Co. No. 1, Cherry, Pa.
Write C. O. LONG, Secretary

SEASON'S GREETINGS

George Hanneford Family

HAMID MORTON'S CIRCUS

The Arena, Cleveland, O., Dec. 24th to Jan. 3rd.

WANTED

For the Grand Circus, Jan. 20th, for three weeks, Fair Circus, ten nights, on Grand, South Side, Monday Evening, Royal Wobler, write, Hank Rylow, State your lowest salary in first letter. Send pictures. Address:

H. SINGER, 70 Jay St., Boston, Mass.

Shorts

AMONG attractions appearing in James Dawson's Christmas Revue in and around Fort Smith, Ark., were Aerial Lakes, Everard's Hollywood Monkey Revue, Hazel King's Canines, and seven-piece band. Show had special lighting effects and ordered a new sound system.

CONSTRUCTION is progressing on a modern auditorium to seat 800 at Carolina Beach, N. C.

MILT HERRIOTT reported he recently entertained inmates of the State Criminally Insane Hospital at St. Peter, Minn., with his dogs and ponies and plans to make it an annual affair.

Business Ok for Hamiter's Circus

DALLAS, Dec. 28.—Jimmie Hamiter's Circus, indoors, has been enjoying good day business and fair play at night in the smaller towns of North Texas. The winter unit is laying off for the holidays, but will reopen after the new year in East Texas. Alvin Lane is doing the billing for the winter unit, and Al Clarkson is general agent. Hamiter recently returned from an equipment-buying trip for the tent show he will take out early next year.

Work at quarters here is going forward, despite daily rain and cold weather. Jack Woods is on the job repairing the trucks, and Skinny McLain is painting them.

Capt. Noble Hamiter, wild animal trainer, and brother of Jimmie Hamiter, is a holiday visitor. He came in from the Polack show, where he has his lion act, to spend Christmas with his parents. His father, Dr. J. J. Hamiter, is a leading animal authority of Texas and operates a large veterinarian hospital in Dallas. P. W. Owens, now connected with an automobile firm in Fort Worth and formerly an agent of the Al G. Barnes Circus, was a visitor recently.

Galler Takes Heavy Loss On Miss. Lions' Club Show

HATTIESBURG, Miss., Dec. 28.—The Lions' Club Circus produced at the Walnut Street Showgrounds here, week of December 16, by Joe Galler, was a financial flop, but all performers and local bills were paid in full by Galler, who suffered a heavy loss in the venture. So stated Walter B. Fox, associate director of the show, who gave lack of co-operation by the sponsors and little public interest as reasons for the failure.

Acts on the program were Merrill Brothers and Sister, Janice Guyer, Aerial Lassies, Avery Tudor Troupe, Harrison Troupe, Johnson-Kanara Troupe, Lorraine Wallace's Lions, and Frank S. Stout, who also acted as equestrian director. Date Curtis acted as official announcer, and music was furnished by the Buckeye State Show's colored band. H. G. Starbuck had all concessions, and Robert Fox and E. J. Sweeney were in charge of advertising and the official program.

Miami

MIAMI, Dec. 28.—The Clyde Beatty Jungle Zoo, at Fort Lauderdale, continues to draw big crowds. Business Christmas Day was capacity. Special rates for school children in groups help the gate considerably. Educators are taking advantage of these rates and bringing students in large bodies. Clyde Beatty gives them a special talk on wild animals. Klara Kuecht is doing a swell job on publicity and announcing the show. Clyde and Harriet Beatty will lead the Orange Bowl parade December 30 with four elephants, two camels, and several cages of cats.

Lucky Teter is expected to visit the zoo and talk business with Clyde. Startling news is anticipated when they get together. Frank Walters is a guest of the Beattys.

Bob Morton, of indoor circus fame, has left for Cleveland to personally direct the huge Shrine Christmas circus there. While in the North he expects to sign contracts for several other Shrine indoor circuses. Mousie Robinson is expected to follow shortly, and will be in charge of the advance force.

There is nothing definite yet on the report that Larry Sunbrock will stage a circus and rodeo here in February.

ERNIE WISWELL and his Dезде Lazde worked Larry Sunbrock's rodeo and thrill show Christmas week at Minneapolis. Act was set by Charles Zemeter.

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.



C. S. PRIMROSE, who again will be general agent of Lewis Bros. Circus. It will be his seventh season with the show.

Austin King To Troupe No More

CORTE MADERA, Calif., Dec. 28.—Austin King will not go out on the road again so far as he can see, as he plans to devote his time to writing, his hobby for many years.

During his 43 years of tramping, mostly in the circus field, King says he had a habit of jotting down notes, which are now useful in his writing. On his recent tour in Australia he sold his first short stories for radio programs, which, he says, has encouraged him to carry on his radio writing in America.

Harrisburg IABP&B Elects

HARRISBURG, Pa., Dec. 28.—At a recent meeting of Local No. 23 of the International Alliance of Billposters & Billers John Whitney was elected president; Ed Pitt, vice-president, and Edward S. Rupp, secretary. Rupp is presently posting at the Senate Theater here.

SLIVERS JOHNSON, booked with Gus Sun for 1941, has had a comedy Austin for the last three years instead of his Panny Ford.

Clevelanders "Eat Up" HM Thrill Circus; 24,000 First Four Days

CLEVELAND, Dec. 28.—The "Winter Thrill Circus," staged and produced by George Hamid and Bob Morton, opened its 10-day stay at the Arena on Upper Euclid Avenue Christmas afternoon with a matinee for exactly 6,500 members of the Press Junior Aviators' Club of Cleveland, and a second novelty, Taylor Troupe, comedy tumblers; Miss Doris, featured bareback rider; Circus Ballet, with 16 gorgeous dancing gals; Great Pinner, rolling a big white ball up a spiral tower as fireworks exploded around him; the clowns, getting a desiring show of crowd appreciation; Terrell Jacobs, in a great act with his 15 cats, with his best trick persuading six of them to form a loving family group while a lion rolls a flaming barrel around inside the circle; Peaches Sky Revue, an aerial thrill follies, with the pet girls dancing in mid-air, just under the ceiling girders; Happy Harrison's Trained

ponies and Dogs, delighting the kiddies; Australian Nixes, with their roaring motorcycles doing incredible loop-the-loops inside an immense steel globe; again the clowns; Walter Gulce Company, comedy antics on the aerial bars; Thrilling Albans, four daredevils who create one of the best sensations of the show as they drive a motorcycle around a circular runway up near the top of the building, as two good-looking girls cavort on a trapeze attached opposite the whirling cycle. To top it all, the motorcyclist brings the spectators to their feet as he does hip-ups on the damped wheel; the ballet returns again, and this time with Doris Reed, the ringing star; Wallenda Troupe, tops in high-wire artists, building up their usual suspense before their blow-off, which is hardly described as hair-raising; then the famous George Hanneford Family, with the featured "George," the riding fool, taking home the show's top honors; the Deteros, in their toy airplane and whirling propeller, bussing around the ceiling with a comely airatrix quite easily hanging by her toes on a swing fastened to one of the wings; the clowns return, to bid good-by in one last riot of fun; Flying Lecleres, outstanding aerialists; Bee Kyle, the female daredevil, climbing up a 100-foot tower and then back-diving into a tiny pool of blazing oil, and finally, the act that came close to taking the first prize, Peppy Rings, the aerial cyclist, who zooms 100 feet thru space to plunge headlong into a small and shallow tank of water.

Al Sutphin, head man at the Arena, said that "it looks as tho the Cleveland kids and grown-ups go to this high-voltage stuff, so in spite of the fact that these thrill acts are expensive, maybe I'll try it again next year."

Former Acrobat Now Arizona's Leading Showman

PHOENIX, Ariz., Dec. 28.—When Sella-Floto Circus 30 years ago lost an acrobat, its loss became Arizona's gain, for it gave the State a man who is today its outstanding showman.

On April night in 1910 when Sella-Floto pulled out after an engagement here, it left behind Harry L. Nace, an acrobat, who after taking a last bow with his troupe, packed away his spangled tights and forsook the sawdust trail to become rooted in Arizona soil.

In the three decades since that night, Nace has been a key figure in the progress and development of public entertainment in Arizona.

Known in show circles from Coast to Coast and from Canada to Mexico, Nace now either owns or directs 25 theaters in Arizona, including five show houses here. During this week, special programs were held in all these theaters to mark Nace's 30th year of service to the public of Arizona. Radio salutes to this pioneer showman were also given during the week by stations KOY, Phoenix; KTUC, Tucson, and KSUN, Bisbee.

His first venture here after leaving the circus world was to take over, in partnership with Jo Rickards, now a widely known Pacific Coast showman, what was known as the Aldrome Theater. Like Nace, Jo Rickards established the Savoy Theater, which like the Aldrome was roofless and floorless, and shortly afterward, Nace and Al Reeves established the Coliseum Theater.

In 1912 Nace and Reeves built and opened the Empress Theater, the first show house in Phoenix to have a wooden floor and seats that were fastened down. Three years later Nace established the Apache Theater, which had not only a floor, but roof and folding seats. It was considered a classic of the times. Opening of the Strand Theater here followed in 1918, the Rialto in 1920, the Ramona in 1924, and the Orpheum, one of the community's finest, in 1928. The Studio was added to the list only a few years ago.

Nace has never lost his love for the circus. Each year for seven years after landing in Phoenix, he donned a tights to appear in special hand-to-hand balancing acts before audiences at the Arizona State Fair, presented gratis.



JULIUS DEISS, circus band and theater orchestra musician and composer of note, who died December 23 at the Masonic Home, Springfield, O., at 81, was perhaps the oldest of Ohio's musicians and hailed from Cleveland.

15 Years Ago

(From The Billboard Dated January 2, 1926)

Whitey Lehrter, in 1925 boss property man for the Sparks Circus, had a winter job with the United States Tent & Awning Company, Chicago. . . . George V. Connor was re-engaged to manage the Side Show of the Sparks Circus. . . . The Mighty Haag Shows ended the season December 15 at Marianna, Fla., where it had winter quarters. . . . Bert Snow, general manager of Cullen's Animal Circus, was in Turlock, Calif., for the winter. His show was in quarters in Minneapolis. . . . Jerry Mugiven announced that the American Circus Corporation would not have a Wild West Show for 1926. . . . The manager at the Ringling quarters in Bridgeport, Conn., was enlarged and new sleeping and stateroom cars were added. . . . Pallenberg's bears were on a European tour. . . . Buck Baker, of the Big Show, with his bucking Ford, was playing a limited engagement on the Columbia Burlesque Circuit. . . .

William W. Workman, State Senator of Virginia, who was twice president of the Poster Advertising Association of America, bought an interest in the Heritage Bros. Circus. . . . John Nevins, formerly of the Hagenbeck-Wallace Circus, was engaged as contracting agent of the 101 Ranch Show. . . . The Della O'Dell Circus was in its 38th week in Texas and doing very good business. . . . Poodles Hanneford and Company were booked to return to the Sella-Floto Circus for 1926. . . .

S. L. Cronin was appointed banner solicitor of the American Circus Corporation for the winter season. . . . Pete Staunton was booked to manage the Hagenbeck-Wallace annex. . . . Mary Ormes signed with the Sells-Floto Circus for 1926 to feature her revolving trapeze act. . . . Horace Laird and His Merry Jesters had joined the Ed-dreth Vandeville Circus unit. . . . Walter Strang, 78, for many years a trainer of horses with various circuses, including the Big Show, drowned December 22 in a canal at Croton Falls, N. Y.

FRANK SHEPPARD, who in recent seasons has been one of the featured aerial turns with Cole Bros. Circus, reports he will not return to the circus next season, as he has other plans. He is currently in New Rockford, N. C.

List of Army Camps

Readers interested in U. S. Army Posts, Camps, and Stations will find a list of these runnings in installments in the Wholesale Merchandise Section of *The Billboard*. The first installment appeared in the issue of December 14. The fourth appears in this issue.

Under the Marquee

(Communications to 25-27 Opera Place, Cincinnati, O.)

NATE LEON is taking the baths at Hot Springs, Ark.

AFTER closing with Dalley Bros.' Circus in Southern Texas Guy Smuck visited Harley Hubbard in Shreveport, La.

G. O. DUPUIS, en route to Kansas City, Mo., to visit his son and family, stopped off in Cincinnati and visited *The Billboard* offices.

A CIRCUS in Moscow, Russia, features a lion which rides unleashed on a platform over the rear wheel of a speeding motorcycle.

BENNIE GIBSON cards that after 11 years as catcher in flying return acts he has retired from show business. He is now an engineer on the B. & O. Railroad in Chicago.

WITH the passing of Julius Deiss, 81, only 21 old trouper are left in the Ohio Masonic Home, Springfield, O. Reports Doc Waddell, Deiss' solitary appears in the Final Curtain.

RALPH H. BLISS, last season on the advance of Lewis Bros.' Circus, is enjoying the sunshine and dog races at Sulphur Springs, Fla. With him is H. Bundy, formerly of Sells-Sterling Circus.

MRS. MAUDE MATLOCK, of Los Angeles is spending the holidays in Jacksonville, Fla., with her son and daughter-in-law, George and Ione Franklyn, who are in business in that city.

MR. AND MRS. FRANK WATSON have opened a dance hall three miles east of Marianna, Fla., and will not go out with a show next season. All trouper's passing are welcome to stop in, says Frank.

STERLING (DUKE) DRUKENBROD has returned to his home in Canton, O., for the winter following the Miami Shrine Circus, for which promotion he was in charge of all advance arrangements and exploitation.

LEW KISH, clown, who recently closed with Dalley Bros.' Circus, is spending a few weeks in Aransas Pass, Tex. Fishing is good, he says, and Woodrow Hoffman, Archie and Billie Silverlake, trouper's, are also there.

FRANCIS DORAN, who was with Russell Bros.' Circus in 1939, and who had the side show the latter part of this season on the Elite Exposition Shows, will again have the pit show with the Elite Exposition next season.

ARNOLD'S BARNYARD FROLICS, novelty circus unit, has completed a successful nine-week contract for Assembly Service. Dates took the unit into several States in the Middle West. Arnold will augment the program for the new season.

JOE BAKER, West Coast performer, has finished a month's engagement as clown in Buffalo, his home town, in Edwards' chain department store. It was his first appearance in the East in 23 years. He may return to the Coast and join a show next season.

WALTER LEVINA is in Springfield, Ill., playing clubs. His wife, Primrose Lola, is with her daughter in West Hills, Wis. She will not troupe this winter, although she is gaining health and strength all right and hopes to be out with the white tops this spring. She would like to hear from friends.

JAMES O'CONNOR, who has been in the circus business for the last 15 years,

WE WANT TO BUY

Play Trappings, Props, Hinges for annual tricks. Elephant Harnesses, Paper Blanks. Not interested in junk. Also, Receiving Table heavy enough for State Acts. Will also buy Pianos and Small Stage Harps, Trained Seals, etc. Want Trainers for domestic stock. **LEWIS BROS.' CIRCUS**, Circuit Road, Jackson, Mich.

THANKS A MILLION!

To thousands of performers and my friends who sent me such beautiful Christmas Greetings. I appreciate them so much, and to you all my sincerest and best wishes for a

HAPPY NEW YEAR

From
BOB MORTON

ARENA, CLEVELAND, OHIO, UNTIL JANUARY 4TH

will have another operation on his arm December 31 at the Robert Long Hospital, Indianapolis. He has had four operations on his arm, but it is still useless. This past fall he was associated with J. Lyman Keys as agent for his indoor dates.

CRETA BROTHERS and Helene, comedy bear act, last season with Wallace Bros.' Circus, is appearing with Bill Arm's *Gems of 1941*, playing theaters in Eastern Ohio and Western Pennsylvania. The feminine member of the trio is Helene Rogers, daughter of Ray Rogers, connected with Wallace Bros.' Circus.

C. A. KLEIN recently visited the winter quarters of Buck Banard's Hippodrome Attractions at Reynoldsburg, O., and purchased seven performing dogs and a dog trailer. Banard is breaking a troupe of huskies. Mr. and Mrs. Lyman Dunn (Mabel Mack) were visitors at Banard's quarters December 13.

ALBERT MILLETTE, 77, veteran acrobat and showman, was chosen as San Francisco's oldest ex-circus performer in a contest held by a theater there as a tie-in for the screen showing of *Chad Hanna*, a circus picture. Millette was with the Barnum & Bailey Circus in 1893, and later with the Sells Bros. Sells-Forepaugh, and Ringling circuses.

J. R. MALLOY CIRCUS acts currently at the Ringside night club, Mansfield, O. include Tinker Toy and his Canine Pals, dog and pony novelty; Timbo, human ape on the stack wire; Velma Ziegler, acrobat and tap dancer, and Art Hill, comedy cycle turn. Presentation is in charge of Nancy Darnell (Mrs. Jack Malloy).

EARL WARR, of Ferndale, Pa., who fulfilled his boyhood dream of becoming a clown in the spring of 1933, when he joined Eddy Bros.' Circus, received about a half-page of publicity in *The Morning Press* of Bloomsburg, Pa., November 30. Earl (Shorty) was with Cole Bros. during 1939 and the past season was with Mills Bros.' Circus.

MILT HERRIOTT'S dogs and ponies concluded three weeks of Christmas dates thru Iowa and Minnesota and are back at their quarters in St. Peter, Minn. Shortly after the new year Herriott will present his Punch and Judy show, whip act, and pickout pony at a number of small indoor dates. His entire act will not be used at that time. A small bucking mule is being broken at quarters.

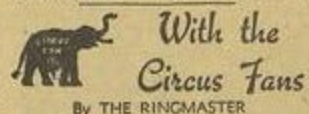
HAROLD HALL, clown the past three seasons with Cole Bros.' Circus, who closed with the Thatcher-Stanberg Production Company's Christmas parade at Fort Dodge, Ia., stopped off in Des Moines to visit with Lawrence Cross while on route to his home in Springfield, Ill. After playing an indoor date at Cleveland for Bob Morton he will return to Springfield.

ANDERSON'S Trained Animals and Society Circus Revue gave a one-hour performance in the high school at Maryland Park, Md., December 15. Show consisted of trained dogs, monkeys, and ponies, worked by Bert Anderson. Following the show Anderson took some of the performers to the home of Judy Lee, 4, who is very ill, and gave a performance for her. Mr. and Mrs. Spencer A. Stine, of Seat Pleasant, Md., attended the show.

CHESTER (BOBO) BARNETT and Art (Jojo) Lind, clowns, closed at Goldsmith's Department Store, Memphis, Tenn., December 20. Bobo says he was leaving for Springfield, Ill., where his wife, Dorothy Pressley, who was playing a night spot there, will join him. He says he will open Christmas Day in Minneapolis with Larry Sunbree's Rodeo and Thrill Show and later will play the St. Paul Shrine Circus. Mr. and Mrs. Lind were scheduled to open December 27 in the Roxy Theater, Cleveland. Barnett said Merle Evans, bandmaster of the

Big Show, stopped off in Memphis while en route to Florida to visit Joe Simon, Lind, and himself. Mrs. Evans was with him.

L. CLAUDE MYERS, who recently played Huntington, Ind., with the Great American Circus, tells of the death of Clarence Skinner's 11-year-old boy three weeks before Myers played in Huntington. The boy, while riding his bicycle, was struck by an auto and was dead upon arrival at a hospital. Clarence played trombone for Myers 30 years ago on a showboat. His brother Charles also played cornet with Myers at that (See Under the Marquee on opp. page)



By THE RINGMASTER

President **WILLIAM H. JUDD**, 23 Murray St., New Haven, Conn. Secretary **W. M. BUCKINGHAM**, 619 E. 4th St., Gales Ferry, Conn. (Conducted by **WALTER FORNHADEL**, Editor "The White Top," care Robinson Printing Company, Rochelle, Ill.)

NEW ROCHELLE, Ill., Dec. 28.—Mr. and Mrs. Walter M. Buckingham, Gales Ferry, Conn., had as their guests over the holidays Mr. Buckingham's sister and her husband from New York. Christmas Eve the Buckinghams held open house to their neighbors, with each one bringing a gift costing not more than 10 cents. Each package was numbered and duplicate numbers distributed among those present for the gift that they were to receive.

On his way home from the Southwest to Chicago for Christmas Burt L. Wilson stopped at Hot Springs, Ark., and visited the following friends: Arthur Hopper, Johnny Brasell, Micky Coughlin, Joe and Mrs. Boynton, all of the Big Show; Mr. and Mrs. Karl Knecht, N. Harry Gancie, and Red (Juice Joint) Roeder. A card received later stated Wilson made the trip from Hot Springs to St. Louis, 432 miles, in 10 hours, and had a long visit with Roy Barrett and Otto Grubling.

Mr. and Mrs. Frank H. Hartless left Chicago the day after Christmas for Florida, where Hartless will transact some business. They will then go on to San Antonio, Tex., for the rest of the winter, with a trip to California before returning home in the spring.

Circus Saints AND Sinners' Club

By Fred P. Pitzer
(National Secretary)

NEW YORK, Dec. 28.—The Christmas party of the Dexter Fellows Tent at the Hotel Astor December 19 was great because it was so different. Attendance was a little over 500 and the surprises were many. Every guest got a gift from Santa Claus, who was none other than our jovial Les Kramer. The program was excellent, what with music and dancing specialties that fit well into the day. One Olsen, of Hellsaspepp's fame, brought over a half dozen varied and ill-assorted Santa Clauses and then had about fifty messenger boys walk in and sing to our Santa *Happy Birthday to You*. Doc Clement's present, a beautiful box (humidor), was won by Tex O'Rourke. The hit of the day was at the conclusion of the luncheon, after Presy Hoffman had wished everyone a Merry Christmas and a Happy New Year, when a fine set of chimes rang out Christmas carols that climaxed thru the immense dining room.

We want to congratulate Sinner Leonard Traube for his fine article in last Sunday's *Tribune*. We agree with him that perhaps now the amateur songwriter might have a chance. On the other hand, we are all rooting for lovable Sinner Gene Buck to win out.

Circus Historical Society

WICHITA, Kan., Dec. 28.—The Wallendas (Karl and Helen) are breaking in their four-year old daughter to a wire act. Walter Goodenough and wife visited their friends at the Detroit Rodeo and Thrill Show.

W. L. (Bill) Montague recently obtained the 1912 route book of Sun Heer's Circus. Cheerful Gardner was superintendent of the management that year and also had the elephant act. Pinky and Beasle Hollis are working

The Corral

(Communications to 25-27 Opera Place, Cincinnati, O.)

"INDICATIONS are that the National Western Stock Show in Denver this month will be the most successful yet," Courtland R. Jones, general manager, announced last week. Jones said that war registrations have been coming in so fast that requirements had to be raised, assuring a high-class show with only the best stock. The rodeo, introduced in 1931, will be produced by Verne Elliott and arrangements are being made to have Smiley Burnette, Abe Lefson, and Lieut.-Col. Hiram Tuttle appear. Officials are rushing work on the new \$100,000 storage barn and livestock quarters to have them ready in time for the show.

JIM O. SELMAN, prominent rancher, was elected president of the Southwest Rodeo Association at the organization's third annual convention in Woodward, Okla., on December 16. Selman also is chairman of the Woodward Elk Rodeo Trust. Scott D. Hamilton, Fort Smith, Ark., was named second vice-president. Re-elected were Allyn Finch, Dalhart, Tex., first vice-president, and C. A. Stoder, Canadian, Tex., secretary-treasurer. Directors include Joe Carey, Guthrie, Okla.; Fay Proctor, Midland, Tex.; Lynn Beutter, Elk City, Okla.; Andy Curtis, El Reno; Omer Luellen, Hinton; Earl E. McKendree, Ada; Roy F. Evans, Dodge City, Kan.; Charles Coombes Jr., Dalhart, Tex.; Joe Sullivan, Guyton, Okla.; Raymond Higgins, Little Rock, Ark.; and George P. Gilber, Sidney, Okla. Officials and contestants from rodeos in Iowa, Kansas, Texas, Arkansas, Louisiana, and New Mexico attended the convention. The 1941 mid-winter meeting will be held at Dalhart, Tex. It was determined the following method would be the most practical to figure points for all shows in 1941. For each day money, contestants will receive 40, 30, 20, and 10 points; day money and half, 60, 45, 30, and 15 points; two days money, 80, 60, 40, and 20 points. All final monies would be figured on the basis of 80, 60, 40, and 20 points. Association believes this method will be fair to each contestant in every event and enable the committee to determine the champions, as well as grand champion, in a fair and impartial manner.

HAPPENINGS in the rodeo field 10 years ago: Frank Poole, after several weeks in Hollywood, went to Phoenix, Ariz., for the holidays. . . Wildcat McCarty and Vert Higgins motored from Hollywood to make a rodeo in Phoenix, Ariz. . . Rose Smith Poger and husband, Elmer, left Pendleton, Ore., for Eugene, Ore., where Elmer was employed. . . Col. S. D. (Tiger Bill) and Mrs. Snyder closed their second season with their Wild West Show on D. D. Murphy Shows and went to their home in Charlotte, N. C. . . Ted Switzer and family were playing club dates in Hollywood. . . Allan F. Black was elected secretary of the Golden Jubilee Rodeo-Pair, Broken Bow, Neb. . . L. C. (Red) Morrison was named secretary-manager of the Black Hills Tri-State Round-up, Belle Fourche, S. D. . . Art Dillard, of Texas, and Billy Lynn, of Arizona, were wintering in Hollywood. . . Texas Etridge was wintering at his home in Tampa, Fla., prior to opening in Florida this week with his whip and rope acts. . . Jack Hughes signed with the American Legion Post at Babokey, Fla., to put on an Everglades Band Festival and Cowboy Stampede. . . Hoot Gibson was in the East making personal appearances. . . George Williams, roper and former bronk rider, and Roy Schwendinger, former bronk rider, were injured in an auto accident. . . Priscilla Lily Allen played host to Mr. and Mrs. Joe Mullens, Jack Bartlett Jr., Burt Dillard, Madeline Turner, Buddy and Tommy Millens, Mrs. Jack Bartlett Sr., and Edna L. Shaw at a New Year's Eve party in her Hollywood home. . . Ned Pease and Tex Parker, former contestants, were in the automobile business in Los Angeles.

night clubs in and around Cincinnati, presenting their ring act. The Lerches (Jim and Bill) will play Portsmouth, O., and Chattanooga, Tenn., and then go to Miami for the winter.

V. D. Powers of Corry, Pa., is presenting his dog act at Rotary Clubs. Angelina and Willie Clark are playing dates in and around Tuscaloosa, Ala. Reported by Bette Leonard.

Hartmann's Broadcast

CINCINNATI

THE optimism displayed by the outdoor showmen at their annual conventions in Chicago in early December last over the coming season was well justified, but it should be even stronger now with United States government experts expressing their opinions of general business conditions in 1941 and for several years following.

The consensus of these experts is that this country will have its biggest business boom in history this year—that all the unemployed who are able to work will be absorbed within a few months when industries will be going at full capacity as a result of the government's rearmament program.

These experts point out that national income, which was estimated at \$74,000,000,000 for 1940, will possibly exceed \$84,000,000,000 in 1941, which would be \$90,000,000,000 more than the great boom year of 1929. January, February, and March are expected to show no customary seasonal declines with most shifts of workers added to meet the demand of the administration for speedy production of war materials.

In the last eight months, it was stated, industry added about 2,250,000 employees to pay rolls, and pay rolls for the year of 1940 were the highest in the last 10 years.

The United States Commerce Department reported retail sales thru the year were 7 per cent higher than in 1939, resulting in a total of about \$45,000,000,000, and that the Christmas buying season just past broke all records for volume. In 1939 the value of retail sales was \$49,000,000,000, but prices at that time were higher than in 1940.

Agriculture seems to be the only weak spot this year, still the experts claim that with prices rising and consumption increased thru greater industrial employment, this will offset in part the loss of foreign export markets.

The railroad and construction industries had a prosperous year in 1940; likewise the auto industry, and indications are that there will be no let-up in these lines.

Because of the demands of both the United States and British governments on American industry, the experts believe that the \$17,000,000,000 armament program which was started last year will probably be increased to \$30,000,000,000 this year. Contracts amounting to more than \$10,000,000 for war supplies for these countries already have been placed, and, as pointed out by the experts, it will require months to fill these and two or three years to fill those to follow.

When employment conditions are good, show business is good, and it looks like the outdoor amusement enterprises worthy of patronage and operated properly are in line not only for big business in 1941, but for several years thereafter. Of course this situation could change quickly if something unforeseen happened.

THE Pacific Coast Showmen's Association and the National Association of Amusement Parks, Pools, and Beaches were given recognition in Domestic Commerce, a weekly bulletin issued in Washington by the U. S. Department of Commerce (Jesse H. Jones, secretary) and Bureau of Foreign and Domestic Commerce (James W. Young, director). Both organizations received notices in the issue of December 12 under "Trade Association Activities," the data being furnished by the secretary in each case.

The notice about the PCBA read: "The following unique description of its membership has been received from the Pacific Coast Showmen's Association, an organization composed of both employers and employees in the circus and carnival industry, formed in 1922: 'Our membership of over 650 is very much "cross-section." It consists of promoters of circuses and carnivals, advertising agents, truck drivers, talkers, canvasmen, etc., including one gentleman who is a "bearded lady." The facilities of our headquarters office are one of our foremost services; there is a buffet, recreation hall, assembly room, library, and board of governors' room. (823 South Grand Avenue, Los Angeles; Lou W. Johnson, Executive Secretary.)'"

And here's what was said about the NAAPP: "The early-December annual convention and trade show of the Na-

tional Association of Amusement Parks, Pools, and Beaches had an attendance of over 1,000. Its membership includes 350 manufacturers and distributors of recreational equipment and devices, as well as proprietors of parks and piers and concessionaires. This association estimates that the present national total of major amusement parks is about 200. (201 North Wells Building, Chicago; A. R. Hodge, Secretary.)"

IT WAS a sort of elephant week in Milwaukee shortly before Christmas when seven pachyderms were in town. The local papers devoted considerable space to them. No, the bulls were not in one show, but several. Six were from out of town. The seventh was Venice, whose home is at Washington Park. Singer's Midgets had two with them at the Riverside Theater; Folsak Bros., Circus, getting ready to follow the midgets at the Riverside, one; Will Hill, two at Gimbel Bros.' store, and Frank Buck, of the World's Fair Highlights, one.

Leonard Traube's

Out in the Open

NEW YORK

The Whirl of Today

OLD-TIMER—Walter L. Main, the veteran circus man who is crowding 80 but whose skin is still baby pink (and he's as glib and analytical as ever he was), will revive his own title if he can unearth the proper equipment at the right price. "How many younger people in circus are as enthusiastic as Main?"

YOUNG-TIMER—The intelligent son of an intelligent father goes on his own this year after dogging his daddy's footsteps in parkbur, he's also done solo work. He's Rex D. Billings Jr., just named manager of Seaside Park, Virginia Beach, Va. A few more like young Rex and the amusement park industry needn't worry about its future.

ITINERARY—After seven weeks in Hot Springs, Dick Gilsdorf, of Dick's Paramount Shows, hit town, then to his Nutmeg State quarters, to be followed by a trip thru New England, making fair meetings in between. Gilsdorf threatens to tour the South next season.

COMPLAINT—Edgar H. (Doc) Kelley, of the Gates Ferry (Conn.) institution, scribbles as follows: "For the third time in as many years I am calling your attention to the fact that Out in the Open did not open in December 14 issue. How long must we suffer this injustice?" The Doc is more familiar with our omissions than we are.

HISTORY—Bob (Bazooka) Burns, with his wife, Elizabeth, and son, Bobby Jr., was on the Veal Shows, 1923-24, when the bazooka was unheard of and Bing Crosby had not yet crossed his path. Following John Veal's death in 1922, Mary Veal married George W. Johnson, now deceased, who owned the fraternal circus bearing his name. Mrs. Johnson sends a note to say that there are two things she never misses—one of Bob's films and the weekly unfolding of what show trade paper?

ERRORS—An otherwise brilliant piece on Billy Ross by Jack Alexander in The Saturday Evening Post was marred by two glaring faults. Lincoln Dickey, mentioned as general manager of the Aquacades, died two months before the date of issue. The site of International Casino in New York, indicated as having Ross's interest for a project, has blossomed out as one of the town's largest clothing shops—and the announcements on same had been going on for weeks.

FILM—Don's miss Chad Hanna, from the serialized Wayne Wheels Rolling, Go to see it and the question as to why Hollywood has never produced a good authentic circus picture will still go begging. There isn't good circus scene in it, despite a wealth of material and opportunity.

COMMUNIQUE—From The Dispatch Rider, probably the only daily "newspaper" in the Canadian Active Service Force, forwarded to us by its editor,

IF YOU have ever tried to move from one office to another, do your Christmas shopping, address Christmas cards, root for news, and review the current vaudeville and night clubs all at one and the same time, you can get some idea of what we were up against during Christmas week. These moving (not movie) guys are the most promising people in the world. "Just leave everything as is in your desks and letter files," they tell you, "and we'll see that it arrives at the new offices in perfect order—only don't leave anything in 'em that may leak." (As if we'd be guilty of having any leakables in our desk.) Well, everything arrived! In perfect order? One guess is enough. Those movers are the greatest mitologists we've ever seen. They even qualify as sleight-of-hand artists. You look for something in the B file and find a bunch of Ws. Stuff you'd swear you put in the upper left hand drawer turns up in the lower right. But, slowly, order is emerging out of chaos, and some time in 1941 we

hope once more to have everything at our fingertips.

New location, in case you haven't read the boxes that have been sprinkled thru The Billboard the last couple of weeks, is 155 N. Clark Street—Suite 1214. We hope you'll come up and say hello. First visitors were our neighbors, Larry Hogan and Jack Duffield, who found Boss Roy Littleford seated behind an 18-inch table, his six-foot desk having failed to arrive as per schedule. But it's all set now, and the latching is out!

JACK (ABIE) TAVLIN concluded his midget show at Goldblatt's State Street department store on Christmas Eve and reports it is the most successful show he has yet held. Jack has left for Saratoga, Fla., and from there will go to New York. Max Goodman back in Chi preparing to a swing around winter fair meetings. . . . William Klaus, Green Bay (Wis.) fair man, visiting his daughter in Evanston, Ill. . . . Frank Braden, doing special promotional work for the Walt Disney show, stopped off briefly in Chi on his way to L. A., but didn't have an opportunity to pay his usual holiday visit to the home folks in Waukegan, Ill. . . . DeBaugh, manager of the local Ringling office, left for Philadelphia Thursday (26) on the Pennsylv. General. On the same train were Phil and Mike Shapiro, of Globe Poster. . . . The Sonja Henie ice show, which opened Thursday (26), is getting a terrific play, as usual, and Stadium officials are happily going crazy trying to handle the ticket demands.

ONE of the joys of the holidays is looking over the greeting cards when the rush of Christmas is past and noting the originality displayed by many of the senders. They run the gamut from clever comedy to quiet dignity.

UNDER THE MARQUEE

(Continued from opposite page)
time. Later they were with the Ringling show in Merle Evans' band.

W. W. WORKMAN TENT, of the Circus Saints and Sinners Club, will hold its annual Christmas party January 4 at the John Marshall Hotel, Richmond, Va. The tent has an attractive, circusy menu and program for the occasion. Special Christmas and New Year entertainment committee includes Charles A. Somma, chair man; Alber D. (Ham) Watson, ring master; Thomas A. Scott, Lewis H. Mudd, Ferdinand J. Hasting, William H. Homburg, Joseph I. Kass, Francis E. Reed, Jack A. Lyons, James E. Mann, and Clarence T. Haddock.

TED LA VELDIA, since the close of the Al G. Kelley-Miller Bros. Circus season, has been operating a small museum to fair business. He had to content with quite a bit of rain, the in Louisiana and Arkansas. He recently visited his parents in Hot Springs, Ark. After Christmas he reopened and will work east, playing three-day stands in medium-sized towns. He is carrying one outstanding freak, with the remainder of his show consisting of novelty acts. He will operate his side show on a motorized circus next year.

CIRCUS PERFORMERS and clowns at two large St. Louis department stores closed Christmas Eve. At Famous Barr were the Bakors, clowns; Lou Morgan, comedy bicycle riding; Lelloy Bartholomew, magician; Roy Barrett, clown; Joe Franklin and His Pals, dog act; Otto Griebling, clown; and Monty Beebler's dog act. Francis W. Muehling Jr. and Herbert Tompkins, circus men, acted as Santa Claus at Scruggs-Vandervoort and Barney store, and Danny McPride presented his Trained Pigs for the third successive year. Craig McMaster clowned.

Truck and Trailer Legislation

Illinois Act Upheld

EAST ST. LOUIS, Ill., Dec. 28.—The Illinois truck control act was sustained by Judge Victor Hemphill in Sangamon County Circuit Court in a recent case filed by the Certificated Motor Carriers, the Ready Trucking Company, and Harry Miller, of Taylorville, Ill. in which the plaintiffs stated the act is invalid because it delegated excessive regulatory power to the motor carriers' division of the State Department of Public Works and Buildings.

The only section of the act that Judge Hemphill did not sustain was the one that made mandatory the granting of a certificate to any trucker presenting affidavits signed by 25 shippers in his area, stating that his services are needed. One of the main provisions of the act is a periodic compulsory testing of brakes and other parts of trucks.

WRITE
SIoux TIRE
& **BATTERY CO.**
SIoux FALLS, S. D.
Buy on Our
Easy Terms.

Liability on SS Reported On by Danziger in '37

SPRINGFIELD, Mass., Dec. 28.—The situation in which fairs find that they are subject to payment of Social Security taxes for 1937, '38, and '39, as brought out at the annual meeting of the Fair Managers' Association of Iowa in Des Moines on December 9 and 10, was anticipated as early as 1937 by Milton Danziger, assistant general manager of Eastern States Exposition here and then chairman of the government relations committee of the International Association of Fairs and Expositions.

The Iowa association's action in instructing its legislative committee to study ways and means to secure exemption for the three years followed statements by F. M. Halpin, chief of employment, tax division, Internal Revenue Department, that the present exemption went into effect on January 1, 1940, and does not exempt fairs from Social Security obligations for the three preceding years.

In his report to the IAPE at its 47th annual meeting in the Hotel Sherman, Chicago, on November 30, 1937, Chairman Danziger said: "Your chairman carried on a fruitless correspondence with the bureau and then appeared personally before a bureau commissioner and attorney at Washington. It was the opinion of the legal division and sustained by the commissioner that, inasmuch as Congress did not expressly exempt fairs, it could not be written into the law by implication that the fairs were exempt. The bureau makes clear, however, that this ruling in nowise jeopardizes the exemptions fairs now enjoy in other provisions of federal income tax laws."

1940 Iowa Aid Is \$140,000

DES MOINES, Ia., Dec. 28. — The 88 county and district fairs in Iowa received \$21,606.27 as their second-half payments of State aid, bringing the total received in 1940 to more than \$140,000. Previous payments amounted to \$118,393. Funds are allotted to county and district fairs in accordance with a State law providing for annual State-aid payments to fairs which meet certain restrictions. Based on a percentage of what fairs pay in premiums, aid is provided thru a biennial appropriation from the Legislature. Maximum payment to any fair in 1940 was \$1,896.88, with 39 county and district fairs receiving that amount. Counts ranged down to \$624.93.

At HILLERSBURG, O.—Uhl E. Steinel was elected president of Holmes County fair Association; Fred Sprang, vice-president; H. C. Logsdon, secretary; Bert Glaugue, treasurer. Veril Spreng was retained as assistant secretary.

Special Programs And Name Days

—By ROY RUPARD—

Address by the secretary of the State Fair of Texas, Dallas, at the 50th annual convention of the International Association of Fairs and Expositions in the Hotel Sherman, Chicago, on December 3.

In discussing the subject of Special Days and Programs, I can only tell of our own successes or failures in the promotion of the attendance of large groups. We have found that where a pattern fits one group, it may be a failure with another. We have had some most successful special days. We have also had some failures, one of the latter being our own Dallas Day. In spite of all our efforts we have been unable to build up a large attendance on that day. The larger stores feel that there will be big crowds in town who wish to combine their visit to the fair with a shopping tour, and the stores insist on remaining open as an accommodation to them. This may be sound reasoning. At any rate, they retire to close and, of course, the smaller merchants follow the leaders.

Among our most successful special days have been Children's Day, Negro Day, Opening Day, and Woodmen of the World, or Fraternal Day. Each one of these days has been a promotion in itself. During the past few years we have given our special day program a great deal of thought, and we feel that these promotions have been well reflected in additional gate receipts.

In 1938, after the close of the Pan-American Exposition and the resumption of our fairs, we had about 112 special days. We handled most of the promotion thru our regular organization up to the fair period, then we employed a young man to handle details, to meet all special groups, and provide anything they might require for their meetings.

Kids' Day Outstanding

In 1939 we set up a department to have charge of these special-day activities, and employed a man to take it over. The success of this move is reflected in the fact that we made more than 150 special designations in that year. The same was true in 1940, which we feel was our most successful year in the matter of specially designated days. We were fortunate in finding a man admirably suited to just that sort of planning, and gave him full rein. We feel that much of the success of our 1939 and 1940 fairs is due to this special work and exploitation. In addition to the special man we have had at work on this program, several of our days have been handled by committees appointed for this purpose. We had committees at work on our opening day, Dallas Day, Woodmen of the World, Army Day, and Negro Day, and these proved to be outstanding successes.

Children's Day brought the largest single day's attendance in our history. (See SPECIAL DAYS on page 50)

Crowd Lure of Attendance Awards

Address by Harold F. DePue, secretary-manager of North Missouri State Fair, Great Falls, at the 50th anniversary convention of the International Association of Fairs and Expositions in the Hotel Sherman, Chicago, on December 4.

My topic is The Crowd Lure of Attendance Awards.

In speaking to you concerning such a subject, I find myself torn between two emotions.

The first is the rather self-conscious glow of a mother who sees her infant walk off with a high prize in the annual baby contest. For, boastful as it may seem, a fair which I managed at Sidney, Mont., in 1922 became the first in the United States to institute the awarding of attendance prizes in a manner exactly similar to that which is followed today by fairs and expositions throughout the nation in making similar awards.

My second emotion in discussing this

subject is a rather amazed wonder that I failed to realize the full possibilities of attendance awards and what they would come to mean in the amusement world. To explain more fully, let me say that while you and I speak of them as "attendance awards" others speak of them differently.

They achieve exactly the same purpose in exactly the same way by making what they call "bank night" awards. However, those who picked up the idea and changed it slightly for motion picture use seem to have been somewhat more acute than I.

Did they try it out, find it worked, use it, and let it go at that? They did not.

There still rises to haunt me the memory of a deal made a few years ago in a Western city, when certain motion picture magnates met with the gentlemen who had gone just one step further than I. These gentlemen had taken a step which cost them \$1. They had copyrighted the name "bank night" and hedged in its use with legal restrictions.

When they ended their conference with the motion picture magnates these gentlemen had allowed themselves to be talked out of their rights, including the copyright. You may imagine my feelings when I tell you that the consideration involved was the sum of \$1,000,000.

Support Is Stronger

In looking back over that experience I wonder if there are not many parallels in the memories of you whose lives have been spent in the atmosphere of fairs and expositions. For after all many of the ideas now regarded as standard merchandising, sales, and exploitation practice by the nation's leading business concerns originated in the fertile brains of fair managers, harried by the never-ending demand to give the public "something new." We have given them that "something new" and I think many times we have failed to realize the possibilities of our brain children.

I thought the attendance award was a good idea when I started it in Sidney in 1922. Today call it attendance award, bank night, or what have you, I still think it is a good idea and one that will do one thing vital to the peace of mind of any amusement parveyor. That thing is to bring to his gates a capacity or near-capacity crowd on a night that would otherwise be marked by poor attendance.

I might say that the Sidney Fair is still using attendance awards for that (See ATTENDANCE AWARDS on page 58)

Thrill Shows of Winkley Contracted at Many Fairs

CHICAGO, Dec. 28.—Frank R. Winkley, veteran producer, performer, and booker of thrill shows, reports that among 10 contracts he already holds for his own unit and for Jimmie Lynch's Death Dodgers are those of Hardin County Fair, Eldora, Ia., at which he has presented shows for five successive years, and Wapello County Fair, Eldon, Ia., where he will play the fourth consecutive year.

Winkley's Suicide Club will appear at Clay County Fair, Spencer, Ia.; All-Iowa Fair, Cedar Rapids; South Dakota State Fair, Huron, and Freeborn County Fair, Albert Lea, Minn.

5G Fire Loss at Greenville

GREENVILLE, S. C., Dec. 28.—Fire of undetermined origin destroyed 111 horse stables recently at Greenville County Fairgrounds. Stored equipment of Greenville Horse Show Association also burned. It was valued at about \$750, according to Harry R. Stephenson, a show official. Total loss was about \$5,000. C. A. Herlong, owner of the fairgrounds property, said that stables were insured for \$2,500. Horse show equipment was not insured. Herlong said he planned to replace the stables immediately.

More Miss. Support Urged

JACKSON, Miss., Dec. 28.—Mississippi Free State Fair here will be continued in 1941 on a "much bigger scale than the 'economy fair' of 1940," said Mayor Walter Scott, president of the fair. "Our biggest worry now is getting suitable premiums for agricultural and livestock exhibits, but we are sure of a way to get around this drawback. During the coming session of the Legislature we intend to renew our fight, only on a bigger scale, for its support of the fair."

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 in the issue of December 14. The fourth appears in this issue.



VIEW OF THE BANQUET, largest ever held by the Fair Managers' Association of Iowa, in the Venetian Ballroom of the Savery Hotel, Des Moines, on the night of December 10.

Around the Grounds

MARION, O.—Marion County Agricultural Society reported 1940 cash balance of \$786.

CLINTON, N. C.—Announcement has been made that the Columbia Lions' Club will operate 1941 Sampson County Fair here.

SHELBY, O.—Report of Shelby Community Street Fair Association showed cash balance of nearly \$100 and that a record crowd of 30,000 attended the 1940 annual. Survey committee, headed by H. Dale Kuhn, reported that 65 per cent of the Shelby merchants favor 1941 fair, plans for which are already under way.

COSSHOCTON, O.—Cosschocton County Agricultural Society has decided to permit a group to sponsor high-stakes harness races at the 1941 fair here. Races, part of a three-week circuit embracing Marysville and Lancaster, O., will pay \$7,000 in purses. They are to be run in addition to regular class races and will be of no expense to the fair.

SOPERTON, Ga.—A. A. Calhoun, Soperton business man, has purchased old Treutlen County Fairground here for \$2,500. Property comprises five acres of land and two buildings.

WARREN, Minn.—In 1940 Marshall County Agricultural Association paid \$600 on a debt and closed the year with a treasury balance.

ST. JOHN, N. B.—In addition to using buildings of the St. John Fair plant, the Canadian Army is building huts on the grounds, involving demolition of the grandstand. Exhibition association has leased the plant for an indefinite period, and the revenue is covering the association deficit caused by fixed expenses.

DE PIERE, Wis.—Brown County Fair has scheduled a Thrill Day, two days of harness races, and one day of auto races for its 1941 five-day annual, reported Secretary W. S. Klaus.

BELLEFONTAINE, O.—Cash balance of \$2,275, about \$400 more than last year, is in the hands of Logan County Fair Association after expenditures of \$13,000 and full payment of premiums.

SWEETWATER, Tex.—Sweetwater Fair board is to direct expenditure of \$3,000 appropriated by the city commission at \$1,000 a year to improve the plant of the Midwest Livestock Show and Exposition here. First \$1,000 is to be applied to reconditioning of buildings, for which an NYA project is sought, and a WPA project to construct a livestock arena and sales ring.

Fair Elections

CAPE GIRARDEAU, Mo.—Cape Girardeau Fair board elected B. V. Beal manager.

WOOSTER, O.—Wayne Society Agricultural Society re-elected M. C. Ehrhart, president; R. Schwehart, vice-president; Walter J. Buss, secretary-treasurer.

MARION, O.—Samuel P. Lauer was elected president of Marion County Agricultural Society, succeeding C. S. Dutton.

ALTAMONT, N. Y.—Sheriff Foster Decker was elected president of Altamont-Schenectady County Fair Association; B. J. Franken, vice-president; W. M. Goff, treasurer.

MENOMONIE, Wis.—Dunn County Agricultural Society re-elected B. B. Ingram, president; Hugh Campbell, vice-president; R. L. Pierce, secretary; H. C. Olson, treasurer.

ELKHORN, Wis.—Walworth County Agricultural Society named Fred Vaughn, president; Paul Gavin, vice-president; P. M. Porter, secretary; R. V. Brown, treasurer.

TAYLOR, Tex.—Royce Chaney was elected temporary president of newly

organized Williamson County Fair Association; George Prewitt and Dr. Edmond K. Cook, vice-presidents; S. G. Gernert, treasurer; Wilson Fox, secretary.

HALLOCK, Minn.—Kittson County Agricultural Society re-elected Albin Olson, president; D. J. Larson, secretary.

WARREN, Minn.—Marshall County Agricultural Society re-elected R. B. Tarsileth, president; Clayton Olson, vice-president; L. O. Winberg, treasurer; Oliver Mattson, secretary.

BATH, N. Y.—Steuben County Agricultural Society re-elected H. M. Alther-ton, president; J. Victor Faucett, secretary; James Faucett, treasurer. J. Victor Faucett has served the society 18 years, last five of which were as secretary. James Faucett has served 31 years, over 40 of which were as treasurer.

LITTLE ROCK, Ark.—T. H. Barton was

re-elected president of Arkansas Livestock Show Association. State Senator Clyde E. Byrd was re-elected secretary and Sam Grundfest, treasurer.

LAKE CHARLES, La.—Arthur L. Gayle was re-elected president of Southwest Louisiana Pet Stock Show and Rodeo Association; Robert L. James, treasurer; Sam M. Richard, secretary; John M. Powell, Benson Vincent, W. S. Kingery, P. W. West, Luther Williams, P. A. Godchaux Jr., Mayor J. H. Handley, vice-presidents.

Michaels Opening Chi Office

CHICAGO, Dec. 28.—J. C. Michaels, who for 30 years has operated J. C. Michaels Attractions, Kansas City, Mo., is opening a Chicago office in the Oakridge Building January 1. Michaels will be in charge of the local office. His son, Charles, will continue to operate the office in Kansas City.

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 E. PAUL JONES

Publicity Director, State Fair of Texas, Dallas

IT WOULD, indeed, be presumptuous on my part to come before you and attempt to set up a formula by which your fair could get publicity. In the first place, there is no publicity formula. Every publicity campaign has got to make its own breaks and take advantage of those as they appear. In fact, it is you gentlemen who make it possible for your press agents to get publicity at all. It is you, Mr. Secretary and Mr. President, who arrange the programs which we later publicize. The program itself is the yardstick by which the publicity potentialities are gauged.

And so we propose to discuss only some of our own experiences and our methods of obtaining more publicity each year for the State Fair of Texas. We are unlike a fellow Texan who a few years ago forged rapidly to the front as a big-league baseball player. He was a sensation and received the praises of sports writers throughout the nation. His hue and cry was for publicity. "I don't care what you write, just put my name in the paper." And it was but a short time until they had published him out of the majors, into the minors, and thence back to guiding a plow down between two rows of cotton. He is now unused, unlamented, and forgotten.

Instead, fairs must have favorable publicity. We have goods to sell, and the only means we have of selling them is by creating a favorable demand. We have tried over the years to get only favorable publicity. In selling our bill of goods, we keep ever in mind that 99 per cent of our patrons come to the fair to be amused. He comes to be amused but he has got to have the excuse of coming for educational purposes. He creates in his own mind the necessity of his trip to see the livestock, the poultry, the agriculture, or some new form of machinery, when way down deep in his heart he knows that he is going to make the most to see some of Mike Barnes's show girls.

Personal Contact Best

We stress publicity on our livestock, agriculture, chemistry, and other educational features. Then, just before the fair opens, we blast away with publicity on our grandstand or auditorium attraction, our carnival, or any other amusement feature which would be of interest to the tired farmer, the tired rancher, or the tired business man.

Our campaign is planned for some 10 months of the year, and the other two months are used for the execution of same. During this time we send out "feeliners" to try to gauge the popularity of what we have to offer. These feelers consist of stories on our various educational features, fillers on various subjects, and a few mats on these subjects. That which "feels" best, or gets the best returns in clippings, is generally the theme of our later publicity, our mats and picture.

During these 10 months of planning, we find that our most effective work is in personal contact. We also try to feel our way along in this personal contact.

In Texas we have some 600 daily and weekly newspapers. We have six press associations—five regional and one State-wide association. Each of these associations has an annual convention and we

have found it profitable to attend these and relate ourselves to the members. Members of the association appreciate the fact that the State Fair of Texas does recognize the local office representatives present to become a part of their group as honorary members.

There is no substitute for personal contact. At the end of the year we ask their clippings and see the results. Where this contact has been made, clippings multiply. We kept a record last year, with no particular purpose in mind, of the newspaper men we had personally contacted during the year. The list had the names of 462 publishers, editors, and reporters.

In addition to this personal contact during the 10 months of feeling our way, we send out our own monthly publication, *The State Fair Foreword*. This goes to all newspapers, all of our exhibitors, all school superintendents, vocational agricultural teachers, county agents, and others. Our mailing list now nears 10,000 and we hope to add to it until we build up a list of some 15,000 or 20,000 names. Newspapers by requests for material help us to establish our theme for the year.

Girls for a Splash

Agriculture is always a cinch for stories. During the past two years we have found our best publicity bet in the Southwest to be livestock. We have had a tremendous increase in livestock interest in our State and in the entire Southwest. We lost millions of acres to the cotton curtailment program and these acres have been put into grains and other foodstuffs. An organization composed of breeders, bankers, hardware men, agricultural leaders, and others, known as the Texas Breeder-Feeder Association, has conducted a campaign to sell farmers the idea of walking their grain to market, rather than selling it in the open market. The results of this campaign, tied into our own publicity, have been little short of remarkable. This increased interest has spread livestock throughout our State and there is not a newspaper in Texas which does not welcome a good livestock story any time. We have been fortunate in the fact that for two years we have entertained the National Hereford Show and this event has given us thousands of lines of reader publicity.

There has likewise been a tremendous interest in chemistry. It is new, fascinating, and offers new outlets for farm crops. It has struck the fancy of the press, and chemistry stories have scored heavily during the two years we have presented Chemistry Shows.

Of course, girls, properly presented, pro-

vide the best copy material. We use the girls for the splash. We can generally determine the newspapers which will use the art type of girl pictures and those which want pictures of girls in more conservative dress. We have two sources for girls pictures, our auditorium or grandstand attraction and our own annual Queen of Queens Contest. This annual Queen of Queens Contest type gives us sources for the conservative type of girl pictures and for the model type. We draw our queens from the 176 members of the Texas Association of Fairs. A large number of these county and community fairs have queen contests. We have in Texas our Spinach Queens, our Valley Queens, Peasut, Watermelon, Peach, Tomato, and various other queens. We invite all of these queens to participate in the Queens Pageant. We select the Queen of Queens after numerous events are staged on our opening day and the winner is given a trip to Hollywood, where Metro-Goldwyn-Mayer gives her a movie test.

We have not turned out any famous movie stars as yet, but our committee is still hopeful that we will turn up another Joan Blondell, Ann Sheridan, or Ginger Rogers. And in connection with this pageant, we might say that it gives us our best source of localized publicity, which is always good for a story. Localized stories, in my opinion, rank next to the personal contact work. In addition to our queens, we localize stories on exhibits, especially agriculture, livestock and poultry, and the boys' exhibits. Bands, special days, and committee members, honorary vice-presidents also furnish good material for localized stories.

Scores With Press Day

We have found the newspapers in our section very co-operative as long as we show a tendency to co-operate with them. We have co-operated by giving all of them passes, some of them advertising, and by not asking any of them to do too much. We have scored heavily with newspapers of the Southwest by our Press Day. We turn the grounds over to them on Press Day, which is observed on opening day. A number of years ago each newspaper, whether daily or weekly, was limited to two tickets. It made no difference if both the publisher and editor came, or whether he brought children—two tickets were the limit.

We changed this. Now they come and some of the papers bring their printers along. We give them tickets to a luncheon, to carnival shows and rides, to the football game of the day, to our Queen Pageant, and to our grandstand. We have had numerous cases of abuse of our generosity, but generally speaking great dividends have been collected.

The papers have given us three to ten times as much publicity as before. We have found that the newspapers will give when we give and we try never to turn a newspaper down whenever it is possible to grant its request.

Of course, if we give the papers a little paid space along with our publicity material it helps a lot, too. We try to advertise in as many papers each year as our budget will stand. Two years ago we bought space in every newspaper in the entire State. We generally buy space

(See MODERN FAIR on page 47)

A great "sell" feature in any program. The only high aerial act of its kind in sensational, thrilling, gripping and unobtainable drawing power. 30-ft. Swaying Handstand on top of 150-ft. Mast. 500-ft. Slide for Life. Trapeze, Ball-tossing, Gymnastics, Perch.

WIRE—WRITE—TODAY

Selden THE STRATOSPHERE MAN

World's Highest Aerial Act

Permanent address, care of THE BILLBOARD, Cincinnati, Ohio

AN IMPORTANT ANNOUNCEMENT BY THE SHOWMEN'S LEAGUE OF AMERICA

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New York World's Fair

Experience the Best Teacher After All

A Paper Written for the 50th Anniversary Convention of the International Association of Fairs and Expositions in the Hotel Sherman, Chicago, December 4

By LEONARD TRAUBE
New York Office, The Billboard

A person would be an awful dumbhead if he didn't learn something from the World's Fair—even as a mere observer with two years of coverage of the actual operation and three years of watching how the organization came into being on April 30, 1939.

To learn is one thing—to apply that learning quite another. The showman came away from Flushing Meadows with an armful of ammunition for application to his profession. The ride operator is now greater in mental and inspirational stature as a result of the Gotham Gargantuan. The general concessionaire emerged with many a new technique for future use. The officials of State and county fairs gathered the findings of the foregoing major classes, augmenting that knowledge with such disciplines as lighting, architecture, construction, special events, ground transportation and traffic control, publicity, advertising, and a veritable horde of other classifications.

The shoemaker to his last, each man to his field, but there was a common denominator—what was it? The answer is too obvious: It was the gate. That means attendance. That means a per capita for individual fairgoers. If there is anything more important, what is it? Until dissenters give voice to their beliefs, let's examine the cold statistics.

We learn, first, that there was little to choose between the two years. Why should that be? The second edition, 1940, figured to be overwhelmingly second-rate, but it wasn't. In certain departments 1940 was even better, amounting to a reversal of the experience of the ages.

Hint for Historians

The paid attendance for the 170-day run in 1940 was 19,118,713. This was a decline of approximately 5,000,000 as measured against the corresponding period the year before. If stacked up against the first 170 days of 1939 the decline was less than 4,000,000. The daily average—easily the most important value any public project should have—was 112,386 in 1940—or about 27,000 less per day than during 1939. If the re-run fair had had the 15 extra days which 1939 enjoyed, it would have attracted an additional 1,675,800 people. Month-by-month 1940 attendance was twin-like in character as compared with the first edition. October-September were in the 1-2 positions each year. This year's June, fourth in ranking, was fifth the year before. But 1940's July was the real stunner, coming out fifth as against third last year, a position enjoyed this year by August, which was fourth in 1939.

An analysis of October of 1940 furnishes a remarkable hint for historians. It drew 4,642,358 people, a daily average for the 27 days of 171,981, a figure which is unparalleled in the history of crowd magnetism. Altho the total was about half a million off last year's pace, it would have done 100,000 better than the same month in 1939 had the current year's concluding month enjoyed the four extra days.

A chart of final paid attendance, with a summary of and comparison with 1939, gives an intimate picture of operations. The cold figures are often superficial. They can be bent, twisted, and distorted to give different meanings to different people, depending on what one is seeking to prove, the honest person—the realist—can derive from them a statistical record of incontrovertible evidence in his quest for truth and, as a consequence, his march toward the pinnacle which we know as Perfection.

High Charge Disasters

We learn from an examination of the record that there were 114 days in 1939 which lured better than 100,000 each, or 93 per cent of the 185 days. In 1940 there were 59 days—or about 33 per cent—in that category. Four Sundays in October during the year brought attendance of 300,000 or better. This is inexcusable tribute to the all-knowing God who ruled that Man rest on the seventh day of the week. Liberal interpretation would cause our amusement impresarios to say that wholesome pleas-

ure seeking, relaxation by an inspection of educational exhibits, and inspired thinking thru the noble aspects of an exposition are the greatest forms of restfulness. It might precipitate an avalanche of fairs with Sunday openings or closings or both, a policy which is in practice at many State and county fairs today. I hope no one will think me vulgar for attempting a commercial link to a Biblical passage.

Figures are traditionally cold, impersonal, impervious, but they are also human because it is humans who conceive figures and sustain them. We shall come to that presently. The first edition of the New York colossus got 75 cents at the gate. Five dollars would not have been too much, despite the dissenting opinions of disgruntled, denatured, and disordered minds. Make it 10 dollars and the exposition would still have fair a good buy. But show business as represented by an exposition cannot deal with actual values and expect the public to be persuaded. Ability to pay is far more important than commodity merit. To visit an exposition, or to visit a State or county fair, is to visit an intangible. It is all things to all men, but is first and foremost an expression of one of man's noblest virtues—that of being inspired as he is entertained and educated. This may sound like fancy worded idealism, but man does have ideas and he is inspired, whether he is aware of it or not.

By charging 75 cents in 1939 the fair killed its opportunities for magnetizing a minimum 40,000,000 people, and it would emphatically have done so despite a multitude of weaknesses, part and parcel of which was a hostile national press. Let's skip the gruesome details—they are too familiar already. Let's just say that the financial tycoons in back of the fair were irreplaceable in their desire to maintain a 75-cent admission, unwilling to indulge in "tested experimentation" save on week-ends and in the hours after sundown—and this after much cat-calling, begging, cajoling, flattery, and urging on the part of operators and, incidentally, a trade press which shall go nameless out of sheer modesty.

Human Element Factors

This brings up the human element. Toward the end of the 1939 run the beflowered and dazzling glamour boy, the same being the gardenized Grover Whalen, was succeeded as active chief-in by a man whose practical vision and unexampled genius for getting things assembled and executed the right way with the right people, including the personal and professional advice of the late Lincoln Dickey, changed the course of history. In the "winterism" period that vision and that genius became a reality for application to the Forty Fair. The man was Harvey D. Gibson, chairman of the board of the World's Fair and the most powerful factor in the entire set-up.

Mr. Gibson belongs in the show business—he is a snake charmer par excellence—he is out of a page of Barnum's—

he is that kind of freak who had the unprecedented courage and the colossal gall and daring to take the advice of experience—the advice, mind you, of people who spend their lives learning how to make money—the people in the show business. Mr. Gibson surely belongs on the midway of any combination of shows on any combination of fairgrounds. Imagine a millionaire of the Gibson type shattering precedent by seeking the counsel of thousands! Mr. Gibson would have made the Prince of Humburg famous!

Came the dawn of 1940 and with it a gate admission lowered one-third to 50 cents. But this program of customer encouragement ran parallel to another program: On the negative side, the fair was deodorized, altho deodorization is not very negative except as a figure of speech. On the positive side, the fair was humanized, personalized—and that is very positive indeed. What do we have as elements? We have a 75-cent admission sliced down to a popular-looking four bits. We have a stuffed shirt atmosphere that was brought down to earth, the symbolic old shoe that gives men comfort.

Result? The fair bloomed during the re-run in a manner that almost shaded the super-star-studded virgin edition.

Conclusion? There must be something in that gate business and the policy that is inevitably intertwined with it.

In 1939, on the very floor of this convention, Raymond Lee, of Minnesota State Fair, proved it before the New York World's Fair was even heard of. In 1939 the gate fee at Minnesota had been 50 cents. The next year the fair did an unprecedented thing—it reduced it to a quarter. The result is deeply imbedded in the record. Grosses were increased in every major department—gate, grandstand, and midway. The net profit was greater than during the 1939 regime. Minnesota's parallel program was an "Everybody Pays" technique, but it could implement that demand only after instituting a cut in admission to a price that could not possibly be lower unless it were nothing at all. As a parenthetical remark it must be stated here that the World's Fair of 1939 and 1940 was the most passless fair in history. There was leakage, to be sure, but the leakage was normal, anticipated—it did not in the least affect the foundation.

Gate Most Important

We have tried to prove that there isn't anything more important than what you charge the customers to get into your grounds. From our amateur point of view it is one of the first fundamentals of good operation, the soundest expression of good business judgment. Yet it is this very factor which, while it is supposed to solve financial problems, often defeats its own ends by becoming an obstacle. The reason is that you cannot—or I think you cannot—improve your financial status thru customer suffering. In short, no customer or potential customer will become the party on the mere basis of civic pride or community consciousness. Minnesota—this is my shining example but there are countless others—made a virtue out of its reduction. It made civic pride a must, and by making it a must made it pay.

If the pocketbook is affected, save your sentimental passages and appeals for your broadsides or where you will. Or try it on your piano and see what tune you can make. The fact that the populace is flocking to your gate does (See N. Y. WORLD'S FAIR on page 50)

County and District Fairs

What They Mean to State Fairs

Address Delivered at the 50th Anniversary Convention of the International Association of Fairs and Expositions in the Hotel Sherman, Chicago, December 3

By MRS. DON A. DETRICK

Bellefontaine, O.

Altho I have for many years watched the development and work of the International Association of Fairs and Expositions from afar with keenest interest, this is my first visit to an annual meeting of the association, and I would like to take this opportunity to express, on my behalf and on behalf of the 100 fairs of Ohio, heartiest congratulations to the officers and directors of the IAFEX, as well as to those members of the association who have made its continuance and advancement thru the years possible. The International Association of Fairs and Expositions has in its 50 years rendered

most valuable service to American fairdom and may celebrate its golden jubilee with pride not only for past achievements but also for the splendid foundation for the future which has been laid.

Making a talk reminds me of a story about a housing expert who took a trip into the Scandinavian peninsula to make a talk on better housing to the Laplanders. He arrived at one of the small towns and set up his exhibit in the only available building. The hour for the lecture came, and while a huge crowd of the villagers had gathered outside the hall, no one ventured inside. The lecturer stepped



Fair Meetings

Indiana Association of County and District Fairs, January 6-8, Hotel Lincoln, Indianapolis. William H. Clark, secretary, Franklin.

Kansas Fair Association, January 7 and 8, Hotel Jayhawk, Topeka. H. M. Sawhill, secretary, Glisco.

Wisconsin Association of Fairs, January 8-10, Hotel Schroeder, Milwaukee. J. P. Malone, secretary, Beaver Dam.

Oregon Fairs Association, January 10 and 11, Imperial Hotel, Portland. Mabel H. Chadwick, secretary, Eugene.

Ohio Fair Managers' Association, January 15 and 16, Deshler-Wallick Hotel, Columbus. Mrs. Don A. Detrick, secretary, Bellefontaine.

Minnesota Federation of County Fairs, January 15-17, Lowry Hotel, St. Paul. Lewis Scofield, secretary, Zumbrota.

Maine Association of Agricultural Fairs, January 17 and 18, Augusta House, Augusta. J. S. Butler, secretary, Lewiston.

Washington Fairs Association, January 17-18, New Washington Hotel, Seattle. Thomas E. Wood, secretary, Chehalis.

South Texas Fair Circuit, January 20, Bellville. O. H. Burgdorf, secretary, Fredericksburg.

Western Canada Fairs Association, January 20-22, Fort Garry Hotel, Winnipeg. Keith Stewart, secretary, Portage la Prairie, Man.

Western Canada Association of Exhibitors, January 20-22, Fort Garry Hotel, Winnipeg. Sid W. Johns, secretary, Saskatoon, Sask.

Massachusetts Agricultural Fairs Association, January 21 and 22, Hotel Bradford, Boston. A. W. Lombard, secretary, 136 State House, Boston.

Association of Tennessee Fairs, January 21 and 22, Noel Hotel, Nashville. O. D. Massa, secretary, Cookeville.

Michigan Association of Fairs, January 21-23, Port Shelby Hotel, Detroit. H. B. Kelley, secretary, Hillsdale.

South Carolina Association of Fairs, January 22 and 23, Jefferson Hotel, Columbia. J. A. Mitchell, secretary, Anderson.

North Dakota Association of Fairs, January 23-25, Waldorf Hotel, Fargo. Dr. G. A. Ottinger, secretary, Jamestown.

North Carolina Association of Agricultural Fairs, January 24 and 25, Sir Walter Hotel, Raleigh. W. H. Dunn, secretary, Wilson.

Mississippi Association of Fairs, January 24 and 25, Edwards Hotel, Jackson. J. M. Dean, secretary, Jackson.

Rocky Mountain Association of Fairs, January 26-28, Rainbow Hotel, Great Falls, Mont. Jack M. Suckroff, secretary, Sidney, Mont.

Virginia Association of Fairs, January 27 and 28, John B. Ralston Hotel, Richmond. Charles B. Ralston, secretary, Staunton.

Nebraska Association of Fair Managers, January 27-29, Lincoln Hotel, Lincoln. Chet G. Marshall, secretary, Arlington.

Illinois Association of Agricultural Fairs, January 29 and 30, Abraham Lincoln Hotel, Springfield. A. W. Gruns, secretary, Bressé.

Pennsylvania State Association of County Fairs, January 30 and 31, Penn-Harris Hotel, Harrisburg. Charles W. Swoyer, secretary, Reading.

Texas Association of Fairs, January 30-February 1, Hotel Adolphus, Dallas. Pete H. Smith, secretary, Plainview.

Class "B" Fairs Association, February 12, King Edward Hotel, Toronto, Ont.

Ontario Association of Agricultural Societies, Feb. 13-14, King Edward Hotel, Toronto.

Louisiana State Association of Fairs, February 14 and 15, Lake Charles. P. O. Benjamin, secretary, Tallulah.

New York State Association of County Agricultural Societies, February 18, Ten Eyck Hotel, Albany. O. W. Harrison, secretary, 131 North Pine Avenue, Albany.

to the door and invited them to come in. There was a lot of mumbling and small talk, but the speaker could make out no definite reason for the delay. Finally he called aside a bright-looking fellow and asked him what was the trouble. "They want to have some understand-

(See County, District Fairs on page 46)

First Profit of Pageant in AC Peps Sponsors

ATLANTIC CITY, Dec. 28.—The record feat of the Atlantic City Beauty Pageant of paying off its debts and showing a profit was achieved for the first time when a certified check for \$10,000, payable to the city, was drawn by pageant officials and presented to the city commissioners on the day before Christmas. The check represents a similar amount given by the city to pageant officials in advance of the 1940 event to help defray expense. The report shows that in addition to paying the city, two \$1,000 checks were given to local charities and a profit of \$300 remained for working capital next year.

All pageant officers were re-elected, including Bennett E. Tousey, president; Frank P. Gravatt, operator of Steel Pier, and Howard Buzby, vice-presidents; Paul J. O'Neill, treasurer; Lenore Slaughter, secretary.

It was decided that the 1941 pageant will also be held in Convention Hall, used this year as a ball room, so that the pageant committee, which was also paid. Prior to 1940 the pageant was held on Steel Pier. The Mardi Gras, a success this year despite limited preparation, is to be made into "a real big event next year," according to Tousey. The baby parade, sponsored by Hamid's Million-Dollar Peer, and the Mummies' Frolic from Philadelphia will be retained and improved. An all-year pageant publicity campaign is being planned.

In Changing World

By HARRY A. ACKLEY

Address by member of Ashley, Bradley & Day, Pittsburgh, at 23rd annual meeting of National Association of Amusement Parks, Pools, and Beaches in Chicago on December 5.

This is a symposium to establish some facts and to peer, if not into, at least toward the future. Frankly, the view is not clear, visibility is low, and perception is dulled by the thunder of world events. That we are in a changing world is not to be disputed. When one tries to reconcile the past experiences with the present and to make plans to apply the rules of this industry, as we have learned them, to the future, there is apt to appear before one's vision the spectre of frustration. It is not easy to even state the problem in understanding terms; less easy to offer a solution.

A Roman philosopher, viewing the breakdown of the old order all around him and failing to perceive the arrival of any new order, wrote, "And therefore who so seeks the truth shall find in no wise peace of heart." When I accepted this assignment—rather late for sound research—I sent out a call for help on the subject. Before me is a letter which says, in part:

"I have stood on the sidelines and watched the decline in cash receipts of amusement parks since 1919; I have observed that the attractions that formerly brought great crowds no longer attract them. I am not particularly pessimistic today, but you asked for it. . . ."

And he offered no remedy. Another contributor who has undoubtedly been exposed to a changing world during these disruptive times has some criticism to offer and some constructive remedies to recommend and we shall hear from him from the floor. Some time ago I had the privilege of reviewing some graphs prepared by a man well qualified to assemble such data and the curve labeled, "Receipts from Park Rides," was plotted to show a continuous downward trend, and another curve labeled, "Volume of Traffic in Balance of Automobiles," was plotted in an upward sweep over the same period of time.

Cut Loose From Past

This work was done to prove the direct relationship between the revolutionary increase in the use of automobiles by the masses of the people and the decline of patronage on the riding devices in parks, particularly the Coasters. His facts were authentic and the argument sound and convincing. Rides—along with them, parks) were doomed and the date of extinction was set, according to that authority, at precisely two years from



GEORGE T. SMITH, associated with Lake Worth Amusement Company, former operator of Casino Park at Lake Worth near Fort Worth, Tex., since 1928, is slated to continue management of Casino Ballroom there. City of Fort Worth will operate the bathing beach after demolition of other equipment in the bankrupt park. Manager Smith, representing S. N. Arnt, Bellefontaine, O., to whom the ballroom was sold as first mortgage holder, is negotiating for a five-year lease on the city-owned site.

Who Said No Room For Youngies? Ask R. D. Billings Jr.

MIAMI, Dec. 28.—Yule cheer this year comes to the vacationing house of Rex D. Billings Jr., a typical chip off the old block. The old block is Billings, the elder, general manager of Belmont Park, Montreal, another Miami regular. Father RDB is no Methuselah, which makes his son very much within draft age, but junior is much wiser and much more experienced than his actual age would indicate.

What's the fuss all about? Item: Rex Jr., also known as Buddy, has been appointed manager of Seaside Park, Virginia Beach, Va. At 26 he's undoubtedly the youngest park pilot in the business—in a business which everyone thought confined its chiefest designations to the oldies. Selection of young Rex reverses the theory. Young Ed Schott, of Coney Island, Cincinnati, also topped the theory and made good besides—but that was by inherited succession. It's quite a leap from Canada to Virginia, even by extra-fare train.

Rex was reared in the park atmosphere. He started out in Idera Park, Youngstown, O., where his pop was boss, and held down the pony rack detail at a very tender age. He then migrated to Luna Park, Coney Island, N. Y., with his sire and held down practically every job in the ledgers. When Pop Billings went Canadian, Bud went along as promotion manager and general factotum, doing five years of the same. The first season there were three picnics. During the season just past it hit the 150 mark.

In-between park chores Rex was a cruise director, a guide atop the RCA roof in New York, radio announcer, magazine drama director, head of transcription for RCA-Victor in Montreal, and a wielder of a mean typewriter.

Manager Billings said he plans to install several new rides, perform a complete paint job, revamp the concession line and midway, and lay out extensive publicity-advertising-promotion.

Directors of the park are Thomas P. Thompson, president; C. Neri, vice-president; Albert Hofheimer, secretary, and Allen J. Hofheimer, attorney.

that date. However, that was 10 years ago and our parks are still going and some are showing signs of a lusty revival.

At this point I shall disagree with my authorities and with our ancient philosopher whose troubled mind could perceive only a glorious past and nothing for the future. When Confucius taught the Chinese to reverse only the past and the ancient, and to contemplate nothing else, he stopped the progress of the eastern world and brought about centuries of decadence that has established misery, hunger, famine, disaster. (See Changing World on page 48)

100 Years of Operation

By J. H. NORTON
Lake Compounce Park, Bristol, Conn.

Address before the 22d annual meeting of the National Association of Amusement Parks, Pools, and Beaches in the La Salle Hotel, Chicago, on December 5.

The invitation by your program committee to bring to this convention a brief history of the origin and development of Lake Compounce is indeed a privilege and an honor. The personal sentiment connected with our park, in addition to its intrinsic value, can be easily understood when one considers that in addition to 96 years of continuous operation as an amusement resort Lake Compounce has been the property of six generations in the same family covering a period of 256 years.

Nestled in the foothills of the lower Berkshire Range, partly in Bristol and partly in Southington, Conn., 18 miles from the capital city of Hartford and in approximately the geographical center of the State, Lake Compounce was organized as an amusement park in 1846. But let us go back even further to the middle of the 17th century, at which time a tribe of Tunux Indians and their Chief Compound occupied the land adjacent to the lake now known as Compounce, in what was then a part of Farmington, now Southington.

There are three original deeds which furnish the evidence in regards to this chief. His name is variously given as Compas, Compous, Compowne, and Compound, and appears with those of other Indians who gave to the white settlers titles to the Farmington and Waterbury lands. Ancient Farmington extended over a territory now covered by 10 towns and a portion of several others.

Purchase Price 9 Pounds

The first two deeds, one dated May 22, 1673, and the other of August 26, 1674, convey to the white men large tracts of land in Farmington and Waterbury. These deeds were both signed by the "Universal Neasehagun," supposedly the father of John A. Compound, whose name comes second, followed by the names and marks of 26 other Indians. The third deed of December 2, 1684, transferred to the English settlers another large tract of land including the lake now known as

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 in the issue of December 14. The fourth appears in this issue.

Ott To Direct Pool Shows

CORAL GABLES, Fla., Dec. 28.—Alexander Ott, who has been appointed sports director at the Miami Biltmore Hotel and Country Club here, as announced by Milton M. Chapman, managing director, will conduct elaborate weekly pool shows on Sundays.

With the Zoos

NEW ORLEANS.—Two young Nubian lions, one male, were donated to Audubon Park Zoo here by a bottling firm and brought to the city Christmas week by Mr. and Mrs. H. G. Matthews, trainers. Contest will be held to give them names, said Superintendent Frank Neells. They will be company for Cleo, young lion born at the zoo, who was left in a rear spot while others were recently moved to new quarters.

CALGARY, Alta.—Calgary Zoological Society has received two lynx as a gift.

MARSHILLON, O.—Pair of Michigan bear cubs have been purchased by Marshillon Municipal Zoo. They are quartered in the pit formerly occupied by Jiggs, five-year-old black bear, destroyed recently because of viciousness.

PHILADELPHIA.—Death of a kea, New Zealand parrot, only one of its kind in Philadelphia Zoo, was attributed to old age. It was brought here in 1929. A recent acquisition is a sparrow hawk.

Compounce and also confirmed the previous grant of 1873-74, the same to be discharged in all forms of bargain, sales, titles, mortgages, leases, fish, fens, jotters, dowry, nuts, or emblems whatsoever—just to give you a sample of some ancient legal expressions. Purchase price, by the way, was 9 pounds. In this deed of 1684 the name Compound stands first in the list of signatures.

One looks upon this ancient document, rescued from the oblivion of over two centuries, with a sentiment of profound veneration, and pictures to himself the group of swarthy faces as, to the names written, the Indians added with their own clumsy fingers their individual mark or totem. The deed is valuable not only for its Indian signatures, but for the autographs of men famous in the early history of Connecticut, Thomas Judd, John Standby, Benjamin Judd, John Wadsworth, Timothy Standby, and John Hopkins, free men of Farmington, and most of them among its 84 proprietors.

To Death in Kettle

John Norton, pioneer ancestor of the present owners of Compounce, was one of the original Farmington proprietors. In the course of time the so-called Southington division, including the lake and adjacent land, became his property. Tradition tells us that Chief Compound had his home in a large cave near the shore, and that, while crossing the lake in an iron kettle, he drowned, finding his grave beneath its waters. A singular coincidence in connection with the legend is that Compound's mark, as seen in some of his signatures, resembles the outline of a kettle which suggests the pleasing fancy that this may have been his device or emblem.

In 1846 there occurred an event which brought the obscure little lake into prominence. At that time the invention of the electric telegraph was creating a great deal of interest and Samuel Botsford, of Bristol, conceived the idea of demonstrating the power of electricity by blowing up the lake. Some 90 years later an old handbill was discovered advertising the exhibition.

The program called for a lecture accompanied by six experiments to illustrate the movements of electricity in heaven and earth, the whole to culminate in a submarine explosion. To quote the program: "A cartridge will be placed in the top of one of the trees and fired by the battery. A large quantity of gun powder will be placed under water near the center of the lake, and a raft anchored over it. This raft, together with vast quantities of water to be hurled skyward, followed by a deluge equal to that of a cloudburst or waterpout."

The ancient New Britain Bee devoted its entire front page to the event and estimated in true newspaper fashion that it attracted some 10,000 spectators. (How wonderful it would be if we could get similar publicity from the papers today.)

Apparently Botsford's speech and preliminary experiments were successful, but when the crucial moment arrived and the switch was thrown to set off the grand explosion exactly nothing happened.

Then the fun started. As usual, there were those who considered Mr. Botsford an impostor and threatened violence with some insulting remarks thrown in. Others considered it as the honest attempt to interest and instruct. The war spirit took possession of both sides, coats were thrown off, sleeves rolled up, and the fray began. Many interesting incidents developed in the battle but finally the ringleaders were seized, thrown into the lake, and then chased off the grounds. Botsford's followers disappeared and peace and order were restored.

Swing Is First Ride

But this silence was no longer to remain unbroken. Those who had seen the beauty and felt the charm of this lovely spot came again and brought others. Tiru the enterprising of Gad Norton, owner and proprietor, the cart path around the lake became a road, bowling alleys were built, rowboats were placed on the lake, and a revolving swing was installed. This revolving swing, as it was called in those days, was in reality a Ferris Wheel, built of wood and operated by hand. The first barbeque was held in (See Century Operation on page 48)

American Recreational Equipment Association

By R. S. UZZELL

Fred Levere at Savin Rock Park, West Haven, Conn., was decorating a Christmas tree in his office when the writer called, and he expressed the cheerfulness of the occasion. He feels sure of a substantial upward surge for 1941 and expects his tenants to share in the increase of business at "The Rock."

John Trieman was struck by a car on Beach Street and sent to the hospital for repairs. Not fatal but very painful and may keep him in the hospital into the new year. He had just locked his car and was going to the sidewalk when hit. His successful season, in which he earned the cost of his new ride in the one summer, is thus marred before his annual trek to Florida.

Bakerman was packing a show front for shipment to Venezuela. He is not likely to take a ride down there this year on his own account. His brother has been taking down and shipping the Comet, Coaster ride, from the New York World's Fair to Venezuela.

Juliano has his fine Merry-Go-Round and coin machines ready to run on any fine day and is proud of the finest front at the "Coney Island of Connecticut."

"More Like Old Times"

L. D. Palfister, president of Mountain Park, Holyoke, Mass., has one new concession erected almost complete and prospects for others soon. All along the line it begins to look more like old times. At this season for the past 10 years we have had hardly a peep from park men at the end of December.

At Luna Park, Coney Island, N. Y., where there are renewed signs of awakening, a new dance and dine place on modernistic lines is incubating, with some other major attractions, showing that Milton Sheen has the courage of his convictions.

George P. Smith Jr., done with the Forty Fair, is answering the call of the wild and will soon be back in our industry. A park or a big ride? Which card comes up, George?

Bridgeport, Conn., is humming. Pleasure Beach just cannot miss some of the coin of the realm that is circulating in abundance in the old Barnum city.

If such a thing is possible, then George A. Hamid has new enthusiasm. A dynamo in breeches, which operates on all the high tension it has, may be able to put on more power. At any rate, he sees a new light breaking and is acting up to his enthusiastic outlook.

Free Publicity Earned

The writer has not seen any place peddling only gloom.

J. H. Norton, Bristol, Conn., told us in Chicago that, although title to their park came to his ancestors direct from the Indians, they were not expecting to return it to the Indians. Again we ask all of you not to give your parks away. They surely are going to be used in 1941.

Henry Martinell, Springfield, Mass., has two shooting galleries. Some weeks ago he ordered a supply of shells to care for his 1941 requirements. He has the

shells at September prices and is now sure of getting thru the next season with an ample supply for his guns, war or no war.

The year saw more free publicity for outdoor amusements than in any other year of our history. The *Saturday Evening Post* gave all of a front page cover to one ride and frequently published humorous illustrations of various rides and attractions. All this is wholesome and helpful. Largely because we have kept the "decides" morally clean and physically safe have we come into public favor. Let us live up to our record and better it in 1941.

CENTURY OPERATION

(Continued from page 45)

1847, some visitors from Alabama assisting to introduce this Southern method of preparing the lamb for the rustic feast. In 1851 Isaac Pierce, a neighbor and cousin, was taken into partnership and hence the firm of Pierce & Norton of the present day.

Lake Compounce offers many interesting and unusual examples of the ice age. Extending along the east side of the lake is a high embankment or "esker" carved out by the passage of a mighty glacier in ages past. A mountain 300 feet high rises almost perpendicularly from the west shore, its front a rugged mass of upheaved rock and cliffs, covered with timber and mountain laurel. Compounce's cave lies at the foot of this mountain and to the south Lover's Rock, a huge boulder towering 40 feet in the air and undoubtedly deposited there during the glacial period. Winding around the lake and among the cliffs are many beautiful scenic trails. So generous was nature in bestowing its beauty on this little park, it was only logical that Compounce should become the mecca for outings and picnics of all descriptions. Most historic of these is the famous Crocodile Club, organized in 1875. At that time my grandfather, Gail Norton, a member of the Legislature, petitioned that body to set off a certain portion of his property from the town of Southington to the town of Bristol.

Outings for 65 Years

Members of the Legislature influential in securing the granting of this petition were by him invited with their friends to a sheep roast at Lake Compounce. So successful was this affair that a permanent organization was formed and the name Crocodile was adopted, and thus in this informal and unpremeditated manner the club began. The unique invitations adopted at that early date are still in use today and the qualifications for membership include an invitation from a member, gentlemanly conduct, and \$1.50 for the dinner. The club has met annually since that time and this year has celebrated its 65th reunion. Meeting day is always the last Thursday in August and unlike our Thanksgiving Day, has not been changed by any Presidential edict.

The oldest organization on our books is the Compounce Spiritualist Association, which has met annually for 75 consecutive seasons. The Old Men's Association and the Bald Headed Club are quite unique in character, and the Sphinx Temple of Hartford has been a guest since 1898. To the end Lake Compounce has become famous for its sheep bakes and banquets, catering annually to hundreds of industrial, fraternal, and political organizations, schools, churches, and civic associations, many dating back from 40 to 50 years. Among the larger groups the United Aircraft Corporation, New Departure Mutual Aid Association, and the State Fish and Game Association, each brings some 12,000 to 15,000 people to our park. The latter organization holds 24 different sporting events that are going continuously all day long, including rifle shooting, trap shooting, field trials for coon and bird dogs, archery, bait and fly casting contests, swimming and diving, canoe tilting, outboard motorboat races, and even a wood-chopping contest.

In 1895 the Bristol & Plainville Trolley Company constructed the first

trolley line from Compounce, and in 1900 another line from Meriden, Southington, and points south was opened by the Connecticut Company. This service has now been discontinued, due to the advent of the automobile. During the '90s and early 1900s Lake Compounce featured a beautiful electric fountain and summer vaudeville, with various free acts and outdoor attractions. The moving pictures displaced the vaudeville and in later years the most profitable free attractions have been fireworks and band concerts.

"Not Back to Indians"

Dances are held three nights a week, Thursday, Saturday, and Sunday, with same bands on Sunday. Our experience has been that the popularity of the name attractions has fallen off the past two seasons, with the exception of a few top bands such as Tommy Dorsey, Kay Kyser, and Glenn Miller, with Tommy Dorsey holding the record of 4,200 in attendance. On the other hand, local orchestras did much better; average attendance on Saturday running around 1,500. In general, park business was very good last summer, coming very close to our best season of 1937. We maintain and operate a sufficient number of rides and concessions to satisfy our patrons, but we are careful not to overdo this to the extent that any of the natural beauty is destroyed, as that is really our greatest asset. Most important of all is to maintain the good will of the community at all times thru fair and square dealings with the public. Only recently Lake Compounce had the good fortune to be mentioned on two different national radio programs without any solicitation on the part of its owners.

Annually the park produces a nice return on the investment and, if past seasons are any indication of what the future may bring, we have not the slightest intention of giving it back to the Indians.

CHANGING WORLD

(Continued from page 45)

and backwardness as a regular way of life in their lands. To adopt the opposite view is to achieve the opposite result.

Our greatest obstacle is on innate fear of, or resistance to, change. Any assumption that we have learned our business and know all about it is to be smug, and smugness in this changing world is dangerous. For this industry to ride the wave of the future it may be necessary to cut loose from the past. The attractions of 1919 no longer attract. Of course not. The conception of an amusement park established in a day gone by may need revitalizing to bring forth new form and new appeal to our sophisticated young.

Need of Vision Great

Banish fear of change. Beware the ghost of obsolescence. Because an installation is not worn out mechanically is the poorest of reasons for keeping it. It is possible the recreation menu needs rewriting. Can you not picture the probability that a new generation of more vigorous youngsters has superseded the jazz and gin crop of post-war and prohibition years? The crowd wanted to have things done for them. It may be that the present and the next crop want to do things themselves. The amazing and to us alarming growth of municipal recreation departments is proof of that.

Can you not envision an installation of modern fast tennis courts and badminton courts, with a fee for playing and a pay gallery for spectators? Have you investigated the possibilities of ice skating perhaps installed in a ballroom building that is now a white elephant? Country clubs that were once exclusive are turning into public courses for a fee because the masses have turned to golf. They are competing with you; can't you compete? The club that turns to public golf also installs a swimming pool to supply a demand for something for the family to do while dad plays 18 holes, and a fine dining room and a cocktail bar and lounge, and playground apparatus for the little tots, and courteous service and no youth ballyhoo. The purpose of this symposium is to provoke your interests, your disagreement, even your resentment of the implications. If we would ride the wave of the future we need to be visionaries—practical visionaries. How can you finance a revolution in your industry? That, too, only requires vision. Mediocrity cannot and does not attract patronage or financial support, and today our industry is plagued with a stalemate of mediocrity in many places.

The Thompsons and Ingersolls and

Seniecks and other geniuses of an earlier day in our industry found ample finance and public support. The amusement industry is not slipping into oblivion, for it is needed now more than ever, but it may be slipping into new trends and even into new hands. Do you accept the challenge?

COUNTY, DISTRICT FAIRS

(Continued from page 44)

ing about the fee they are to receive for listening," the villager said. "Fee for listening?" the expert queried. "Yes," the villager replied. "Anyone can talk but it is so hard to listen so long."

Same Objective for All

We are here to increase our knowledge and wisdom, and perhaps we should keep in mind the admonition of the Negro preacher who said in concluding a sermon on "Wisdom": "It ain't 't' things yo' don't know dat gets you into trouble; it's de things yo' know for sho' dat ain't so."

A fair has been defined as an educational institution where every undertaking of human endeavor is brought together in close association for comparison and judgment, where the individuals who have studied and labored received their rewards in medals and premiums. It is a fair for all walks of life, from the youngest laborer's child to the oldest consumer.

About 60,000,000 Americans gather annually to witness and participate in 2,200 county, district, and State fairs and expositions. People go to fairs to learn, to cement fellowship with friends and neighbors, and to be entertained. "Encouragement of agriculture and community life has always been a vital part of the American program." Fairs are family institutions and are truly American institutions. Fairs promote progress by focusing attention upon the ideal!

What do county and district fairs mean to the State fairs?

Our county and district fairs have the same objective and purpose as our State fairs—the promotion of agricultural and industrial progress, with particular emphasis upon agriculture. Both the State fairs and the county and district fairs have a unique part to play in the fulfillment of that purpose, and there need, of course, be no conflict between county fairs and State fairs. Just the opposite spirit—that of co-operation and mutual assistance—should prevail, and does prevail. We are happy to say, in most every State. It is obvious, of course, that agricultural and industrial progress may be more rapidly advanced where there is greatest co-operation between county and district fairs and State fairs. I hope for and believe we will have an ever-increasing co-operation between county and district fairs and State fairs.

Barometers for Big Ones

County and district fairs make and keep the public fair-minded and help to whet the public's appetite for and interest in the State fairs. A few years ago there were many critics who proclaimed that fairs were old-fashioned symbols of a passing era and would soon become extinct in this modern, speed-loving, mechanical age. But today fairs continue to march on with apparently greater popularity than ever before, and we now seldom hear anyone say that fairs are dying out. This onward and upward march of the fairs has in itself made a great impression—perhaps more subconsciously than consciously—on the public mind and has been an important factor in drawing more and more attention to all fairs.

The county fair draws forth from all parts of the county the most valuable, the most beautiful, the most nearly perfect, the most interesting, and the most worth while in all classifications of agriculture, industry, education, and entertainment, and the State fair in turn gets the "cream of the crop" of these exhibits, educational and entertainment features. The State fairs have many exhibitors, many entertainment attractions, and educational features which they would not have in such great numbers and which would not be so easily obtained if it were not for the fact that these exhibitors and attractions have opportunity to show at numerous county and district fairs as well, before and after the State fairs.

The county and district fairs are in a sense training schools for State fair exhibitors. For it is usually at the county and district fairs that men and women, boys and girls receive their first experience in exhibiting their livestock, their grains, fruits and vegetables, their handicraft and art work, and the products

(See County, District Fairs on page 56)

RIDE CONCESSIONAIRES

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Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

BRONZE medal class recently organized at Moonlight Gardens Roller Rink, Springfield, Ill., now has 50 members, reported Noble Galliger, instructor. He is assisted by Mrs. Lloyd Noble, the former Marilyn Gant. They were formerly connected with Danceland Roller Rink, Decatur, Ill. At the pro-

fessional school sponsored by the Roller Skating Rink Operators' Association of the United States in Detroit they were awarded bronze medals for dance and figure skating.

SKATELAND, Trenton, N. J., in proximity to Fort Dix, has made Tuesday's Fort Dix Night, uniformed men being admitted at a special price.

SILVER LEAF Roller Rink Club, Springfield, Ill., elected officers on November 6, reported Alvin N. Ryeler, naming Jerry Tucker, president; Connie Pohl, vice-president; and Helen Lowden, secretary-treasurer. Club celebrated the first anniversary of its inception with a party on January 8. On December 7 members attended the fifth anniversary celebration of Fernwood Roller Rink, Peoria, Ill., and the Silver Leaf hockey team was defeated by Fernwood by a 4 to 2 score. Club staged a waltz contest on December 18.

VICTOR AND TUTTLE roller skating team, opened with the New Year's show at Evergreen Casino, Philadelphia.

MONDAYS, Tuesdays, Wednesdays, and Saturdays have been set aside as public nights at the Rollerdom, St. John, N. B. Thursdays and Fridays are for private groups. Dancing is also offered. An orchestra and phonograph, with amplifier provide music. Refreshment concession was opened recently.

CHICAGO Roller Skating Club elected officers on December 16, reported Corresponding Secretary Otten Ray, naming George Corbell, president; Dave Ray, vice-president; Paul Hackett, treasurer; Jessie Schreiber, recording secretary; and Fred Werner, sergeant at arms. Club now has 368 members. Activities in the area included a Christmas party on December 18 at Hollywood Rink, Chicago, featuring a graceful skating contest, races, and door prizes; Roller and Saddle Club party on the same night at River-view Rink, Chicago; Booster Club party at Planet Rink, Chicago, on December 20, and an anniversary party at Mill Bridge Rink, Lyons, Ill., on December 30, at which waltz contests were featured.

J. M. SMITH has taken over Rainbow Roller Rink, near Hogestown, Pa. He purchased it from A. Funk, who is reported to be opening another rink in Washington, D. C.

FLO AND EV (Florence B. Pomeroy and C. E. Chaffin) report they are teaching international-style dance skating at Humoresque Roller Rink, Rochester, N. H. They also spend one night weekly as instructors at Huntington (Mass.) Roller Rink.

IRVING JACOBS, of Mammoth Garden Roller Rink, Denver, reported good results from a campaign to get the social set skating conscious, with two or three society parties booked weekly. New Year's Eve party was scheduled. Two wrist watches will be given as prizes in a waltz contest on January 9, and races slated to start soon, will be staged one night weekly. The month-old rink club has 250 members. They are working in classes in figure, dance, and speed skating under direction of John Mason. Revue, Mammoth Gardens Roller Skating Follies, is to be staged in February and rehearsals are under way.

FRED H. FREEMAN-managed Winter Garden, Chew Voss, and Lynhurst rollerways in the Boston area closed on December 24 to permit employees to be with their families and all afternoon classes were canceled during the holiday period. However, daily matinees were held at Winter Garden. For remainder of the winter Lynhurst will operate as a rink four nights weekly, with dancing on Saturdays. Winter Garden and Chew Voss held skating parties on December 31 and Lynhurst staged a dance.

TWO professional roller skaters, Gordon Medera and Manuel Portuna, are among enlisted men at Westover Field, army air base near Springfield, Mass.

ARMORY Roller Rink, Chicago, operating with afternoon and night sessions on Saturdays and Sundays, is staging a series of waltz contests, reported Bill Henning, skateroom manager. Finals will be held on January 19 and trophies will be awarded first, second, and third-

place winners. Following the finals there will be a 202 tramp contest. Novice races are held on Saturday afternoons and winners of finals will be given medals. Russell Young is the new organist. Floor Manager Vic Frasch is conducting a free dance class of 75 on Sunday afternoons after regular sessions. He has a staff of six assistants. Others on the staff are Al Mohman, assistant manager; Roger Sadeck, doorman; Florence Plack, cashier; Fred Zank, assistant skateroom manager; Richard Simon and Bruno Smith, wardrobe, and Mr. and Mrs. Sid Kean, refreshment stand.

FOR the purpose of promoting advanced roller skating a meeting of California skating clubs and operators of rinks they represent was held at Phil Pyke's Santa Rosa Rink on December 15, reported Armand J. Schaub Sr., manager of River Garden Rollerdom, Healdsburg, Calif., who attended the meeting with members of the River Garden Pirates Club. After the meeting there was a banquet and floorshow, followed by a skating program. Among clubs and rink managers attending were Capital City Roller Club, the Rollerway, Sacramento Golden Gate Club, San Francisco; Chuck Himes, Ambassador Roller Rink, San Francisco, and Ambassador Skating Club; Garland Skating Club, Petaluma Rink; Valley of the Moon Club, Sebastian's Rollerdom, Sonoma, and Rambling Rollers, Santa Rosa.

ROLLER RINK at Royal, Ia., operated by Ed DeYoung, was damaged by fire on December 22. John O. Jones owned the building. Estimated damage of \$5,000 was covered by insurance.

IN operation since October 27, business at Anderson (Ind.) Roller Rink has been 100 per cent above expectations, reported President George W. Pierce, who has purchased the stock of Mr. Van Noy and is operating the rink. Twice it drew turn-away crowds. There is a possibility of the corporation being dissolved. Rink has installed a Skatrainer, a device to prevent beginners from falling. It consists of an aluminum trolley encircling the floor and accommodates 15 persons. Ed Reynolds has been engaged as electric organist. At a recent Christmas party prizes were distributed, and a New Year's Eve party was also staged.

MODERN FAIR

(Continued from page 43)

In about one-half, or in 400 of the Texas newspapers.

We tried an experiment this year which proved very successful. We believe that a continuation of the experiment will prove of greater mutual benefit each year to the State Fair of Texas, to Southern Methodist University, and to the senior journalism class of that

school each year.

The head of the department turned his senior class over to our publicity department for the fair period, and we used them to great advantage. They came out first a few days before the fair. We gave each one of them a season pass. They again reported on Press Day and partook of Press Day courtesies.

After Press Day from two to five reported to the publicity office daily and received assignments. They turned a copy of their story into us, a copy to the professor for class work, and another copy was sent to the home-town newspaper of the student. There were 11 of the 15 senior journalism students from out of town, and they were successful in getting their stories used in the local home-town newspaper.

The kids got a big kick out of their assignments, we got some subjects covered which would not have been covered had it not been for them, and we got many inches of additional publicity in our Dallas newspapers as well as the 11 home-town papers of the out-of-town students. We are already at work on a better tie-up with the 1941 seniors, working again with the professor in charge of the department, who said it had been the best laboratory experience any of his classes had ever had.

Experiments in Publicity

Another experiment that has paid high dividends during the past year was the moving picture *The Fairest of the Fairs*, which many of you saw the other night. We believe this has been the most successful piece of publicity we have ever done. The picture was shown in 700 theaters and in 600 schools. The attendance at these showings has been roughly estimated at 4,000,000, one-fourth of which has been in the schools. The results of this picture, we believe, were reflected in the enormous attendance of 215,000 on Children's Day. We have made another picture this year in sound and color and are promised even a better distribution this year than we had last.

Still another experiment we tried this year was in our luncheon club programs. Due to the fact that all of these must be given prior to the opening of the fair each year, and also that we have no entertainment available, our programs have been sort of dreaded by those in charge of the programs. In fact, they were losing interest in giving us a program.

This year we adapted a quiz program from the radio style of entertainment. We called it "Double or Nothing" and printed a booklet containing facts on the State Fair of Texas. We gave 810 in prizes at each luncheon club program, and every person who volunteered to answer was given a pair of tickets to our grandstand show. The club members had words of fun, and we believe this program saved our faces for future programs.

HYDE PRESENTS THE Betty Lytle ROLLER RINK SHOES

LET Betty Lytle go to work for you. Capitalize on the nationwide popularity of the queen of the rollers by carrying the shoe bearing her name exclusively. Thousands of roller enthusiasts are asking for them. 19 Other Styles in Stock. HYDE ATHLETIC SHOE CO. Division A. B. Hyde & Sons Co. CAMBRIDGE, MASS.

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"OMAHA FIBRE" RINK SKATE WHEELS. Fit All Make Rink Skates & Over 1 Inch Wide. Brown Fibre Rink Wheels. Maple Wheels. 1x2 Block Fibre (extra hard) Wheels. Write Today for Prices and Complete Skate Parts List and Other Rink Products. OMAHA FIBRE PRODUCTS CO., Ralston, Nebraska (Suburban Omaha)

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No. 321 DUSTLESS FLOOR DRESSING. Cleans the floor, provides a more grip with less wear and lower maintenance cost. \$4.00 per gal. \$3.75 per gal. in 5 gal. containers. 4 gal. aerosol container, air pressure, \$7.25. Price, F. O. B. Everett, 25% with order, balance C. O. D. GAGAN BROTHERS, EVERETT, MASS.

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Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

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WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. MAYWOOD B. PUBLISHERS, 1107 Broadway, New York. Jan4x

WINTER UNDIES — THE FASTEST SELLING hot novelty in years. Sample and quantity prices, 25c. JACK BLADES, Box 944-A, Altoona, Pa.

127 WAYS TO MAKE MONEY IN HOME OR office. Business of your own. Full particulars free. ELITE, 214 Grand St., New York. Jan4x

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SNAKES, POISONOUS AND HARMLESS. RATTLESNAKES, fixed or hot. MIXED DENs, large and small. Gila, Armadillos, Alligators, Horned Toads, Chuckawallas, Mexican Beaded Lizards. Good stock. Low price. Quick service. Write your needs to ROBERTS, 229 Shell Bldg., Houston, Tex. Jan4

WRITE FOR OUR 1941 CATALOGUE — Largest, most complete ever published. MEMS BROS. & WARD, Oceanide, N. Y. Direct importers from all over the world.

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BOOK ON JUGGLING, \$1.00 POSTPAID — Rare Magic Magazines, Books, Juggling Utrill, bargains, \$10.00. CARL MARTELL, 2215 Holland St., Alton, Ill.

BUSINESS
OPPORTUNITIES

1,000 IMPRINTS—50c. YOUR NAME PRINTED thereon. Amazing profits. Full line samples, 10c. THORNBURG SERVICE, 1206 Monroe, Wichita Falls, Tex. Jan18

COIN-OPERATED
MACHINES, SECOND-HAND

NOTICE

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

ABT MODEL F TARGETS, \$10.00, OR TRADE for Greenfield Columbus or Vest Pocket Bells or Northwestern Peanutt Vender or Twenty-Record Phonograph. TODD NOVELTY CO., 219 1/2 North Main St., Pueblo, Colo.

ARE YOU IN NEED OF ANY WURLITZER Photo Parts? Save 75%! Write immediately. Tell us what you want! SUPREME VENDING CO., 557 Rogers Ave., Brooklyn, N. Y. Hfx

BALL GUM, 5c. FACTORY FRESH, 12c BOX. Tab, Stick, Midget Chicks, every Vending Gum. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. n9-Jan14

BALLY RAPID FIRE, \$122.50. SEEBURG Parachute, \$17.50. Mechanically perfect. 1/2 deposit. H. REICH, 323 S. E. 1st Ave., Miami, Fla.

FOR SALE CHEAP — KEENEY SUPER TRACK Times, Pastimes, Chroma Balls, Radio Rifle. CHARLES PITTLE, New Bedford, Mass. Jan25

FOR SALE—A. B. T. CHALLENGERS, \$11.50. Get our prices on like-new and used Marble Games. Every Machine guaranteed. One-third deposit, balance C. O. D. SOUTHWESTERN AMUSEMENT COMPANY, 1111-1113 Navarro St., San Antonio, Texas. Jan1x

FOR SALE — SLIGHTLY USED MILLS FOUR Bells Consoles, serials 800 and up. Will trade for Mills Blue or Brown Fronts. AUTOMATIC MACHINE CO., 1107 W. Tusc. St., Canton, O.

FREE PARTS AND SUPPLIES CATALOG No. B-17 for all coin machines. Write on letterhead or send business card. BLOCK MARBLE, 1527 Fairmount, Philadelphia, Pa. Hfx

GOODBODY HAS A MESSAGE FOR EVERY operator reading this advertisement. Send in your name and address at once. JOHN GOODBODY, 1824 E. Main, Rochester, N. Y. Jan11

GET WISE! MODERN ARCADE-SPORTLANDS are profitable year around. World's largest selection of equipment to choose from. Write for 1940 catalog and price list. MIKE MUNVEZ CORP., 593 10th Ave., New York. Hfx

ROCK-OLA WINDSOR, TWENTY RECORD, \$52.50; Wurlitzer 51, Counter Modt, \$34.50; two for \$60.00; Wurlitzer 50, \$139.50; COLEMAN NOVELTY, Rockford, Ill.

SACRIFICE — 100 1c SNACKS, LOTS OF 5 — \$6.00 each; 100 1c Hershey Venders, \$2.50; 25 1c Ball Gum Venders, \$1.50. Others. CAMEO VENDING, 402 W. 42d, New York.

SKILL JUMPS, HOCKEYS, HI-BALLS, RIFLES, A. B. T. Targets, Legal Counters, Diggers, Baseballs, Metal Typers, Vitalizers, Exhibit Microscope and Arcade Machines. Also Location for Penny Arcade. BEDER, 2468 E. 23 St., Brooklyn, N. Y. Hfx

USED BARGAINS — 1 BALLY LONGSHOT, 30 days old, \$125.00; 1 Vest Pocket, 5c Fruit Reek, \$35.00; 1 Vest Pocket Cigarette, 5c play, \$37.50; both over serials 20,000; 1 Confab Cold Star, \$60.00; 1 Bally Crossline, \$60.00; 2 Kirk Counter Scales, like new, latest serials, \$90.00 each; 7 Imps. Cigarette, \$6.00 each; 10 Bennett's Pistol Targets, penny back, \$12.50 each; 1 Victor Home Run, \$12.50; 15 Victor Special De Luxe Venders, \$3.00 each; 15 Victor Esquires Venders, \$4.50 each. One-third deposit, balance C. O. D. SCOTT NOVELTY COMPANY, Huntsville, Tex.

WANTED FOR CASH — MILLS FREE PLAY Jumbo, Mills Q.T., Pace Free Play Saratoga, Sport Special, Exhibit Diggers. Wire price, quantity, condition. ROY MCGINNIS, 2011 Maryland, Baltimore, Md.

WURLITZER PHONOGRAPHS — MODEL 412, \$32.50; Model 616, \$54.50; Keeney Anti-Aircraft Gun, \$52.50. ROBBINS CO., 1418 DeKalb Ave., Brooklyn, N. Y. Jan11

WILL TRADE — ONE BURCH POP CORN Machine, "Principals" pattern, good shape, for Mills Vest Pocket Bells. Address BOX 352, Vivian, La.

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FAT PEOPLE—WEIGHT OVER 300 LBS., season 1941. Part of my unit now playing night clubs and vodvil in Florida. EDDIE KARN, General Delivery, Miami, Fla. ja4

HOTEL ACTS AND ORCHESTRAS WANTED and furnished for all occasions—Send photos, etc. PAUL SPOR ENTERTAINMENT AGENCY, Ohio Bldg., Toledo, O. ja4

ORCHESTRAS AND STROLLERS WANTED—Cocktail Combos, Union. Rush photos, details. State minimum. CONSOLIDATED ORCHESTRA SERVICE, Altamont Apt. Hotel, Birmingham, Ala.

SMALL UNIT SHOWS, MUSICAL NOVELTIES, Western or Hillbilly Units wanted for small theatre near army camp. Write LOUVE FAWKS, Texas Theatre, Mineral Wells, Tex. ja11

TROMBONE PLAYER—IMMEDIATELY—salary, sleeper bus. Twelve piece band. Leave soon for Texas for three months. RAY ALDERSON, Dubuque, Ia.

WANT TWO MECHANICS—ONE WITH PINBALL experience with distributor or jobber. One with Arcade equipment. A-1 Mechanics only need apply. BOX NY-14, Billboard, 1564 Broadway, New York.

MAGICAL APPARATUS

CATALOGUE OF MINDREADING, MENTALISM, Spirit Effects, Magic, Horoscopes, Forecasts, Buddha, Future Photos, Crystals, Lucky Pieces, Palmistry, Geology Charts and Bids. Wholesale. Largest stock. 164-page illustrated catalogue. 30c. NELSON ENTERPRISES, New Address, 336 S. High, Columbus, O. ja4x

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. MAX HOLDEN, 220 W. 42d St., New York City, N. Y. ja11x

LATEST 216-PAGE ILLUSTRATED PROFESSIONAL MAGIC CATALOGUE of Tricks, Books, Supplies, Ventriloquist Figures, etc., 25c. KANTERS, 1311 Walnut, Philadelphia, Pa. ja4x

MISCELLANEOUS

ARE TRICKS YOUR HOBBY? OUR COLLECTION of 10 Novelty jokes, postpaid \$1.00. KANT NOVELTIES, 323 Third Ave., Pittsburgh, Pa. ja18x

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.

AMBITIOUS—SHOW TALKIES THEATRELESS Communities. Sound Equipment. Weekly Programs rented. Used 16MM. Sound Productions, \$25.00. ROSHON, 521 E. State Theatre Bldg., Pittsburgh.

ANNUAL CLOSE-OUT OF 16MM. SOUND AND Silent Movies. Yearly event. Large selection of Features, Comedies, Cartoons, Novelties. Send for your "Bargain-Movie-Special" today. Specify sound or silent. INSTITUTIONAL CINEBA SERVICE, INC., 1560a Broadway, New York City.

BARGAINS IN USED PROJECTION MACHINES. Opera Chairs. Screens, Spotlights, Stereo Opticons, etc. Projectors repaired. Catalogue \$ free. MOVIE SUPPLY CO., 1318 Wabash, Chicago. ja4x

NEW VICTOR "OD" AMPLIFIER—LIST, \$125.00. 35% discount. 45W output. Add A Unit. Factory guarantee. EVANSTONS, Box 115, Cincinnati, O.

RELICIOUS FEATURES AND COMEDIES—35 and 16 in Sound. Silent 35 only. E. ABRAMS, SON, 1024 N. Sheridan Rd., Chicago. ja4

SHOW MOVIES—NO INVESTMENT. THOUSANDS throughout town your territory waiting. We furnish Film, Sound Projector, etc. Write for details. BOX C-648, care The Billboard, Cincinnati, O.

Show Family Album



AT THE LEFT are the Original Flying Valentinos, snapped the season of 1906 while appearing as a free act with the C. W. Parker Shows, managed by Con T. Kennedy. Left to right: George Valentino, retired and living in Peru, Ind.; Bob Valentino, who worked in female costume at the time and is now a member of the Peerless Pottery, and Ben Beno, who because of an injury sustained about a year ago in a fall has retired and become custodian of the Pacific Coast Showmen's Association, Los Angeles.

At the right are Joe Galler (left), owner-general manager of the Buckeye State Shows, and a couple of buddies, snapped in 1911 while they were members of the U. S. Marine Corps. Next to Galler is Charles Slaughter. Name of the man on the right is not remembered. As a leatherneck Galler saw service in Mexico, Nicaragua, and Haiti, gaining the rank of non-commissioned officer. He was honorably discharged in 1915, but was not accepted for service in the World War. He was born and educated in Hungary.

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 accepted. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 West 67th St., Cincinnati, O.

TWO PORTABLE SIMPLEX ACME 35MM. Complete. Amplifier, Twin Speakers, 1,000 Watt, heavy duty Motors, \$295.00. Perfect operation sound. Now in use. FILM LIBRARY, Box 343, Henderson, Tex.

PHOTO SUPPLIES AND DEVELOPING

ABSOLUTELY BEST DIRECT POSITIVE BUY—New Portable Double Unit, with cool fluorescent lighting system. Takes both 1 1/2x2 and 2 1/4x3 1/2 pictures. Send for general catalog and information on new metal precision enlarger-reducer. MARKS & FULLER, INC., Dept. BC540, Rochester, N. Y. ja4x

ALL 4 FOR 10c OPERATORS—CUT PRICE on all Machines and Supplies. Full Length Camera. WABASH PHOTO SUPPLY, Terre Haute, Ind. ja4

DIME PHOTO OUTFITS CHEAP—ALL SIZES. Better drop in and see them. All the latest improvements. Bergans, P. O. CAMERA CO., 111 E. 35th St., Chicago, Ill. ja4x

DIREX DIRECT POSITIVE PAPER—NO FADING, best gradation, highest speed. THE POSITIVE CORP. OF AMERICA, 244 Fifth Ave., New York, N. Y. mh1x

DOUBLE UNIT PHOTO MACHINE—TAKES picture 1 1/2x2; 3x4 Enlarger without Lens, \$125.00; 3x4 Camera, \$35.00. ERICK ELAM, Thomasville, N. C.

ROLLS DEVELOPED—TWO PRINTS EACH and two Free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1c. SUMMER'S STUDIO, Unionville, Mo. ja11x

YOUR GOLDEN OPPORTUNITY—DOUBLE Photo Machines make 2 1/4x3 1/2 and 1 1/2x2 complete with Visualizer and Tinting Table. Lowest prices. Write at once. PRINCETON MFG. CO., Princeton, Ky.

SALESMEN WANTED

SELL BUSINESS CARDS, STATIONERY, BOOK Matches, Gunned Tape, Restaurant Necessities, Salesbooks, Advertising Specialties, Pencils, Picture Cards, Tags, Pricing Sets. Lowest prices. 40% commission. Experience unnecessary. Free data. Sales portfolio free. WILLENS, 2130 Clays, Dept. 31, Chicago. x

WANTED—PERMANENT REPRESENTATIVE for House Uniforms, Socks, Aprons, Frocks, Nurses, Doctors, Waitresses Uniforms. Smartest styles. Finest quality. Exceptional commissions. Line free. HOOVER, 251 W. 19th St., Dept. NK-9c, New York City. ja23x

SCENERY AND BANNERS

BEST CARNIVAL SIDE-SHOW BANNERS AND Pictorial Panels—Positively no disappointments. NIEMAN STUDIOS, INC., 1236 S. Halsted St., Chicago, Ill.

TATTOOING SUPPLIES

BEST AND FLASHIEST CHROME PLATED Tattooing and Engraving Machines, Engraver and Transformer complete, \$7.50. Illustrated list. The only Tattoo Supply House on the Pacific Coast. OWEN JENSEN, 412 S. Main St., Los Angeles, Calif.

TENTS—SECOND-HAND

FEW SLIGHTLY USED, GOOD AS NEW TENTS—State size. Send stamp; postals ignored. Write SMITH TENT COMPANY, Auburn, N. Y. fe15x

THEATRICAL PRINTING

FREE—SAMPLES OF OUR NEW DESIGNS IN Flashy 3-Color Window Cards, 14x22, non-binding, \$3.00 hundred. TRIBUNE PRESS, Box 251-B, Fowler, Ind.

LARGE MOVIE HERALDS, SIZE 14 1/2x12—\$1.25 per 1,000. Five Date Changes. (All 16MM. Releases.) NONPAREIL PRINTING, 812 Manton, Pittsburgh, Pa. x

WANTED TO BUY

USED LIGHT PLANTS, 800 TO 3,000 WATTS; Used Leatherette Upholstered Booths and Chairs; four Warlitzer 616A. Will pay \$35.00 each. Must be in good condition. Write to FRANK MIRELES, P. O. Box 975, Presidio, Tex.

WANTED ED—PENNY ARCADE LOCATION. BOX NY-15, Billboard, 1564 Broadway, New York, N. Y.

WANTED—TWO FOOT GAUGE STEAM LOCOMOTIVE with Tender. Must be in fair condition with enough power to pull three passengers. LOUIS DONATI, 1364 Candia Rd., Manchester, N. H.

At Liberty Advertisements

Be a Word (First Line Large Light Capital)
20 a Word (First Line Small Light Capital)
10 a Word (Leave Ad Small Light Type)
Figure Total of Words at One Rate Only

MINIMUM 25c CASH WITH COPY

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service.

Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

AT LIBERTY ACROBATS

At Liberty—Tom Mearns for Hand to Hand and Grand Tumbler. Also de Transilvan Hot Work and Flying Act and Tector Board Act. Can do doubles, triples, back. Have been with Barnabe Return Act. Would like to join some act or troupe. John at once. Billy Stan Hotel, 28 Hood St., Norwich, Conn. ja4

AT LIBERTY AGENTS AND MANAGERS

A-1 AGENT—WILL BOOK Copyright Bands. Box office attractions. Contact RAY SALZER, General Delivery, Rochester, N. Y. ja4

AT LIBERTY FOR COMING SEASON—I. C. Admire and wife. General or Contracting Agent, press, billing, high class, club promotions, guest ticket sales, advertising banners, signs, Ages 40. Have car, Mason and Elk. For circus, carnival, tent, boat or thrill shows. Address BOX C-644, Billboard, Cincinnati, O.

GENERAL AGENT—SMALL MOTORIZED CIRCUIT. Will furnish paper. COLE ROBINSON, 287 E. 10th St., St. Paul, Minn.

Agent—Handle any kind attraction, studios or variety. Hazards, programs, show, music, strictly sober. Tom Alton, 808 W. Ohio St., Indianapolis, Ind.

Reliable Address Agent With Car—Know territory Coast to Coast. Can book anything of merit. Write to Jack Drayton, Park Hotel, Columbus, O. ja4

AT LIBERTY BANDS AND ORCHESTRAS

OPEN FOR LOCATION

After January 12th. Rod Raven Orchestra, Victor and Decca records. 9 men (a versatile swingin' act). Wisconsin's finest commercial and swing band. LAWRENCE DUCHOW, Hilbert, Wis. ja4

AT LIBERTY—DUKE KAMAKUA AND HIS Tropical Swing Band. Entertainers extraordinary, a six piece, all string, native combo. A natural for hotels, cocktail lounges and nite clubs with tropical setting. Exponents of Hawaiian melodies, rumba and conga rhythm, sweet, swing dance music. Will work as regular band. Have latest electrical equipment. Available now. Will furnish native girl singer and dancer if desired. DUKE KAMAKUA, General Delivery, Phoenix, Ariz.

EARLE AND EMILE, THEIR RHYTHMS AND Songs—Now arranging engagements from January 6, 1941. Two young men, singing and playing music that swings lightly but sofly. A piano accordion and bass violin finish forte with every type of rhythm and song. Excellent appearance, good singing personalities, formal dress. Transportation, union, photos, etc. Musical clubs, theatres, looking for show connections. EARLE E. SISKLEY, 1533 N. 27th, Milwaukee, Wis.

FOUR CLASS SISTERS—NOVELTY DANCE Band available after January 10 for night clubs, hotels, etc. Piano, Sax, doubling Clarinet, Standard Guitar doubling Hawaiian Electric Guitar, Drums. Two good Vocalists. Hillbilly numbers, novelty, comedy entertainment. Good wardrobe and first-class. This is a real attraction. Write or wire NAN GLASS, care General Delivery, El Paso, Tex. ja11

SONS OF THE PRAIRIE—SIX PIECE STRINGED Band, Western Musical Vaudeville variety, guitar, fiddle, available Jan. 4. Solid writing of conventional, professional, uniforms. Only reliable club, 40424, contact Leader, Forum Hotel, Hattiesburg, Miss. ja4

The South's Finest 5 Piece Orchestra and Gilt Singer—Together 3 weeks. Available Jan. 4. Solid writing of conventional, professional, uniforms. Only reliable club, 40424, contact Leader, Forum Hotel, Hattiesburg, Miss. ja4

AT LIBERTY CIRCUS AND CARNIVAL

TRAINED DOGS, MONKEYS, Ponies, High School Horses. All offers considered answered. Have own transportation. F. L. GRAY, Box 61, Lemon Grove, Calif. j41

AT LIBERTY DRAMATIC ARTISTS

JEFF AND BETH UNRUH—JEFF, VIOLIN AND Trombone. Have library and can lead orchestra. Characters. Best, Piano and Accordion. Characters or as cast. Double musical specialties. Have house trailer. Consider going with good team on convention basis in general delivery. **JEFF AND BETH UNRUH,** General Delivery, Florence, S. C.

AT LIBERTY MISCELLANEOUS

ARCADE MANAGER, PHOTOGRAPHER—WILL accept position as Perry Arcade Manager and Quick Finish Photographer, negative and direct positives. Build direct positive cameras. Over twenty years in largest cities. Age 45. **ARCADE PHOTOGRAPHER,** Box C-645, Billboard, Cincinnati, O.

Available After January 15—Eisenstein and Mandelstam and Wyler. Also ready with complete lists. Have all my own small tools. No fee for any reasonable wage. **John H. Bagley, Cleveland, Ia.**

Class—Chalk, parlo, face, indoor and outdoor. **John M. Moulton, Oreston, Ia.** **Laugh Provoking**—Best of writers. **JEFF AND BETH UNRUH,** General Delivery, Florence, S. C. j41

AT LIBERTY M. P. OPERATORS

AT LIBERTY—SOUND PROJECTIONIST. Efficient, thoroughly reliable. Prefer steady position. Good reference. **VIRGIL WOOD, 119 E. Hunt St., Paragould, Ark.** j425

Habitants—Expert projection service increased business. Efficient projectionist, capable of installing, repairing and operating any sound projection system, wants steady job. In small town theatre where most exciting parts are demanded. Artificial finish and subject to detail. Now employed in N. Y. State, therefore must take some days to reach in another operator. For detailed application and copies of references, please write to: **State Operators** care Mrs. Wm. Cartwright, 1077 50th Ave., Astoria, O. j415

Projectionist—Experienced in theatre work on 35mm and 8mm and 16mm machines, the experience. **Wm. H. S. Carr, 242 N. 34 St., Tammany, N. M.** j415

AT LIBERTY MUSICIANS

ORGANIST WITH OWN Instrument. **DANNY DANIEL,** Roosevelt Hotel, Jacksonville, Fla. j411

A-1 TRUMPET DOUBLING TENOR SAX—READ anything take-off. Union, 25. Car and funds. **JACK EAGER, 130 N. 10th St., Olean, N. Y.**

ALTO SAX AND CLARINET—AGE 19, SINGLE. Read, tone, no faking, fine instruments. Location or road work. Prefer sweet band. Available after February 1. **AL CORRADI,** Graystone Park, N. I.

FIRST TRUMPET—UNION, AGE 24, MARRIED. Experienced lead man; dance, show and radio. Prefer his band. Have good contacts. **MUSICIAN, 225 Fifth St., Pennsylvania, Pa.**

LEAD TRUMPET—WELL EXPERIENCED. Tone. Age 25, no bad habits. Prefer smooth band, location. **CLAUDE CHAPMAN, 137 W. 4th St., Winona, Minn.**

TENOR CLARINET AND BASS CLARINET— Fine commercial tone, lead or harmony. No take-off. Six years on favorite territory. **STEVE MAURER, Savannah, Ill.**

TENOR SAX, CLARINET, VOICE—AVAILABLE January 20. Union, dependable. **BOX C-647, Billboard, Cincinnati.**

TROMBONIST—AT LIBERTY, JANUARY 1 or soon after. Cut or else. All essentials, read, fake, take-off, range, tone, modern. Double nice voices. **SLIM BURNS, Opelousas, La.**

TRUMPET—YOUNG, 17 YEARS' DANCE experience; 2 traveling. Accurate reader and section man. Exceptional take-offs, lead, section. Single, reliable, available shortly. Full details to **BOX C-645, Billboard, Cincinnati.** j415

ED. ALTO CLARINET, 3d TRUMPET—EXPERIENCED, both tone and tone. No take-off. Single. Union. **JIM CURRIE, Murray, Ia.** j44

Good Trombonist—Available at once. Cut or two week's notice. Location preferred. Please only write to: **1100 E. Dallas, 2022 S. O. Ave., West, Billings, Miss.** j415

Duo—Evelyn Gilliam Hawaiian Steel and Gilliam Spanish Guitar. Play Hawaiian, pop, jazz, hillbilly, blues, and country. **Box 100, 100 N. 1st St., St. Paul, Minn.** Write for free literature. **What have you? White House and Credit, Box 22, Addison, Minn.**

Nite Clubs and Hotels, Nations—Piano and Vocal Trio. Local, Grand, variety, ballroom and show. **Five years experience. Best of references. Box 100, 100 N. 1st St., St. Paul, Minn.** Write for free literature. **What have you? White House and Credit, Box 22, Addison, Minn.**

String Bands—Modern, experienced all lines age 25, older, reliable, union. **AND TONY PRODUCTIONS, Billboard, old time, Box C-643, care The Billboard, Cincinnati, O.** j411

String Bands—Modern, 2 years staff, N. H. C. of (State) experienced all lines. Age 25, union, older, reliable. **Anything reliable, Box Campbell, 408 10th St., Newark, N. J.** j411

Young Trombonist, Arranger—Willing to go anywhere. All offers considered. References, experienced, union. Address all letters to **Larry Quisenberry, 2000 Ave., Color Knolls, N. J.**

AT LIBERTY PARKS AND FAIRS

HIGH POLE ACT FOR COMING SEASON— Also Indoor Act. **G. HIGGINS, Billboard, Cincinnati, O.** j418

Charles La Cruz—Outstanding Novelty Troupe Act. Available for indoor events. Can meet the requirements of any special apparatus and need, see low or high ceilings. Large advertising specialties. Original act. Inquiring only. **Address: La Cruz, 204 S. Anthony Blvd., Fort Worth, Tex.**

AT LIBERTY PIANO PLAYERS

CAPABLE GIRL PIANIST—EXPERIENCED, all essentials. South only. **BOX 102, Climax, Kan.**

CARL WHYTE—SHOW OR NIGHT CLUB Pianist. Address General Delivery, New Orleans, La.

AT LIBERTY SINGERS

AT LIBERTY—RADIO BASSO, SOLOS, QUARTETS or Chorus. Featured with the Big One. Only professional singer. Hams or amateurs, lay off. Wire or write **RADIO BASSO, care Postal Telegraph, Covington, Ga.**

DANCE VOCALIST—BARI-TONE VOICE, range, swing or sweet. Have first class P. A. system, recording outfit. Young, energetic, reliable, sober and reliable. Join our team. **TOMMY TOWER, 212 N. Davis St., Greensboro, N. C.**

AT LIBERTY VAUDEVILLE ARTISTS

"KING"—HOLLYWOOD'S MOST EDUCATED horse, assisted by his pal, an English coach dog, all black and white. A feature for any event. **P. O. Box 1694, Hollywood, Calif.** j425

At Liberty—Trio, Comedy, Straight, Musical, Art, Magic, Expert Shooting Act. Some Piano, Double, Change for work. Salary by percent. **David C. Curtis, Bettlesville, Kan.**

Black or Whiteface Comedian—Classical, variety, and vaudeville. Also ventriloquist with a character. **Art, Spectacles, Radio, Singing and Talking.** John anything that pays readers. Over two hundred years of experience. **Box 100, 100 N. 1st St., St. Paul, Minn.** Write for free literature. **What have you? White House and Credit, Box 22, Addison, Minn.**

Musical Comedian One Man Act—16 to 20 novelty instruments and **Swing Bands, Dancers, Chorus, and vocalists.** Also ventriloquist with a character. **4th and 10th St., St. Paul, Minn.** Write for free literature. **What have you? White House and Credit, Box 22, Addison, Minn.**

Panhandle's Rodeo Circus—Dog, Pony and Monkey, featuring the Act Beautiful, the Junior Chamber, Military Marches. Presented by the only original Panhandle. Address **Carroll Hochmeyer, 405 E. Roberts, Manager, 2504 N. 10th St., Philadelphia, Pa.** **Box 1228.** j44

SPECIAL DAYS

(Continued from page 42)
with a total of 215,000 children from all parts of Texas. We do not merely open the gates for free admission, but we issue invitations and send complimentary tickets to all school children and teachers who request them. We have found that the children feel a keener interest in attending if they have a ticket of admission. In spite of the free tickets distributed, parents and friends attended in such numbers that Children's Day furnishes a very satisfactory cash fund, and of course the returns from carnival shows, rides, and percentage concessions make it a good money day.

The day is well established, having been observed for a long period. Extra attractions are provided that appeal especially to children, such as fireworks, school drills, and a "Circus of Magic"

produced by the local Circle of Magicians. The usual reduction in price of admission to shows, rides, drinks, etc., has helped to make the day outstanding.

Negro Day Built Up

Monday of the second week we invite the Negro schools. You know, of course, that the Negroes and whites do not attend the same schools in our section, nor do they mingle very well in the restaurants, shows or rides. Our Negro Day grew out of a request by one of the Negro colleges for a football game to be played in the stadium during the fair period. Our second Monday being rather light, following Children's Day, the second Saturday, and the second Sunday—the three largest days of the Fair—we decided to give the Negroes the use of the stadium on that day. The result was so satisfactory, and they were so glad to continue the use of the stadium, that we agreed to designate the second Monday as Negro Day. It has become one of our biggest days. The local Negro Chamber of Commerce and the Negro churches have joined with us, and with their help, we have arranged parades, Queen's Pageant, Baby Parade, School Contests, etc., including the original college football game in the afternoon. Attendance has been between two local Negro high schools at night.

Attendance this year was 80,000, in spite of a light rain during most of the afternoon. Next year the committee promises there will be 100,000. That's a lot of colored folks in one group. They are good spenders, plan weeks ahead, saving their money for the occasion, and refuse to leave the grounds until they have spent it all. We were somewhat elated to find that they were orderly and easily handled during the first years of Negro Day activity, but now we have learned to expect the opposite probably less difficulty in handling the crowds on Negro Day than on any day of the fair.

Keys on Opening Day

Opening Day was always a big problem with us. It was largely a day of finishing work on exhibits—last-minute preparation—and attendance was light. We felt that this was a day that should be improved. The idea being that a good crowd on opening day would be the best publicity we could get. In 1927 we put on a sale of Opening Day Keys, using a small enameled pin in the shape of a key, the implication being that this key would open the gates to the grounds. The keys sold at 50 cents and were good for admission at will on opening day, and gradually we added other privileges for key purchasers. We gave them free admission to an afternoon high school football game, free admission to the Queen's Pageant, and an automobile to the holder of a key bearing the lucky number. The first year we sold 10,000 keys, and this year's sale reached a total of 40,000. We issued a bulletin to all exhibitors and concessionaires, telling of the plan and warned that everything was to be sold at reduced prices on Opening Day. No work could be carried on after that hour. An inspection would be made, and any exhibit not finished would be curtailed with canvas and closed for the day.

We had the full co-operation of everyone, and opening day began to pick up. It is now one of our best. All shows and rides give the holders of keys half-price admission, and they do capacity business. Word goes out that the fair opened with a bang, everything in place and the grounds filled with people. We have found that this early publicity stimulates attendance during the entire period. The Junior Chamber of Commerce offered to take over the sale of keys, and they have done a fine job. The entire membership worked hard selling keys on the street corners, thru stores and factories on the streetcars and buses, put them on sale in all bank windows and public utility offices.

It's hard to escape buying a key before opening day of the fair with these boys on the job. The Queen's Pageant is a feature of opening day. Queens are selected at various celebrations held throughout the year in all sections of the State. They are all invited to attend the final contest on opening day, when the Queen of Queens will be chosen. The visiting girls are entertained by local groups at dinner, dances, etc., and the one selected as Queen is given a trip to Hollywood and a screen test. This year we had 50 contestants, all from counties other than Dallas. No one is allowed to enter representing Dallas County, to preclude any suggestion of favoritism. The contest is

handled by a member of our Junior Board of Directors.

Groups Stimulate Gate

A most interesting feature this year, not in the nature of a special day promotion, but of vital interest to fair visitors, was a visit of the Second Division of the United States Army from San Antonio. This completely motorized unit, the pride of the Army, and a most colorful outfit with 5,000 men and 100 planes, anti-aircraft, guns, trench mortars, hospital trucks, and field kitchen on wheels, visited our fair for two days, making a parade over the grounds, and leaving all trucks, guns, and equipment stationed over the grounds for public inspection. It aroused patriotic enthusiasm, created a world of interest, and gave our visitors an opportunity to see a part of what is being accomplished toward national defense. The visit of this unit paved the way for American Legion and Patriotic Days which followed immediately.

Another day that proved of great interest and educational value was that devoted to the chemurgic groups, Texas' natural resources and mild climate make it a perfect field for this research program, and much is being accomplished to turn waste products into valuable materials. A mill has been established in East Texas and is now in operation making newspaper paper from slash pine and waste from the sawmills. Another is manufacturing starch from sweet potatoes, oils, cellulose, plastics, etc. Every farmer and inventor who is vitally interested in this program, and attendance at the chemurgic section of the General Exhibits Building was invariably good.

Woodmen of the World has become a big event at our fairs. Drill teams from every part of Texas walk through the year for the State Fair Drill Contest held on that day. All teams in uniform are given free admission to the grounds, as well as bands, drum and bugle corps, and other groups actually taking part in the drills. There were 20 camps represented and a good group of followers accompanied each team. We plan to extend the activity of this day by including other lodges and making it a Fraternal Day.

In addition to the days mentioned there are many other ones, each bringing in one particular group of people. They represent States, counties, sections, clubs, schools, and many other organizations. The purpose, of course, is to stimulate attendance and help to make the fair a success. We believe a little time, money, and effort spent in helping to interest these groups in attending the fair in a body, designating the day of their visit as their special day, giving it a place on the calendar, and publicizing each program as much as possible the best way of making people feel that they are a part of the fair. It gives them a greater interest and brings to the fair more visitors.

The total attendance of our fair this year was 1,016,427. Special Day groups, we feel sure, formed a good part of this total.

N. Y. WORLD'S FAIR

(Continued from page 44)

not in itself prove that the admission fee is right. Perhaps it is too low, also that isn't likely—you fairmen are too shrewd. If it is too high you must be keeping people away without your being aware of it.

Once the gate charge has proved as nearly perfect as you could want it, it follows that you cannot tamper with it without suffering somewhere else. Bargain tickets sold in advance to furnish "enabling" funds does not enter this equation. This is financial promotion. But bargain tickets salable during the week of the fair is not clever practice. Perhaps some fairmen think otherwise and have proved it. It will make an interesting reversal of the theory of a layman. Once attendance has been built up, why tamper with promotional bargains that tend to reduce net gains? The idea after the build-up is to hold the fair-going population and increasing it thru the normal channels—as, for instance, thru developing participation by the youngest generations. There are examples of "reducing excursions" that are not direct but yet very effective. It is the effect of money on the inside for what is paid on the outside. It has been done. And it can be done.

That in one word—the gate—is what I learned from the New York World's Fair. Even bad poetry cannot destroy the inevitable truth:

Hope the gate and you'll get late;
Make it cheap and you'll reap.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by SAM ABBOTT—Communications to 1564 Broadway, New York

Merchandise Users Confident '41 Will Surpass All Records

Big cash garnered in 1940 because of presidential election, but defense money flowing over nation points to greater profits during the new year

NEW YORK, Dec. 28.—Prize users, novelty workers, and badgeboard men are anticipating a bigger and better 1941. With the closing of 1940 came reports that many of those in the trade had garnered a good bit of change because of the presidential campaign and the defense program. All seemed optimistic over the 1941 outlook. While the defense program is yet to get into full swing, training camp workers are busy. Construction crews furnish the most of the income at present. Advantage of working this type of business is that practically all items are popular. Many of the training camp workers, especially those in camps where the soldiers have arrived for the better training, are getting folding money with patriotic items, such as pillow tops, compact with military insignias, and wallets with embossed flags.

Badgeboard Men Lead

Perhaps the outstanding trading of the year was done by badgeboard workers, who reaped a huge cash harvest with the presidential novelties and buttons. In campaigns since 1912, political buttons had failed to bring large income to workers. This year conditions took a sensational turn for the better and designers rallied to the cause by offering items that had instant eye and sales appeal. Comic buttons proved big numbers and were especially popular.

The second terms of the New York and San Francisco fairs also added to the demand for novelties and souvenirs. The Trylon and Perisphere symbol was to be seen in nearly every corner of the nation.

Better Mds. Trend

Concessionaires at fairs reported a definite trend toward better merchandise. Cocktail and luncheon sets, decanters, and comb and mirror sets had one of their biggest years. Clocks, always consistent money-makers, are believed to have set records that will be difficult to topple in 1941. However, new electric designs were introduced late in the year and they are expected to exert great influence in shattering sales tabulations of 1940.

With the registration of civilians for the draft, identification items put identification and key chain workers in the limelight. Again the manufacturers came to the aid of those selling the lines, and items that had eye-appeal as well as serviceability cornered much coin. Key chains with a replica of the State automobile license also claimed a spot in the list of money-makers.

The defense program has started the wheels of industry humming and camp pay rolls as well as those of camp towns have been increased, pointing to a bigger and better year in 1941 for merchandise workers.

New Jersey Boom Ups Salesboard Demand at Plants

TRENTON, N. J., Dec. 28.—Gains in industry, agriculture, and other fields are creating a boom for prize users, especially salesboard operators who work factories. It was learned today. Indications are that demand for items offered on salesboards will increase as New Jersey adds more factories to its fast growing list. During the past 30 months, 2,018 new industrial buildings, with value of nearly \$24,000,000, have been constructed, and 2,944 new industries have started in the State, a report by R. C. Maddux, managing director of the New Jersey Council, to Governor A. Harry Moore revealed.

Firms have begun or expanded operations in New Brunswick, Hoboken, Belle-

One-Minute Photographers Busy In Vicinity of Training Camps

NEW YORK, Dec. 28.—One-minute photographers are reaping a harvest of cash in the vicinity of training camps, as are souvenir and novelty workers. Soldiers and camp construction workers are buying photos of themselves and other items to send to the folks back home.

According to the Hensom Camera Company, many one-minute men, realizing the profits to be made in this field, have set up their tripods and cameras in the vicinity of camps. With wages running into big figures, those in the trade are getting their share of the money. Pictures are taken and delivered in about a minute in the new patriotic folder that fits in this type of work with camp life. Men who had anticipated a gloomy and profitless season in the South have hopped on the band wagon and are said to be earning a pretty penny for themselves.

Texas Boom

Things are booming in Texas, where millions are being spent for defense. In Corpus Christi a new \$25,000,000 naval air base is under construction. At Freeport, 50 miles from Galveston on the Gulf of Mexico, the population jumped from 3,100 to 7,500 in 90 days because of work being done there. Houston is

ville, Paterson, Hillside, Kenville, Rahway, Bayreville, Jersey City, Neptune, Flemington, South Millville, Newark, Wallington, Piscataway Township, Linden, and Edgewater.

Maddux estimated the annual output of New Jersey farms has been maintained at a level of about \$100,000,000.

reported to have more building per capita than any city in the country. In addition to this, Ellington Field, a flying field established during the World War, is being improved at a cost of \$2,000,000. Randolph Field, near San Antonio, is also getting costly improvements.

In Freeport the one-minute men are doing business on a large scale. The new photos in the patriotic frames and folders are especially popular with the carpenters and other workmen called in for the jobs. Better prices are being obtained, and the boys report that never before have they seen such volume.

Profits Flowing

Profits are also flowing for demonstrators who have the new Vitex-Glass Knife and juicer. The knife cuts, peels, and slices all kinds of food and is finished in three colors—sapphire blue, shell pink, and rock crystal. This stainless, sanitary, and durable item comes individually boxed. The juicer and cover is rust and tarnish proof and is easily cleaned. A selling feature is that it extracts and strains juices and leaves no metallic taste.

Workers are also finding wide demand for the new sea shell brooch with name in raised color-coded letters. Brooches are assembled in about 30 seconds, and workers find that soldiers and construction crews are ready buyers of the item.

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.

Fourth Corps Area

(North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana)

ACTIVITY	POST OFFICE	FREIGHT OFFICE
Augusta Arsenal.....	Augusta, Ga.....	Augusta, Ga.
Barkdale Field.....	Shreveport, La.....	Barkdale Field, La.
Port Barrancas.....	Port Barrancas, Fla.....	Pensacola, Fla.
Camp Beauregard.....	Alexandria, La.....	Alexandria, La.
Port Benning.....	Port Benning, Ga.....	Port Benning, Ga.
Camp Blanding.....	Camp Blanding, Fla.....	Port Bragg, N. C.
Port Bragg.....	Port Bragg, N. C.....	Port Bragg, N. C.
Chapman Field.....	Miami.....	Miami
Charleston Ordnance Depot.....	North Charleston, S. C.....	Charleston, S. C.
Port Clinch.....	Annella Island, County of Nassau, Fla.....	Fernandina, Fla.
Port Dade.....	Port Dade, Fla.....	Tampa, Fla.
Port DeSoto.....	Pensacola, Fla.....	Pensacola, Fla.
Dorr Field.....	Arcadia, Fla.....	Arcadia, Fla.
Higin Field.....	Valparaiso, Fla.....	Greatview, Fla.
Jackson Barracks.....	New Orleans.....	New Orleans
Camp Jackson.....	Camp Jackson, S. C.....	Hopkins, S. C.
Key West Barracks.....	Key West, Fla.....	Key West, Fla.
Municipal Airport.....	Jacksonville, Fla.....	Jacksonville, Fla.
Lawson Field.....	Port Benning, Ga.....	Port Benning, Ga.
Maxwell Field.....	Montgomery, Ala.....	Montgomery, Ala.
Port McClellan.....	Anniston, Ala.....	Anniston, Ala.
Port McPherson.....	Port McPherson, Ga.....	Port McPherson, Ga.
Port McRae.....	Port McPherson, Ga.....	Pensacola, Fla.
Moreno Field.....	Moreno Point, Fla.....	Moreno Point, Fla.
Port Moultrie.....	Moultrieville, S. C.....	Charleston, S. C.
Port Morgan.....	Port Morgan, Ala.....	Foley, Ala.
New Orleans Quartermaster Depot.....	New Orleans.....	New Orleans
Port Oglethorpe.....	Port Oglethorpe, Ga.....	Port Oglethorpe, Ga.
Pensacola Military Reservation.....	Pensacola, Fla.....	Pensacola, Fla.
Port Pickens.....	Port Barrancas, Fla.....	Pensacola, Fla.
Pope Field.....	Port Bragg, N. C.....	Port Bragg, N. C.
Henry J. Reilly Field.....	Port McClellan, Anniston, Ala.....	Anniston, Ala.
Port Screven.....	Port Screven, Ga.....	Port Screven, Ga.
Camp Shelby.....	Hattiesburg, Miss.....	Hattiesburg, Miss.
Southeast Air Base.....	Tampa, Fla.....	Tampa, Fla.
Port Sumter.....	Moultrieville, S. C.....	Charleston, S. C.
Port Taylor.....	Key West, Fla.....	Key West, Fla.
Municipal Airport.....	Tuscaloosa, Ala.....	Tuscaloosa, Ala.



By JOHN CARY

REV. LUCIAN J. ARRELL of St. Boniface Church, Ledgerwood, N. D., was kind enough to forward the writer a copy of an editorial that recently appeared in *The Ledgerwood Monitor*. We are reproducing the editorial in this column because we think it of interest to bingo operators:

Inconsistencies

"Inconsistencies in government policies are not infrequent. And one of the most glaring of such is the policy of the government against lotteries.

"The post office department keeps an eagle eye on everything which might be even remotely associated with the principle of lottery. United States mails cannot be used to carry sweepstakes tickets, newspapers may not print the names of lottery winners, persons who operate lotteries in this country are subject to fines and imprisonment.

"Thus has Congress ruled upon the lottery.

"And yet the same Congress decrees that lottery shall determine who shall be drafted into the military service of the United States. It uses lottery to take human life and bars the use of lottery in financial channels.

"Which is more important, life or wealth?

"We are thoroughly in accord with all efforts to prevent crooked lotteries. But public officials who ban lotteries are merely shutting their eyes to one of the prime instincts of man—the desire to take a chance.

"Life itself is a gamble from beginning to end. Every form of business endeavor, all agricultural endeavor is a gamble. There are so many elements beyond the control of man which affect life that it could not be otherwise.

"And so, when newspapers carried (See BINGO BUSINESS on page 58)

A Column for OPERATORS & DISTRIBUTORS OF SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

DEALS

By BEN SMITH

Well, here we are at the beginning of a new year, a year which we hope will go out as auspiciously as it has started. One of direct involvement abroad and with business booming. It should be a good year for operators. Loose change is again burning holes in John Public's purse—the tremendous Christmas sales figures are graphic proof of that—and the boys should be able to rake in their share of the do-re-mi. And to make (See DEALS on opposite page)

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.



WORLD'S FAIR VIEWERS
Complete with film. Large quantity on hand! Immediate delivery. Nations' cleaning set. Selling like Wild Fire. NOW CAN BE RETAILED AT 25¢ EACH.
DOZEN \$1.75 **GROSS \$18.00**
Sample Priced 25¢

BENGOR PRODUCTS CO.
878 BROADWAY, NEW YORK, N. Y.



NEW NOVELTY "HOUSE BROKE PETE" IS SENSATIONAL SELLER
Catalog 402 of 684 pages of quality merchandise listed for premiums, prizes and awards, decorations on all request. Mention your business. We do not sell retail. Prices list 25¢ cash. 25% discount on C. O. D.
No. B31V16—Per Doz. \$9.75. Per Gr. \$42.00. 2 Samples Postpaid for **\$1.00**

JOSEPH HUGH COMPANY
"The World's Bargain House"
217 & 223 W. MADISON ST., CHICAGO, ILL.



Time Boat
Bingo and salesboard operators and other prize users are finding big demand for Time Boat, a new pendulum clock. Howard Clock Corp. reports. It has a solid wood hull with walls of warp-proof grained and finished veneer, and is 21 inches from bowpost to stem and 17 inches high. The nautical hardware as well as bezel and spokes on the clock are triple chrome plated and the four-inch dial has easy-to-read numerals. The famous Howard electric movement is used. It operates on 110-120 volt 60-cycle AC current and comes equipped with underwriters approved cord. Weight is 4 1/2 pounds when packed in individual cartons for shipping. Special low prices are offered to introduce the item, the firm reports.

by G. Hingo and salesboard operators who want special merchandise for prize awards are finding the item right up their alley. New low prices allow a good margin of profit, the firm reports.

Toiletries
According to William A. Woodbury, Inc., the new de luxe packaged line recently issued by the company is proving one of the most popular on the market. It is said to be earning a good profit for demonstrators, coupon workers and canvassers. Four new sure-fire deals were recently announced. Dispersible material is available on the new face powders, creams, lipsticks, rouge, and perfumes. With workers now planning for 1941, large shipments of toiletries and cosmetics are being made. Prices allow a good margin of profit, and shipments are made promptly, the firm adds.

Sea Shell Brooch
J. A. Whyte & Son report that the new sea shell brooch with name in raised coral-colored letters shows promise of being among the top cash-getters of the season. Brooch comes attached to printed card. It takes about 30 seconds to assemble. Demonstrators, wire jewelry workers, novelty, and souvenir workers, and badgeboard men have proclaimed it one of the most promising items released recently. Orders are shipped within an hour, the firm reports, and special prices are offered those in the trade.

Signs
Sparkling signs is a line that has stepped into the limelight during the past few weeks and shows indications of being a top money-maker. Gem Sign Company reports. Agents are garnering good returns with the line in nearly every section of the nation. A large assortment with novel illustrations is offered. Stores, taverns, gas stations, and similar spots are prospects for the line. Prices allow opportunity to earn a good margin of profit, the firm reports.



HOT WATER with SPEED KING
MAGIC DISC Works on Any Electric Light Socket
MILLIONS of homes, stores and offices everywhere need SPEED KING—the new, amazing Water Heater—that heats water boiling so fast it takes your breath away. No usual No waste of time or fuel! Just a simple "plug-in" at any 110-volt light socket—and presto... just the amount of hot water you need for washing, for dishes, for shaving. CHEAPER because you don't have to heat gallons when you need only a few quarts. FASTER because the intense electric heat goes directly into the water. Boils fast on a 60-second demonstration. Retail in size—fits the pocket, easy to carry. Anyone can add it. Everyone wants it!

SAMPLES FOR AGENTS
I WANT you to know the almost uncanny heating action of this speedy water-heating invention. Write quick for my sample offer—a postcard will do. Get an actual sample SPEED KING for making demonstrations. You can make plenty of cash as my agent. HURRY! Big orders starting now. SPEED KING solves the hot water problem when faucets shut down. Act quick and I'll show you how to make the fastest money of your life, now. Send No Money!—Just your Name.
Address: L.B. Patterson, Pres., NU-WAY MFG. COMPANY, Dept. 431, Walnut Building, DES MOINES, IOWA

TIME IS SHORT! UNTIL NEW YEAR'S EVE WRITE OR WIRE YOUR ORDER NOW

No.	DESCRIPTION	Per Gr.
BN004	Father Blowouts, 15 in.	\$.85
BN610	Long Blowouts, 20 in.	1.20
BN728	Cardboard Horns, 8 in.	.75
BN828	Mini. Inflated Sheep Heads.	1.00
BN1832	Mini. Metallic Paper Hats.	1.00
The Following Are American Made!		
BN828	Full Size Tissue Hats.	1.00
BN752	Extra Fancy Metallic Hats.	4.50
BN728	Metallic Hats, 1/2 Size	8.00
BN728	Metallic Hats, Full Size	10.00
BN4207	Colored Cardboard Horns, 7 1/2 in.	1.75
BN4219	Metallic Shaker Horns, 8 in.	2.50
BN101	Brightly Colored Metallic Noise Maker Assortment, Large Size	4.50
BN006	Berandino, Per 1000	1.20
BN001	Quality Confetti, Per 100 Pags.	1.30
BN824	Colored Balloons, 7 in. size	.60
BN828	Alphab. Balloons, 3 1/2 in.	.95
BN608	Party Hat, Balloons	1.60

LEVIN BROTHERS
TERRE HAUTE, INDIANA 25% Deposit Required With All C. O. D. Orders

NEW ITEM

On January 16, in this Magazine, we will announce a SENSATIONAL NEW ITEM! Nothing like it ever before! Tremendous appeal! Irresistible novelty! Fast and big profits for you! This is really something SPECIAL! For advance details write . . .

EVANS NOVELTY
800 Washington, CHICAGO

Extra Value! \$2.25 EACH
5 for \$10.50

No. BR 9583—Ladies' Bracelet Watch. Exquisitely styled 12 1/2 L. Chrome Case in assorted engraved designs with beautiful face enclosed in metal. Intricately engraved movements. March in attractive gift case. An amazing Big Value and warranted premium time. Have money NOW for ordering five Watches for \$10.50.

DEALERS, Write for Catalog.
ROHDE - SPENCER CO.
223 W. Madison St., Dept. "B", Chicago

NEW BLACK LIGHT ELECTRIC EYE
FREE BURGALAR ALARM
SEND your name—no money needed—for free facts about the sensational new Black Light Electric Eye. RAY-ALARM—the first electric eye at a low price. Tremendous national publicity has resulted from the fact that this eye is used in homes as a burglar alarm and in gas stations and stores as a smoke, fire and gas detector. It is also used in homes, schools and business demonstration and magical performance. If you see our ad, don't lose a minute. This is the biggest opportunity in your life. Send your order to RAY-ALARM, Dept. R-421, 225 Fifth St., Des Moines, Iowa.

Radio Clock
An item that is doing well for prize users is the new Sentinel, combination radio and electric clock. D. A. Pachter Company reports. Combo gives marvelous performance as a radio and 24-hour service as a timekeeper. Super-heterodyne circuit of five tubes has a built-in aerial and external aerial connections, giving seven-tube performance on five. It employs new dual-purpose tubes, and tunes 535 to 1,730 kilocycles, covering the standard broadcast band. Has high output audio system with dynamic speaker, and provides fine tonal quality along with ample volume. The clock is a Hammond synchronous movement and operates independently of the receiver on AC current. Cabinet features a large illuminated dial for simplified tuning. Set measures 14 by 7 1/2

DEALS
(Continued from opposite page)
things roster operators are now quite convinced that, if an item has consumer appeal, practically every type of deal will move, whether the take is large or small. Regular deals, both on small and large cards, the one-shot and two-shot and the legit deals, should all pay good dividends in 1941, and with a greater variety of deals played there should be less trouble finding suitable merchandise to work.

On the whole 1940 paid out for most everyone, especially for operators who hopped the band wagon on the Dunhill Silent Flame Vell Dancer earlier in the year. Outside of this item there was one outstanding new salesboard number introduced, but a larger selection of merchandise available did much to make up for that. What 1941 holds in store no one really knows. However, we are fairly safe in assuming that this year will also have its items which will click for big coin on a card or board. Every year has seen one or more such items introduced and this year should be no exception.

There usually is a bit of a lull right after the first of the year, but the appeal of the salescard is such that it will not be long before deals are moving briskly again and the boys are on the way to building a new stake. That's what makes this business so sweet. An operator need never be idle for any great length of time. If he is not lazy, is not afraid to make cold turkey solicitations, and is willing to pound pavements looking for locations, he can keep busy 12 months of the year with something concrete in the way of cash to show for his efforts.

It is this prospect of continued employment, in addition to low investment requirements and the opportunity to cash in heavily when a click premium is received, which has kept operator ranks filled in the past and will keep this business flourishing in the future.

HAPPY LANDING AND A HAPPY NEW YEAR.

IN 1941—MAKE THE BIG SHURE CATALOG YOUR BUYING GUIDE!
BETTER VALUES FOR LESS MONEY—OUR POLICY FOR OVER 50 YEARS.
IF YOU HAVEN'T A COPY OF OUR LATEST CATALOG, WRITE FOR ONE NOW. Established 1888. **N. SHURE CO.** 200 West Adams St. CHICAGO

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.

WE CARRY EVERYTHING
For Wagon Jobbers, House Canvassers, Premium and Salesboard Operators. BIG PROFITS in Drug Items, Extracts, Lotions, Notions, Carded Goods, Knife, Pen Deals, Sideline Merchandise. Write for Catalog.
SCOOPI CHAMOIS SKIN Full Size (60-cents). A REAL VALUE at 40¢ Each. Dozen . . . \$4.50
★ PATRIOTIC BANNERS METAL FLAG LABEL BUTTONS, 100 for 95¢. (Include Postage Deposit.)
CHAMPION SPECIALTY CO., 814-M Central St., Kansas City, Mo.

BINGO GAMES AND SUPPLIES CARNIVAL SUPPLIES PREMIUM NOISEMAKERS HATS BALLOONS WRITE FOR OUR NEW NO. 50 CATALOG BE SURE AND MENTION YOUR LINE OF BUSINESS
1006 BROADWAY KANSAS CITY, MO.

Sunbrook Show in Favorable Start at Minneapolis Stand

MINNEAPOLIS, Dec. 28.—Larry Sunbrook's Wild West Rodeo & Hollywood Thrill Circus opened its eight-day engagement here on Christmas night to business, which increased to four quarters of a full house Thursday and a full house last night. Stand ends January 1. Show caught on rapidly and local papers have given good co-operation. The Minneapolis Times-Tribune carrying two front-page features.

Brownie Rogers, 54-pound midget, was thrown from a buffalo which he was riding bareback at the opening performance and seriously injured when his head struck a wood prop in the arena. He sustained a possible basal skull fracture and broken leg. At Swedish Hospital his condition was reported as fair.

ROUTES

(Continued on page 25)

Georges & Jo Ann (Holland) Cleveland, h.
Greaves & Alma (Cocoanut Grove) Los Angeles, h.
Geraldine & Joe (Gay White Way) NYC, no.
Grazia, The (Temple Rochester, N. Y.), t.
Graham, Louisa (Columbia) Chi., no.
Glover & LaMae (Benjamin Franklin) Phila., h.
Gordon, Jean (Wired) NYC, re.
Gordon, Vera (Lobby) Zoro, Mexico, c.
Grant, Bobby (Top Hat Lounge) Shreveport, La., t.
Graham, Saul, & Co. (Colonial) Dayton, O., t.
Gray, Glida (Diamond Horseshoe) NYC, no.
Graves & Graham (Commodore) NYC, h.
Gray, Don (Café Fiddler) Cincinnati, no.
Gregory & Raymond (Shabert) Cincinnati, t.
Grey, Joan (Providence-Biltmore) Providence, R. I., h.

H
Haakon, Paul (Plaza) NYC, h.
Hadley Dancers (Bismarck) Chi., h.
Hadden, Jimmy (Club Bal) Miami, no.
Hale, Charlie (Red) (Winter Garden Casino) Williamsville, N. Y., no.
Hank, the Mule (B-Bar-H) Chi., re.
Harris, Augusta (Congress) Chi., h.
Harris, Claire & Shanson (La Ganga) NYC, no.
Harris & Shore (Gay White Way) NYC, no.
Harrison, Bette (Gay 90s) NYC, t.
Harrison & Fisher (Chicago) Chi., re.
Hartland, Dick (Corktown Tavern) Detroit, no.
Hayworth, Seabea, Revue (Carolina) Rocky Mount, N. C., t.
Hedden, J. (Fayetteville) Jan., t.
Hedden, J. (Carolina) Wilson 2, (State) St. Paul 3; (Carolina) Asheville 4; (Carolina) Goldsboro 5.
Hedley Twins (St. Regis) NYC, h.
Healy & Evans (Chateau Frontenac) Quebec, h.
Helms & Donaldson (Evergreen Casino) Phila., no.
Hercules (Lyric) Indianapolis, t.
Hildegarde (Voyce Plaza) NYC, h.
Hillis, Marie (Chevy Rochester, N. Y.), t.
Hills, Lou (Tavern) Miami, no.
Hoffman, "Think-a-Drink" (State-Lake) Chi., t.
Hollingsworth, Buck, Hawaiians (Larry's New Yorker) Chi., no.
Hollis, Marie (Oriental) Chi., no.
Honey Family (State) NYC, no.
Houder, John (450) Chi., no.
Houston, Josephine (Plaza) NYC, h.
Hoyer, Wm., Dancer (Darling) (Harry's New Yorker) Chi., no.
Howard, Eddie (Village Barn) NYC, no.
Hyers, Frankie (Club 18) NYC, no.

I
Iles, Steven (Weylin) NYC, no.
Ik Spots (Michigan) Detroit, t.
International Casino Revue (Palace) Columbus, O., t.
Irma-gard & Alan (White) NYC, h.
Jackson & Nedra (600) Chi., no.
James & Anthony (Palumbo's) Phila., no.
Janney, Peter & Dancing (Royal) Colonial Newport, R. I., 31; (State) Baltimore, Jan. 2-4, t.
Jay, Ray (Fox & Hounds Grill) Quincy, Mass., t.
Jones, Virginia (600) Chi., no.
Jordan Trip (B-Bar-H) Chi., no.
Joseph, Jeanne (Princess) Newport, Ky., co.
Joy & Juanita (Primrose) Newport, Ky., co.
Joynt & Marvella (El Chino) NYC, no.
Julian Jewels, Five (Flatbush) Brooklyn 31.
Julian, Fred (Windsor) Bronx, New York, 2-4.
Julian, Don & Marjori (Rainbow Grill) NYC, re.
Juvilly, The (Chez Parce) Chi., no.

K
Karavasef, Simeon (Russian Kretchma) NYC, no.
Karyl, Iris, & Joe (Mt. Royal) Montreal, h.
Kay, Dolly (Harry's New Yorker) Chi., no.
Kay & Ray (Park) Phila., no.
Kaye, Irene (600) Chi., no.
Keller, Oreta (Algonquin) NYC, h.
Kerberman, Mini (Gay White Way) NYC, no.
Ketch, Eddie (Cincinnati) Cincinnati, no.
Kennedy, Rose Mary (Jack & Bob's) Trenton, N. J., no.
King, Charles (Gay) NYC, no.
King, Evelyn (Green Villa) Baltimore, no.
King, Carol (Gay White Way) NYC, no.

POLLY JENKINS

AND HER MUSICAL PLOWBOYS
Jan. 2-3, Kallet Theatre, Ettenville, N. Y.
For Dates and Terms: JOHN SINGER, Mayfair Building, 301 Seventh Ave., New York City.

Johnson, Peter (Gay Society) NYC, c.
Johnson, Patney (Club Nocturne) Atlantic City, no.
Johnson, Sid & Dancing (Royal) Colonial Newport, R. I., 31; (State) Baltimore, Jan. 2-4, t.
Joy, Ray (Fox & Hounds Grill) Quincy, Mass., t.
Jones, Virginia (600) Chi., no.
Jordan Trip (B-Bar-H) Chi., no.
Joseph, Jeanne (Princess) Newport, Ky., co.
Joy & Juanita (Primrose) Newport, Ky., co.
Joynt & Marvella (El Chino) NYC, no.
Julian Jewels, Five (Flatbush) Brooklyn 31.
Julian, Fred (Windsor) Bronx, New York, 2-4.
Julian, Don & Marjori (Rainbow Grill) NYC, re.
Juvilly, The (Chez Parce) Chi., no.

K
Karavasef, Simeon (Russian Kretchma) NYC, no.
Karyl, Iris, & Joe (Mt. Royal) Montreal, h.
Kay, Dolly (Harry's New Yorker) Chi., no.
Kay & Ray (Park) Phila., no.
Kaye, Irene (600) Chi., no.
Keller, Oreta (Algonquin) NYC, h.
Kerberman, Mini (Gay White Way) NYC, no.
Ketch, Eddie (Cincinnati) Cincinnati, no.
Kennedy, Rose Mary (Jack & Bob's) Trenton, N. J., no.
King, Charles (Gay) NYC, no.
King, Evelyn (Green Villa) Baltimore, no.
King, Carol (Gay White Way) NYC, no.

King, Carol (160th St.) Cleveland, t.
King Stars (Yacht Club) Phila., no.
Kohl & Deane (Casino Atlantico) Rio de Janeiro, no.
Korda, Nina (Fifth Ave.) NYC, h.
L
La Comparsa Dancers (La Ganga) NYC, no.
La Giannina (Gancho) NYC, no.
Laf, Mary, Adelaide (Silver Co.) La Salle, Ill., no.
Lamar, Lorraine (Café-Fiddler) Cincinnati, no.
Lamoni, Lee (Walton) Phila., h.
Lans, Elaine (Blue Cock) Phila., no.
Lans, Rose (Diamond Horseshoe) NYC, no.
Lans, Bonnie (La Ganga) Erie, Pa., no.
Lans, Frankie (Royal) Trenton, N. J., no.
Lans, George & Alton (Top Hat Union City, N. J.), no.
Lans, Rosemary (Michigan) Detroit, t.
Lans, Larry (Jack & Bob's) Trenton, N. J., no.
Lathrop Bros. & Virginia Lee (Palmer House) Chi., h.
Lee, Bob (Wired) NYC, re.
Lee, Helen (Kelly's) Cincinnati, no.
Lee, Jack & Jane (Columbus) NYC, no.
Lee, Ozzie Rose (Mike Todd's Theater Cafe) Chi., no.
Leeman, Eddie (Diamond Horseshoe) NYC, no.
Leeman, Ada, & All-American Old Band (Orpheum) Minneapolis, t.
Le Roy, Prof. (Capecharles) NYC, no.
Leida, Mona (Tower) Kansas City, Mo., t.
Leverenz, Clarence (Broad Lincoln) Columbus, O., h.
Lew, Jerry (Colonial) Dayton, O., t.
Lewis, Joe & (Chez Parce) Chi., no.
Lewis, Rodney (Cassidy's Tavern) Phila., no.
Lewis, Meade (Gate Society) NYC, no.
Lewis, George (Café Fiddler) Cincinnati, no.
Lewis, Ralph (Little Rialto) Phila., no.
Lewis, H. Kay, & Hollywood Varieties (Houston, Tex., Jan. 1-18)
Lewis, Radio (New Playwrights) Buffalo, N. Y., t.
Lit, Bernie (Green Villa) Baltimore, no.
Litt, Angela (Kelly's) Cincinnati, no.
Litt, & Will (Managers) NYC, no.
Loomis, Maxine (Club 18) NYC, no.
Loose Nuts, Three (Jack & Bob's) Trenton, N. J., no.
Lowe, Hite & Regan (Paramount) NYC, t.
Lowe, Hite & Stanley (Colonial) Dayton, O., t.
Lucas, Nick (Lyric) Indianapolis, t.
Ludwig, Sonny (Dorchester) Belle Vernon, Pa., no.
Lynn, Royce & Vanya (Michigan) Detroit, t.
Lynne, Don & Bette (Park Plaza) St. Louis, h.

M
McCabe, Sara Ann (Rosevelt) NYC, h.
McDonald & Ross (Harry's New Yorker) Chi., no.
McDonough, Betsy (Philadelphia) Phila., h.
McKay, DeLloyd (Kallher's Little Rialto) Phila., no.
McNally Sisters (Top Hat) Union City, N. J., no.
McNeil, Ernie (Village Nat Club) NYC, no.
Mack, Mae (Lobby House) Covington, Ky., no.
Maniera, Jayne (La Martinique) NYC, no.
Manly, Al (State) NYC, no.
Marzoo, The (Rose Bowl) Covington, Ky., no.
Marriane (El Chino) Pittsburgh, no.
Marion, Sid & Chit Hall (State-Lake) Chi., t.
Marlow, Great (Cinema) Chicago, t.
Marlow, Connie (Green Villa) Baltimore, no.
Marines, Six Singing (Netherlands Plaza) Cincinnati, h.
Merron, Lew "Suicide" (Silver Slipper) Louisville, no.
Merqui, Mexican (Hurley Theater) Tuscon, Ariz., Jan. 2-3; (City and) Albuquerque 4; (Beth Ann) Santa Fe 7; (Power and) Silver City 8.
Marshall, Jess (Keyhole Bar) Cincinnati, no.
Martin, Tommy (Lock-Gardner) Detroit, h.
Martinez, Helena (Carroll's) Phila., no.
Master Rose (Chez Ann) Buffalo, no.
Maurice & Kay (Lobby) Mexico, c.
Maxwell, Marvel (Oriental) Chi., t.
Maychelle, Bids (Harry's New Yorker) Chi., no.
Mayhoff, Eddie (Brevoort) NYC, h.
Mayhew, Joan (Hutchinson) Detroit, t.
Midnight in Miami Revue (Granby) Norfolk, Va., 31-Jan. 3; (Victory) Charleston, S. C., 6-7; (Colonial) Florence 8; (Elroy) Savannah, Ga., 11.
Miller, Marion (Gay White Way) NYC, no.
Minervitch Rascals (Copacabana) NYC, no.
Moffet, Adele (Copacabana) NYC, no.
Molina, Lisa (Havana-Madrid) NYC, no.
Moods, Theres (Cosentino) Chi., no.
Morales & Dell (Oriental) Chi., t.
Morley, Virginia (Brevoort) NYC, no.
Morton, Alvin (Minnel) Chi., no.
Murphy, Dean (Michigan) Detroit, t.

N
Na Pua (Lexington) NYC, h.
Natoma (Cat & Fiddle) Cincinnati, no.
Nedler, Bob (Waldorf-Astoria) NYC, h.
Nevada, Vicki (Meigs) Toledo, h.
New Orleans Quartet (Brevoort) NYC, h.
Nicholas Bros. (Paramount) NYC, no.
Nichols, Helen (103th St.) NYC, t.
Niles & Jo-Ann (Stamp's) Phila., c.
Nierstrom-Sisters (Continental) NYC, c.
Norton, Karyl (Chit Frontenac) Detroit, no.
Northside Mounties, Four (Olsen) Cincinnati, h.
Norton Sisters (Netherlands Plaza) Cincinnati, h.
Nonchalant (Palace) Cleveland, t.

O
O'Day, Darlene (B-Bar-H) Chi., re.
Oceanairs, The (Seaside) Atlantic City, h.
Ochman Twins (Hollender) Cleveland, h.
Olsen, Jimmy (Café Yuma) NYC, no.
O'Neill, Jimmy & Cecilia (Kelly's) Sigel, Ill., no.
Orr, Eddie (Casano's) Phila., no.
Ortiz, Rosita (Havana-Madrid) NYC, no.
Overman, Wally: Tulsa, Okla., Jan. 1-7.

P
Pact & Parker (Kelly's) Cincinnati, no.
Page, Sid (Lyric) Indianapolis, t.
Paine, Billy (Cocoanut Grove) Boston, no.
Paine, Helen (103th St.) NYC, t.
Paris, Frank (Palmer House) Chi., h.
Parker, Flay (803) Chi., no.
Parker, Fred (Park) Cincinnati, no.
Paulina, The (St. Morris) NYC, h.
Payne, Johnny (Baroque) NYC, re.
Peaches Sky Revue (Barrie Circus) Cleveland, no.
Pedro, Leo (183) Chi., no.
Pedro & Rafael (Half Moon) Steubenville, O., no.
Pelle, Bianca (Embassy Club) Phila., no.
Perry, Mildred (Primrose) Newport, Ky., co.
Peterson, Carlos (Music Hall) NYC, t.

N
Na Pua (Lexington) NYC, h.
Natoma (Cat & Fiddle) Cincinnati, no.
Nedler, Bob (Waldorf-Astoria) NYC, h.
Nevada, Vicki (Meigs) Toledo, h.
New Orleans Quartet (Brevoort) NYC, h.
Nicholas Bros. (Paramount) NYC, no.
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Pelle, Bianca (Embassy Club) Phila., no.
Perry, Mildred (Primrose) Newport, Ky., co.
Peterson, Carlos (Music Hall) NYC, t.

Pickett, Bob & Verna (Edgewater Beach) Chi., h.
Piper, Igor & Grace (La Martinique) NYC, no.
Polinsky, Natisa (Russian Kretchma) NYC, no.
Poni, Frank (Yacht Club) Phila., no.
Ponzi, "Soot" (Park Central) NYC, h.
Powell, Jack (Olympia) Miami, t.
Preston, Linda (Harry's New Yorker) Chi., no.
Prince, Jack (Cosentino's) Chi., no.

R
Rao, Jimmy (Brown) Louisville, h.
Rafferty, Tommy (103th St.) Cleveland, t.
Ramirez, Carlos (La Martinique) NYC, no.
Ramon, Virginia (Havana-Madrid) NYC, no.
Randal Sisters (Colonial) Dayton, O., t.
Rando, Barbara (Pinto's) NYC, no.
Ranquette (Cat & Fiddle) Cincinnati, no.
Ray & Margo (Happy Hour) Minneapolis, no.
Ray & Trent (Olympia) Miami, t.
Ray, Marcia (Gay White Way) NYC, no.
Reardon, George (Rohan Room) NYC, no.
Remor, Paul & Midgets (Michigan) Detroit, t.
Reyes, Hazel & Eva (Roney Plaza) Miami Beach, Fla., t.
Reynolds & White (Colonial) Dayton, O., t.
Richard Rockets (Capitol) Washington, D.C., t.
Richard, James (Brown) Louisville, h.
Richard, Jean (Lobby House) Dayton, Ky., no.
Riggs, Tommy, & Betty Lou (Shabert) Cincinnati, t.
Rita, Jean (Primrose) Newport, Ky., co.
Rosa, Louisa (La Ganga) NYC, no.
Ross, Milvira (Rainbow Room) NYC, no.
Rothman, A. (Mike Todd's) Theater Cafe Chi., no.
Rosen, Beverly (Olympia) Miami, t.
Robinson Twins (Hollywood) New Orleans, h.
Roca, Josephine (Palmer House) Dayton, t.
Rogers, Rod (Wired) NYC, re.
Rogers & Bevel (Idle Hour) Dayton, O., no.
Rolph Radio (Mike Todd's Theater Cafe) Phila., no.
Rooney, Pat (Diamond Horseshoe) NYC, no.
Rosebush Six (Cosentino's) Chi., no.
Rosenbaum, The (Hobby) Detroit, h.
Rova, Everett & Evelyn (Aviation) Hall, Que., no.
Rush, Ann (Lettimer Club) Phila., no.

S
Sabin & Rutherford (Mon Park) NYC, no.
Sailors, Three (State) NYC, t.
Sally, Fred & Oley (Beaton) Vancou-ver, B. C., t.
St. Clair & Durand (Mayfair) Boston, no.
Santora, Frances (Hobby) NYC, no.
Santora, Vera (Le Rihan Room) NYC, no.
Sartelle, Princea (Mogey's Club 18) Phila., no.
Saunders, Sandra (Rose Bowl) Covington, Ky., no.
Saunders & Jerry (Rodd's Beach) Selenese-ton, N. Y., no.
Schapp, Sid (16) Chi., no.
Schubert, Frances (Village) Chi., re.
Scott, Betty (El Pinto's) Phila., c.
Sedley, Roy (Jeff's) Miami, no.
Seidman, Sam & Gay (Pier) Earle) Phila., t.
Shaw, Gail (Stamp's) Phila., c.
Shayne, Betsy (600) Chi., no.
Shayne & Armstrong (Olsen) Cincinnati, h.
Shelton, Fred (Hobby) NYC, no.
Shelton, Gene (Palace) Cleveland, t.
Shelley, George (Chez Maurice) Montreal, h.
Sherman, Mickey (Rose Bowl) Covington, Ky., no.
Shelton, Ella (Sawcut Trail) NYC, no.
Shelton, Willie (El Hall) Chi., no.
Shryvels (Palace) Cleveland, t.
Siegel, Irving (Porter's) Mansfield, Wis., no.
Sikman, June (Brevoort) NYC, h.
Singer, Fred (Casano's) NYC, no.
Singing Marines & Blanche Bradley (Palace) Cleveland, t.
Slout, L. Verze & Theater Workshop: Port Clinton, O., Jan. 6; Alger 7; Bowling Green 8; Mendon 9; Wauson 10.
Smith, Margie (Cassidy's Tavern) Phila., no.
Smythe, Marie (Gay-White) NYC, no.
Spear, Harry (Lain Quarter) Boston, no.
Squires, Don (Rose Bowl) Covington, Ky., no.
Starnob, June (Oriental) Chi., no.
Starnob, Joe (Oriental) Chi., no.
Stearns, Lee (Tower) Kansas City, Mo., t.
Stetson, George (The Yax) Chi., no.
Stellar Twins (Hutchinson) NYC, no.
Stevens, Alvin (Café Yuma) NYC, no.
Stone, Gary (Palmer House) Chi., h.
Stone & Collins (State) NYC, t.
Storm, June (Ambassador West) Chi., no.
Stratford Trio (Club Chicago) Phila., no.
Streets of Paris Unit (State-Lake) Chi., t.
Sullivan, Lee (Club Charles) Baltimore, no.
Summer, Helen (Village) Chi., re.
Sylvia, Betty (Singapore Ladies) Hallandale, Fla., no.

T
Tamara (Chicago) Chi., t.
Tatum, Art (Gate Society) NYC, no.
Ted Sisters (Royal Palm) Miami, no.
Tempos, Three: Jamestown, N. Y.
Terrible Burdes, The (Old Nicky Inn) Chi., re.
Tharpe, Sister Rosetta (Gate Society) NYC, no.
Titta (Fay's) Phila., t.
Tito (103th St.) Cleveland, t.
Tivoli (Brevoort) Phila., Newport, Ky., no.
Tommy, Sid (Club 18) NYC, no.
Torre, Alberto (Palace) Cleveland, t.
Towns, Julian (Algonquin) NYC, h.
Troy, Alvin (Club Chicago) Phila., no.
Traban, Al (Burbert) Cincinnati, t.
Trout, Bob (Cat & Fiddle) Cincinnati, no.
Truzzi (Palace) Cleveland, t.
Truzzi (Chicago) Chi., no.

U
Ulmer, Jack (Dinty Moore's) Chi., no.
V
Vahl, Walter "Dare" (Chicago) Chi., t.
Vallea, Magician (Nova) North Vancouver, B. C., Jan. 1-7; (Regent) Vancouver 4; (103rd) Vancouver 5-8; (Rosen) New Westminster 10-11, t.
Valley & Lynne (Lounge) Easton, Pa., no.
Vance, Jerri (600) Chi., no.

V
Vahl, Walter "Dare" (Chicago) Chi., t.
Vallea, Magician (Nova) North Vancouver, B. C., Jan. 1-7; (Regent) Vancouver 4; (103rd) Vancouver 5-8; (Rosen) New Westminster 10-11, t.
Valley & Lynne (Lounge) Easton, Pa., no.
Vance, Jerri (600) Chi., no.

W
Waldron, Jack (Park Central) NYC, h.
Walker, George (Winter Garden Casino) Williamsville, N. Y., no.
Walker, Geo. (Baroque) NYC, re.
Walton, Ted & Gino (Fountain Square) Cincinnati, h.
Ward, Bill (Jack & Bob's) Trenton, N. J., no.
Ward, Frances (Edgewater Beach) Chi., h.
Whalen, Maurice & Betty (Lobby House) Covington, Ky., no.
Wheeler, Freddie (Algonquin) NYC, h.
White, Jerry (New Yorker) NYC, h.
White, Jack (18 Club) NYC, no.
White, Eddie (Cosentino's) Chi., no.
Wilder, Frances (Edgewater Beach) Chi., h.
Willie, West & McInty (Mike Todd's Theater Cafe) Chi., no.
Wilson, Jay (Torch Club) NYC, no.
Wolfe, Elmer (Park Central) NYC, h.
Woods & Bray (Nixon) Pittsburgh, c.
Wright, Will (West) Terre Haute, Ind., no.
Wyle, Larry (Stork Club) Phila., no.
Wye, Jr. Rose (Beverly Hills) Newport, Ky., co.

Y
Yart, Sonya (Bulfinch) NYC, h.
Yost, Ben, Quartet (Diamond Horseshoe) NYC, no.
Yost, Ben, Quartet (Diamond Horseshoe) NYC, no.
Yost, Ben, Quartet (Diamond Horseshoe) NYC, no.
Yvette (Draco) Chi., no.
Z
Zurke, Bob (Sherman) Chi., no.

Variety Six (Strand) NYC, t.
Vaughn, Grace (Brevoort) NYC, h.
Velasco, Vera (Witherill) Pittsburgh, N. Y., h.
Verdi, Elio (Dollars (Cosentino's) Chi., no.
Vincent, Rono (Hurricane) NYC, no.
Vocal Air, The (Pricedaily) NYC, h.
Volta, International (New Bedford) New Bedford, Mass., h.

W
Waldron, Jack (Park Central) NYC, h.
Walker, George (Winter Garden Casino) Williamsville, N. Y., no.
Walker, Geo. (Baroque) NYC, re.
Walton, Ted & Gino (Fountain Square) Cincinnati, h.
Ward, Bill (Jack & Bob's) Trenton, N. J., no.
Ward, Frances (Edgewater Beach) Chi., h.
Whalen, Maurice & Betty (Lobby House) Covington, Ky., no.
Wheeler, Freddie (Algonquin) NYC, h.
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Wright, Will (West) Terre Haute, Ind., no.
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Yart, Sonya (Bulfinch) NYC, h.
Yost, Ben, Quartet (Diamond Horseshoe) NYC, no.
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Yost, Ben, Quartet (Diamond Horseshoe) NYC, no.
Yvette (Draco) Chi., no.
Z
Zurke, Bob (Sherman) Chi., no.

Miscellaneous
McNally's Variety Show: Allenwood, N. J., 30-Jan. 4.
Ontario, Aerial: Columbus, Mo., 30-Jan. 4.
World's Fair: Hingham, La., 30-Jan. 4.
(Auditorium) Milwaukee 4-12.
Williams, Rust, Tent Show: Magnolia, N. C., 30-Jan. 4.

CARNIVAL
(Notes are for current week when no dates are given. In some instances possibly mailing points are listed.)
Anshue Am.: Dulles, Ga.
Bradley & Bradley: Midway, Ga.
Evangeline: Weymouth, La., Callum 5-11.
F. & P. Attrs.: Davis Station, S. C.
Fleeting: Nod City, Adol, Ga.
Hughey & Gentsch: Colfax, La.
Miller Amusements: Forest Hill, La., 30-Jan. 2.
Sorensen Bros.: Willacoochee, Ga.
Southern United: Hissonton, Tex., De Kalb 7-12.

CIRCUS
Hamid-Morton: (Arena) Cleveland, O., 25-Jan. 4.

ADDITIONAL ROUTES
(Received Too Late for Classification)
Beekner, Denny: (Anglesy Supper Club) Minneapolis 30-Jan. 4.
Bob & Babe: (Colonial Theater) Utica, N. Y., 29-Jan. 5.
Clemens, Curt & Rodeo Rangers: (Village Barn) NYC 30-Jan. 4.
Cortello's Hollywood Canine Mimic: (Flatbush Theater) NYC, 30-Jan. 4.
Coyt, Fred: (Bismarck Club) Lexington, Ky., 29-Jan. 4.
Daniel, R. A.: Meta, Mo., 30-Jan. 4.
Dunbar, Ed: (The Top Club) Montreal 30-Jan. 4.
Sheffield, Magician: (William Perry Hotel) Grand Haven, Mich., 30-Jan. 4.

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Concessions

Text of two addresses on the same subject delivered by superintendents of space at the 50th Anniversary Convention of the International Association of Fairs and Expositions in the Hotel Sherman, Chicago, on December 4, by

HARRY J. FROST
Minnesota State Fair

C. C. BAKER
Oklahoma State Fair

A few years ago at a meeting of the School in Fair Management sponsored by this association, a man by the name of John O. Kent then managing director of the Canadian National Exposition at Toronto, presented a paper entitled *Don'ts and Concessions*. Just a cub then in the business of selling concession space, I read that outstanding address. In the past 16 years I have reread it many times, and to me it has become a sort of creed.

When your secretary invited me to speak to you today on the subject of Concessions there seemed to be no better outline than Mr. Kent's code of ethics for the handling of concessions. There are 16 topics in the discussion, but to cover them all would take too much time, so I have picked out what, to me, are the most important and will try to discuss each of them.

The first one is—"Don't gouge the concessionaire." Fair officials often forget, in the heat of the moment, the real reason for having concessions on their grounds. Service and satisfaction to your patrons and a reasonable profit for the concessionaire are overlooked when the space rental price is set. The dollar sign is the measuring stick of the value of the concession to the fair. If you are tempted to raise your prices, or to accept an unusually high bid for some special privilege, look carefully into the facts. We have found that it pays to gain the confidence of certain operators to the extent of finding out what they have done over a period of, say, five years. If you can get that information and deduct from it such items as the price he pays—for space, his light bill, his road expense and hotel bill, also about 30 to 35 per cent for merchandise purchased—you can determine whether or not to like the price.

Another method is to correspond with other fairs having about the same total attendance and compare prices for similar concessions. A central office such as that proposed by Thomas H. Canfield and Ralph Henshull is still a paramount need. Uniformity in the matter of concession rates and space rental charges could be worked out in a set-up of this kind, and while local conditions alter some cases, it would be a great benefit to other fairs to know that either Minnesota is overcharging some people or some of you are undercharging them.

I believe you will see cash registers in all of our concessions some day. These cash registers will be owned by the fair and rented to the concessionaire at a small fee. Our cashier will handle all the money, the gross will be divided, with the small end to the fair and the large end to the concessionaire until it reaches a certain agreed figure, and then the gross will be divided equally until that day comes. Usage on your space rentals. Remember, concessionaires are just as human as you are, and in the end you and the consumer pay.

Another topic—"Don't blame him (the concessionaire) for all the sins committed on your grounds. Perhaps your rules are faulty or local conditions provocative of improper conduct." In almost every case where the concessionaire is blamed for all that had on our grounds our rules are wrong, our supervision is poor, or our general attitude toward the welfare of the patrons of our fair is extremely lackadaisical.

Again quoting Mr. Kent: "Don't forget that the public holds you responsible for happenings on your grounds. You cannot 'pass the buck' to the concessionaire." Buck-passing to the concessionaire is a great American fault among fair men. When the fair is over, the carnival is gone, and the concessionaire is at the next town, it is an easy out for some of us to say, "Why the dirty so and so, did he do that to you? Well, we will see that he doesn't get back here next year," etc. You're wrong. You're just as wrong as the man who committed the error; and a wise fair patron knows you are fair as begins. You should have every wrong concessionaire as to just what he can and cannot do, and you will run less chance of being called on to "pass the buck" afterward.

"Don't overload your grounds with competitive concessions." Things are

"The day of fairs is gone. They are a relic of a long gone past."

For more than a thousand years fair managers have heard these remarks. But as long as you secretaries plan and execute your fairs in a manner so ably described by the Supreme Court of Mr. Naah's Great State, Massachusetts, you can turn a deaf ear to those irritating words. In an opinion handed down in a lawsuit between a fair and one of its concessionaires the court said: "The great agricultural fairs of this nation, by their very nature, must mean and do mean 'All things to all people.'"

In making fairs mean "All things to all people" concessions play a vital part. Concessions are too numerous and complicated to be fully discussed in this short paper. So I shall deal with just a few fundamental principles that underlie all concession operations. When I finish, which will be in a very few minutes, the meeting will be thrown open for the discussion of any concession problem you might have. Within the collective experience of the people in this room is the answer to any problem involving any phase of the fair.

There are really only two reasons for having concessions at your fair. The first, and by far the most important, is to satisfy the needs and desires of the visiting public who pay admissions at your gate. The other reason is your income in second place because if you keep the best interests of the public in mind when planning and selling your concessions, you will find your income increasing year by year.

Your premium list is designed to mean "All things to all people," so is your entertainment program, even your selection of advertising media and the price range of your admissions. But I am afraid that many of us just sell our concessions.

Your concessions department should also mean "All things to all people." To do this, plan your concession sales on your ground maps. Spot each and every kind where you think it should be. Then sell fewer of each type of concession than the maps indicate you can sell. This will insure your concessionaires a profit that will bring them back year after year. In the long run you will profit also. If you overfill the concessionaire is forced to gouge your concessionaire to pay his privileges fee and to secure sufficient money to get out of town. It is your public that is getting hurt, not his. Next year he can go to a new stand while you must do business at the same old location year in and year out.

When he gouges the public, he also "burns up" the location he occupies, making it worth less the next year. All of you know that it takes years to build back a location once it has been "burned."

If you have a large turnover in operators of any concession, look out—the red flag is up. You have been charging too much or selling too many locations. Probably both.

Before signing a contract with any concessionaire investigate him as carefully as you would any man you were hiring for a responsible position on your

different today than they were 16 years ago. Competition has made specialists of the majority of our concessionaires. All of our concessions have improved in appearance, and businesslike methods are the prevailing practice. We should have a variety of concessions so that too many of the same kind are not placed in close proximity—or we are guilty of improper planning.

At Minnesota we have worked out this problem by the use of uniform, portable concession stands, which we own and rent to the concessionaire at a reasonable rental. We have 75 of these stands, ranging in size from 10'x12' to 16'x24'. We paint these stands each year, the canvas is all of one color and kept in good repair. The general uniform appearance adds much to the attractiveness of the grounds. From our traffic conditions, and from neighboring exhibits or attractions, we decide what size stand to put on each location, and then we sell the

staff. What is his character? What do other fairs say about him? He will have more contacts with the public than any man on your pay roll. If he is right the chances are his methods of operation will be also and he will build good will for you and your fair.

Have a clear and definite written contract with each concessionaire no matter how small a sum of money is involved. Be sure that both of you agree exactly on the items he is to sell, the size of his space, and his location. If you do these things thoroughly when selling the concessions—at fair time there will be very few infractions requiring your attention.

When an infraction of your laws, rules, or contract does occur, crack down on the offender quickly. The word soon gets around the grounds and further infractions by others are eliminated.

Live up to your side of the bargain just as scrupulously as you expect the concessionaire to do with his part. For example, when you sell the frozen custard exclusive, don't sell another for pineapple whip or frosted or frozen mints. Or when you sell one concession for a certain price to one operator, charge all other operators of the same concession the same price if their locations are of equal value. Friendship or sentiment should have no bearing on your price schedule.

All contracts are sacred. They are the pieces that men live by, not just pieces of paper with writing on them. Without their fulfillment life would soon become unlivable. When your concession contracts are not fulfilled in every detail, your income will soon dwindle. When the going gets tough in years of excessive rains there is a tendency on the part of some concessionaires to seek reductions in their rentals. Perhaps Mr. Coney, of Iowa, or Mr. Lee, of Minnesota, will tell us their experience with this sort of thing. I understand the dew was a little difficult to cope with at both their shows this year.

Don't compromise with the concessionaire. If he can't pay the balance he owes you, take his note for the balance. If he is the kind of concessionaire you want to be dealing with your public he will pay the note. When you compromise with him you are making another choice when the concessionaire goes down the circuit has to re-educate as to his obligations.

Insofar as concessions are concerned the desires of the public consist of two general types. First, the satisfaction of their physical needs and, second, their entertainment or pleasure. Since the public visits the fair primarily for fun and pleasure, let's glance at this type of concession.

Under this heading come games, photography, binoculars, novelties, etc. Down in Oklahoma the past two years we've had an Italian with a trained monkey and a hand organ. His concession is the best example of one that brings you income and really furnishes the public a lot of fun at practically no cost to them. He works anywhere on the grounds so long as he does not interfere with any other concession operations. This results in his use of locations that have no sale value otherwise. Within a moment after he starts to grind his organ a crowd of boys and girls, ranging in age from 10 to 60, gathers to watch the monkey. When the pennies fall that little fellow really goes into his act. I recommend the monkey as the biggest little attraction for any fair. Your publicity department can always make the front page with him.

Whether you have games or not is a question for you to decide in the light

space, both the rental of the stand. When the stands are all sold there is no more space available for lunch and refreshments. These uniform stands, limited in number, have done much to regulate too close competition.

Another important point is "Don't forget that you owe certain duties to the concessionaire after you get him on your grounds. He will pass on to the public just the same treatment you give him." Fair treatment to the concessionaire is just as important as fair treatment to the man who brings in a herd of cattle or half an acre of machinery. I have seen many fairs go the limit to make a herdman comfortable—water is handy, feed is right close, and his sleeping quarters are arranged for. Machinery exhibitors often get the best corners at reduced rentals. The same fairs make no effort to provide a water tap or a sewer for the dining hall or refreshment stand operator who is trying to do a good

of your customs, laws, etc. We have them. Their problems are so perplexing that I hope considerable time in the open forum to follow will be devoted to games and ways of improving them.

Concessions satisfying the physical needs of the visiting public consist in the main of food and drink stands. The old saying "The way to a man's heart is thru his stomach" has so well been changed to read, "The way to a man's purse is thru his stomach." Any salesman having a tough prospect to sell usually tries to wine and dine him first—a softening up from within, so to speak. In this softening-up process your food stands are all important.

After a family has seen all the livestock, machinery, and other exhibits they are tired and hungry. If they are charged an exorbitant price for a poor meal and a stiff drink, they will think your chances are of getting this family to enjoy the midway or your grandstand attraction and return the next year? The food operator making a circuit of fairs is the backbone of this department with most of us. He has less at stake in your community than the church or lodge groups or the local restaurant men operating on your grounds. So get the co-operation of your State and city health inspectors to assist you in the closest kind of supervision. See that no food stand has misleading signs and that prices are posted in plain view of all their customers.

Church or lodge groups offer you in addition to their excellent food a large amount of publicity. With all due apologies to these wonderful ladies, we must admit they will do a certain amount of talking, and it might just as well be about you, fair. One of our church groups has an advance sale of food tickets that can be exchanged for food at their stand on our grounds. This is about as effective in securing attendance as our own advance ticket sale, yet it costs us nothing. Then, too, when a mother gives her child one of these tickets on children's day—that child spends its cash on the midway, thereby increasing our income from that source.

Granting of wholesale privileges can have a very definite effect on the fair. Unless you throw the gates open to all comers at just a nominal admission fee, the fineness of an English diplomat is needed to retain the good will of the wholesalers wanting to serve you. Sale of an exclusive right to one automatically incurs the ill will of all the rest. The added income you can get from exclusive rights is worth taking out if you find the gates open will of the disappointed wholesaler and at the same time improve the quality of service and lower the cost to the concessionaire.

Even then you can get into trouble. Prior to 1930 we had three bread companies serving our fair. They suggested that one company have the exclusive right in 1930, another in 1940, and the third in 1941. In addition they would stage an elaborate educational display of their products. This looked like an answer to the bread problem for three years to come. Everything went fine in 1930 but, lo and behold, when we drove up to the gates on the opening Saturday this year—there was a picket line. The bakery having the 1940 fair had non-union truck drivers!

Monday afternoon, after 45,000 Oklahoma City school children were on the picket line moving a half mile west, stopping all street cars and taxicabs at that point. There in a forest of bewildered fairgoers another armistice was signed, this time in a streetcar instead of a railroad car. The picket lines were removed and transportation service resumed.

job of feeding people, your guests, under sanitary conditions.

Inspection is a matter that causes much grief on many fairsgrounds. You have health inspectors, milk inspectors, ice cream inspectors, dairy and food inspectors, factory inspectors, minimum wage inspectors, safety inspectors, and even the inspector of inspectors, and I am told that at some fairs concessionaires pay a fee to each inspector who comes around. A traveling concessionaire going from State to State, unfamiliar with the laws, is put on the spot.

Frankly, I do not know the remedy. At Minnesota, while we have too much inspection, no fee is charged, and while we have some complaints, it has not become a serious matter. Concessionaires tell me it is a serious matter at many fairs.

Electric service for modern appliances is more and more in demand, is often hard to get, and often installation is de-

laved until a day or two of the fair has gone by. No fair is entitled to make a long profit on the service rendered and the concessionaire after it has charged him a reasonable price for his space. In fact, concessionaires should be encouraged by nominal fees to use more light, more electric and gas appliances, and better sanitation equipment, all of which in the end go to make the grounds more attractive and enable the concessionaire to do a better job in serving his patrons.

Another point made by Mr. Kent, which will certainly bear repeating, is this: "Don't forget that concessionaires are the only points of contact between the majority of your patrons and your organization, and the public will judge you by their standard."

The average fair spends 15 to 20 per cent of its budget for entertainment in front of its grandstand—30 to 35 per cent of its customers see the grandstand show. Much thought and money are put into selling this grandstand show to the public, and the censorship is rigidly applied! Down on the carnival lot, where the other 65 per cent go for their entertainment, there is no censorship. Bawdy jokes, lewd cracks, and near nude productions go unchallenged! Is it any wonder that the PTAs, the Ministers' Alliances, and the Law Enforcement Leagues get after us? Mr. John Q. Public (at least the majority of him) forgets what he has read about our "educational features" and rates us by what he sees and hears on his actual visit. The effect of good exhibits, high-class publicity, and splendid entertainment is ruined by undesirable concessions. The radio and the public press have convinced most people that Barnum and his methods are dead and buried. Let them see peace. While it is highly desirable that we run our fairs for the benefit of those who come, and not according to the dictates of those who stay away, there is still room for improvement in the quality of attractions offered to this large percentage of our patrons.

"The festival or carnival spirit makes the public easy prey and you are under a distinct obligation to protect every one who comes thru the gate against extortion or unfair treatment." I might as well say here that the Minnesota State traveling carnival as to shows and rides. The various games and refreshment stands on the carnival midway are a separate deal, each one bearing a concession identification number just as do all others on our grounds. We have four permanent riding devices, independently operated. There are 75 lunch and refreshment stands, 25 dining halls large and small, 6 independent corn games, and about 20 independent wheels operating for merchandise, prizes only, and miscellaneous such as scales, guess your age, etc.

In our buildings we have various concessions, one refreshment stand in each, and several specialty stands. In all, a total of about 335 contracts. All games operate at a maximum of 10 cents. We do not permit "roll-downs," "add-'em-up" stores or games of skill. Fortune telling, phrenology, mindreading are on our blacklist. We do not make contracts with any character (magician, or newspaper solicitors) except those local farm papers and daily newspapers that have permanent exhibit buildings on our grounds. Each concession is an individual case so far as the operation of loud-speakers is concerned. We do not permit any dining hall or lunch stand to use a loud-speaker. We do allow corn games to use loud-speakers for calling numbers. No other games use loud-speakers. We have foregone considerable revenue from advertising over a public-address system on our grounds. On the other hand we hire such a system each year and use it only for police and physician's calls, cases of lost children, and for changes in our program on account of weather conditions, etc. On our carnival grounds we have never made any ruling regarding loud-speakers on show fronts, but in our opinion the pandemonium caused by the conflicting loud-speakers on show fronts is a distinct detriment to the comfort and enjoyment of carnival patrons and hence a detriment to gross revenues.

So the protection of the public against unfair treatment at the Minnesota State Fair is a big job—a job that requires the co-operation of all parties concerned, and by this co-operation and by the gradual weeding out of the non-co-operators we find each year less difficult than the one before.

Personally, I believe that we are improving. To stay in business the fair must give the people what they want. The new-fangled fair manager who has the pulse of the public in hand and more and more coming to realize that the custom-

ers want the same amusement inside the grounds that they are able to obtain on the outside. So we have 22 beer-stands and since we have had it there have been fewer arrests for drunkenness than there were before. We have games—because amusement-loving people want them, and with a 10-cent top we do not believe any one can lose very much. Some fairs have pari-mutual racing, and whether or not we are convinced of its value as a fair attraction, we must admit that people get a thrill out of it, and it stimulates interest in horse racing. We give away an automobile each day of our fair and we know that our customers favor it because hundreds of people have told us so, and our crowds have increased because of this feature. So we try to give the people what they want in such a way that they get the fullest enjoyment at least cost, all of which adds up to a larger attendance and a more successful fair.

If Mr. Kent were still with us, I am sure he would recognize that a tremendous amount of work and thought has been given since his time, about the relation of concessions to the fair program, and much has been accomplished.

I am reminded of a Minnesota story about a young Scandinavian couple who migrated to Northern Minnesota to take up a homestead claim. It was a rough piece of land, grown up to weeds, stumps, and underbrush, but by hard work and long hours Eric and Lena cleared a small patch for a crop, raised a pig and a cow, started to build a house, and were on the way toward the making of a home.

Other settlers came in and eventually a minister moved in to start a church. On his rounds he stopped where Eric was at work in the field and said to Eric, "Eric, you and Lena have a nice place here. You and Lena have worked hard, but I want to tell you, Eric, that you have a partner in this undertaking. God has helped you to get this place, Eric. God has been your partner in this venture."

Eric thought for a minute and then said, "Ya, mister, Lena and I worked hard, and we tank God for dis place but, mister, you should har seen it ven God had it alone."

Yes, we have improved. The percentage of honest, conscientious men and women engaged in concession work is as high as in any other department of the fair. Yes, we will continue to improve by closer cooperation, by better treatment, by better supervision, and by holding fast to the better things we have already accomplished.

Down East Goes In; 40-Week Tour Okeh

ERHARDT, E. C., Dec. 28.—Down East Attractions are in spacious quarters here after successfully ending a 40-week tour at Branchville, S. C. recently. Weather permitting, the Minstrel Show and about 10 concessions will remain out for a few weeks more, Rae Russell reported this week. Altho the early portion of the trek was hampered by inclement weather, the season proved satisfactory. Owner-Manager Silver Jackson is vacationing, but will return here about January 15, when building activities are scheduled to get under way. Shows will be enlarged and present plans call for organization to carry 6 rides, 5 shows, and about 25 concessions. A free-act policy will prevail and shows again will play only North and South Carolina.

Wallace Richards has completed his large photo gallery and is making a few still dates before returning to quarters. George Beardley, of the office staff, is vacationing in Miami. Numerous others left for the holidays but will be back about January 15. Quarters co-ordinator is in charge of Mr. and Mrs. Murphy Snack. Manager Jackson and Rae Russell spent Christmas Day with Mr. and Mrs. Wallace Richards.

WHEN OLD YEAR GOES

(Continued from page 25)
them double during their vaude engagements. There are even a couple of instances where those acts in a floorshow adaptable to radio will be offered radio work during their nitery engagement. The Chase Hotel, St. Louis, is an example of this situation.

IN OTHER words, the clearly defined lines between various variety-type fairs are crumbling, and the great majority of performers have to grab a bit of each type of work in order to make a living. . . . This situation requires a smarter, better type of performer—a performer who can

adapt himself to new conditions quicker, who often has to have ready two or three different types of routines and wardrobe, and who must have an increased acquaintanceship among bookers and agents. The days of the circuit route are over, and even the finest standard acts rarely can book ahead more than a few weeks.

This means a greater strain on the average performer. Too much of the time that he should be putting into the development of his talents goes, instead, to contacting agents, bookers, and employers. It's a bad situation; and there's no brilliant solution we can offer, either. It just means that it's tougher than ever to break into show business, and tougher than ever to make money in show business. And yet, somehow, somewhere, there are always talented performers who crash their way thru, who do what everybody thinks has become impossible, and who somehow work their way up right to the top.

THOSE fortunate ones win the admiration of the public and of most of their fellow-performers—and they also attract the usual derisive gibes, the sour stories, the bitter wisecracks of those who "knew them when" and who just can't get over it.

That's the show business—cruel and friendly, bitter and understanding, vicious and generous, nerve racking and wonderfully satisfying. It's a mess of contradictions. It gives some lucky people fame and fortune, and it exiles others to the bitterness and hollowness of lonely, cheap furnished rooms. A strange, fascinating business.

Paul Denis.

NEALAND OPUS

(Continued from page 28)

to remember three of the largest old-time tent shows—Charles Harrison's, Murphy's Comedians (Horace Murphy), Bob of Texas, and Baird & Wilson (Toby Wilson) from Oklahoma.

Warner Baxter broke in the business on Sport North's show. I was with North when Baxter left to go into pictures, and Baxter helped Ted North Jr. land his present movie contract. Jeanne Engels and Wallace Berry worked for the Dubinsky Brothers. Auiger Bros., Fun-tinella Stock, and Allen Bros. were all well-known shows. Wolford Stock Company, featuring Mamie Sheridan Wolford, the greatest acrobette of her day, I have been out of business four years; closed with Nell Helvey in Burlington, Ia., in June, 1935.

PEARLE WILSON (GOLDIE).

Springfield, O.

Walter Nealand did a good job on his story of the "10-20-30" repertoire shows. I tip my hat to him. I might add that before his time was the 10-20-30 company starring Little Nellie Free of Lexington, O., and managed by Neise Compton. She was related to the immortal "J. N." Free, who toured the world in big style.

About 1898 there was a dramatic company out of Cincinnati owned by Herman Blair, the then general manager of the Fleischmann Distillery & Yeast Company. It put on standard, high-class plays at 10-20-30-50, with some of the highest salaried actors and actresses taking the parts. I was in Blair's employ as publicity man and lecturer and finally manager of his Corbett-Pittsdimmons fight pictures. Later I became business manager of his New England Opera Company.

DOC WADELL.

REP RIPPLES

(Continued from page 28)

Tainya Lamour, May Fuller, Anne Harris, Dolly Gray, Mlle. Nolle Gagnie, Don Alvarado, and Josephine Canaris.

BILLY and AMY BOUGHTON are at their plantation home at Round Oak, Ga., after winding up the season with Baxter's Tent Show. Early in January the Boughtons begin work on a small tent which they expect to launch in April. . . . HAL CRIDER, late of the Billroy and Gene Austin tent shows, was a visitor at the desk early last week, while in Cincy to play the New Bar Cafe. He got into town just in time to greet his daughter, Baby, of the dance team of Ray and Raye, who was en route to the Silver Slipper, Louisville, Ky. . . . The limited engagement at Cincinnati's Castle Farm, again is assisted in his turn by Mrs. Crider. . . . BEN and LILLIE HEPPNER are located for the winter in Miami, where Ben is hustling advertising for a night life sheet. . . . LUCILLE and OLIE LOCKEY are with the Porter Jennings

Show in California. . . . BOB AND PEARL LA THEY, past summer with Choate's Comedians, are wintering at their home in Texarkana, Tex. After winding up with the Choate opry, Bob and Pearl presented their magic turn thru Illinois and Tennessee until the holidays. . . . CHST AND MARGIE HERBERT, Jammie and Louise Jukes, Bobby and Duke Gundy, and Dorothea Holt are among the repeaters spending the winter in Little Rock, Ark. . . . GLADYS MURDOCK, formerly well known in rep circles, is still on the staff of the State Hospital at Larned, Kan. . . . REPDOM LOST one of its most popular members with the passing Christmas Day of Pat Gallagher at his home in Easton, Md. Gallagher, in addition to his many years in tabo, appeared with various rep shows and also cruised for several seasons on the Original Floating Theater, playing the Chesapeake Bay towns. Further details in Final Curtain.

Tax on "Gross" Poses Questions

WARE, Mass., Dec. 28.—Bernard Satz, manager of the Casino Theater here, said Thursday in tabo that the new license fees enacted by the Board of Selectmen of this town might cause him to sell his theater. The fees were changed from a flat \$25 to "10 per cent gross," but Satz couldn't understand whether the 10 per cent gross was on his annual, monthly, Sunday or daily business. He said, "The theater will be for sale if we are forced to meet any such price as my understanding is of the matter."

The same situation applies to roller skating, where, it was explained, a 10 per cent of the gross business is also requested. As in the case of the theater, there is no alternative, the straight percentage figure only being announced.

Poolroom and bowling alley proprietors were incensed over their 250 per cent increased fees, claiming theirs is a winter business only and few are able to net any sizable profit.

The increase in liquor fees, also arbitrarily stated with no interpretation given and no attempt made to clarify the reasons behind the increase, however, met with little or no concerned opposition.

Blue Laws Upheld

WILMINGTON, Del., Dec. 28.—The Delaware State Grange, at its annual meeting (11) in Newark, passed resolutions expressing opposition to any change in the blue laws, sale of liquor in or near army camps, or diversion of highway tax funds. John McSparran, past master of the Pennsylvania State Grange, speaking at the closing banquet, lauded the Delaware Grange for having passed resolutions defending the observance of the Sabbath.

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Address Real Estate Board,
Suite #12, Battle House
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Clayton Industrial City and Forest, Pa. Will sell
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Prospects — So many signs point to a successful year for all branches of the coin machine industry

The prospects for the coin machine industry in 1941 appear very favorable as the new year is approached, if due allowance is made for two factors that may change trade conditions during the year.

The optimistic side of the picture is based on the stimulating effects of defense money as it spreads its benefits thruout all business and industry. Time has proved that the coin machine industry benefits mostly as industry and business in general benefit. The good effects of the spread of defense money have already shown that it will have a wonderful effect in boosting the patronage of all types of coin-operated machines. This optimism is not an effort to take advantage of the troubles of the world but rather the idea of joining in that high tide of American courage which will build our defenses and also give all possible aid to our friends.

The two factors that might possibly change the picture during the year are the uncertainty of war and also the possibilities of legislation that might handicap the trade. At the present time world and national conditions may change fast, so that no prognosticator can foresee the end of another year from the beginning. But the American people prefer to go ahead and meet all such eventualities by being prepared. Whatever may come, good business and thriving industry will be the best preparation for it. As the whole country moves forward, the coin machine industry will also move forward. This is not a time to be discouraged about anything and the coin machine industry has many reasons for which to be optimistic as the new year begins.

The legislative threat naturally will hang over the trade for a few months in 1941. But the amusement games industry is certain to make some good gains in legislation when so many States begin to consider the games business. Trade experience has shown that successful licensing systems can be developed and such licensing now seems to offer the best hope for a fair permanence to the amusement division. The main problem will be to secure fair and reasonable license fees. It is safe to expect that a majority of those States that consider a license on amusement games will keep the fees within reason. Enough trade information is now available so that legislators will have facts on which to work.

There is no question that the amusement games division will have to watch its corners and put up a strong defensive fight in many States. Generally, it seems the trade is better prepared than ever before to present its own side of the case. There seems to be general agreement also that the amusement games industry is willing and expects to contribute revenue to both State and city governments. There will be no effort to escape taxation, but a general willingness to pay reasonable fees. With the Arkansas license plan as a modern example, many States will see how successfully a reasonable license plan can be made to work. It is also noteworthy that all license plans with exceptionally high fees do not work so smoothly. High fees lead to tax evasion, bogus licenses, and monopolies.

The prospects for 1941 indicate that those news factors which tended to keep music operators uneasy in 1940 have now lost their disturbing influence. Operators have seen the new inventions, and having seen them, they can go ahead with confidence. The outgoing year has indicated the value of the modern phonograph and especially when it is installed with complete auxiliary services such as wall boxes. The public is still king and the music business will go forward by catering to the public with all the conveniences possible and also a high quality of recorded music.

Due to certain disturbances in the field of broadcast music, it is probable that music boxes may come to fill an even larger place in supplying the popular demand for music than ever before. The natural trend is in the direction of the phonograph, and the alertness of music operators in keeping up with the demand for music may make 1941 an eventful year in music box history. Leaders in the phono trade are being kept busy with certain legal problems, and signs up to now indicate a favorable outcome for the industry as a whole. The more progressive and liberal elements of the time are on the side of the phonograph trade, a fact which may mean a great deal in the future.

Music operators can be assured that new inventions and developments will keep the industry alive during 1941. Such new ideas as movie machines and telephone music will prove enough of a stimulus to bring out the best in the industry. The music box industry as a whole will find it possible to serve the country another year with popular music.

With the rapidly increasing activity in industrial plants and offices, the vending machine industry has much to look forward to in 1941. This is true of practically all types of vending machines—candy-bar venders, cigarette venders, beverage venders, bulk penny venders, and all others. It is surprising what a stimulus the new industrial activity has proved to be in the bulk vender field. In fact, the big prospects for the full effects of industrial progress to be felt in 1941 make it an unusually promising year for venders.

As the old year closes it appears that the federal government is about to make real headway in stopping the slug epidemic which became so discouraging in recent months. This will mean much to the future of cigarette venders and will, of course, be very helpful to all types of machines.

Thus, so many things combine to give an optimistic outlook for the next year. If perchance our country should be drawn into war, or if it should be necessary for the nation to ask the services of the manufacturing industry, all that can be said is the industry will do its duty. One phonograph manufacturer is already quite busy with defense orders. These things will happen quietly and the industry as a whole will move forward in all its divisions.

The 1941 Coin Machine Show is so sure to surpass all records that it will be an early boost for the industry, giving the trade and the outlook for the year a far-reaching spirit of optimism.



GET
a CASE
of CUB and
ACE from
JOE FRANK

Biz Boom Forces Nat'l To Expand

MERRICK, L. L. N. Y., Dec. 28.—National Novelty Company here has tripled its floor space by adding six adjoining stores to its present location. "Our policy of selling the finest reconditioned used games is bearing fruit," said Earl C. Backe, head of National. "Customers who give us a trial come back for repeat shipments, resulting in increased business which forced us to acquire larger quarters."

In addition to larger space for National's offices, salesrooms, repair shop, and paint shop, the enlarged quarters include a record exchange, greater facilities for the storage of machines, and a modern shipping department.

"If things continue in 1941 as they did in 1940," continued Backe, "even our tripled floor space won't be enough to take care of the demands of our hundreds of satisfied customers. Operators have come to know they can depend on National Novelty for topnotch games and service, and we're going to keep on giving them just that."

Automatic Sales To New Quarters

NASHVILLE, Tenn., Dec. 28.—Joe Frank, of Automatic Sales Company, announces that increased business has made it necessary to move from his present location, 416-A Broad Street, to new and larger quarters at 203 Second Avenue North, where more than 10,000 square feet of floor space will be available.

Ample parking space has been provided adjoining the new location, and Frank has invited all coin men in the territory to visit his new showrooms, where he says the largest stock of new and used machines in the South will be on display.

Frank will stage a formal opening of his new quarters immediately following the coin machine convention in Chicago.

Grand Jury Holds Minn. Crusader

MINNEAPOLIS, Dec. 28.—Latest returns in the investigation of the investigators in Minneapolis by the Hennepin County grand jury finds the Rev. Henry J. Soltau, vice crusader, indicted on four charges, one each of perjury and operating as a detective without a license and two of subornation of perjury.

At the same time federal agents apparently moved into the investigation of the Minnesota and Hennepin County Law Enforcement League, of which Soltau is secretary. Also indicted for perjury were two former Soltau investigators. The grand jury is also inquiring into financial matters of the law enforcement league. Although Soltau has declared many times that his only income is \$1,200 per year from the Anti-Saloon League, it was alleged that his bank book showed deposits of \$3,600 in the last year.



CARL HOELZEL, of United Amusement Company, Kansas City, Mo., former writers' amateur boxing titleholder, punches the Exhibit Supply Company's new Arcade Pinching Bag.

DECEMBER CLOSEOUTS

BALL FREE PLAY		CONSOL & AUTOMATIC PAY	
1 Bally Scoop	\$22.50	2 Miller Jumbo Parada, F.S. New	\$122.50
4 Bally Champion	14.50	2 Baker Pacer Deluxe, 28¢ Cash	
2 Bally Triumph	14.50	2 Keeney Track Times, 38¢ 85.00	
1 Bally First Inning	12.50	1 Pace Race, W.P. Model, 5¢ Cash	
1 Bally Pick Em	12.50	1 Miller Four Ball, 5¢ Cash	
1 Bally Chorus	12.50	1 Keeney Kick Time, 38¢ 85.00	
1 Bally Dandy	12.50	1 Keeney Track Times, 38¢ 85.00	
2 Chicago Coin Dixie	14.50	1 Keeney Ball Time, Red Head	
1 Chicago Coin Topper	24.50	2 Miller Jumbo Parada, 1¢ Games	
1 Chicago Coin Buckaroo	21.50	1 Evans Ski Ball, Bowler	
1 Gottlieb Gold Star	14.50	1 Keeney Kick Time, 38¢ 85.00	
1 Gottlieb Drum Major	14.50	1 Keeney Track Times, 38¢ 85.00	
1 Gottlieb Bowling Alley	17.50	1 Keeney Ball Time, Red Head	
1 Exhibit Pylon	25.50	1 Keeney Track Times, 38¢ 85.00	
2 Exhibit Jammers	15.50	1 Keeney Ball Time, Red Head	
1 Keeney Super Six	17.50	1 Keeney Track Times, 38¢ 85.00	
1 Keeney Big Six	16.50	1 Keeney Ball Time, Red Head	
1 Pioneer Baseball	15.50	1 Keeney Track Times, 38¢ 85.00	
2 Miller 1-2-3	14.50	1 Keeney Ball Time, Red Head	
CONSOL'S FREE PLAY		PHOTOGRAPHS	
1 Rock-Ola Console, 1940	\$137.50	2 Wurlitzer 610	\$59.50
2 Rock-Ola Imperial 20	52.50	1 Wurlitzer 412, Lighthouse Cabinet	49.50
1 Rock-Ola Regular, 12 Records	34.50	The above machines are slightly used and offered subject to prior sale. 1/3 certified deposits with order, balance C. O. D. These prices are effective January 4, 1941. Write or wire us for your price on any new coin operated game.	
1 Bally Gold Cup	42.50	MOSELEY VENDING MACHINE EX., INC.	
50 BROAD STREET DAY PHONE 3-4511 RICHMOND, VA. NIGHT PHONE 6-5222			

CUB

3 Reel—Cigarette or Fruit or Numbers. Play with Automatic Coin Dividers and 2 Separate Cash Boxes, 1¢ or 5¢ or 10¢, Specialty, which wasted. Reel 1/3 Deposit, Balance C.O.D.

SAMPLE 13.95
Case of 6—\$75.00

ACE

3 Reel Straight Poker or Joker Wild Poker Play with Automatic Coin Dividers and 2 Separate Cash Boxes, 1¢ or 5¢ or 10¢, Specialty, which wasted.

SAMPLE 14.95
Case of 6—\$80.00

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1 BALLY CLUB HOUSE	\$12.00
1 KEY BELL	25.00
2 JOCKEY CLUB	10.00
4 KENTUCKY CLUB	25.00
1 LIBERTY BELL (First Top)	19.50
3 RIO	17.50
1 TANFORAN	15.50
3 TRACK TIME (Round Head)	17.50

A-1 RECONDITIONED

1 BALLY ROYAL FLUSH	\$85.00
2 DEEY DAY (Round Top)	25.50
1 GOOD LUCK	37.50
4 JUMBO PARADE (New Head)	97.50
1 LIBERTY BELL (First Top)	19.50
4 SQUARE BELLS	65.00
1 ONE-TWO-THREE (Old Style)	40.50
2 PAGES RACE (30-1 Brown)	77.50

COUNTER GAMES

1 DOUGHBOY	\$10.00
1 IMP 11¢ Cigarette Reel	7.00
3 MERCURY (1¢ Cigarette Reel)	15.00
1 X-RAY	12.50
1 SMOKE BELL	15.50
1 SPARKS (Cigarette Reel)	19.50

1/3 Deposit, Balance C. O. D.

OLIVE NOVELTY CO.
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Lot of Fun	12.50	Big Six	10.00
Wink Spec	30.50	Score Card	12.50
Limelight	32.50	Score Card	12.50

LEGAL EQUIPMENT

Rock-Ola Ten Pin	\$28.50
Evans Ten Pin	25.50
Chicago Sam	34.50
Tennis 1/2 Credit	34.50

We are distributors for Western Major League Baseballs.

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818 Canal Street, St. Louis, Mo.

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New enlarged quarters and finer facilities, including the sensational "Garvotization" process for rebuilding used machines now available. Finest stock of new and used machines in America at the most favorable price! Every used machine reconditioned so that it looks and works like new, regardless of price! **BUY WITH CONFIDENCE FROM GEORGE PONSLER AND SAVE MONEY!** Write and tell us just what you need!

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CASE OF 6—\$75.00

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BALL GUM \$3.75 Per Case of 4250 Balls

TIME PAYMENTS TO THE DESERVING!!

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PAT'S BARGAIN BUYS FOR THE NEW YEAR

FREE PLAYS	Triumph	Cowboy
Landlord	\$14.50	\$14.50
Wishes	25.00	45.00
Red Hot	29.50	45.00
Score Chorus	25.50	29.50
Topper	14.50	14.50
Headliner	14.50	14.50
Playmates	45.00	45.00
Follies	29.50	29.50
Big Ladies	29.50	29.50
Big Stars	14.50	14.50
Colon Park	14.50	14.50

MISCELLANEOUS

Gottlieb Track Records (100-00 Jack Pot)	\$75.00
Evans Ten Pin	45.00
Kentucky Ten Pin	45.00

PAT'S AMUSEMENT SALES COMPANY
3701 EUCLID AVENUE, CLEVELAND, OHIO Phone NE 8700 1940

MUSIC MERCHANDISING

Wurlitzer Unveils New Line Jan. 5-6

NORTH TONAWANDA, N. Y., Dec. 28.—The Rudolph Wurlitzer Company will unveil its new line of automatic phonographs on National Wurlitzer Days, January 5 and 6, in 60 cities from Coast to Coast. The new phonographs have been named Victory Models.

According to "Mike" Hammgren, Wurlitzer general sales manager, the idea of Victory Models comes from the fact that the new models represent an outstanding achievement in phonograph design that will enable Wurlitzer music merchants to top all competition.

The new Wurlitzer line includes a super de luxe model with a new feature that is said to be the most important contribution ever made to the eye-appeal and play-appeal of any automatic phonograph. Wurlitzer is said to have the exclusive license for this feature in the automatic phonograph industry. Besides the super de luxe model the new line includes a standard model with new and distinctive lines, as well as a more generous use of plastics and novel lighting effects. The Colonial Model 790, introduced in November, is also included as part of the Victory line. Wurlitzer music merchants state that the reception accorded this model has exceeded all expectations.

"The success of the Colonial model proves that many locations were foregoing the advantages of an automatic phonograph because they could not obtain a conservative model that would harmonize with their particular decorative scheme and surroundings," said Spencer Reese, assistant sales manager. "With this new model, Wurlitzer music merchants are lining up locations they couldn't touch before, including the better hotels, private clubs, restaurants, night clubs, and cocktail lounges."

ounding out the Victory line are two counter models, both complete phonographs with built-in speakers. One is the smallest counter model ever built. During the past year, Wurlitzer officials say, music merchants have had their eyes opened to the possibilities in the small location field, and 1941 promises to see further activity in this direction.

Commenting on the new line, Carl Johnson, Wurlitzer vice-president, stated: "While refinements have been made to improve the tone and ease of servicing, no radical mechanical changes have been made. This will be welcome news to Wurlitzer music merchants. We have worked out our mechanical problems over the years, and there has been no need to try anything new that might possibly add to, rather than decrease, the music merchant's serving problems."

In addition to the Victory line of automatic phonographs, Wurlitzer's line of remote-control equipment, wall boxes, bar boxes, portable units and speakers have been completely redesigned, and according to Ray Hainbaugh, chief engineer, "will set a new high in mechanical perfection for the industry."

New Modern Vending Offices Open Jan. 6

NEW YORK, Dec. 28.—Officials of Modern Vending Company announced this week that new headquarters of the firm at 10th Avenue and 45th Street will open January 6. New offices are located in the heart of the music machine district of the city's CoIn Row.

Modern's offices at 106 Broadway will be shuttered for the last time on Friday, January 2. This office will be closed all day Saturday (4) while equipment is being moved uptown to the new quarters.

In extending a blanket invitation to the trade to visit their new offices, Modern executives point out that their decision to move uptown was prompted principally by their desire to serve their customers in a better and more efficient manner. "Our new record department," they cited, "with its private listening rooms plus the many improved service facilities we now have, are sure to score with all our customers. The move is but another indication of the growing success of Seeburg equipment," they concluded.



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 March 26-27. Radisson Hotel, Minneapolis.

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 23 to 31.

Ohio Cigarette Vendors' Association, quarterly State-wide meeting, Hotel Hollenden, Cleveland, January 5, 1941.

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.

RCA Head Tells Of Music Progress

GAMDEN, N. J., Dec. 28.—G. K. Throckmorton, president of RCA Manufacturing Company, in his year-end statement made special mention of recorded music and coin machines movies.

"The popularity of recorded music continues its remarkable upsurge," Throckmorton said. "Substantial price reductions of recordings in both the popular and classical field have broadened the base of the market for recorded music. Music lovers may now own more of the music which they have always wanted, and new converts to recorded music find their investment much lower than ever before in history."

Pointing to coin machine music, he said: "A significant new development in the field of entertainment was the introduction of coin-operated sound motion picture reproducing instruments. The sound reproducing mechanism for Soundee was developed by RCA Victor engineers and is being manufactured in the company's sound equipment factory at Indianapolis."

New Method of Disk Manufacture

HARTFORD, Conn., Dec. 28.—Walter E. Ditmars, president of the Gray Manufacturing Company, of this city, has announced the development of a new and patented method for the production of flat-disk phonograph records from a new, flexible plastic compound. The new process is said to eliminate much of the expensive equipment now required in producing phonograph records, particu-

larly the costly and time-consuming electro-plating operation.

The new Gray records are about one-sixth as thick as commercial records now in use and are said to be virtually unbreakable. Ditmars has indicated that they can be made available in clear plastic as well as in a variety of colors.

Denver

DENVER, Dec. 28.—Johnny Pratt, of Rio Grande Music & Sales, Las Cruces, N. M., was a Denver visitor this week. Operating in the Mesilla Valley, Pratt reports business holding up nicely, with prospects bright for the coming year, due to concentrations of soldiers in that area. Pratt placed several orders for Rock-Ola remote control equipment with the Denver Distributing Company. He also was enthusiastic over the receipts of his Sky-Fighters.

One of the pioneer coin machine operators in this region, O. M. Yant, passed away recently at his home in Sterling, Colo. Altho most of his operations were in Northwestern Colorado, Yant was well known thruout this territory. His passing is a distinct loss to the operating field.

Prosperity note—five members of the Modern Music Company organization are driving new cars. They are Frank Maxone, Frank Hubert, Jim Sweeney, Ralph Brandenburg, and Charlie Vieth. L. D. Shulman, owner of the company, entertained this week at a Christmas party.

Automatic Equipment was selected to feed Christmas music at the Union Station and at Civic Center, the scene of an elaborate Christmas display. The idea of Christmas music at railroad depots was started several years ago in Denver by

Mary Lee Head, now in charge of such music at Grand Central Station, New York.

Arvin Wahl recently installed a 14-box remote control unit at the newly remodeled Oasa, one of Denver's most popular drive-in stands.

Gibson Bradshaw, of the Denver Distributing Company, is making big plans for the coming year, including the remodeling of the company's quarters, as well as the regional Rock-Ola showing scheduled for March 7. Brad reports a most successful 1940 and has distributed cash bonuses to his employees. He recently received a special courtesy membership appointment to the Denver Chamber of Commerce.

Most folks can't offer proof of their angling ability, but not so Al Roberts, manager of the Wolf Sales Company, who won a cup for his deep-sea fishing prowess at the Wurlitzer sales meeting in New Orleans. J. C. Ditto, head serviceman of the Wolf organization, spent Christmas in Fort Worth, Tex. George Rosenfeld, territorial representative, on his first trip thru New Mexico, reports excellent acceptance of his product among operators in that territory, and says indications are that 1941 will be a banner year.

Recent visitors and purchasers of equipment at the Denver Distributing Company included Pat Johnson, Rawlins, Wyo.; C. E. Burns, Grand Junction, Colo.; David Dinger, Idaho Springs, Colo.; Olin Gibbs, Fort Collins, Colo., and A. A. McDougal, Atwood, Kan. Denver Distributing Company reports much interest among operators in the O. D. Jennings line of bell machines, and states that despite the length of time Sky-Fighters have been on the market there is not a used machine available in this territory. Bradshaw expects to complete purchases of machines for his stands at the Chicago show and says business so far has far exceeded his expectations.

Reports are that W. T. Orr, of Albuquerque, N. M., has one of the finest operating quarters in this part of the country, now that he is completely installed in his new quarters.

Gano Senter, of the Denver Sales Company, had quite a write-up in The Rocky Mountain News on his Christmas tree. The Senter tree, which virtually has come to be a South Denver tradition, attracting up to 2,500 visitors, is the result of 80 years of gathering ornaments from every part of the world. Nearly 4,000 ornaments are used. Fifty man-hours of work are required to dress the tree, which is done under the supervision of Mrs. Senter. A day and a half is required to dismantle the tree, which is lighted by 400 colored lights.

Wilkes-Barre, Pa.

WILKES-BARRE, Pa., Dec. 28.—AMI Distributing Company, Hazleton, Pa., and the Standard Cigarette Service Company, Tamaqua, Pa., had ads in the Hazleton paper in a co-operative page marking the first anniversary of the Blue Comet Dinner.

With receipts not announced for the last two weeks of December income from parking meters here is expected to be \$5,000 above the 1939 collections. Councilman Tom A. Evans, superintendent of accounts and finance, reported. Total collected thus far this year, omitting the last two weeks of this month, is \$44,248.85. Evans said the estimate for the 1941 budget includes an expected \$50,000 income from the parking meters. It was budgeted at \$40,000 for 1940.

It was revealed that it costs Wilkes-Barre 25 per cent of the gross collections to maintain its parking-meter system. There are 725 meters operating entailing the employment of two patrolmen daily for collections, a patrolman for repair work on meters, and meter posts, another to stand in the city treasurer's office during the counting of the nickels and a \$1,500-a-year clerk in the treasurer's office.



PART OF THE CROWD at Guarantee Distributing Company's Louisville, Ky., branch on the day the Colonial model made its debut. Third from left is Wurlitzer District Manager Fred Barbee. Third from the right is Ben Boyer, manager of the branch office.

Buffalo

BUFFALO, Dec. 23.—Sales as well as collections, which were subject to a slight let-down just before the holidays, have begun to come in for that holiday rush.

Plans by the local trade to attend the 1941 Coin Machine Show in Chicago are more elaborate and ambitious than in many years. Practically every distributor and operator has decided to attend. All are looking forward to a swell time.

Low Wolfe, head of Rex Amusement Company, Rock-Ola outlet here, has made arrangements for 20 columnen from Buffalo and surrounding cities to take the trip to the Windy City in a private car. Crowed will leave the Queen City Sunday night, January 12, in a coach hitched to the Commodore Vanderbilt streamliner.

Wolfe hasn't forgotten any detail in making his crew of friends comfortable, and has made reservations for them at the Hotel Morrison, right near the Sherman.

Among the men in the Wolfe group are Bill Flynn, Harry Wiesner, Al Bergman, Arden Pratt, and Harry Silverstein. Harry Winfield and Ben Kulik, prominent local distributors, are also taking the trip, but may make up their own parties.

Chris Sousa, service man for Jim Blakeslee's Iroquois Amusement Company, is adding to his yuletide joy by being married today (28) to Elma Lalley, whom he met while working on his route. Coin machines can apparently play Cupid, too.

Music machine business has received some rise by constantly expanding installations of telephone wired central control station set-ups.

An array of bands which have been featured at the Buffalo and Century vaudeville houses has helped publicize these bands' recordings, due to nice publicity tie-ups. Theaters use a phonograph in the lobby prior to and during the band's stand, which helps advertise the work, as well as its recordings, and the music box itself. Latest bands in this territory were Woody Herman and Clyde McCoy, with Gene Krupa and Charlie Barnet previous visitors.

Bernard Blacher, Amplified Music Company, has successfully embarked in the

game line and finds the combination of music boxes and pintables all right. Blacher has hit on a new music machine promotion idea which is increasing the plays on his phonographs greatly. He goes around with a recording machine outfit, makes records of patrons' voices on location, then slips the disks into the music box so that the customers pay to play their own "masterpieces." The home-made platters themselves don't gross much, but attention is focused on the phonographs and bigger play results.

Pinball games, according to distributors, are constantly improving in appearance and play appeal. Low Wolfe thinks the best games are Attention and Duplex.

New Orleans

NEW ORLEANS, Dec. 23.—F. W. King, of C. & N. Sales Company, is on a trip thru North and Central Louisiana.

The D. M. McDonalds will soon celebrate their 44th wedding anniversary. Mac is back in New Orleans again after completing an extensive business trip in Mississippi.

A shipment of Shipman Manufacturing Company stamp venders has been received by the J. H. Perra Novelty Company and placed on location to meet the Christmas and New Year's rush for postage.

Thomas Best, of the service department of Rudolph Wurlitzer Company, North Tonawanda, N. Y., arrived here this week from Birmingham, Ala. Best is on a check-up tour of the Southeastern territory for Wurlitzer.

Andy Monte, of the A. M. Amusement Company, distributor of International Mutoscope's Sky Fighter, continues to report sales running ahead of factory shipments. Monte says the holiday pick-up in demand for Sky Fighters is larger than he had expected.

ED RODRIGUEZ, of the American Coin Machine Company, returned this week from Chicago, where he was the guest of several factory heads. Rodriguez returned with the State distributorship for Western's baseball game, Major League.

Sam Gentilich, manager of the Dixie Music Company, Mills phonograph distributor here, has returned from a trip thru the Delta area where he sold a number of Mills Empress and Throns of Music machines.

Norman Bass, district manager for RCA-Victor, Memphis, Tenn., was a visitor at the Electrical Supply Company office this week. Hugh Smith, in charge of record sales, told Bass that December's turnover of RCA-Victor disks will be largest in a decade. Bass announced that record sales were larger this year than last throughout his territory and that he notes a decided better demand for higher class music this year.

Heavy patronage from the city proper is reported by locations in adjoining Jefferson Parish as pin games return for the first time in two months or more.

With the first shipment of Daval's Cub and Ace counter games sold out, the Dixie Coin Machine Company, Daval distributor, reported heavier sales than expected from interior points. Both machines promise to outsell the popular recent Daval game, American Eagle.

Larry Copeland, for several years an operator here, has been appointed distributor in Mississippi for Rickert & Associates sales of Phonovision machines.

Julius Pace, president of the Coin Vending Machine Operators' Association, has returned to his office after being confined to his home for several days with a cold.

The epidemic of flu that struck at Alexandria, La., last week continued to spread. All theaters, sport centers, churches, and schools have been ordered closed until the worst part of the wave is reported gone. Thus far the flu has not hit near-by Camp Beauguard where 45,000 soldiers are camped.

JUST ASK YOUR NEAREST BUCKLEY MUSIC SYSTEM DISTRIBUTOR

THE New "32" BUCKLEY MUSIC SYSTEM

using twin 616-616A or 716 record changing mechanisms—featuring new illuminated boxes with hinged doors for easier servicing and simple, new mechanism, extremely beautiful new cabinets and incorporating a hundred more new and better and exclusive BUCKLEY MUSIC SYSTEM features for greater, steadier and easier profits because of larger record selection for the player.

ABOUT

The finest
for '41"

ABOUT

THE New LIGHT-UP BUCKLEY MUSIC SYSTEM

for '41

for 12-16-20-24 or 32 record changing mechanisms. Featuring new, fully illuminated colored plastic panels. Lighted, colored plastic instructions panel. Lighted, colored plastic side panels. Clear-vision lighted program. And many, many more features built from an operators' standpoint to increase profits and bring out the flash, particularly in dimly lighted locations.

BUCKLEY MUSIC SYSTEM, INC.
4225 W. LAKE ST. - CHICAGO - ILL.
EASTERN BRANCH: 680 BROADWAY - BROOKLYN - N. Y.



SOME REAL BUYS

SEEBURG REMOTE CONTROL PLAYBOYS.....	\$ 39.50
1939 SEEBURG WIRELESS WALL-O-MATICS....	17.50
1939 ROCKOLA DELUXE.....	135.00
1939 ROCKOLA STANDARD.....	110.00
WURLITZER 412.....	22.50

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SEE IT — HEAR IT

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LOTS
OF
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1 to 10, 20c ea. — 12 to 50, 16c ea. — 100 up 14c ea.

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2942 N. 30th Street, Milwaukee, Wis.

BIGGER AND BETTER THAN EVER BEFORE!

JANUARY

13

IS YOUR LUCKY DAY!

OPENING DAY OF THE
COIN MACHINE
SHOW
SHERMAN HOTEL
CHICAGO
JANUARY 13-16, 1941

REGISTER NOW!!!
REGISTRATION BLANK IN THIS ISSUE

News Notes

That the United States Record Corporation, which filed a voluntary petition for reorganization last June, has no immediate recording plans is indicated by the report that Eli Oberstein, firm's recording chief, is going into the band management field in February when the remaining U. S. bands under contract will have freed themselves of all ties. Oberstein plans to take on Harry James, among other leaders.

The Ink Spots have been signed for a spot in the 20th-Fox musical "The Great Broadcast." Rudy Vallee has signed a contract with Universal Pictures. Columbia has renewed Gene Krupa's lease for another two years. Jean Merrill, vocalist currently appearing at the Hurricane, New York, has signed a contract with Victor and is recording under the Bluebird label.

New Jersey Network

ONE of the most impressive networks of music machines in any State is located in the dozens of roadhouses which dot the highways of New Jersey. Although most of them use bands for their regular dance sessions, the more popular spots have two to three boxes placed in convenient corners in the main room or in adjoining bars and cocktail lounges. A typical example is Donohue's, Mountain View, N. J., which has been catering to dancers for 12 years. Owner Jim Donohue has three music machines and each is doing remarkably well despite the full-sized band playing in the dining room. The machines are kept active between dance sets, afternoons and after the regularly scheduled dance band working hours. Donohue seldom plays the records of the outfit currently playing in his club. He feels that the fans attracted by the band want to see him in person and they would rather listen to recordings by competitive bands. His operator, accordingly, feeds him with suitable records.

At the Flagship, Union, N. J., Mr. and Mrs. Charles Fize make it a practice to learn the musical tastes of their patrons and supply the music in demand both on their bandstand and in the two music machines located in the building. Their operator keeps in close touch with them and supplies their needs at regular intervals.

Talent and Tunes
On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

By SAM HONIGBERG

They Wrote It

MACK GORDON and Harry Warren, each a famed songwriter in his own right and authors of nearly 300 hit tunes, are responsible for Down Argentine Way, a current leader in the Record Buying Guide. The boys are known for their timely work and are capable of producing a hit based on the latest and most popular trend in music. The tune in question was written for the picture Down Argentine Way, which is designed to promote good will among the Latin American countries. They also wrote Two Dreams Met, featured in the same picture. Another of the recent hits is You Say the Sweetest Things (Baby), used in the picture Tin Pan Alley. Both are stationed in Hollywood.

This and That

THE first recordings made by Charley Spivak under his new Okeh contract include his theme song *Night Is Ending, What's Cooking?*, and *Sit Down, Bud...* Jack Leonard, another Okeh personality, has recorded the theme song of his former boss, Tommy Dorsey. The title? *I'm Getting Sentimental Over You...* Tetos Demetriades, the alert manager of Victor's foreign department, prepared a new tavern record, titled *Cousin Ben's Polka*. He is going to make sure that all operators hear it when they attend the Coin Machine Industries convention at the Sherman Hotel, Chicago, January 13-16. For one of her latest Columbia records, Ella Logan has revived *The Curse of an Aching Heart...* Will Bradley is one of the first bands to record a number from Hal Rosch's forthcoming

musical picture, *Road Show*. He made *I Should Have Known You Years Ago* and features Phyllis Myles on the vocal.

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.

CINCINNATI:
Scrub Me, Mama, With a Boogie Beat. Will Bradley.

The rise in popularity of boogie woogie numbers is boosting the stock of this Bradley number in the Ohio territory. In some parts of the country it is coming up as strongly as his previous boogie tune, *Beat Me, Daddy, Eight to a Bar*. The successor is designed to please the Daddy fans.

CHARLESTON, W. VA.:

Song of the Wanderer. Erskine Hawkins.

Hawkins, popular in this State, is responsible for the many plays given this tune. Operators claim the song itself has plenty of appeal for music machine fans and should be given a real chance on locations.

PORTLAND, ORE.:

Papa's in Bed. Tommy Tucker.

A novelty played in good T. Tucker style, which is a favorite in this Oregon territory. It is getting good support in both taverns and the better class locations due to its wide appeal. Has a good chance of clicking.

LITTLE ROCK, ARK.:

Pompton Turnpike. Charlie Barnet.

A novelty that has come up and has gone down in many parts of the country but is showing healthy signs here and doing as well as some of the more popular hillbilly records, which, as a rule, are tops in Little Rock. Barnet is a popular name in this area.

Radio's Leading Songs

HERE is a comparative list of 10 songs broadcast most often during the week ended December 27 and the week before, ended December 20. The songs are those heard over the networks and leading New York stations based on information supplied by Accurate Reporting Service. 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 programs.

This Week	Last Week
1.—Frenesi	3
2.—So You're the One	1
3.—There I Go	2
4.—I Give You My Word	4
5.—I Hear a Rhapsody	5
6.—Tonight	7
7.—Same Old Story	10
8.—Practice Makes Perfect	8
9.—You Walk By	6
10.—Accidentally on Purpose	—

San Francisco

SAN FRANCISCO, Dec. 28.—Most interesting highlight of news from this vicinity is the success being achieved by the newly organized Amusement Merchants' Association, public relations arm of the industry.

Sid Mackin, administrator, reports from his office in the Marshall Square Building that the organization's program is being encouragingly supported. Seventy-five per cent of local operators have signed as paying members. Others are coming in daily.

Meetings are scheduled at about 10-day intervals. Participation, co-operation, and enthusiasm shown indicate much accomplishment in store for the group. Mackin is an experienced public relations counsel and was a key figure in the creditable 1940 San Francisco world's fair build-up.

The Amusement Merchants' Association is achieving numerous intra-organizational services, as well as its more general public function. Members are helped in the interpretation of existing and new legislation. By clarifying troublesome features of legal documents, operators are helped to not unwittingly become involved with the law.

With regard to relicensing, which is a current consideration, no difficulty is being experienced at this time, except in certain downtown locations where the only apparent basis for business is the operation of pinball games. In these locations, particularly where pay-back and free-play is general, new licenses have been withheld with the threat of outright revocation. By and large, however, the picture has been entirely satisfactory. Enforcement demands have been relatively lenient and reasonable on all counts. Incidentally, the term "replay" is replacing "free play."

Business has been conspicuously active. A number of old games called in at the beginning of the legislating development have been kept out of operation, some having been sold to out-of-town operators. It is noticeable that the installation of new games continues unabated.

RECORD POLL

WHO, in your estimation, was the outstanding recording artist on music machines during 1940?

WHAT was the most popular recording on your automatic phonographs during 1940?

The answer to these questions will come from the nation's operators. The winners will be announced at the 1941 Coin Machine Show.

This poll is conducted under the auspices of the Coin Machine Industries, Inc., national association of manufacturers, which is sponsoring the 1941 Coin Machine Show.

Coin Machine Dept., The Billboard

155 N. Clark Street, Chicago

Most popular recordings for 1940 (up to December 10) in your 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



TRAILER DISPLAY ROOMS are brilliantly exemplified by the Jack B. Moore Company's "Lazy Nickel Limited," luxurious trailer demonstration unit used by the company to present Seeburg Music Systems to operators in the Pacific Northwest.

ANDY IONA (Columbia)

Aloha Hawaii—Four-record Album.

Disciples of the grass-skirted school of melody will reap a harvest here, with Iona, one of the foremost exponents of the school, conducting a wax tour thru some of the more enjoyable music of the Islands. A record addict has to be particularly partial to the melodic enchantment of Hawaii to be interested in this packaging, but there are a lot of disk purchasers so minded, and this album is a better-than-average addition to the already large number of Hawaiian disk groupings available.

CHUCK FOSTER (Okeh)

Oh, You Beautiful Doll—PT; VC. Sleepy Time Gal—PT; VC.

Possibly there is a demand for the out-and-out corn dishonored on sides like these. Freddie "Schnickelfritz" Fisher has been doing nicely with it for some time. But then there is a satiric undercurrent in the Fisher brand of corn that amuses the listener because he gets the feeling that nobody's taking it seriously and it's all in fun. Not so with this disk. Doll is the Foster theme song, and on this side, as well as on the other, the boys seem to be in dead earnest. Which makes listening slightly painful, because, except as satire, this sort of undiluted melodic and rhythmic corn went out years and years ago. With all the available bands around that aren't lucky enough to get a recording contract, this type of wax effort seems to this listener to be slightly inexcusable.

GENE KRUPA (Okeh)

Yes, My Darling Daughter—PT; VC. Blues Krieg—PT.

Krupa gets a nice drive and lift on the Jack Lawrence number that Dinah Shore single-handed has raised to public prominence, but for the first time Irene Daye falls down a bit on the vocal. Perhaps the song has become one of those general property things where comparisons are inevitably drawn (in this case with, of course, Miss Shore's splendid version), and anyone but the original delineator invariably loses out. At any rate, Miss Daye tries hard and sings well enough, but humor and real vocal salesmanship are lacking. Reverse breaks the run of ballads that Krupa has had of late and displays the band in a fast, low riff number that contains the usual quota of hot solo. It's arranged and played capably if not excitingly.

KAY KYSER (Columbia)

I Can't Remember To Forget—PT; VC. To Be Continued—PT; VC.

A couple of undistinguished ballads are made more palatable than they might ordinarily be thru the smooth, dependable treatment given them here. Confessed brings back memories of the Arthur Schwartz-Howard Diets I Guess I'll Have To Change My Plan, its relationship to that tune being its only distinction. Kyser, however, manages to instill life and life into it, with Harry Babbitt for his usual capable assist on the words. Companion piece is slow and sweet and pedestrian, again made listenable thru Ginny Simms' vocal and the ork's polished performance.

DUKE ELLINGTON (Victor)

I Never Felt This Way Before—PT; VC. All Too Soon—PT.

Ellington constantly continues to amaze in the fertility of his musical imagination, which keeps him so far ahead of the pack from the standpoint of jazz ingenuity that he's likely never to have any competition in the sort of thing contained on side B here. Duke's piano ripples thru a slow rhapsodic musical portrait that features Ben Webster's sax and Lawrence Brown's trombone against an orchestral background that is weird and lovely in typical Ellingtonian tradition. This side far outdistances the pretty straight ballad commercialism of the A side, altho Ellington's instrumental color lifts a weak song by its bootstraps. Herb Jeffries' lyricizing here is affected and unnecessary.

BARNEY BIGARD (Bluebird)

Charlie the Chulo—PT. A Lull at Dawn—PT.

Bigard heads the second of the small units comprised of men from Ellington's big band to appear under the Bluebird imprint. This is hot jazz in a more conventional, straightforward approach than that brought to his Victor sides by the Duke himself. But while it's not as individualistic, it's as good technically in its own way, with Bigard's clarinet hold-

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 15)

ing the spotlight in a fast and a slow performance on sides A and B, respectively. Little general interest will be engendered by this disk, but it will be a must on every swingophile's list.

CHARLIE BARNET (Bluebird)

Scrub Me, Mama. With a Boogie Beat—PT; VC. I Can't Remember To Forget—PT; VC.

Barnet's sax and Bill Miller's boogie-woogie piano take the honors on the first side here, but the feat isn't too great. A large part of the rim-to-label surface is devoted to Ford Leary's vocalizing, which is what keeps the version from being good. Leary normally can sing a rhythm tune to good advantage, but he sounds forced and strained here, apparently in his desire to do a bang-up job in proportion to the humor of the number. Plattermate is an ordinarily ballad dressed up in a nice arrangement, with Bob Carroll contributing a good vocal chorus.

WILL BRADLEY (Columbia)

The Lonesome Road—PT. You're Lucky to Me—PT.

A Ray McKinley tour de force on drums is Lonesome Road, and here he gets his chance to engrave it for posterity. It's a nice bit of hide-beating that he does, too, with the entire side amounting practically to a solo. The band manages to get in some licks in a fast tempo and spends one chorus backing Ray in stop-chorus fashion. And for those close listeners there's a little unintentional humor supplied by Ray's humming to himself as he goes thru his piece; it probably wasn't intended to come thru on the disk, but it did, and it adds to the listening enjoyment. Reverse is pretty ordinary for this band, with Freddie Slack donating a few bars of his fine piano for the highlight. It's medium bounce tempo on this side, no boogie-woogie at all, and a capable but conventional all-around performance.

BEN BERNIE (Okeh)

Did Anyone Call? PT; VC. Hi Ya Bud—PT; VC.

This is a nice commercial couplet, for it combines a straight, strictly dance arrangement and a novelty that asks for audience participation. The A-side ballad is far more danceable than listenable, with smooth ensemble tooting and a steady medium tempo being more terpsichorean than ear-arresting. Bernie dons his emcee mantle for the reverse, explaining the idea of a lyric "game" and

then illustrating it with the aid of Don Saxton and the Bailey Sisters. It's cute and listenable, and there are a couple of laughs produced by the wordage in spots.

ELLA FITZGERALD (Decca)

Cabin in the Sky—PT; VC. Taking a Chance on Love—PT; VC.

These two songs come from the Vernon Duke-John Latouche score for the current Broadway musical Cabin in the Sky, in which Ethel Waters evokes raves for her handling of the numbers, particularly Taking a Chance on Love. Miss Fitzgerald need take no back seat in her own treatment of these melodies, for she has poured a lot of her fine warbling into this double, and she is backed rhythmically and well by the band. The latter is more or less incidental, however, with the sides amounting to a vocal holiday for Ella. She celebrates it royally.

ANDY KIRK (Decca)

When I Saw You—PT; VC. Little Miss—PT.

Kirk here mixes a ballad with a medium bounce instrumental, with the whole adding up to a good bit of record making. Henry Wells shines, as he has done often in the past on Kirk disks, on the vocal chorus on the first side, and the band contributes good solo and a nice beat and drive to the reverse.

VAUGHN MONROE (Bluebird)

The Last Time I Saw Paris—PT; VC. High on a Windy Hill—PT; VC.

Monroe brings an erasmian interpretation to the Jerome Kern-Oscar Hammerstein touching ballad on the A side by playing it in a too bouncy and a too swingy style. The leader's vocal is sincerely delivered, but the theme of the song just doesn't call for swing. Monroe's baritone leads off the long chorus on the reverse and comes back to wind up the side after a short ork interlude. Vocally and melodically, the number is too much on the heavy side to be entirely satisfying.

FRED ASTAIRE (Columbia)

I Ain't Hop to That Step (But I'll Dig It)—Vocal and Tap Dancing. Poor Mister Cisholm—V.

Astaire adds two novelties from his and Artie Shaw's picture, Second Chorus, to his already released sides of songs from the score. Half of this double contains the vaunted Astaire tapology, interesting in a last-chorus duet with the drums. Fred's genial vocal personality comes thru nicely on both sets of lyrics, second

one of which is amusing in its story of a mandolin player who broke a string every time he tried to swing. A good trumpet solo and a fine sax passage distinguish the first and second side, respectively.

RAY NOBLE (Columbia)

Stouz Sue—PT. Far Away—PT.

It's difficult for Noble to do anything bad or even poor, but he comes close to it here with a pair of sides that despite nice solos and typically musicianly arrangements are much too run-of-the-mill for a band of the caliber of this one. Little of Noble's customary skill and brilliance shines thru, and the songs themselves, both original, lack the composer-maestro's usual imagination.

McFARLAND TWINS (Okeh)

The Yankee Doodle Polka—PT; VC. Walt Till She Sees You in Your Uniform—PT; VC.

Both sides are light and bouncy, with unrelated Donald "Dack" interpolations interspersed thru the arrangements. The Twisters' three undertake both novelty vocals and are given a good deal of space throughout both sides, a bit more than their rather weak harmonizing merits. But the disk is lively and pleasant in a general sense.

CAB CALLOWAY (Okeh)

North of the Mohawk Trail—PT. Goin' Conga—Conga; VC.

Calloway's North of the Mohawk Trail is no Cherokee, but its Indian overtones are fair, and it produces some competent swing passages. Tyree Glenn's trombone takes solo honors. Reverse is Cab's version of a conga, which offers not much more than some of the inimitable Calloway scat singing and a muddled conga beat. Both sides are fair enough, but they assume slightly ambitious proportions that the band has a little trouble living up to.

GUY LOMBARDO (Decca)

The Moon Fell in the River—PT; VC. Somewhere—PT; VC.

Two more typical Lombardo sides, both ballads, both played in the same soft, minding style that the Royal Canadians have used so successfully for so long. Carmen Lombardo quavers thru side A's lyric: "Mort Curts, does it know to a lesser extent on the reverse.

RUBY NEWMAN (Decca)

Let's Be Buddies—PT; VC. My Mother Would Love You—PT; VC.

Newman's smoothly danceable style fits these two Cole Porter show tunes nicely, with the band taking them in average tempo grafted onto nice if undistinguished arrangements. There is an aura of polish surrounding these versions, however, that makes up for the lack of outstanding ensemble or solo work. Bob Hannon does extremely well on both vocals.

TOMMY DORSEY (Victor)

Swing Time Up in Harlem—PT; VC. Swing High—PT.

After what seemed to be an interminable series of ballads, the Dorsey pendulum swings the other way, and Tommy returns to jazz in no uncertain terms. Even the titles here indicate a determined attempt to make up for the time spent in balladizing, and the grooves on these two sides more than justify the expectations raised by the tags. The first side is hot, and the second is hotter, with Ziggy Elman's open horn trumpet blasting thru in a terrific performance. Don Lodice stars on tenor sax on side A, with Connie Haines' vocal getting in the way of some fine tooting. Swing High is the better side, a real killer that really kicks.

ORRIN TUCKER (Columbia)

You're the One (For Me)—PT; VC. Gosh I Wish I'd Listened to My Mother—PT; VC.

Tucker cuts two sides from his first movie, You're the One, and it is to be hoped that his performance in the film, at least on these ditties, is better than it is on wax. The arrangements are jumpy, the fiddle work is jerky, Tucker's A-side vocal is weak, and Bonnie Baker is Bonnie Baker on side B. Only the Bodyguards, the Tucker vocal group, turn in some efforts that arouse any listening pleasure. Johnny Mercer and Jimmy McHugh fell down on their job of grinding out a made-to-order ditty for wee Bonnie, with a forced, unfunny and pointless lyric gracing With I'd Listened to My Mother. Other song is cute, rhythmic, and lyrically clever, but it's garbled here.



BAND LEADER JOE VERA strikes an octet on the white keyboard of Mills Empress. Vera was impressed with the tone of the machine. His band may be heard at the Congress Hotel Glass Hat in Chicago.

EASTERN FLASHES

NEW YORK, Dec. 28.—This holiday season proved one of the gayest in Eastern coin circles in recent years. Most of the operators, distributors, and jobbers will close their books on a successful 1940 and already plans have been made for a bigger and better 1941. The coin machine show at Chicago is eyed with keen anticipation, as the new games that will be displayed there will have a big influence on next year's receipts.

AROUND THE TOWN . . .

One of the outstanding Christmas cards sighted during the mail deluge was the one that had a message in the shape of Adams Gum and sent out by Miss A. M. Strong, of G. V. Corporation. . . . Nat Cohn, of Modern, says that although the firm expected a lull during the holidays, the staff was busier than ever with orders for Seeburg equipment. . . . Much interest is being shown in the announcement by International Musicopony of \$5,000 in prizes for operators. Wires, phone calls, and letters have been pouring into the offices on the strength of the news, Bill Rabkin reports. . . . The stock is hovering over Hymie Rosenberg's house. . . . Mike Munves was busy this week wishing his accounts a Merry Christmas. Mike's right-hand man in his 10th Avenue office is Milton Nagler, who has been in the coin biz for many a moon. . . . Joe Munves, who attended the NAAPPB convention in Chi, reports the trade can expect its biggest arcade year in 1941. . . . According to George Oves, Mike Munves' admian, the merchandise vendor division is going at top speed. . . . "Senator" Al Botkin will attend his first Chicago convention with Charley Aronson and Bill Alberg. Botkin admits he's a little nervous about attending the event since his companions have given him some reports on the past meetings. . . . Messrs. Aronson and Alberg, of Brooklyn Amusement Machine Company, say the firm now employs 29 people and business is getting better day by day.

FAST FLASHES . . .

Marty Roth, Oil Parla's partner, says Oil is capable of settling down. He cites the incident of Mrs. Parla reading the evening paper and Oil playing with his son in their Long Island bungalow. Marty adds that he actually witnessed this impressive picture of domesticity. . . . Mr. and Mrs. Joe Hirsch got a tremendous hand following the special rumba exhibition they gave at Stanley's Bar Mitzvah party. . . . Joe Fishman gets a kick out of passing off his beautiful daughter as his sister. But his son is taller than he is. . . . Sol Silverstein, of Chicago Coin, in town for the holidays. He's still a bachelor and likes it that way. . . . Eddie and Mrs. Corriston really enjoy their cigarettes. . . . Morris Silverstein's double coin interests keep him in Albany, N. Y., the first three days of the week, and the rest of the time in New York. . . . Harry Rosen, of Modern, is in Miami enjoying the sunshine and improving his golf. . . . Jack Jaffe looks like a page from *Esquire* in a tux. . . . Nat and Lillian Cohn can really dance



HERB MILLS, treasurer of Mills Novelty Company, gives the glad hand to Orchestra Leader Jan Garber, who wanted to see the Souzides. Panoram will be exhibited at Mills factory and at the convention at the Sherman Hotel, Chicago, January 13-14.

and could hold down a professional engagement. . . . Ben Haskel, of Haskel & Goldberg, coin attorneys, is a different looking individual in evening clothes. . . . Louis Goldberg and Al Lifshay deserve a lot of credit for the swell job of managing Amalgamated affairs. Both are working harder than ever.

MEN AND MACHINES . . .

Willie (Little Napoleon) Blatt isn't doing much bragging but is said to be doing one of the biggest distributing jobs in the business. Reports are that he is leading in Buckley Music System sales. . . . Mike Chance, of A. H. DuGreuter, says the firm is far ahead on orders for the Champion cigarette merchandiser and promises to give the boys an eye-full at the convention. . . . Tony Gasparro, of Weston Distributing Company, Inc., spent last week at the exhibit factory in Chicago. . . . Bert Lane, of Seaboard Sales, is one of the busiest guys in the business, despite the fact that he should sit back and take it easy for a spell following the swell job he did during his first year in the district field. . . . Sam Sachs, of Acme Sales Company, is reported doing a good job with the Reliable wall organ speaker. . . . Games and wall boxes keep George Pomer on the hop. With the Mills Panoram coming to town, George says he will really be kept busy. . . . Dave Simon is getting set for the convention. . . . Al Simon tells that he's going to stay in town until the convention no matter what comes up.

COIN SHOTS . . .

Max Welsa, of Brooklyn, who recently returned from the Windy City, enjoys a good rummy game. . . . Ada Oodman, of Savoy, will soon name the day. . . . Sam Kramer, Brooklyn operator, will soon take a long-delayed vacation. . . . Abe Schultz, Brooklyn operator, is recovering from tonsillitis. . . . Better business is reported to have forced Willie Levy, of Brooklyn, to forego his usual card games. . . . Al Simon, of Savoy, remains Klubbisch champ despite the challenge issued by Jerry Kaufman, of New York. . . . Jack Senel is reported losing weight. . . . Phil Hansen won't let cards interfere with his meals. He goes home and eats and comes back to finish the game. . . . Harry A. Marcus, Brooklyn operator, now has the title of "Champion Stogie Smoker." . . . Brooklyn operators say one of the best times to be had is a visit to Morris Karlita's home, recently completely refurbished. Morris' partners are Abe Black and Lenny Karlita, and they're doing a swell operating job. . . . Irv Biecher is a busy man. . . . Jack Ehr-

lich is still looking for the headman. . . . Jack Fitzgibbons passed around those individualized gifts that are characteristic of Bally. He says he'll have an important announcement as soon as Ray Mooney returns from Florida. "Weather's so good," says Fitz. "Ray hates to leave." . . . DeWitt (Doc) Eaton, of Buckley Music System, Inc., is one of the happiest guys in town, with his distributors putting out more and more wall and bar boxes. On his return from a trip thru New York State and Connecticut, Doc said: "Demand for Buckley, especially the new 32 and light-up boxes, is growing everywhere." . . . Tri-Way Products Company, Brooklyn, reports that the Ultratone speaker-baffle has clicked solidly, as has the demand for the new lighted Illuminators.

JERSEY JOTTINGS . . .

Dave Stern, of Royal Distributors, Inc., Elizabeth, was recently elected president of the New Jersey Music Operators' Association. . . . Reports have it that Eddie Corriston, of Palisades Novelty Distributors, Grantwood, is one of Bally's biggest sales factors. . . . Raoull Ulberg, Corriston's right-hand man, is considered one of the busiest of the busy in the State. . . . Irv Morris, of George Pomer Company, Newark, pulled a good stunt. He sent out pocket knives to the firm's out-of-town customers with the request that a penny be sent in return so that friendship would not be cut. Result was that the office was flooded with coppers and orders for Chicago Coin, Gottlieb, and other products handled by the firm. . . . Lester Carroll, originator of the Pomer Carrolization rebuilding process, is resting on his well-earned laurels. . . . Al Hafkin, of Siegel Sales, Nutley, continues to talk about his six-month-old son, David. . . . Jack Kronberg, of Crown, reports that some surprises will soon be let out of the bag. . . . Bill Ehrenberg, Elizabeth, is kept busy by his fine locations. . . . H. Betta and Ed Marks are vice-president and treasurer, respectively of the New Jersey music operators' organization. . . . Leo Waldor is interested in telephone music. . . . Irv Orenstein got so many Christmas gifts, he's seriously thinking of opening a gift shop. . . . Al Cohen, of Asco, has gone in for Davall's Cohn and Ace in a big way. He says the firm's collections were so good he visited the location to check for himself. . . . Jack Kay, of Ace, Newark, had a Christmas party that went over big, running far into the night.

FROM HERE AND THERE . . .

Abe Fish, of General Amusement, Hartford, claims his firm is busier than ever and that all he needs is more great games and music to make 1941 top all. . . . Hotel Garde, New Haven, set up a burning fireplace over which an organ speaker had been installed for Christmas music emanating from the manager's office, where a phone had been placed. Idea was Jerry Altro's, of Yale Amusement Company. . . . A. Crescentini, of Ace Novelty Company, recalls the time when everything about which the boys talked was automatic. . . . Max Abeshouse, of Mac's Specialty Company, New

Haven, is one of the busiest men in the State.

Boston invitations have been received from Ben Palatrank. His son recently had his Bar Mitzvah. This makes Ben a lot older than most of the columnists thought.

I. H. (Izz) Rothstein, of Banner Specialty Company, Philadelphia, did himself proud by mailing friends a swell daily appointment calendar with clock. It bears his slogan, "We Endorse Only the Best."

From Miami Irv Sommers, of Modern's office, came cordials done up in miniature golf bags and bars for Christmas. Irv really gets a long ways to find tricky gifts.

MORE FROM NEW YORK . . .

Al Schlessinger is reported taking it easy in his Poughkeepsie home and will soon leave for the South to regain his health. . . . Earle C. Becke, of National Novelty Company, Merrick, L. I., who has become known as one of the leading distributers, says he's expecting big things in 1941 and will soon have some big news for the trade. . . . Irving Mitchell celebrated the Christmas holidays by passing out bonuses to his employees. . . . Chippy Maltz claims he has a surprise for the trade. . . . Dave Firestone, of the Cent-a-Mint Sales Corporation, returned from a long sales trip to enjoy the holidays in town. He reports that the firm has just completed some big deals and that it will have a booth at the show. . . . Benny Leonard's restaurant on Seventh Avenue opened last week and clicked immediately. Many columnists dropped in to eat and wish Benny luck. . . . Dave Margolin, of Manhattan Distributing, spent a few days in New York and then hurried back to Philadelphia for the holidays.

Maurice Barnhard Heads Royal Sales

NEWARK, N. J., Dec. 28.—Maurice Barnhard, well known in Jersey coin circles, has been appointed sales manager for Royal Sales Company here. Firm is exclusive distributor for the Buckley Music System in this State.

Barney (Snugg) Sugarman, of the firm, said: "Maurice understands the music operators' problems. He is well known as a conscientious worker in behalf of the music operators, and will direct all sales for Buckley Music System from now on."

Speaking of his appointment, Barnhard said: "One of the first things I plan to do as sales manager for Royal is to take to the road and personally meet with the music operators to explain the Buckley Music System. There is no doubt in my mind that our 30-day, free-trial installation, guaranteeing double the present profits on any location, will more than convince operators of the value of the Buckley Music System. Our low down payment and liberal time payment allows the music operator to actually pay out of earnings."



BUCKLEY MUSIC SYSTEM'S Jean Martin displaces the firm's Music Box and reports the firm is going strong in all sections of the country with the product.

**Exclusive
NEW ENGLAND
DISTRIBUTORS
OF
JENNINGS TELEPHONE
WIRED MUSIC
Automatic Coin
Machine Corporation**
340 Chestnut St., SPRINGFIELD, MASS.

**RECONDITIONED
REFINISHED
PHONOGRAPHS AT LOWEST PRICES**

Wurlitzer 500	\$149.50	Wurlitzer 716	\$39.50
Wurlitzer 650 Keyboard	139.50	Wurlitzer 718	32.50
Wurlitzer 659	139.50	Wurlitzer 720	35.00
Rock-Ola 1939 Deluxe	135.00	Wurlitzer 25	75.00
Rock-Ola 1939 Standard	125.00	Wurlitzer 24A	75.00
Wurlitzer 533 Reel	145.00	Seeburg Reel	125.00
Wurlitzer 616	39.50	Mills De Re MI or Swing King or	
With Grill	44.50	Zephyr	25.00

Terms: 1/3 With Order, Balance C. O. D. Outside U. S. A.—Cash in Full.

DAVIS SALES CO., 105 Lexington Ave., SYRACUSE, N. Y.

DECCA

Hot Tips for Operators

HAB THE NICKELS WITH THESE NEW DECCA NUMBERS

- 3477 WHEN I LOST YOU
WHEN YOU'RE A LONG, LONG WAY
FROM HOME
Ring Crosby with Paradise Island Trio
- 3427 FRENCH
A SONG OF OLD HAWAII
Woody Herman and His Orch.
- 3546 IT'S A GREAT DAY FOR THE IRISH
WHO THREW THE OVERALLS IN
MRS. MURPHY'S CROWDER
The Jesters
- 3560 YEE, MY DARLING DAUGHTER
JOHNNY PEDDLER
Johnny Long and His Orch.
- 3558 OH, HOW I HATE TO GET UP IN
THE MORNING
ON THEY'RE MAKIN' ME ALL OVER
IN THE ARMY
Dick Robertson and His Orch.
- 3553 SCRUB ME, MAMA, WITH A BOOGIE
BEAT
JOHNNY PEDDLER
Andrew Sisters
- 3468 PUTTIN' AND TAKIN'
I'M ONLY HUMAN
Ink Spots
- 3464 ALONG THE SANTA FE TRAIL
DOWN IN TOYLAND VILLAGE
Guy Lombardo and His Orch.
- 3404 TWO DREAMS MET
DOWN ARGENTINA WAY
Bob Crosby and His Orch.
- 3478 LET'S BE BUDDIES
REMEMBER ME
Connie Boswell
- 3483 DO YOU KNOW WHY?
ISN'T THAT JUST LIKE LOVE?
The Merry Maes
- 3453 A NIGHTINGALE SANG IN BERKE-
LEY SQUARE
DID ANYONE CALL?
Guy Lombardo and His Orch.

Decca Records Inc.

Canadian Distributors:
THE COMPO CO., LTD.
LACHINE, MONTREAL
QUEBEC

Detroit

DETROIT, Dec. 28.—Blain Hill, Evans Coin Machine Company, has taken over the business with the withdrawal of Irving Folberg from partnership.

One of Detroit's first operators to be called up in the draft was Lawrence P. Eder, who has operated in a small way for several years. Larry has a handicap which will make it impossible for him to serve in the army—he is blind, but despite that handicap he has operated machines and his downtown cigar store daily. He operates peanut and candy vendors.

V. Christopher, partner in the Ajax Novelty Company, Detroit jobbers, is leaving on a two weeks' vacation in Florida. His partner, M. Y. Blum, is expected to make a Florida journey shortly after his return.

Lincoln Amusement Company has made a move to tie in with its own name by moving from Woodrow Wilson Avenue to a new store on South Fort Street in Lincoln Park. The company, which was considering going into the jobbing field, is concentrating exclusively on operating in the music machine field, according to Russell Trilek, partner. Other partners in the company are Frank Staffs and Louis Eston.

Jack Flanagan, amusement machine operator, is back from an extended hunting trip with his nephew in Southern Pennsylvania—and he returned with his deer. He was planning a trip to Indianapolis this week to survey the coin machine territory in that section.

Eddie Oram, who operates in the gun machine field, is adding a sideline—opening a restaurant to run along with his machine route.

Jack Moore, brother of the veteran operator Max Moore and himself an operator of amusement machines, is being called Yonkel Moore now along machine row.

Record Buying Guide

An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

A TRADE SERVICE FEATURE of Billboard

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.

A Nightingale Sang in Berkeley Square. From the pace this exceedingly lovely ballad set from the outset it's no surprise to see it land up here among the top phonograph tunes of the moment. It's arrived in a solid, substantial way and it looks good to hang around for a few weeks. **GUY LOMBARDO*** has overtaken the lead established last week by **GLENN MILLER***, but the latter is close on Lombardo's heels, with **RAY NOBLE*** bringing up the rear.

Ferryboat Serenade. (10th week) **ANDREWS SISTERS, KAY KYSER*, GRAY GORDON***.

We Three. (9th week) **INK SPOTS, TOMMY DORSEY***.

Beat Me Daddy, Eight to a Bar. (7th week) **ANDREWS SISTERS, GLENN MILLER*, WILL BRADLEY***.

There I Go. (4th week) **VAUGHN MONROE, WILL BRADLEY*, TOMMY TUCKER***.

The Five o'Clock Whistle. (4th week) **GLENN MILLER*, ELLA FITZGERALD*, ERSKINE HAWKINS***.

Down Argentine Way. (3d week) **BOB CROSBY*, SHEP FIELDS*, LEO REISMAN*, GENE KRUPA***.

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.

Dream Valley. Getting hotter with each succeeding day, this seems almost certain to jump into the "going strong" classification in another week. The simple melody is being carried into the coin phones by **SAMMY KAY*, FRANKIE MASTERS*,** and **WOODY HERMAN*,** with little choice among the three disks in the matter of popularity.

Along the Santa Fe Trail. Another ballad that gives every indication of stepping out among the real blue ribbon winners in another week or two is this Western-type song. It has one of those appealing melodies that catches the ear, and its titular tie-up with the Warner film, *Santa Fe Trail*, isn't hurting it any. **SAMMY KAY*, DICK JURGENS*,** and **KATE SMITH** are doing the honors here.

Frenesi. Climbing remarkably fast in this beautiful Mexican number, which has been a pretty big retail record seller for some time, but which has only just started to click in the music machines. **ARTIE SHAW** and **WOODY HERMAN*** have sharply contrasting versions, and both are doing about equally well in the phones.

A Handful of Stars. A movie tune, from *MGM's Nullabeloo*, that is showing progress in its march toward the top. There isn't too much about the song that's different enough or unusual to predict smash hitdom for it, but at the moment it's moving ahead nicely, and a good many operators are doing well with it. In the **GLENN MILLER*** arrangement.

Two Dreams Met. Slowing down again in its drive for the top, this picture picture probably never hit the front lines at this late date. It's been trying to do it too long now without succeeding, and altho it's still being played in a number of machines, and profitably, it's not likely that its career will go much further. Still **MITCHELL AYRES*** and **TOMMY DORSEY***.

Stardust. With the success of his recording of *I'll Never Smile Again* music machine history, **TOMMY DORSEY*** duplicates the performance with this Hoagy Carmichael classic—complete to slow tempo, Frank Sinatra-Pied Piper vocal, and similar scoring, taking in Tommy's trombone and the celeste that did so much for *Smile Again*. And the hit proper and the celeste that did so much for *Smile Again*. And the hit proper and the celeste that did so much for *Smile Again*. And the hit proper and the celeste that did so much for *Smile Again*.

He's My Uncle. Weakening a bit is this patriotic jingle with the different versions of **LEE LYMAN*** and **KAY KYSER*** have had the only two versions to mean anything under the needles, and they're still the only ones in the picture, but each is losing his hold a little bit.

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 though they may probably will never climb into "Going Strong."

Rhumbaogie. (8th week) Pretty nearly thru. **ANDREWS SISTERS.**

Falling Leaves. (8th week) Still hanging on. **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.

Java Jive. A new **INK SPOTS** recording that is being mentioned by some operators as a worthy follow-up to the various click disks that the Spots have had of late. Better keep an eye on this one, for the septa foursome's popularity, plus an attractive title, is apt to push it far.

Mean to Me. Another record that is beginning to attract attention in those machines already playing it is this ballad from the **ANDREWS SISTERS.** The song will be remembered as a well-known hit of yesterday, and the disk is further unusual in that the Andrews girls sing a ballad for the first time in their recording career. It looks good.

Yes, My Darling Daughter. Mentioned in this space several weeks ago, it is now imperative to list it again as a strong possibility, because of reports that, as in the case of the above numbers, indicate a good future for it. It's **DINAH SHORE'S** record here, Miss Shore having introduced it on the Eddie Cantor radio show.

Do You Know Why? A picture ballad, from the Jack Benny-Fred Allen Paramount movie, *Love Thy Neighbor*, that seems to have the stuff to get it places along the phonograph network. As the picture gets around in the neighborhood houses, operators would do well to make this tune available to nickel-droppers.

* Indicates a vocal chorus is included on this recording.

Double-meaning records are purposely added from this column.

Pace Setters

of the
Popularity Parade



on **VICTOR**
and
BLUEBIRD
RECORDS

VICTOR "POPULAR" RELEASE NO. 404
LIST PRICE 50c

27254 The Last Time I Saw Paris
High on a Windy Hill
Lanny Ross

27255 All Comes Back to Me Now
Talkin' to My Heart
Nat Kemp

27256 You Forgot About Me
Whispers in the Night
Artie Shaw

27257 I Gotta See a Dream About a
Girl
A Cathedral in Rio
Swing and Sway with Sammy Kaye

27258 Peg o' My Heart
Night Song
Duminy Berigan

27259 Agua Agua—Rumba
Visit Panama—Rumba
Xavier Cugat

BLUEBIRD "POPULAR" RELEASE NO. 310
LIST PRICE 35c

B-10982 Anvil Chorus—Part 1
Anvil Chorus—Part 2
Glenn Miller

B-10983 Come Down to Earth, My
Angel
Magic Mountain
Freddy Martin

B-10984 You Forgot About Me
Moonlight and Tears
Larry Clinton & His Bluebird Orch.

B-10985 Wait 'Till It Happens to You
Easy Rhythm
Earl Hines

B-10986 How Did He Look?
Miss Johnson Phoned Again
Today
Joan Merrill

B-10987 I'm Always Chasing Rainbows
Somebody Stole My Gal
Bob Chester

B-10988 Keep an Eye on Your Heart
San Antonio Rose
Gray Gordon & His Tic-Toc Rhythm

B-10989 Everybody Loves My Baby
Scram
Fats Waller and his Rhythm

For finer radio performance—RCA Victor Preferred Type Tapes. In Canada, RCA Victor Co., Ltd., Montreal, Order RCA Victor Phono Needle from your RCA Victor Distributor today.

*Vocal Refrain

Order today
from your
DISTRIBUTOR





HOME RUN NOW ONLY \$15.00

Each in Lots of 5 or More. Special Home Run \$16.50

Take advantage of this unusual offer! 1/3 each with order, balance C. O. D.

VICTOR VENDING CORP.
3711 W. GRAND AVENUE, CHICAGO

*** HOME RUN ***
and all Victor Vending Corp. Machines can be bought on time payments from

TORR 2047A-50. 68 PHILA., PA.

SILVER KING
\$5.50 Each in lots of 10

ONE OF THE 250 MODELS



5 lb. "SILVER KING," \$6.50 10 at \$5.50

TIME PAYMENT PLAN ON SILVER KINGS, NOW. LOW AS 50c A MONTH

FREE Cat. & Instructions. Write today for terms.

TORR 2047A-50. 68 PHILA., PA.

IT'S NEW! IT'S TOPS! IN BEAUTY and PERFORMANCE

TASTEE MINT
Penny Vender

A new high quality penny vender! Easy to locate — simple to operate! Utilizes new cam principle — nothing to jam, wear out or "flick."

Choice of colors.

Write Today for details!

ANDREW CORRETTA & CO.
5209 Euclid Ave., CLEVELAND, OHIO

ASCO WEEKLY SPECIALS

VENDORS	17-oz. Brew. Mfg.
12 Pennant	Purchase, 5 oz. \$3.95
10 Ever Ready, 4 col.	cap. 12 oz. 3.95
10 Bell Down	14 Bellows 2-1/2
200 Bull's cap. 1.45	New Model 3.99
10 Tom Throat	14 Log Cabin 7.95
2 lb. 2.45	14 Snacks, 8 col. 7.95
10 King Jr. 2.95	14 Totalizer 9.95
12 Silk Gun	14 Challenger 11.95
2 col. 2.95	A. B. T. Model P
10 Silver King, 5 lb. 3.95	Challenger 6.95
2 col. 3.95	Complete price list sent upon request.

ASCO, 140 ASTOR ST., NEWARK, N. J.

MERCHANDISE MACHINES

New Bottle Vender At Industry Show

CHICAGO, Dec. 28.—A newly developed, manually operated coin vending cooler for carbonated beverages in bottles will be exhibited for the first time at the forthcoming coin machine show at Hotel Sherman, Chicago, by the Ideal Dispenser Company, Bloomington, Ill. This is to be a companion product to the milk dispenser the firm has marketed successfully the past two years or more.

The aim in developing the new cooler and vender is to provide a device so simple in operation and sturdy in construction that it can be serviced by regular bottled beverage deliveries, with a minimum of repairs and expensive adjustments. It is claimed that this has been fully achieved.

Made in two sizes, both are 27 inches wide and 36 inches high, but the smaller is 31 inches long, while the larger is 43 inches long. The smaller model holds 50 to 55 bottles and the larger 95 to 100, and these may be small or large bottles. It is possible to dispense from one to seven flavors with this device. To secure the beverage the customer lifts the lid, makes his selection, and slides the bottle to the bottle release, deposits nickel, and lifts the bottle out, the whole operation accomplished in an instant. Retending is simplicity itself and requires only that a catch bar at end of cooler be released after which bottles can be placed quickly in position.

Newspaper Hits Cigarette Taxes

READING, Pa., Dec. 28.—The Reading Times in an editorial December 17, titled "100,000,000 Up in Smoke," rallied to the defense of cigarettes which seem to be the goat every time lawmakers look for something to tax.

"Lean back, drag deep on that cigarette, and enjoy it," said the editorial. "You and other tobacco users are paying nearly \$100,000,000 in taxes this fiscal year for the privilege.

"That's the estimate of the National Tobacco Tax Conference. Federal tobacco tax yields increased 5 per cent in fiscal 1940, and State tax yields from the same source, 13 per cent.

"Gradually increasing and likely to increase still further, the tobacco tax has now reached 5 cents in Louisiana and Arkansas, 4 cents in Mississippi, 3 cents in eight other States, and 2 cents in 15 others.

"With defense and other expenses mounting, My Lady Nicotine may be carrying a heavier burden during the next few years—and that's no pipe dream."

National Peanut Week, Jan. 23-31

CHICAGO, Dec. 28.—January 23 to 31 has been set aside as National Peanut Week, a promotional gesture to further the sale of the peanut and its by-products. A window decorating contest is one feature of this campaign, with large prize money being offered for the best display.

A peanut festival will be held in Suffolk, Va., during National Peanut Week, featuring a coronation ceremony at which the Peanut Queen will be crowned. Radio broadcasts will be sponsored from Washington, Chicago, and the Pacific Coast.

The campaign will have a definite value to the operator of bulk vending machines and should receive the whole-hearted backing of the coin machine operators, officials of firms manufacturing peanut vending machines believe.

Operators desiring to help promote the popularity of peanuts should write W. B. Jester, National Peanut Council, Suffolk, Va. He will send a quantity of peanut stickers that can be placed on globes of peanut vending machines.

Slow Locations—Operator's Nemesis

By W. R. GREINER

The Northwestern Corporation

Slow locations are the dread of every operator. Each machine that is serviced requires a certain expenditure of time, effort, and money—which remains constant whether the take from the machine is 25 cents or 43.

Did you ever stop to seriously consider this fact, or do you spend hours each week servicing locations that don't begin to pay their own way? You can't build up the route and income you want with such locations and it is foolish to put up with them.

If a machine does not produce as it should, there is some definite reason for it. It may be a case of wrong merchandise; the machine may be placed in the wrong spot in the location; portions may not be regulated properly.

Move Slow Producers

It is up to you to get to the bottom of this situation, determine how these locations could be made to produce as they should. But if all the experimenting fails, you are money ahead to pull the machine and place it in another spot.

Machines that do not produce are a hazard to the profits of your business. Not only do they fail to pay their own way, but they cut down on the percentage of profit which your other locations have built up.

Remember, your income can be only as great as the producing power of your machines. Operators are fortunate, because they themselves can determine what this figure shall be. A careful survey of your route, weeding out the slow machines and placing them in better spots can be accomplished during your daily routine of servicing machines—and what a difference you'll see in your route!

Candy Men To Show At NATD Conclave

CHICAGO, Dec. 28.—Many prominent candy manufacturing companies will be among the exhibitors at the ninth annual convention of the National Association of Tobacco Distributors, a number of whose members are jobbers of candy as well as tobacco products. The conclave will be held at the Palmer House here January 15-18.

One of the features of the convention will be an exhibit of a completely equipped and fully stocked model distributing house. The exhibit, which will measure approximately 62 by 34 feet, will include a candy department.

Soft Drink Firm Building New Plant

PHILADELPHIA, Dec. 28.—A new \$1,000,000 plant will soon go up in Philadelphia to house an industry that began in a little drug store here 94 years ago—the Hires root beer enterprise.

The Charles E. Hires Company disclosed this week that a site assessed at \$108,000 and covering more than six city blocks has been bought. Still carried on by the son of the founder, the soft drink company today operates 11 plants in the United States and Canada, and a large sugar plantation in Cuba. It sells 440,000,000 glasses of root beer a year.

Washington Tax \$189,185

OLYMPIA, Wash., Dec. 28.—Cigarette stamp revenues during the month of November amounted to \$189,185, the tax commission reports.

Ohio Cig Men Continue Fight For Fair Prices

CLEVELAND, Dec. 28.—Ohio cigarette vending machine men will continue to fight for a fair cigarette price despite the upsetting of an injunction requiring that cigarettes be sold for not less than 16 cents per package or two for 31 cents. The original injunction was obtained by the Ohio Fair Trade Committee.

The Appeals Court dissolved the injunction which had prevented the defendant, Lane Drug Company, from selling more than 20 brands of cigarettes at less than the fair trade price. The court held that contracts might be made covering one product, but not all brands of one commodity within the same contract.

The court also declared present contracts were between groups of jobbers and groups of retailers, thus eliminating free competition required by the Ohio Free Trade Act. An appeal has been filed with the Ohio Supreme Court.

Cig Taxes Net N. Y. \$2,029,307 in November

ALBANY, N. Y., Dec. 28.—New York State collected \$2,029,307 in November thru its 2-cent-a-pack tax on cigarettes, bringing revenue for the first five months of the fiscal year to \$10,329,752. Dealers acting as State agents in affixing stamps to cigarette packages received \$108,289 in commissions last month, Tax Commissioner Mark Graves said.

IF YOU WANT THE BEST IN BULK VENDING—BUY



Northwestern

More than ever Northwestern leads the bulk vending field. High quality machines for every purpose and purpose. Built for years of dependable, carefree service. Write today for complete details!

THE NORTHWESTERN CORPORATION
205 E. Armstrong St., MORRIS, ILLINOIS

THE FULL NORTHWESTERN LINE

- ★ Recommended
- ★ Guaranteed
- ★ Distributed
- ★ Financed by

TORR 2047A-50. 68 PHILA., PA.

Close Out—Prices Slashed

Reconditioned Cigarette Machines

NATIONAL 6-30, complete	\$19.95
7 COLUMN STEWART & McGUIRE (Model 8), complete with cabinet stand	35.00
8 COLUMN CHROME FAC (Model M)	9.95

Iron Stand \$1.00

LOTS OF 5-10% Discount

To operate 15¢ or 20¢ coin slots. All Machines perfectly reconditioned.

1/3 Deposit, Balance C. O. D.

HERALD VENDING CORP.
41-14 24th Street, L. I. CITY, N. Y.

FREE!

Even missed, during the month of January only, we will mail (free) 25 copies of ADAMS' vending guide to operators of 50 or more machines in the state of Missouri and Iowa only. We offer to do this to accurate and machine operators with the high quality of ADAMS' brand and to inform them in the operation of ADAMS' gum venders.

G. V. CORP.
33 W. 46th St., N. Y.

Schedule Round- Table Discussion For NATD Show

CHICAGO, Dec. 28.—Twelve round-table conferences have been scheduled for the ninth annual convention of the National Association of Tobacco Distributors (NATD) at the Palmer House, Chicago, in January. The series of informal discussions in which a record number of conferees will participate will cover many vital subjects confronting tobacco men. Discussion No. 10 applies to cigarette vending machines.

Because many coin machine men are interested in the field of tobacco purveying we list the 12 subjects below:

1.—Can legislation restricting unfair competitive practices alone assure the survival of the distributor?

2.—What gross profit is required for the efficient marketing of the fastest selling, nationally advertised brands as compared with the profit on cigars and sundry items?

3.—While retaining the exclusive distribution of certain brands of cigars, pipes, candy, etc., a substantial number of distributors rely on sub-jobbers to obtain and maintain distribution of such brands, especially in thinly populated areas. Is a distributor justified in enjoying the sole distribution of a product when his sales personnel is inadequate to cover all the potential outlets in his territory?

4.—The future of the cigar business greatly concerns every distributor. What can the distributor do in his respective territory to increase cigar consumption?

5.—Owing to lack of aggressive leadership, in many territories, local or State associations have not reached their desired effectiveness. What can be done to build leadership in local associations?

6.—Granted that manufacturers' missionary effort is indispensable to the furtherance of the consumer's acceptance of a product, is it more productive for the missionary man to accompany the distributor's salesman or to work independently?

7.—In some localities, wholesale tobacco distributors are currently operating on a five-day per week basis. Is a general application of the five-day week desirable for tobacco distributors?

8.—Economic conditions have impelled the wholesaler and retailer to diversify their business by adding a substantial number of sundries. Also some distributors are successful sundry merchandisers, by and large, tobacco wholesalers have not acquired the technique to sell sundries in a substantial volume. What can be done to stimulate more interest of sundries by the distributors?

9.—The very existence of the service distributor depends upon the efficient distribution and promotion of the manufacturers' products, and one of the major functions of the NATD is to improve these merchandising standards. From the manufacturers' standpoint, in what specific ways can the distributor improve his methods?

10.—While a considerable number of legitimate wholesale service distributors have branched out into the field of mechanical merchandising, a substantial number of others still regard vending machines as an undesirable and unimportant factor in wholesale distribution. Should the vending machine be an integral part of the operations of the wholesale distributor?

11.—The practice of consigning merchandise and returning goods has developed to such an extent that it has become a pronounced evil in the industry. What can be done to rectify this condition?

12.—Under the present practice, when the manufacturer assigns the exclusive distribution of his products to a distributor, it is generally based on a gentlemen's agreement. Would it not be more equitable and fair to both parties to render such agreements in the form of legal contracts?

Glassgold New Du Grenier V. P.

HAVERHILL, Mass., Dec. 28.—Francis C. Du Grenier, president of Arthur H. Du Grenier, Inc., announced the appointment of Burnhart (Bip) Glassgold as vice-president of the Du Grenier firm. Glassgold will be in charge of sales and will work out of both the main offices of the firm here and the New York headquarters at 615 10th Avenue.

Glassgold comes to Du Grenier from



BURNHART (BIP) GLASSGOLD,
new vice-president of Arthur H. Du
Grenier, Inc.

U-Need-a-Pak Products Corporation. His association with the vending machine industry dates back to 1936. As a member of the U-Need-a-Pak sales organization in St. Louis and Detroit he became well known in Midwestern coin circles. Later, upon being called to the home office in New York to assume an important executive post, he became equally well known among Eastern operators and distributors.

Prior to 1936 Glassgold was secretary and general counsel of the Snider Packing Corporation, Rochester, N. Y., a position he assumed following a successful law practice in New York.

Du Grenier, in making the announcement of Glassgold's appointment, revealed that Glassgold as well as other Du Grenier executives will be at the Du Grenier booths at both the Coin Machine Show and the National Association of Tobacco Distributors' Convention to meet operators of vending machines.

Mandell Wins Sales Contest

CHICAGO, Dec. 28.—Moe Mandell, Northwestern Sales & Service Company, Brooklyn, won the title of No. 1 Northwestern distributor in the sales contest conducted by the Northwestern Corporation, Morris, Ill.

The final tally showed that Mandell, who took an early lead but was often hard pressed to maintain that lead, had finished ahead of all others. "The fact that Northwestern operators have a bunch of live-wire distributors to serve them was proved beyond question of a doubt," declared W. R. Greiner, official of the company.

Second place winner was Peanut Products Company, Des Moines, Ia. They followed closely on the heels of Mandell. Last year's winner, Polson & Brown, Dallas, made a flying start and at the end of October were close to the top. However, they lost their second place standing to Peanut Products by a few points. They did manage to beat out the Reliable Vending Machine Exchange for third place.

Others who fought all the way and finished after the four mentioned leaders were Avo Vending Machine Exchange, Newark, N. J.; M. T. Daniels, Wichita, Kan.; Marvin E. Maddox, Washington; American Cigarette Machine Company, Pittsburgh; Rake Coin Machine Exchange, Philadelphia, and K. T. Barron & Company, Minneapolis.

Pan Exhibit Set For Industry Show

CHICAGO, Dec. 28.—"We extend to all colleagues a cordial invitation to stop in at Booth 56 to see our complete line of vending machine merchandise," declared Willard Seefeldt, sales manager of Pan Confections, Chicago.

"We pride ourselves," he continued, "on having the fullest line of money-makers, and a few minutes spent at our display will return many dollars."

In the December line-up of the most popular vending machine candies, as

reported by Pan, the following are the Big 10: 1. Candy Teeny Beans; 2. Midget Baked Beans, hard shell; 3. Assorted Licorice Pastels, hard shell; 4. Salted Virginia Peanuts, blanched; 5. Panco Ball Gum; 6. Salted Mixed Nuts; 7. Salted Spanish Peanuts; 8. Boston Baked Beans, hard shell; 9. Chocolate-Coated Raisins, salted; 10. Assorted National Stars.

Tobacco Use on Rise in Mexico

WASHINGTON, Dec. 28.—Consumption of leaf tobacco by domestic manufacturers in Mexico during the first nine months of the current fiscal year amounted to 28.7 million pounds, an increase of approximately 3 per cent, as compared with the same period a year ago, according to a report from Agricultural Attache L. D. Malloy at Mexico City. Mexico imports only small quantities of tobacco, and over 99 per cent of the leaf consumption in factories is grown within the country. At present there are indications of general business improvement and as employment increases in 1941 from manufacturing activity, construction, and other developments, the demand for tobacco products is likely to rise further.

The consumption of tobacco in Mexico has been on a general upward trend during the past decade, increasing from 31.3 million pounds in 1935-36 to 38.3 million in 1938-39, but the domestic crop has risen in far greater proportion. For the past four years (1937-1940) tobacco production in Mexico has averaged about 44,000,000 pounds annually, or an increase of 65 per cent over the previous four-year average.

No data are available as to leaf stocks in Mexico, but there is evidently some accumulation. Consumption for the past four years has averaged but 37,000,000 pounds, and less than one half of 1 per cent of the Mexican crop is exported.

Kill Pepsi-Cola Loft, Inc., Merger

PHILADELPHIA, Dec. 28.—The long-proposed merger between Loft candies and Pepsi-Cola soft drink concerns is off for the time being, according to local sources, officials in the candy concern. It was learned that the Bureau of Internal Revenue has declined to approve proposals to merge Loft and Pepsi-Cola as a "tax-free" proposition, although competent counsel and tax experts maintained that such was the case. Under the circumstances, it is said, Pepsi-Cola stockholders do not feel justified in subjecting themselves to the risk of possible tax claims growing out of such a merger. However, directors will continue to work out a plan of merger or consolidation. Loft, Inc., owns about 80 per cent of the Pepsi-Cola stock.

Ky. Cig Tax Yield Up

FRANKFORT, Ky., Dec. 28.—State cigarette tax collections last month amounted to \$162,034. In November, 1939, they were \$130,823.

Suggestions on Game Manufacture

To the Editor:

On page 74 of the December 21 issue of *The Billboard*, the article by R. C. is very good. I endorse his suggestions heartily, especially the alarm bell, as we just had 20 machines robbed. The doors were pried off and they were able to twist the whole lock around.

It is my understanding that a collar to fit on locks can be bought for 20 cents. It seems to me the manufacturers could put on the bell and collar, as it would save the operators plenty. J. A. P.

N. Y. Incorporations

ALBANY, N. Y., Dec. 28.—Secretary of State Michael P. Walsh has authorized three new vending machine companies to conduct business in New York State. The new enterprises include:

Champion Specialty Manufacturing Company, Inc., Brooklyn. Capital 200 shares of stock. The subscribers to the capital stock are David L. Chasal, Esther Brenner, and Stella Davis, New York.

Lincoln Service, Inc., Brooklyn. Capital 200 shares. Stockholders: Benjamin H. Schor, Isaac Kilman, and Sadie Barad, Brooklyn.

American Coin Machines, Inc., Manhattan; 100 shares. Stockholders: Alexander Savanuck, Ramona L. Gordon, and Harry P. Goulston, New York.

Who Are 4 Men On Show Poster?

CHICAGO, Dec. 28.—The four men on the poster advertising the 1941 Coin Machine Show have created considerable comment, according to Herb Jones, advertising manager of Bally Manufacturing Company and chairman of the show publicity committee.

"Numerous operators and distributors," Jones explained, "have written to ask who the four men are. They even claim to recognize some certain operator or distributor in the group and want to know why he-and-so gets the free publicity. I want to emphasize, therefore, that any resemblance to any person in the industry is purely coincidence."

"The four men are, of course, symbols of the industry in several different ways. They can be considered as representing the amusement service, and vending divisions of the industry—thus emphasizing the fact that the entire coin machine industry is represented at the show. Or the four men may be thought of as an operator, a jobber, a distributor, and a manufacturer—meaning that the show is the place where all factors get together in a spirit of harmony and co-operation. Finally, the quartet indicates that coin machine men from the North, South, East, and West will throng to the 1941 Coin Machine Show, Sherman Hotel, Chicago, January 13-16."

Coca-Cola Buys Site for Fourth Chicago Plant

CHICAGO, Dec. 28.—Coca-Cola Bottling Company of Chicago, Inc., has assumed title to the vacant northwest corner of Fullerton and Narragansett avenues, on which it plans to erect its fourth plant in this city at a cost of approximately \$200,000 for land, building, and equipment. While the transaction still is in escrow, the deal is expected to be closed shortly. Ground may be broken around the middle of January.

Continually increasing business is necessitating the construction of this new plant to serve the Northwest Side, officials said. In fact, business is so good that consideration is being given to the erection of a fifth Chicago plant near the Loop next spring, they explained. Negotiations now are being carried on for several pieces of property between the Loop and Racine Avenue.

It is estimated that the new Northwest Side plant will be able to turn out about 24,000 cases of Coca-Cola a day. The garage will accommodate around 150 trucks. It is probable that around 150 employees will be added to the payroll, making a total of approximately 600.

Mississippi

NATCHEZ, Miss., Dec. 28.—Harry King Barth, musician and former operator, left December 23 for Hollandale, Fla., to join the Original Dixieland Jazz Band, of which he was formerly a member.

Joe Ring, former service man at La-Ark-Tex Company, now working for Uncle Sam on a defense program project in Jacksonville, Fla., was home for the holidays with Mrs. Ring and daughter, Rose.

WE ARE NEW JERSEY DISTRIBUTORS FOR "HOLE-IN-ONE"

A New Counter Bill Game with 400 Gun Vender and Earning Power of A DOLLAR IN 1 HOUR! **ORDER A SAMPLE TODAY!**

★ Only \$17.50 ★

ASCO 140 Astor St. Newark, N. J.

<p>"BARGAINS"</p> <p>16-32 Comp. Patent... \$3.45</p> <p>Penny Sucker \$2.50</p> <p>Steel 3-Coin 2.50</p> <p>5-Coin \$2.95</p> <p>3-Coin 1-Coin 10.95</p>	<p>"WANTED"</p> <p>Ball Gun Machines</p> <p>16 Counter Game</p> <p>ART—All Types</p> <p>14 & 15 Peacock</p> <p>Blind—Cris Cross</p>
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MIDWAY VENDING MACHINE CO.

432 West 42nd St., NEW YORK CITY

Atlas Officials Radiate Optimism

CHICAGO, Dec. 28.—"Some men possess the happy faculty of being able to look ahead, of seeing into the future and forecasting coming events," comments Eddie and Morrie Ginsburg, heads of the Atlas Novelty Company, Chicago. "As 1940 draws to a close," they continued, "we believe that we can point

with pride to achievements of the past year. The ever-increasing stimuli of new designs and new improvements have helped us to forge ahead of even the fast pace set by the coin machine industry.

"What old man future has up his sleeve is anybody's guess. But in view of past accomplishments, how can anyone in the coin machine industry be anything but optimistic?"

"The new year only serves to bring to us, more fully, the truth of this. Life



J & J NOVELTY COMPANY, Detroit distributor, held its annual Christmas dinner at the Club Royale, Detroit, December 17.

RESOLUTION:

To continue giving the same superior kind of friendly personal service plus real values in coin controlled machines.

Morrie and Eddie Ginsburg
ATLAS NOVELTY CO.

Start the New Year RIGHT with . . .

HOLDOVER\$64.50
DOUGHBOY 39.50
THREE SCORE 49.50
DOUBLE FEATURE 54.50
SPEEDWAY 42.50
SPEED DEMON 44.50

Send for Complete Bargain Guide!

PHONOGRAPHS

BERENSON'S	
Model C—12 Records	82.50
Delano—29, 29 Records	132.50
Class—1938, Marhano	169.50
Charm—24, 24 Records	144.50
Gen—1938, 29 Records	119.50
Regal—28, 28 Records	129.50
Royal—128, 20 Records	24.50
ROCKOLA'S	
1939 Counter Model	89.50
Delano—29, 29 Records	129.50
Standard Luxury Lighted	129.50
WURLITZER'S	
P-19—12 Records	82.50
51—1938 Counter Model	81.50
500—24 Records, Key T	147.50
500A—24 Records, Key T	132.50
618—18 Records	59.50
MELLS	
Studio—1938, 20 Records	39.50

TERMS: 1/3 Dep. Balance C. O. D.

ATLAS NOVELTY CO.

The House of Friendly Personal Service

2200 N. WESTERN AVE., CHICAGO, ILLINOIS

Assoc. • ATLAS AUTOMATIC MUSIC CO., 8929 Grand River, Detroit
Offices • ATLAS NOVELTY COMPANY, 1901 Fifth Ave., Pittsburgh

CONSOLES

Derby Day, Flat Top\$24.50
Fast Time, 4940 (P.F.)	112.50
Mills Royale B.G.	69.50
Pace Race, Brown Cab.	94.50
Paradise (Pace)	79.50
Skill Time (35)	32.50
Turkey	29.50
Track Time, 1938	82.50

PAYTABLES

Gold Medal\$54.50
Grandstand	77.50
Grand National	94.50
Hawthorne	39.50
Yankee	85.50
Short Pace	56.50
Thirtysix	62.50
Turf Champ	17.50

BELLS

Milly 14 Blue Front\$42.50
Reliant, Cradle Finish	42.50
Milly 2nd Blue Front	49.50
2nd Brown Front, Drive	64.50
Food, No-Button Model	64.50

COUNTER GAMES

ART Challenger	\$16.50
ART Model P.	
Cream Cab.	12.50
Baby House, Jr.	6.50
Bloss House, Jr.	9.50
Cameo, Jr.	14.50
Cap (Baby)	5.90
Derby, 14, 8-Coin	19.50
Draw 2 1/2	5.90
Grass, Jr.	5.90
Kooster King	
Magie Clock, Sr.	8.50
Harrel, Jr.	19.50
Matchless, Jr.	6.50
Pinbette, Jr.	3.50
Portland Girl, Jr.	4.50
Portland Vindicator	6.50
Races, 4 Way Slot	5.90
Red Spot, 4 Way	5.90
Roll 2 1/4 Way	5.90
Roll Jump, Jr.	16.50
Schling, Jr.	5.90
Sparks, Jr. Gold	
Award	22.50
Rock Ring, Jr.	
Automatic Parrot	9.50
Scotland, Jr.	5.90
Secret Sally, 4 Way	6.50
Ticket, Jr.	5.90
West Pocket Ball	29.50

VISIT BOOTHS

155-156

AT THE SHOW

can offer no greater happiness and contentment for a man than to be able to work optimistically with optimistic friends.

"And so we pause at this season, to sincerely say thank you for your friendship and good will; and for you and those near and dear to you—a new year of real happiness, and a man-sized share of the better things in life."

Houston Coinmen Win Anti-Trust Suit; Instructed

HOUSTON, Tex., Dec. 28.—Thirty-three Houston music operators and four officials of a Houston electrical workers' union won an anti-trust suit December 12 in an Austin District Court. The suit was decided in favor of the operators and union officers by a special instructed verdict.

The suit was filed last spring by the attorney general's office and an injunction against the defendants secured in the same court that rendered the favorable decision for the defendants December 12.

It had been alleged that a conspiracy existed between the union and phonograph operators to coerce and illegally

pick locations, restrict sale and fix prices of photographs, and set scale of commissions for locations.

Gano Senter Sponsors Showing of Panoram

DENVER, Dec. 28.—The official Rocky Mountain showing of the Mills Panoram will take place at the Silver Glade of the Cosmopolitan Hotel January 6 and 7. It was announced by Gano Senter, president of the newly formed Rocky Mountain Soundies Company, franchise holder for Colorado and Wyoming. Showing January 6 will be a restricted invitational showing, the following night it will be open to the general public.

Widespread newspaper and radio coverage for the event has been arranged, and it is expected that James Roosevelt, head of the Soundies Company, producer of the film used in the machines, and prominent officials of the Mills Company, which manufactures the machine, as well as several outstanding Hollywood personalities, will be in attendance.

NOTICE

10 Mills Free Play Front Venders, new red, blue and yellow on machines. Better than new, \$120.00 each. 1/3 deposit, balance C. O. D.

CENTRAL TEXAS AMUSEMENT CO.
TAYLOR, TEXAS

DOUBLE HONEY FOR YOUR MONEY!

CUB	3- reel 3-Way Play— Cigarette or Roll or Num- bers with Coin Dividers and 2 Separate Cash Boxes. Standard Divider 75%-25% (also 80%- 20% model), 1¢ or 5¢ or 10¢ Play. ORDER A CASE TODAY!!	Yacht Club.....\$32.50 Triumph..... 11.50
SAMPLE \$13.95	CASE OF 6 \$75.00	
ACE	5 Reel—Straight Poker or Joker Wild Poker Play with Coin Dividers and 2 Separate Cash Boxes. Standard Divider 75%- 25% (also 80%-20% model), 1¢ or 5¢ or 10¢ Play. ORDER A CASE TODAY!!	
SAMPLE \$14.95	CASE OF 6 \$80.00	

B. D. LAZAR COMPANY

1635 First Ave. PHILADELPHIA, PA.
1425 N. Broad St.

RUSH YOUR ORDERS NOW!

FOR THESE FREE PLAY AND NOVELTY PINGAMES!

FREE PLAY	Gold Star.....\$57.50	Yacht Club.....\$32.50
Big Child.....\$59.50	Glamour..... 27.50	Triumph..... 11.50
Brilo Spot..... 27.50	Hold Over..... 27.50	
Bobolink..... 34.50	Home Run..... 20.00	
Blonde..... 27.50	Jolly..... 19.50	
Big League.....\$19.50	Leads..... 62.50	
Big Town..... Each	Lendside..... 31.50	
Big Show..... Each	Nippy..... 14.50	
Crusling.....\$35.00	Pop..... 37.50	
Castles..... 32.50	Rotation..... 36.00	
Commodore..... 17.50	Roll..... 22.50	
Double Feature.....24.50	Screen-Lines..... 17.50	
Drum Major..... 29.50	Super Six..... 15.50	
Dixie..... 48.00	Thriller..... 9.50	
	Vaseline..... 34.00	

Roxy Sales Co., 4 Amsterdam Ave. NEW YORK CITY CI-6-7313
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Get the CALVERT Price List FIRST!!

• Has every one of the new and used games of all kinds and makes you want at the prices you want to pay.

WRITE FOR IT NOW!
SAVE MONEY!

THE CALVERT NOVELTY CO., 708 N. HOWARD STREET, BALTIMORE, MD.

JUST A FEW DAYS LEFT TO REGISTER FOR THE 1941 COIN MACHINE SHOW!!

MAIL TODAY!

THE BILLBOARD
155 N. Clark 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:

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.



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, 155 N. CLARK ST., CHICAGO

Coast Strong On A-A Guns

SAN FRANCISCO, Dec. 28.—In spite of the great interest in the holiday activities, bowl games, and other sport carnivals, Pacific Coast patrons of locations found time to give Keeney's Air Raider a terrific play during the past week, says Lou Wolcher, head of Advance Automatic Sales Company.

"The great features of Air Raider prove their appeal with each succeeding day of operation," said Wolcher. "In all my experience I have not seen a game that continues to build up interest as does Air Raider."

Gottlieb Set for Big Business in '41

CHICAGO, Dec. 28.—"With the year 1940 we are closing the biggest year in our history," officials of D. Gottlieb & Company state. "We will welcome 1941 in our model new factory," they continued, "all set for still bigger business ahead. The work of moving is completed. The new systems are being organized, our bright new production machinery is being oiled up, and the new year will find us ready to start ahead on our new goals. The new Gottlieb factory is without a doubt the finest and most modern

coin machine production plant in the world. Equipped with innovations in machinery and methods, it will permit production speeds and standards of quality that have been only dreamed of but never realized before.

"Business indications point to a tremendous volume increase in the coin machine industry for 1941. With its new facilities, D. Gottlieb & Company will continue in the forefront of manufacturing and maintain its enviable position of leadership in the future as in the past."

No Holiday Stop In Baker Production

CHICAGO, Dec. 28.—"Holiday time is usually inventory time and conditions force us," state Baker officials, "to keep going at top speed to supply the demand for Defense. The new five-ball novelty game tuned to the topic of preparedness. Reports from operators everywhere say that Defense is getting the top dollar and ranks highest in mechanical perfection."

Harry Hoppe, vice-president of the Baker Novelty Company, stated: "Before we release any new game we put it thru an exhaustive series of tests. Fundamental appeal and mechanical performance plus earning power must prevail in all Baker products. The games must satisfy and our customers are protected with our guarantee."

Everything Going Well for Conclave, Reports Gilmore

CHICAGO, Dec. 28.—That the 1941 coin machine show will be bigger and better than ever before is shown in the latest comments of Secretary-Manager James A. Gilmore, who is enthusiastic about show prospects and predicts that it will be the greatest show ever held in every respect.

Already received by Coin Machine Industries, Inc. are over 1,000 advance registrations. This is more than have ever been received in a comparative period before previous shows. Exhibit space is also ahead of totals for other years. "The demand continues and the supply, therefore, is constantly diminishing," declared Gilmore. He predicts that many of the regular locomotive exhibitors are likely to be disappointed in getting space, as the show is nearly sold out despite the extra space available.

Hotel officials tell Gilmore that the demand for rooms has already been noticeably heavier than during previous shows. Gilmore advised all who had as yet failed to reserve rooms to do so immediately. Gilmore offers to take care of reservations forwarded to him. "Should the Hotel Sherman be sold out early," he says, "we will make every attempt to secure rooms for column at the nearest hotel."

"Already the spirit of enthusiasm that prevails thruout the industry is so contagious that everyone in the industry is talking about the show and anxiously and enthusiastically awaiting the opening date.

"It is indicated that there'll be hell-poppin in the hotel all thru the show dates. With more variety and finer exhibits than ever before... with more in attendance than ever before... with a better program than ever before... with better prospects for the coin machine industry than ever before... and with more enthusiasm than ever before... how could there be any mistake about it?—the 1941 coin machine show is bound to be bigger and better than ever before. Come along, operators, distributors, and jobbers, and help make it so. It's your show, so come and enjoy it; better still—profit by it."



JIMMY CONZELMAN, vice-president and coach of the Chicago Cardinals professional football team, will be a guest speaker at the opening day luncheon of the 1941 Coin Machine Show.

Monarch Preps For Big '41 Biz

CHICAGO, Dec. 28.—Al Stern, official of the Monarch Coin Machine Company, says that the 1941 coin machine show promises the biggest flood of orders for equipment in the history of the industry.

"Every indication points to a big business year in the coin machine field," he said. "Improved economic conditions, together with increased public acceptance of coin machines as amusement and sales promoters, means more orders for the exceptionally fine equipment which manufacturers promise for 1941."

"In the new three-story headquarters of the Monarch Coin Machine Company is fine spirit of optimism is evident. In keeping with the present tempo of the coin machine world, we expect to see the show start off to the greatest year in our history, and we are making preparations to that end."

Asco N. J. Distrib For Robbins Game

BROOKLYN, Dec. 28.—Dave Robbins, of D. Robbins & Company, revealed this week that Asco Vending Machine Exchange, Newark, N. J., has been appointed distributor for his firm's new Hole-in-One counter skill game. Territory will include all of New Jersey.

"In commenting on the appointment, Robbins stated that Al Cohen, of Asco, is highly enthusiastic about the sales possibilities of Hole-in-One and predicts that it will be an outstanding success.

Coinmen See Panoram

MILWAUKEE, Dec. 28.—Several hundred Wisconsin coin machine operators were given a preview of the Mills Panoram movie machine and soundies at the offices of the Vic Manhardt Company, Inc., December 19 and 20.

Manhardt, who holds the Wisconsin distribution rights, believes he will be able to place 125 of the machines next year in Milwaukee County. Akerman T. E. Wedemeyer is preparing an ordinance for the regulation of the soundies, object of which is to prevent racketeering and questionable pictures, it was said.

DEFENSE

From Inferior
Machines

BUY MONARCH

★

Pate Saratoga Sluggoof 1940 Model Combination Payoff, Free Play		\$128.50	
Grotzsch Columbia Cig. Reels Gold Award—New Appearings—Perfect		\$84.50	
ONE BALL FREE PLAY SPECIALS!			
Bally Sport Special	\$117.50	Bally Gold Cup Console	\$87.50
Bally Victory	\$89.50	Bally Europa	\$44.50
Bally Arrowhead		\$22.50	
ONE BALL AUTOMATIC PAYOUTS			
Grand National	\$94.50	Thirteen	\$57.50
Gold Medal	\$85.00	Sport Page	\$2.50
Mills 1-2-3	\$39.50	Mills Flasher	\$2.50
Slupper-Upper	\$9.50	Feed Bag	\$7.50
Hardhorn	\$87.50	Fairground	\$5.00
Home Stretch	\$9.50	Hot Day	\$7.50
AUTOMATIC PAYOUT CONSOLES			
Keeney Super Trackline	\$144.50	Keeney Pastime	\$144.50
Bally Royal Flush Card Console	\$9.50	Keeney Triple Entry	\$17.50
Jeannette Multiple Racer	\$5.50	Keeney 1938 Trackline	\$7.50
Mills Flip	\$17.50	Mills Square Ball	\$9.50
Baker Poker With Jackpot	\$175.00	Bally Teaser	\$17.50
Soburn 1938 Plaza Phonograph—20 Records—Perfect		\$144.50	
Wurlitzer 616 Phonograph—16 Records—Perfect		\$7.50	
Keeney Anti-Aircraft—New Appearings—Perfect		\$9.50	

Terms: 1/3 Deposit, Balance Sight Draft or C. O. D.

MONARCH COIN MACHINE CO.

1545 NORTH FAIRFIELD AVE. CHICAGO, ILLINOIS

"BUY 'EM BY THE CASE!"

"CUB"

BY DAVAL

3-Reel 3-Way Play
With Coin Divider
and 2 Separate Cash
Boxes.

Sample
\$13.95

Buy 'Em by the Case,
Case of
"CUBS" **\$75**

"ACE"

5 Reel Poker Play
With Coin Divider and
2 Separate Cash Boxes.

Sample
\$14.95

Buy 'Em by the Case,
Case of
"ACES" **\$80**

ATLAS NOVELTY CO.

2200 N. Western Ave.,
Chicago, Ill.

ASSOC. OFFICES: ATLAS AUTOMATIC MUSIC CO., 3939 GRAND RIVER AVT., DETROIT
ATLAS NOVELTY CO., 1901 FIFTH AVE., PITTSBURGH

Distrib Praises Bally Attention

CHICAGO, Dec. 28.—Jack Fitzgibbons, of the Bally Building, New York, reports that operators in his territory have been captivated by Bally's new free-play game, Attention.

"Not another game in 1940 won as much comment as Bally's Attention," declares Fitzgibbons. Orders have been going up and up.

"In Attention Bally has created just the type of game that operators in this territory have been asking for. It has everything the player wants in a game. It has that comp, come-on, and zip that make the players play it again and again.

"Attention also has that rare quality, lasting power on location. It stays put. The players won't let the operator take it away. This is always the big test of any great game and in Bally's Attention the players have the kind of machine they like and the top kind of machine that sticks, and between these two deciding factors it means the best and biggest profits from any game manufactured this year."

Sabu, of Movies, Enjoys Pinball

OTTAWA, Dec. 28.—Sabu, Hindu elephant boy, star of the movies, *Dreams* and *Thief of Bagdad*, put on a different kind of a show here recently. The dark-skinned youngster, who speaks perfect English, was in the Canadian capital to appear in person at the premiere showing of *Thief of Bagdad*.

But apparently that showing was furthest from his mind. For nearly two hours he kept popping nickels into pinball machines in an uptown tobacconist's shop. Sabu proved his ability at flashing the lights on the scoreboard and thoroughly enjoyed himself.

HOLE-IN-ONE

A NEW COUNTER SKILL GAME WITH EARNING POWER OF \$1.25 PER HOUR



ORIGINAL NOVEL! EXCITING!
A ball of steel is rolled in front of a realistic golf musician who holds a caddy club which is controlled by the player. Genuine golf is featured to make a "Hole in One." All skilled hits are recorded. Requires only 11¢ in coin a counter space. Height 18 to 20. Ball game capacity 750 balls of 1/2 inch size. Operator's price **ONLY \$17.50**

ATTENTION! DISTRIBUTORS! WRITE FOR OUR ATTRACTIVE OFFER!
D. ROBBINS & CO. 1141-B DENAL AV. BROOKLYN, N.Y.

Coin Machine Show Creates Favorable Industry Publicity

By A. E. GEBERT
Advance Machine Company, Chicago

FAVORABLE newspaper and radio publicity for the entire coin machine industry will be one of the biggest benefits of the 1941 Coin Machine Show at the Sherman Hotel, Chicago, January 13-16. The show serves as a brilliant stage on which coin machine men can effectively dramatize the industry's contributions to the economic welfare of the country.

Prominent Publicity Firm

In order to obtain the maximum benefits of publicity Coin Machine Industries, Inc., the manufacturers' association sponsoring the 1941 show, has retained an outstanding firm of public relations counselors to prepare and direct publicity in connection with the show. This organization, Theodore R. Sills & Company, handles publicity for the bowling industry, the independent grocers, the laundry industry, the road-building industry, and many other large industrial groups.

In charge of coin machine publicity at the Sills headquarters is Hugh Burras, formerly associated with leading coin machine manufacturers and known to coin machine men throughout the country. His knowledge of the industry's problems, plus the experience of the Sills organization in the publicity field, insures favorable press recognition for the industry.

The coin machine industry's part in creating jobs and purchasing power provides the theme of a powerful publicity story, which will be published in news-

papers from Coast to Coast and in the trade magazines of dozens of industries supplying material to the coin machine industry. The many new and revolutionary types of amusement, music, and vending machines to be revealed at the January show will also provide interesting newspaper stories which cannot fail to win the good will of the public. And the good will of the public is probably the most essential factor in the continued progress and prosperity of the industry. Thus the 1941 Coin Machine Show—and the resulting publicity—directly contributes to the financial welfare of every man and woman in the industry. For that reason alone, if for no other reason, every operator, jobber, and distributor should be sure to attend the bigger and better 1941 Coin Machine Show, Sherman Hotel, Chicago, January 13-16.

Western Reports Production Rise

CHICAGO, Dec. 28.—Don Anderson, sales manager for Western Products, Inc., reports that production on Tot, token payout counter game, has been increased. "The rise in production follows an increasing demand for Tot," said Anderson. "It is attributable not only to the fact that the game is proving one of the biggest counter game attractions but also to the fact that our new sales plan provides a great savings to operators." "Increased production now places the game at its highest peak since its introduction several months ago when it was so enthusiastically received by the operating world."

Strat-o-Liner at Top of Popularity

CHICAGO, Dec. 28.—Chicago Coin's latest release, Strat-o-Liner is still in the van of the season's crop of money-making games, advises Samuel Gensberg, official of Chicago Coin Machine Manufacturing Company. "All reports point to a run of unusual and highly profitable length in every location where Strat-o-Liner is placed," said Gensberg. "This highly flattering condition bears out our predictions that Strat-o-Liner was slated for a high position on the honor roll of games for this past year. It is not at all improbable that it will rank high when the list of big money-makers for 1941 is selected at this time next year." Samuel Wolberg, co-official, reports that shipments in cartload lots continue to leave the factory daily, headed for every distributing point in the nation. "Production continues at a full-time pace," he stated. "We expect to maintain Strat-o-Liner production lines for quite some time to come since demand has shown no signs of abating."

Arnold Buys Main Vending Machine Co.

CEDAR RAPIDS, Ia., Dec. 28.—Sale of the W. P. Main machine companies, owned since 1918 by W. P. Main, to John H. Arnold, former employee of the firm who has been in Cedar Falls for the last year, was announced here recently. The consideration was approximately \$2,000. Arnold said that he is consolidating all of the company trade names under the one firm name of National Manufacturing Company that will be used hereafter. This consolidation affects the former Appleton Novelty Company, the New Specialty Company, and the Standard Mercantile Company, he said. Arnold's purchase includes the factory and sales organization. E. L. Weidner, of Iowa City, has been appointed sales manager.

Manufacturers! Rush List...

Manufacturers are requested to have their advertising or publicity department send in an alphabetical list of all coin machines and accessories now made by them and actively on the market. This list should be sent at the earliest moment possible to Walter W. Hurd, The Billboard, 155 North Clark Street, Chicago. We want to publish a complete alphabetical list of every coin machine and accessory product, together with a brief description, in our 1941 Coin Machine Show Number. An early response to this request will enable us to make the list a worthy feature. With the co-operation of all manufacturers we can make it a complete buying guide for the industry. With the co-operation of all manufacturers we can make it a real boost for every machine on the market, for every manufacturer, and for the industry as a whole. Please make out your list alphabetically, giving the trade name of the machine or product, and after each name give a brief description of the machine or product. Please make descriptions very brief in order to assist our editorial staff in compiling the list. The list will be published under three general classifications: Music Machines, Amusement Games, Vending Machines. Accessories will be listed under the general classification to which they belong or under a miscellaneous heading. The name of the manufacturer will be given in each case. We want to list every known coin-operated machine or product now actively on the market. The information you send will also be kept in our files for the information of prospective buyers. We cannot undertake to list any machines or products except those duly reported by manufacturers in response to this request. Remember, an alphabetical list of all coin machines, products, or accessories now actively on the market, with a brief description of each machine.



NEW 1941 DIAMOND BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 5 coins, the best protection against slugs.

Built for 1c-5c-10c-25c Play
Made Only By

WATLING MFG. CO.
4640-4660 W. Fulton St.
CHICAGO, ILL.
Est. 1889—Tel. COLUMBUS 2770
Cable address "WATLINGITE," Chicago

COME AND GET 'EM FROM HARRY PAYNE!

CUB
3 Reel-Cigarette Fruit or Number Play with Coin Dividers and 2 Separate Cash Boxes, 14 or 24 or 10c.
Sample \$13.95
Case of 6 \$75.00

ACE
5 Reel Poker or Junior Wild Play with Coin Dividers and 2 Separate Cash Boxes, 14 or 24 or 10c.
Sample \$14.95
Case of 6 \$80.00

H. G. PAYNE CO.
312-314 Broadway, Nashville, Tenn.

BARGAINS PAYTABLES

25 Grand Nationals	\$39.50
5 Phonographs	75.00
4 Spinning Reels	80.50
FREE PLAY TABLES		
Late Model, Mily	\$10.00
1-2-3	\$49.50
10 Cowboys	12.50
Doughboy	23.50
Have large quantity of Free Play Tables which we are closing out at Rock-Bottom Prices. Write for further information.		
SLOTS		
50 Mile Blue Fronts, D-J-G-A	\$29.50
PHONOGRAPHS		
"412" Wurlitzers	\$24.50
"616" Wurlitzers	29.50
Order direct from this ad, 1/3 Deposit, Balance C. O. D.		
Reference: First National Bank, Hickory, N. C.		
JONES SALES CO.		
1330-32 Trade Ave., HICKORY, N. C.		

ADVERTISE IN THE BILLBOARD —YOU'LL BE SATISFIED WITH RESULTS.

"Be Sure To Look Me Up at the COIN MACHINE SHOW!"
ART NAGEL
AVON Novelty SALES CO.
2923 PROSPECT AVE. CLEVELAND, OHIO.

ORDER THESE STAND-OUT BUYS TODAY!
Evans Payout Phonograph, \$50.00
Automatic GOLF GREEN... 99.50
WRITE! WIRE! PHONE!
Seiden Distributing Co.
1220 Broadway, ALBANY, NEW YORK

UNITED'S BARGAINS
— Write a Deposit Now for These Guaranteed Reconditioned A-1 Buys —
PERFECT FREE PLAYS
MILLS 1-2-3 LATE MODELS... \$36.50
BALLY ARROWHEADS... 14.50
PHONOGRAPHS
SEEBURG 1938 REGALS... \$14.50
ROCK-OLA 1938 STANDARDS... 124.50
PENNY PHONES, Like New... 29.50
Winston's Most Progressive Distributor,
1/3 Deposit, Balance C. O. D. Get on Our Mailing List.
UNITED COIN MACHINE CO.
2915 W. Becher St., MILWAUKEE, WIS.

HAWTHORNES..... \$35.00
GOLD MEDALS..... 30.00
1/3 Deposit, Balance C. O. D.
HAL L. MARCH
BRATTLEBORO, VERMONT



**ALL CIRCULATION, ADVERTISING,
AND EDITORIAL RECORDS WILL BE BROKEN
WITH THE BILLBOARD'S CMI SPECIAL ISSUE**

YOU CAN'T MISS . . . IN JANUARY

No trade paper publisher can claim that an advertisement will do more selling than an actual exhibit in the midst of several thousand of the nation's biggest and most important operators. That is why the manufacturers will be represented at the Convention.

On the other hand, no one can possibly claim that an exhibit at the CMI show will be seen by all of the country's operators. There will be thousands who do attend, that's true, but there will be many more thousands unable to make the trip. These prospects will be at home waiting to read all about the Convention and Trade Show. For more than 10 years they have looked to The Billboard's Convention Special as the only complete "index" of new machine announcements. They know "convention time" is "announcement time" for all the manufacturers. They are anxiously awaiting The Billboard's Convention Special NOW!

**FORMS CLOSE FRIDAY, JANUARY 10
THE BILLBOARD, 25 OPERA PLACE, CINCINNATI, O.**

**ALL ATTENDANCE AND EXHIBIT RECORDS
WILL BE BROKEN AT THE CMI CONVENTION
JANUARY 13, 14, 15 & 16, SHERMAN HOTEL**



Plans Under Way For Northwest Show in March

MINNEAPOLIS, Dec. 28.—With the appointment of several committee chairmen, plans for the third annual Northwest Coin Machine Show were under way this week in full force. Originally scheduled to take place in February, the show dates have been changed to March 25-26, and the spot the Radisson Hotel here. By that time the hotel will have completed installation of its new ball-room.

The show is being sponsored by the Minnesota Amusement Games Association, of which Tom Crosby, of Faribault, is president. Considerable interest has been aroused among coin machine operators throughout the Northwest toward the forthcoming show. Many of them remember the fine exhibit put on by the association last year and are looking forward to another excellent time in March.

Crosby has appointed Doug Gleason, of Midget Sales Company and president of the Minneapolis Amusement Games Association, as chairman of the entertainment committee. Don Leary, of Auto-matic Sales, has been named publicity chairman.

"The 1941 Northwest Coin Machine Show will be one of the finest in the country," reports Don Leary. "We are planning to introduce a number of new features, and our displays will be among the most elaborate ever exhibited. Al-



"A PAIR OF BEAUTIES," declare officials of the Daval Company, Chicago. "No, not necessarily the girls—are mean Daval's new twin small counter games, Cub and Ace."

ready distributors are inquiring about the show with a view to taking space for exhibiting their products. In March, when the coin machine show of the Northwest is on in full force here, Minneapolis and the Twin Cities will be the mecca of coinmen from all parts of the country. We are certain we're going to stage a show that will not soon be forgotten by the hundreds who will attend."

Coach Conzelman Of Chi Cardinals At Show Luncheon

CHICAGO, Dec. 28.—James Conzelman, coach and vice-president of the Chicago Cardinals professional football team, will be a guest speaker at the opening day luncheon in connection with the Coin Machine Industries, Inc., exposition at the Sherman Hotel January 13, according to an announcement made today by James Gilmore, general manager and secretary of the association.

Conzelman undoubtedly is one of the most entertaining after-dinner speakers in the country. His brilliant wit and professional delivery and poise have made him one of the most sought-after speakers in the Middle West.

Conzelman's contract calls for a recital of his recollections of the Washington U.-Missouri game of 10 years ago, his first year as coach of the Washington team. The story is one of the funniest football yarns ever spun. If members of the association need be convinced beforehand, Gilmore said, all they have to do is remember that Jimmy has been the top speaker for two seasons at the fall quarterback club meetings sponsored by The Chicago Herald-American, meetings which have been studded with brilliant oratory.

Showing Soon on Night Bomber

CHICAGO, Dec. 28.—Claude R. Kirk, head of C. R. Kirk & Company, reports that a number of prominent distributors in the coin machine field have indicated that they will be present at Kirk headquarters for the formal presentation of Night Bomber.

"The private showing at our offices will be attended by distributors only, at which time plans will be presented regarding the distribution of Night Bomber," said Kirk. "The showing will be held starting January 13."

Cleveland Soundies Showing Attracts Many

CLEVELAND, Dec. 28.—Midwest Specialties, Inc., held a press, radio, and screen preview of the Roosevelt-Mills Panoram movie machine and soundies December 18 in the Rainbow Room of Hotel Carter. More than 100 guests attended the showing.

Urban B. Anderson, president of Midwest Specialties, distributor of the machine in Northern Ohio, presented many soundies reels.

Altho the machines cannot be delivered until after the first of the year, the organization has contracts at this time for more than 20 of the machines, it was said.

Grand National Ready for Show

CHICAGO, Dec. 28.—"Registration by remote control is the friendly service we're offering," reports Mac Churvia, of Grand National Sales. "We're sending out thousands of registration blanks to operators who are planning to come into Chicago for the convention. When these blanks are filled, we register our friends automatically, so there's no waste of time—no standing in line."

At the present time Grand National is the scene of double activity because of its annual pre-inventory sale and extensive preparations for the show. "In gratitude for the biggest year in our history we are planning many surprises. We're still holding booth 206, and we invite our friends to come as early as possible to get in on the extra fun. Al Schering, head of Grand National, and I will be at the Sherman morning, noon, and night."

ALLIED APPROVED RECONDITIONED COIN MACHINES

FREE PLAY GAMES	
Mills 1-2-3	Score Champ \$39.50
F.P.	Short Stop . 39.50
Planet . . . \$77.50	Big Show . 36.50
Dots, Fantasy 54.50	Jack . . . 35.50
Three Score, 49.50	Comedy . . 34.50
Speed Queen 44.50	Oh Boy . . . 34.50
Speed Way, 42.50	Mr. Chip . . 27.50
Doughboy . . 39.50	

WRITE FOR FREE PLAY LIST

AUTOMATIC PAYTABLES	
Grand Tull, \$22.00	Thelover \$54.00
Pace Maker, \$7.50	Gold Medal, 54.50
Grand Stand 22.50	Sport Page, 52.50
Hawthorn, \$7.50	Prize . . . 17.50

WE HAVE 'EM!
ACE AND CUB
Sample \$14.95 Case of 6 \$80.00
Sample \$13.95 Case of 6 \$75.00
SAVE DELAY—ORDER TODAY FROM "ALLIED"

CONSOLES	
Mills Square Ball	\$69.50
Frankline, 1938	\$2.50
Bargy Tails, 1938, Walnut Cabinet	\$7.50
Skilinks, 1938	\$1.50
Darby Day Flat Top	\$29.50
Tantrum	

PHONOGRAPHS	
Wurlitzer 500, Like New	\$149.50
Wurlitzer 600A, Big Prof	\$37.50
Wurlitzer 716, Record	\$4.00
Wurlitzer 719, 18 Record	\$4.50
Seeburg Royal	\$17.50
Seeburg Model "O"	\$1.50
Seeburg Classic, 1939	\$10.50
Rockola Standard, 1938 Model	\$17.50
Rockola Deluxe, 1939	\$39.50
Rockola 1939 Quarter Model	\$7.50
Rockola Windsor, 1938 Model	\$4.50

TEN STRIKES, GUNS, ETC.	
Seeburg Shoot the Chutes	\$107.50
Keenan's Anti-Aircraft Gun	\$9.50
Keenan's Ten Pins	\$2.50
Rockola's Ten Pins	\$9.50
A.B.T. Target, Model F, Blue Oak, 14.50	
Terms: 1/3 Deposit, Balance C. O. D.	

Allied
NOVELTY COMPANY
Phone: Capital 4747
3520 W. Fullerton, CHICAGO, ILL.

YES!

★That's WHY more and more operators are now buying **MYSTERY PAYOUT GOLD AWARD MODEL AMERICAN EAGLE**. So Play can award as high as \$5.00 on Gold Award taken. So Play can award as high as \$25.00 on Gold Award taken. Cash in NOW by making your order to your nearest Daval distributor TODAY!!

YOU HAVE COMPLETE CONTROL OVER THE GOLD AWARD ON THE AMERICAN EAGLE MYSTERY PAYOUT GOLD AWARD MODEL

DAVAL, 2043 CARROLL AVE., CHICAGO
Pacific Coast: MAC MOHR CO - 2916 W. PICO BLVD - LOS ANGELES, CALIF.

HERE'S THE COMBINATION FOR "SAFE" PROFITS!

"CUB"
SAMPLE . . \$13.95
Case of 6, \$75.00

ORDER A CASE OF CUB AND ACE FROM "SOUTHERN" TODAY

"ACE"
SAMPLE . . \$14.95
Case of 6, \$80.00

SOUTHERN AUTOMATIC MUSIC CO.

"THE HOUSE THAT CONFIDENCE BUILT"

542 Second St. • 429 Broad St. • 312 W. Seventh • 531 N. Capital Ave.
LOUISVILLE, KY. • NASHVILLE, TENN. • CINCINNATI, O. • INDIANAPOLIS, IND.

BIGGER AND BETTER THAN EVER BEFORE

REGISTER NOW!!!
REGISTRATION BLANK IN THIS ISSUE

IS YOUR LUCKY DAY!

OPENING DAY OF THE
COIN MACHINE
SHOW
SHERMAN HOTEL
CHICAGO
JANUARY 13-16, 1941

SLUG CONVICTION IN OMAHA

Industry Swings Into Action, Stopping Phony Coin Sale

Officials of national coin machine associations aid in prosecution

locas. Darling's address is 120 South La Salle Street, Chicago.

Laws Violated

The two sections of the federal law (Title 18 of the Federal Criminal Code) under which the conviction of Wasser-

CHICAGO, Dec. 28.—Federal authorities have stepped in to take an active part in the fight against slugs of a type which have become prevalent in many communities during the past few months, according to C. S. Darling, secretary of Automobile Photograph Manufacturers' Association and National Automatic Merchandising Association.

The first conviction in Federal Court against a seller of slugs of this type was returned in Omaha December 20, following a jury trial in the United States District Court which had consumed most of the three preceding days.

The defendant in this case was Max A. Wasserman, who operates a novelty store in Omaha. In September an indictment was returned by the federal grand jury charging Wasserman with possession and sale of "falsely made and counterfeited coins" in violation of Section 278 of Title 18 of the Federal Criminal Code, and also charged him with "issuing . . . tokens and devices . . . intended to be used as money for and instead of the 5-cent piece authorized by law" in violation of Section 282 of the Code. The jury returned a verdict of guilty on all three counts.

May Appeal

Sentence will not be passed by the judge for another week. Reports indicate that the defendant will appeal to the United States Circuit Court of Appeals.

John F. Dahl, Omaha, cigarette machine operator, and another Omaha citizen made the original complaints which brought about the conviction, and the case was prosecuted by Emmett L. Murphy, Assistant United States Attorney, under the direction of J. T. Votava, United States Attorney at Omaha.

Darling reports that he and his assistant, F. J. Newman, who attended the Omaha trial, have been co-operating closely with federal authorities for several months on slug matters, and that the situation in other parts of the country may warrant other similar actions.

Many operators of cigarette, candy, and soft drink vending machines and of phonographs have reported to Darling in the past few months the increasing prevalence of slugs, and other operators who are suffering losses from slugs are invited to write him in detail about their

Important Data

TO ALL COIN MACHINE MEN:

In this issue is printed a registration blank for the 1941 Coin Machine Show. The necessary credentials entitling coinmen to admission will be ready for all those who use this blank. Coinmen who fail to make advance registration will be required to register before entering the convention floor. Advance registration will eliminate annoying delay in obtaining these credentials.

TO MUSIC MACHINE OPERATORS:

A ballot appears in the music section which has provision for the nomination of the three top recordings and the three top recording orchestras or artists of 1940. The results of this poll, conducted under the auspices of Coin Machine Industries, Inc., will be announced during the 1941 Coin Machine Show in Chicago.

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, 155 N. Clark Street, Chicago:

1. Give full name of association.
2. Official headquarters address of the association.
3. Name and address of the secretary and 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.

Address all communications to Walter W. Hurd, The Billboard, 155 N. Clark Street, Chicago. (New Chicago office is in the Ashland Building — just across the street from the Sherman Hotel.)

man was obtained are as follows:

"Section 278. (Criminal Code, Section 104.) Counterfeiting minor coins.—Whoever shall falsely make, forge, or counterfeit, or cause or procure to be falsely made, forged, or counterfeited, or shall willingly aid or assist in falsely making, forging, or counterfeiting any coin in the resemblance or similitude of any of the minor coins which have been or hereafter may be coined at the mints of the United States; or whoever shall pass, utter, publish, or sell, or bring into the United States or any place subject to the jurisdiction thereof, from any foreign place, or have in his possession any such false, forged, or counterfeited coin, with intent to defraud any person whomsoever, shall be fined not more than \$1,000 and imprisoned not more than three years. (R. S. Sec. 5438; Mar. 4, 1909, c. 321, p. 164, 33 Stat. 1119.)"

"Section 282. (Criminal Code, Sec. 168.) Whoever, not lawfully authorized, shall make, issue or pass or cause to be made, issued or passed, any coin, card, token, or device in metal or its compounds which may be intended to be used as money for any 1 cent, 2 cent, 3 cent, or 5-cent piece now or hereafter authorized by law or for coins of equal value shall be fined not more than \$1,000

and imprisoned not more than five years, R. S. 5462; March 4, 1909. See Ch. 321."

Case Sets Precedent

OMAHA, Dec. 28.—A jury here in Federal Court may have ended the use of slugs which is said to have resulted in heavy losses by operators of coin machines.

The jury returned a verdict of guilty in the case of Max Wasserman, wholesale novelty distributor, who was accused on three counts of violating the counterfeiting laws thru sale and possession of the slugs. Three counts covered "de luxe" slugs that Wasserman was accused of owning and vending, the third count covered any slugs intended to be used as money.

Emmett Murphy, assistant United States Attorney, told The Billboard the case is the first in the country to cover sale and possession of slugs. If the verdict is upheld in the higher courts, he said, it will put a stop to the sale, manufacture, and possession of slugs.

Illegitimate use of slugs, federal officials said, has kept pace with the growing popularity of coin machines. Judge Donohoe deferred sentence on Wasserman, and the defendant's attorney indicated he would appeal.

568 USED PHONOGRAPHS MUST GO—568

Now Shipping All Makes, All Models Used Phonographs To All Parts United States

WURLITZER—P412—12 Records	\$ 21.50
" 616—16 "	\$ 36.50
" 616A—16 "	\$ 41.50
" 600—24 "	\$124.50
" 500—24 "	\$136.50
" 61—12 " (Counter)	\$ 68.50
ROCK-OLA—STANDARD—20 Records	\$122.50
" DE LUXE—20 Records	\$135.00
MILLS—1939 Throne of Music—20 Records	\$155.00

All Machines Guaranteed Good Condition. Terms—1/3 Deposit With Order, Balance C. O. D.

RUSH YOUR ORDERS NOW

OHIO SPECIALTY COMPANY

29 W. COURT ST.
CINCINNATI, OHIO

539 S. 2ND ST.
LOUISVILLE, KENTUCKY

BADGER'S BARGAINS

FIVE BALL FREE PLAYS

Gold Cup	\$49.50	Playmate	\$48.50
Mills 1-2-3	39.50	Speedways	42.50
Yacht Club	39.50	Champions	29.50
Super Six	22.50	Bally Beauty	25.50
Scops	16.50	Eureka	27.50
Triumph	16.50	Arrow Head	16.50

PHONOGRAPHS

Seaburg 1939 Florida	\$159.50
Rock-Ola 1939 De Luxe, late model	144.50
Seaburg Gems	109.50
Rock-Ola Rhythm King 42	25.00

COINERS

Price Barstogs 10 Models, Combination	
Payoff-Free Play, Slip-Proof	\$139.50
Mills Late Model 1940	74.50
Parade, Free Play	69.50
Price 1939 Barstogs, B, 10 and 25¢	79.50

AUTOMATIC PAY TABLES

Grand Nationals	\$89.50
Grand Stands	74.50
Thriftdowns	69.50

LEGAL MACHINES

Bally Bell	\$49.50
Chicken Game with Base	49.50
Rock-Ola Ten Pins	39.50
Bally Alley, Late Model	19.50

Our New 1941 Catalog Just Off the Press! Thirty-Two Pages. Contains Hundreds of Reconditioned and New Machines, Buses of Accessories and Parts. Most Complete Coin Machine Catalog Ever Offered. Don't Fail To Send for Your Free Copy Today.

1/3 Cash With Order, Balance C. O. D.

BADGER NOVELTY CO.
2546 N. 30th St., MILWAUKEE, WIS.

IT'S NEW

\$4.80 EXTRA FOR YOU

Pantry of Winners. An attractive Deal using the popular Red, White and Blue Tickets.

EACH \$1.00 (without jar)

(Jar 25¢ 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) 90¢

1902 N. 3d Street

Milwaukee, Wis.



Phonograph—Pinsame—Vendor Operators—No legal worries with

VIEW-A-SCOPE

350 diff. Films, Lifelike, third dimension Films—Scenes—Stage—Nishobots—Children's. Fits your location—18 or 24 Play Still Movies with depth. Write today for complete details. Film, 75¢. Complete, including Battery and three Films, \$29.95 each.

AUTOMATIC GAMES 2422 Fullerton Ave. CHICAGO, ILL.

ACME MARCHES FORWARD WITH WURLITZER

ACME extends a cordial invitation to visit either of our two Show Rooms on NATIONAL WURLITZER DAYS, Sunday, January 5, and Monday, January 6. See the complete display of Wurlitzer phonographs and auxiliary equipment for 1941.



Wally Merila



Ted Bush



Ozzie Truppmann



Johnny Strain



Oakley Pearl



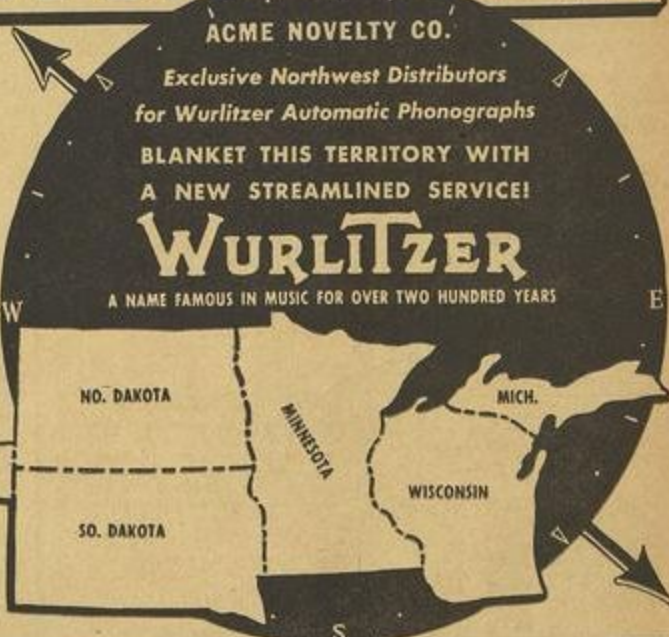
Irv. Sandlor



Ken Willis

An efficient organization of 30 people! 2 completely stocked and equipped sales rooms!

New Milwaukee Branch opened for convenience of operators in Wisconsin and Upper Peninsula of Michigan! Other branches soon! Watch for announcement!



ACME NOVELTY CO. 1124 Hennepin Avenue, MINNEAPOLIS
214 West Michigan Avenue, MILWAUKEE

SAVE WITH SAVOY ON FREE PLAY GAMES!

JOLLY\$27.50
RED HOT17.50
SHORT STOP25.50
ROXY24.50
TRIUMPH14.50
SCORE CHAMP22.50
SPEEDWAY44.50
COMMODORE17.50
DIXIE47.50
LANDSLIDE42.50
SKYLINE44.50
FOLLIES17.50
CROSS LINE57.50

1/3 Deposit, Balance C. O. D.

SPECIAL!!
DOUBLE FEATURE
AND FOX HUNT
\$27.50 EACH

HAPPY NEW YEAR
TO ALL!!

BLONDIE\$92.50
BIG SHOW27.50
TWINKLE14.50
C. O. D.22.50
HOME RUN27.50
FOX HUNT42.50
DRUM MAJOR42.50
LEADER44.50
YACHT CLUB42.50
PUNCH19.50
SCORE-A-LINE44.50
POLO49.50
SPORTY29.50

SAVOY VENDING CO.

651 ATLANTIC AVE.
BROOKLYN, N. Y.

SEE JACK—SAVE "JACK!"

BIG SHOW\$19.00
BIG TOWN18.50
SPORTY29.50
HOME RUN21.50
BORDER TOWN35.50
SCORE-A-LINE44.50
SCORE CHAMP16.50

ROXY\$21.50
SCORE CARD17.50
SPORTS13.50
JOLLY21.50
DRUM MAJOR30.00
PUNCH19.50
DBLE. FEATURE29.50

SUPERCHARGER\$12.50
KEEN-A-BALL12.50
BIG LEAGUE19.50
BRITE SPOT32.50
SHORT STOP20.50
THREE SCORE29.50
BUCKAROO12.50

All these games like NEW! Please state second and third choice when ordering.

1/3 Deposit, Balance C. O. D., on all orders!

NEWARK COINO, 107 Murray Street, Newark, N. J.

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



GLOBE PRINTING CO. • 1023-27 RACE STREET • PHILA., PA.

Cleveland

CLEVELAND, Dec. 28.—Midwest Specialties, Inc., has been appointed distributor for Panoram Soundies and opened offices at 308 Film Building, Cleveland. Urban Anderson, Samuel Brodeur, and George Uelgan, all Clevelanders, are the principals of the firm. Firm also has operating rights for Northern Ohio. The company held a premiere showing for invited guests in the Rainbow Room of Hotel Carter Thursday evening, which was attended by a large and enthusiastic crowd, including many civic leaders. Urban Anderson demonstrated the machine and explained its operation in detail.

The Cleveland Cigar Dealers' Association has voted to incorporate the association and change the name to the Cleveland Retail Tobacco Dealers' Association. Corporation papers have been filed with the Secretary of State.

The Ohio Cigarette Machine Operators' Association will meet Sunday, January 5, at 2 p.m., in Hotel Hollenden. The next quarterly meeting of the Ohio Cigarette Vendors' Association will be held in Cincinnati in April, the date to be announced later.

Mount Vernon, O., merchants are chaining down their penny cigarette machines, following the theft of four machines in two weeks.

William Schwartz, counsel for the Ohio Cigarette Vendors' Association, has prepared a bill for introduction to the Ohio Legislature at its next session that will put teeth in the present laws pertaining to the manufacture, sale, and possession of slugs.

Markepp Company of Cincinnati, Inc., has been incorporated by M. M. Maroux, N. Engel, and J. B. Barboura, for 250 shares.

CUB and ACE

3 Reel - Cigarette - Fruit or Numbers - Play with Coin Dividers and 2 Separate Cash Boxes, 1¢ or 5¢ or 10¢.

Sample... \$13.95
CASE OF 6... \$75.00
TEMPORARY QUARTERS DUE TO FIRE

THE GENERAL VENDING SERVICE CO., 306 N. GAY ST., BALTIMORE, MD.

NATIONAL NOW OFFERS UNIQUE CREDIT PLAN for Used or New Games!

No detail is called unimportant at National. Our Used Games must be 100% before they are shipped.

Rotation... \$48.50
Home Run... 26.50

Just Four listings among many now included in the latest "National's Illustrated Newslet" - Write for it Now! 5% off for full cash with order, (Money Order, Certified or Cashier's Checks Only.)

Just two things to do if you want CREDIT!
1. Send your order and 10% Dep.
2. Send the name of your bank.

NATIONAL NOVELTY CO., Merriek, L. I., N. Y.

← 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 12 Rec... \$29.50

WURLITZER 12 Rec.

Marbigo... 37.50

ROCKOLA Monarch

20... 79.50

EVANS TO STRIKE... 42.50

KEENEY Anti-Aircraft

Brown, Like New 82.50

PHOTOMATICS... 545.00

Write for Free Literature on
Remod. Photo



\$12.50

6 for

\$60.00

1c, 5c or

10c Play

1-3 Deposit

JANUARY 1941

COIN MACHINE SHOW

SHERMAN HOTEL, CHICAGO

13-14-15-16

SEE OUR DISPLAY

GERBER & GLASS

914 Diversey Blvd., Chicago

BE WISE!

Familiarize Yourself

With

Coin Operated

JANUARY 1941

COIN MACHINE SHOW

SHERMAN HOTEL, CHICAGO

13-14-15-16

SEE OUR DISPLAY

POOL BOWLING

Acclaimed the outstanding achievement
of the industry a 100 legal & 50 or 10c play
POOL BOWLING MFG. CORP., STEGER, ILL.
Chicago Phone: Intercom 9760 (direct to factory)

PERFECTLY RECONDITIONED—FREE PLAYS

Blonde... \$30.00	Leader... \$67.50
Brits... 25.00	Landslide... 24.00
Big League... 20.00	O Boy... 17.50
Bowling Alley... 20.00	Powerhouse... 48.00
Bobby... 20.00	Punch... 16.00
Cross Line... 07.50	Resatlon... 37.50
Dixie... 47.50	Shortstop... 16.00
Double Feature... 25.00	Vacation... 31.00
Fox Hunt... 41.00	Wings... 26.00
Gold Star... 60.00	Yacht Club... 39.00
Linedlight... 25.00	

F.P. 315 E. 1st St., Chicago, Ill.
F.P. 315 E. 1st St., Chicago, Ill.
Headliner, Lot 8 Fox, Triumph, Twinkle,
NOV. 29 E. 1st St., Bally Double Feature,
Miami, Spottism, Sports, Maler, Rich
Zonia, Lucky, Chevon, Champion, Chusa-
ble, Flash, Topper, Speedy.
1/3 Cash Deposit & 100 Legal & 50 Full Cash.
Coin Address: Colman, N. Y.
MARC MUNFEE, INC. 655 West 127th St.
New York, N. Y.

Baltimore

BALTIMORE, Md., Dec. 28.—Baltimore will be well represented at the 1941 coin machine show at Chicago. It is reported in the trade here that Baltimore's representation will be in excess of 30 persons.

Bally's Attention is riding the popularity wave here, judging from the manner in which the new number has been selling in this area under the distributorship of the Calvert Novelty Company. Arthur Nyberg, head of the Calvert organization, has announced he is offering Attention with a personal money-back guarantee.

Audrey Hollins, personal secretary to Art Nyberg, Calvert Novelty Company, will become a bride in the near future, her engagement to James J. Morris having been announced.

William J. Claire, manager of Keystone Novelty Company, states the Packard Via-Mor has won immediate favor in this area and that the only difficulty now is getting enough of the units to take care of orders. The demand, he said, is substantially greater than the supply.

The demand for Rock-Ola wall boxes has so far exceeded the supply that the Hub Enterprises has been unable to supply it, states Aaron Goldsmith, president of the firm. The demand for the units, he said, has been phenomenal.

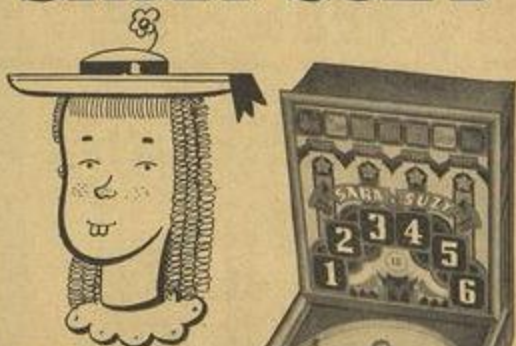
The lure of higher pay for mechanics in the aircraft, shipbuilding, and other industries in Baltimore engaged on orders for the national defense program has entailed a hardship for distributors who maintain service departments. There is no doubt but what the plants engaged on national defense work can offer higher wages than private industry.

Industry Going on Radio for Good Will

PHILADELPHIA, Dec. 28.—The new year is expected to find amusement machine operators and distributors in this area coming out of their shell and taking advantage of the various mediums of advertising, principally the radio and newspapers, to exploit their business in the territory in much the same manner as any other legitimate enterprise. During 1940 the only machine concern getting up a sales message directly to the general public was the Berlo Vending Company. Carrying on an intensive campaign in both newspapers and radio, Berlo is generally credited for the popularity of the candy vending machines, the company's prime concern.

It is interesting to note that radio has not only let down the uncalled-for barriers but is even encouraging the use of radio advertising on part of amusement machine operators. Just before the holiday season two operators at near-by Chester, Pa., took advantage of that fact and placed spot announcements on WIP here to advertise the facilities of the company and the machines. The early results justified the continued use of radio in 1941. Two pioneers in this connection are the Leco Vending Machine Company, which is one of the participating sponsors on WIP's *It's a Fact* recorded program on Thursdays, and Workman's Vending Machine Company, one of the Chester merchants participating in the sponsorship of the station's recorded *Chester Prepares* program on Tuesdays. The commercial announcements used are solely for the exploitation of music machines and "games of skill."

SARA-SUZY



High Score Winner possible on one ball Big
50 Replay award
Ever popular
Brite Spot
Bumper

\$104.50

STONER

Corporation
Aurora, Ill.



Better Buy BUDIN'S Better Buys!

CROSS LINE... \$57.50 | HOLD OVER... \$34.50

1/3 Deposit With All Orders, Balance C. O. D. Write for Our

New 1941 List Quick! Save Money!



BUDIN'S, INC. 174 SO. PORTLAND AVE.,
BROOKLYN, N. Y. Telephone NE 8-3700
Branch: 36 E. MERRICK RD., FREEPORT, L. I. (Freeport 2100)

Still another getting to the attention of the public is Lou Hindin, head of Garden State Amusement at near-by Camden, N. J. Another first was noted when Hindin last week took an advertisement in *The Camden Courier-Post* publicly wishing success to a new location owner, in this instance being the grand opening of Archie's Tavern at near-by Gloucester City, N. J., a generous gesture that can't help creating good will all around.

Allied Prepared For Show Visitors

CHICAGO, Dec. 28.—Harry Le Vine and Sam Kleinman, officials of Allied Novelty Company, Chicago, are expecting a host of visitors during the show. Many outstanding distributors and operators,



HERE IS A COMPLETE PENNY ARCADE composed entirely of Exhibit Supply Company's 1941 amusement devices. It was shown at the recent park convention in Chicago. The display won the John R. Davies trophy as the most meritorious exhibit at the show.



they say, have already advised them that they will stop in while in Chicago.

In order to be prepared Harry and Sam are on a rampage. They plan to show their visitors one of the most complete arrays of machines ever assembled, all ready for immediate shipment. "Allied will have open house for visitors, both at its display offices and at the Sherman Hotel," said Sam. "Due to Harry Le Vine's past affiliations with manufacturers many of the industry's leaders will be among the visitors. We extend a cordial welcome to the entire coin machine industry to stop in at Allied and exchange greetings with us while they're in Chicago."

Evans' JUNGLE CAMP

You Asked For It—
Here It Is!
4 MODELS
For All Territories!

- ★ FREE PLAY (straight)
- ★ FREE PLAY (mint vendor)
- ★ FREE PLAY (convertible)
- ★ PAYOUT MODEL

JANUARY 1941
COIN MACHINE SHOW
SHERMAN HOTEL, CHICAGO
12 14 15 16
SEE OUR DISPLAY

★
FULLY
METERED



Fastest, most appealing console of its size ever. Duffel! Occupies less than 4 sq. ft. floor space! High Speed Spinner-like action, Calliope Dominos' proven mechanism—no experiment—absolutely free from Dual! 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

Hi-lite of the Convention

10 ACTS of VAUDEVILLE 10

SPONSORED BY
SUPERIOR PRODUCTS

TUESDAY, JANUARY - 14th
9 - 12 P. M.

LOUIS XVI ROOM SHERMAN HOTEL

BE SURE TO VISIT BOOTH 125

"TAKE IT FROM ME—THESE ARE AMERICA'S FINEST BUYS," H. F. Moseley

"CUB"

3-Real 3-Way Play (Cigarette, Fruit or Numbers), Coin Dividers and 2 Separate Cash Boxes, 14, 5¢, or 10¢.

Sample Case of 6
\$13⁹⁵ \$75

"ACE"

5-Real Poker or Joker Wild Play with Automatic Coin Dividers and 2 Separate Cash Boxes, 14, 5¢, or 10¢.

Sample Case of 6
\$14⁹⁵ \$80

QUICK! RUSH YOUR ORDER FOR A CASE OF CUB & ACE

MOSELEY VENDING MACHINE EXCHANGE, INC.

OO BROAD STREET

Day Phone: 3-5511
Night Phone: 5-5228

RICHMOND, VA.



WISHES OF SUCCESS ARE TENDERED to Fred Neuman (left center) by George Murdock, West Coast district manager for Rock-Ola, on the opening of new Rex Vending Machine display rooms in San Francisco. Left to right are shown Thelma Heaton, Charles Macfarland, Vincent McNamara, Neumann, Ben O. Strom, Murdock, Vi Purvine, George Sakall, and the Rock-Ola Leadership Girl.

Celebration of Oregon Supreme Court Victory

PORTLAND, Ore., Dec. 28.—More than 125 Oregon and Washington operators, jobbers, and distributors celebrated the success of their cause in the Oregon Supreme Court with a stag dinner in the Heathman Hotel's Georgian Room December 20.

Highlight was the presenting of tokens of esteem to the honored guests, Walter B. Fuller, local cafe owner, and Ace Arnsberg, president of Portland Operators' Association, for the parts they played in getting Supreme Court approval of pinball games for amusement.

It was announced to the more than 50 coinmen present that their contributions in the inauguration of a charity policy made it possible to present more than 500 new toys to the Toy and Joy-makers, charitable Christmas project sponsored by the fire department. Budge Wright, of Western Distributors, Inc., toastmaster, made the presentation to representatives of Toy and Joy-makers. Harry Nemer, local operator, headed the operators' charity committee.

Good for a big laugh was the unveiling of a mammoth picture of Arnsberg in African hunting costume, taken by J. Frank Meier, of Exhibit Supply Company, recent host to Arnsberg at Palm Springs, Calif.

Among visitors were Lou Welcher, of Advanced Automatic Sales, San Francisco, and Solly Solomon, Seattle manager for Western Distributors. Manufacturers and distributors were well represented in the big list of door prizes.

Telegrams read expressed the inability of Briz Crabtree, of Mills; Jack B. Moore, and Ralph Herzog, attorney in the court test, to attend the meeting. An entertainment program followed the banquet and a session to discuss coming legislation and gambling vs. amusement was postponed.

Chicago's 1940 Retail Trade \$1,700,000,000

CHICAGO, Dec. 28.—The value of Chicago's 1940 retail trade will advance to approximately \$1,700,000,000 this year from \$1,507,000,000 in 1939, Lawrence H. Whiting, chairman of the domestic commerce committee of the Chicago Association of Commerce, estimates. "Continued and substantial advances" were predicted for 1941.

Wholesale and manufacturing improvement should keep pace with retail gains, according to Whiting. "While actual figures have not been released as yet by the census investigators, all signs are upward," Whiting said.

"Members of our headquarters staff," he asserted, "who keep close tab on Chicago business, indicate that the 1940 combined total for wholesale, manufacturing, and retail will approximate \$10,000,000,000. This compares with \$8,900,000,000 in 1935 and \$4,900,000,000 in 1933. What these figures indicate in brief is that Chicago this year, as for some years past, will do approximately one-twelfth of the nation's total wholesale, manufacturing, and retail business."

Robbins Handling New Game Spitfire

BROOKLYN, Dec. 28.—"In a special deal just consummated with the manufacturer, we have taken over the national sales program of Spitfire, a new counter skill game," report Dave Robbins, head of D. Robbins & Company, Brooklyn.

"Spitfire," he continued, "is a clever game following a war theme. The machine has a moving airplane which is controlled by the player. A ball of gum is vended into the plane and represents a bomb. Below the plane is a battleship with two funnels. The object of the game is to move the plane over the battleship and release the bomb so that it falls into one of the funnels. All skillful hits are recorded. Spitfire has a large ball gum capacity, holding over 1,000 balls. The game will be exhibited at the Coin Machine Show in booth LL2.



NEW MONEY-MAKING SENSATION!

PICK - A - PACK

COUNTER CIGARETTE GAME
Producing amazing earnings in all types of locations!

PENNY PLAY

NOW! SPECIALLY PRICED

\$14.75

F. O. B. Chicago

GUARANTEE

Try PICK-A-PACK for 10 days. If not satisfied, purchase price will be refunded!

BAKER NOVELTY CO., Inc.
2826 Washington Blvd., CHICAGO

PICK-A-PACK

- ★ Recommended
- ★ Guaranteed
- ★ Distributed
- ★ Financed by

TORR 2047A-50, 68
PHILA., PA.

Galaxy of Big New Ideas at 1941 Coin Machine Show in Chi

By RICHARD GROETCHEN
Groetchen Tool Company, Chicago

WITHOUT question the 1941 Coin Machine Show at the Sherman Hotel, Chicago, January 13-16, will present the greatest galaxy of new ideas ever gathered together under one roof. To operators and distributors who recall the wonders of previous shows it may seem hardly possible that the 1941 show can surpass other years in wealth of startlingly new money-making ideas. But to one who has had a glimpse of what the January show will offer it seems equally impossible that any future show will ever surpass this one.

As chairman of the show committee in charge of display arrangements, it has been my privilege to discuss with many exhibitors the new 1941 products to be revealed at the show. Naturally I cannot disclose the nature of these new products. But I can say that every manufacturer I have contacted to date is coming up with at least one new and different idea.

The very fact that so much display space has already been contracted for is an indication of the magnitude of the '41 show. Not only the main exposition hall, the mezzanine, and the grand ball-room will be packed with displays, but it will be necessary to open a new annex hall directly below the main hall.

From every angle the 1941 show will be bigger and better than ever before. And, most important, the show will raise the curtain on machines which will insure that the operating year of 1941 will also be bigger and better than ever before.

Genco Foresees '41 As "Biggest Year"

CHICAGO, Dec. 28.—Looking back on the greatest year in their history, officials of Genco Manufacturing Company predict that the coin machine industry in general and Genco games in particular will enjoy unprecedented business in 1941.

"Every indication points to 1941 as a big year," stated Dave and Meyer Gensburg, Genco executives. "No proof need be cited of the indisputable fact that the public has taken to pin games as one of its favorite forms of amusement and relaxation. We at Genco are proud that our games in a large measure have contributed to the pleasure of the nation.

"During 1940," they continued, "we have produced one of the most successful strings of hit games in our history. Increased sales and operators' reports of greater profits are but two of the many signs that convince us of the basic soundness of our manufacturing methods. During 1941 we pledge ourselves to continue turning out winners. This isn't a mere optimistic claim, but a pledge based on the knowledge of new and better ideas that we intend incorporating in our new 1941 games.

"As a matter of fact," they concluded, "our first game for 1941, which will be released next week, will incorporate several of these new ideas. We expect it to get all operators off to a flying start in '41, because test location reports already prove this game to be a real winner."

Buckley Distribs On Pacific Coast

CHICAGO, Dec. 28.—The new line-up of distributors for Buckley Music System, Inc., will make their music systems available to every operator in the Pacific Coast States, officials of the firm advise.

Along with the announcement that William Corcoran is the new sales manager for this territory comes the report that the firm has seven distributors on the Pacific Coast. The distributors follow: Los Angeles—William (Bud) Parr, General Music Company, and Charles A. Robinson; Fresno, Calif.—Joe H. Baker; San Francisco—Sam S. Kingston; Metro Music Company; Oak-

NOW READY FOR DELIVERY!

CHAMP

CLASS — APPEAL — EARNINGS!

Beats 'Em All

WAY OUT IN FRONT—NO COMPETITION!

New Jackpot Innovation!

\$104.50

IMMEDIATE DELIVERY



Season's Greetings
To All Our Friends and Customers

THANKS A LOT FOR MAKING 1940
OUR GREATEST YEAR!

D. GOTTLIEB & CO.

Our New Factory

1140-1150 N. KOSTNER AVE., CHICAGO

PRE-INVENTORY SPECIAL VALUES!

5-BALL FREE PLAY GAMES

GOTTIEB	GENCO
Shore-Line \$50.00	Bandwagon \$59.50
Three Stars 49.00	Duke Ranch 82.50
Drum Major 45.00	Bionde 49.50
Big Show 42.50	Cadillac 47.50
Howling Alley 32.50	Big Town 32.50
Score Card 39.00	Follies of '40 32.50
Lions-Girls 32.50	Punch 27.50
Lib-Fun 19.50	
BALLY	EXHIBIT
Becky 335.00	Landscape \$49.50
Musket 34.50	Shortstop 35.00
Limelight 39.00	Lancer 32.50
Variety 19.00	Copship 21.00
Comedian 20.00	Comedian 21.00
Triumph 19.00	CHICOIN
Picken 19.00	Roy 327.50
Yopie 17.00	Fox Hunt 52.50
Champion 20.00	Comedian 32.50
KENEY	Nippy 24.50
Score Champ \$54.50	Lucky 24.50
Speedway 42.50	Jolly 39.50
Red Hot 22.50	
Super Six 22.50	STONER
Big 21.50	Rotation \$49.50
Supercharger 22.50	White Spot 42.50

PHONOGRAPHS

Rock-Ola '30 De Luxe	\$148.00
Rock-Ola '30 Standard	127.50
Rock-Ola '12 Record	29.50
Wurlitzer 800 Piano Keyboard	138.00
Wurlitzer 800 Piano Keyboard	143.50
Seeburg K-20, Rock-Ola, Fish	89.00

PAYOUTS

Mills 1-2-3, Bally Freest Units	\$24.50
Spurr Payout	\$4.00

CONSOLES

Track Time '38	\$78.00
Track Time, Red Heads	40.00
Kentucky Club	40.00
Evans Patent, 1940	140.00
Exhibit Longshore, F.P.	39.00

MISCELLANEOUS LEGAL GAMES

Bally Rapid Fire	\$149.00
Mills Jumbo Parade, F.P.	89.50
Big Alley	24.50
Rock-Ola Ten Pins	49.50
New Shoe-Ball-Start	75.00
Rock-Ola World Series	39.00

TERMS: 1/3 Deposit, Balance C. O. D., F. O. B. Chicago

Season's Greetings
and Best Wishes to
All Our Friends & Customers
NATIONAL COIN MACHINE EXCHANGE
1451-13 Disney Blvd., CHICAGO, ILL.

SPECIAL SALE OF FREE PLAY MACHINES

Doughboys	\$34.50	'39 Mills 123s	\$42.50
Gold Cups, Table	37.50	'40 Mills 123s	37.50
Model	42.50	1500000	93.50
Metal Typers & 500 Models	89.50	Fleet	95.00

G. N. VENDING COMPANY

663 W. Broad St., COLUMBUS, OHIO

OPERATORS, WRITE...

H. G. PAYNE COMPANY
315214 Broadway, NASHVILLE, TENN.
For Weekly Business List, Most Complete Stock of New and Used Coin Machines in the South.



DWIGHT OSBORN, Packard Manufacturing Corporation's district manager in Louisiana, Mississippi, Tennessee, and Alabama, is the son of A. D. Osborn, Los Angeles, one of the oldest music operators in the business. His brother is in the distributing business and handles Packard products. Dwight has been a member of the automatic music industry since the days of automatic pianos.

BETTER BUYS FROM BLATT!

ALL FREE PLAY GAMES	Yacht Club ... \$95.00
Bally Beauty ... \$19.50	Triumph ... 8.00
Great Line ... 54.50	Score-a-Line ... 42.50
Dixie ... 52.50	Charm ... 15.00
Drum Major ... 34.50	Speedway ... 35.00
Home Run ... 22.50	Dary Jones ... 7.50
Little Sport ... 25.50	Supercharger ... 9.00
Rattlesnake ... 37.50	White Sails ... 12.00
Super Six ... 9.50	1/3 With Order, Balance C. O. D.
Jolly ... 21.50	
Landscape ... 39.00	



This is our final discount prior to Convention. There will be no further drop in prices. Order Gold!

SUPREME VENDING CO., INC.
557 ROGERS AVE. • BROOKLYN, N. Y.
BRANCH: 201 GRAND AVE., BELMONT, L. I.

QUALITY SPEAKS FOR ITSELF

FREE PLAY 1 BALL	FREE PLAY	PAYOUTS
Mills 1-2-3, F.P.	Triumph ... \$14.50	Royal Drews ... \$107.50
Fairground, F.P.	Cowboy ... 14.50	Hawthorne ... 27.50
Congo, F.P.	Big Six ... 12.00	10c Royal Flush ... 97.50
Mills 1-2-3, Rebuilt F.P.	Twinkle ... 12.00	1938 Kentucky Club ... 27.50
Rock-Ola, F.P.	Aviate ... 12.00	Mills 1-2-3 ... 22.50
Arlington, F.P.	Snake ... 12.00	Across the Board ... 17.50
Across the Board, F.P.	Cherion ... 10.00	Derby Times ... 24.50
Ten Strike, F.P.	Pyramid ... 10.00	NOVELTIES
Prakense, F.P.	Conquest ... 10.00	Ten Strike ... \$39.50
Ex. Bowl, Game, F.P.	Majors ... 10.00	Western Baseball ... \$4.50
Bally Alley ... 19.00	Sidewalk ... 10.00	U-Pop-It, Like New ... 37.50
	1/3 DEPOSIT WITH ORDER—BALANCE	C. O. D.

MODERN AUTOMATIC EXCHANGE, INC.

2018 CARNEGIE AVENUE, CLEVELAND, OHIO

land, Calif.—Mel Baer, Baer Music Company, Sacramento, Calif.—D. B. Scott, and Portland, Ore.—Aubrey V. Stember. "Each of these men has had years of experience in the music field," said factory officials, "and has a thorough knowledge of the problems confronting the operator. They are now ready to show the new Buckley line which will increase revenue for all."

New Director For Pitney-Bowes

NEW YORK, Dec. 28.—Election of L. C. Stowell, executive vice-president of Underwood Elliott Fisher Company, as a director of the Pitney-Bowes Postage Meter Company was announced recently. Pitney-Bowes manufactures the new and much-publicized coin-operated mailing machines which weigh mail, indicate postage needed, accept coins, and stamp the mail correctly. The firm also makes a machine for affixing tax stamps to cigarette packs.

MILLS
Fiesta
JANUARY
13, 14, 15, 16

GENCO HIT PARADE OF 1940



IN 1941... GO GENCO AGAIN!

HOLD EVERYTHING!
NEW GENCO HIT OUT NEXT WEEK!

A HAPPIER NEW YEAR TO ALL!

... with the 1941 GENCO HITS
... greatest ever produced!

OH! BOY! BANNER ENDORSES
Daval's CUB and ACE 100%



CUB SAMPLE \$13.95
CASE OF 6 \$75.00

QUICK!
ORDER
NOW!

ACE SAMPLE \$14.95
CASE OF 6 \$80.00



BANNER SPECIALTY COMPANY

1530-32 PARRISH ST., PHILADELPHIA, PA. • 1508 FIFTH AVE., PITTSBURGH, PA.

Pinball Boom Days Back, Says Heiman

CHICAGO, Dec. 28.—"The market on all types of pinball games is expanding at a clip that harks back to the boom days," said Harry Heiman, sales manager of National Coin Machine Exchange, Chicago, on his return from a flying trip thru the Central States.

"There is every indication that 1941 will reach new peaks in the point of sales volume, attributable to the better industrial conditions as well as a marked change in the licensing conditions," continued Heiman.

"Never before in the history of National Coin, of Chicago, have we had so many late reconditioned games on our floors to fit the purse of large and small buyers. To give operators a chance to load up on sound, dependable games at bargain prices, we have slashed all prices and feel sure our values will defy competition. All used games are so thoroughly reconditioned that many look like new!"

Joseph Schwartz, president, added: "We guarantee all equipment so that operators buying from us know they are getting 100 cents on every dollar. Coinmen are invited to visit us and satisfy themselves that we have what they want at prices they can afford to pay."

More Movie Mentions About Coin Machines

WILKES-BARRE, Pa., Dec. 28.—Additional mentions of coin machines in motion pictures were in *The Hit Parade of 1941* and *Go West*. In the former, one of the supporting players comes into a drug store and two of his co-workers give him the check, whereupon he puts a coin in the machine, gives the check to the clerk, and says: "Take it out of my winnings and keep the change for me." Sure enough, just as he is walking out the door the sound effects give the impression that the jackpot has been hit.

**BERT
LANE
Says:**

HERE'S TO A
**HAPPIER
NEW YEAR**
FOR EVERYONE
WITH
GENCO GAMES

MUTOSCOPE'S
SKY FIGHTER
DAVAL'S

'CUB' and 'ACE'

SEABOARD SALES, INC.

619 Tenth Ave., New York
Phone, Wisconsin 7-5688

You can ALWAYS depend on JOE ASH—ALL WAYS

START THE NEW YEAR RIGHT WITH THESE BUYS

Britk Spot ... \$92.50	Mills 1-2-3, P.P. ... \$34.50	Supercharger ... \$12.50
Champion ... 14.50	Mascot ... 24.50	Triumph ... 12.50
Comme-dore ... 17.50	Queen Park ... 14.50	Thriller ... 12.50
Chip ... 15.00	Red Hot ... 17.50	Triple Threat ... 10.00
Double Feature ... 25.00	Rotation ... 38.50	Trooper ... 12.50
Fantasy ... 12.50	Reets ... 14.50	Up & Up ... 10.00
Follies ... 22.50	Score Champ ... 17.50	Western Banquet, 1045, P.P. ... 65.00
Hold Over ... 32.50	Super Six ... 14.50	
Jolly ... 27.00		



ACTIVE AMUSEMENT MACHINES CORP.

900 North Franklin Street, Philadelphia, Pa.

Phone, Market 2656.

MAKE THIS YOUR FIRST NEW YEAR'S RESOLUTION!!

GET OUR NEW PRICE LIST

Contains all the Latest and Best New and Used Machines at prices that guarantee you Bigger and Better Profits!

ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.

Groucho Marx, in the scene on an Indian reservation, is telling the Indian chief what the white man has done for the Indians and says words to the effect that they put the Indian and buffalo on a nickel and then invented bell machines to take away the nickels.

First Again With

"CUB"3 REEL-3 WAY PLAY WITH
AUTOMATIC COIN DIVIDERS

*A REAL OPERATOR'S MACHINE! 2 Separate Cash Boxes and Dial's Famous Coin Dividers. Standard Model 735-25%. Also available in 80% - 20% model. Tame rear choice of Cigarette, Fruit or Number Heads. ORDER QUICK!!



SAMPLE
\$1395
CASE OF 6
\$75.00
Size Just 8 1/2" x 8" x 15"

"ACE"5 REEL POKER PLAY WITH
AUTOMATIC COIN DIVIDERS

*Eliminate need for meters. Cut down servicing. BIG CASH BOX FOR OPERATOR. 6 to 10 Vendor Reel windows covered when not being played. 1/2, 3c or 10c Play. REEL POKER PLAY.



SAMPLE
\$1495
CASE OF 6
\$80.00
Size Just 8 1/2" x 8" x 15"

AMERICAN EAGLE

World's Smallest Fruit Symbol Bell With Automatic Ticker Award.

SAMPLE
\$32.50
10 for \$275
Gold Award Model \$1.00 Extra
Ball Gum Model \$2.00 Extra

**BALL GUM**

13c Per Box, 100 Pieces. Case of 100 Boxes, \$12.75.

1/2 Deposit, Balance C. O. D.

SICKING, INC.

1401 Central Pkwy., Cincinnati, O.

**Central Distrib in
Enlarged Quarters**

KANSAS CITY, Mo., Dec. 28.—The new and enlarged quarters of the Central Distributing Company at 23d and Grand streets, Kansas City, will be the scene of the unveiling of Wurlitzer's 1941 Victory model phonographs. This event, an open-house party, is scheduled to take place on National Wurlitzer Days, January 5 and 6.

Central Distributing Company's new facilities are said to be the finest and most complete in this section of the country. The smart display rooms were designed by the Rudolph Wurlitzer Company's stylist, Paul Fuller. All appointments and furnishings are in perfect harmony.

Service facilities have received even more careful attention, according to Central Distributing Owners Tim Crummet and Findley Mason. "Our building consists of three floors," they report, "with convenient shipping and loading platforms to expedite the movement of merchandise."

Showrooms and offices occupy the first floor of the building, with receiving, shipping, parts, and service departments on the second floor. A stock of used phonographs will be maintained on the third floor.

The entire efforts of the Central Distributing Company for 1941 will be devoted to the distribution only of Wurlitzer phonographs and auxiliary and remote control equipment, they report.

**Distrib To Gather
At Daval Booth**

CHICAGO, Dec. 28.—According to officials of the Daval Company, Chicago, there will be plenty of men at booths 52 and 53 to tell operators all about Daval's new counter games at the 1941 Coin Machine Show. Officials report that most of Daval's distributors have indicated that they will spend time at the booths to meet and greet men from their own territories.

Such distributors as Electro-Ball Company; Sicking, Inc.; Atlas Novelty Company; Banner Specialty Company, B. D. Lazar Company; Seaboard Sales, Inc.; Trimount Coin Machine Company, H. G. Payne Company, Silent Sales Company, Moseley Vending Machine Exchange, Mayflower Novelty Company, the Markopp Company, Ideal Novelty Company, and the Mac Mohr Company report that they will visit at booths 52 and 53 to meet customers from their own territories.

"We are all proud of the great comeback that Al Douglas and Dave Helfenbein have made this year," said a distributor. "Not only will we make it our business to stop off at the booths 52 and 53 for a few hours each, but we are all going to tell the trade what great games Daval has built."

It is believed by Daval officials that its booths will have the greatest gathering of distributors from all over the country.



GEORGE ROSSEBO, Packard Manufacturing Corporation factory manager, was formerly with Nordyke & Marmon Motor Car Company. He also was with Huloomb & Hoke, Indianapolis, and Thomas & Skinner Steel Products, Indianapolis, holding key positions. Huloomb & Hoke of one time built the Electramuse phonograph.

**Bally BROADCASTS
SEASON'S GREETINGS TO THE
COIN MACHINE INDUSTRY****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. 11359 5c Play 1000 Holes
Takes in \$47.50 Average Payout \$28.05
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.

**Bally Doubles
Its Show Space**

CHICAGO, Dec. 28.—Bally Manufacturing Company will have the largest display in the history of the company at the 1941 Coin Machine Show, according to statement by George Jenkins, Bally's general sales manager. "In order to present the most complete and varied line in Bally's history," Jenkins explained, "we have doubled the space used last year. The Bally exhibit will occupy the north end of the main exposition hall. In this space we will display the new Bally line which will insure a dominating position in 1941 for Bally distributors and operators. The 1941 Bally line will embrace practically every field of operation."

"Altogether Bally space will be packed with an array of new machines, ample space will be provided to permit operators and distributors to inspect the line in comfort."

MILLS

Fiesta

JANUARY

13, 14, 15, 16

TOT

BIGGEST TOKEN PAYOUT
COUNTER GAME MONEY-MAKER!

Now Biggest Value . . .

BUY 2—GET 3!

Western Products, Inc.

925 W. North Ave., CHICAGO

WANTED AT ONCE
VENDING MACHINE SALESMEN

A real deal and a money maker. Write today for particulars.

THE VIPEDEX CORP.
STOCKTON, CALIF.

★
IT IS THE
HEARTFELT WISH
OF THE CHICAGO
COIN MACHINE
COMPANY THAT
1941 WILL BE
A YEAR OF
UNBOUNDED
PROSPERITY,
HAPPINESS AND
HEALTH FOR
EVERYONE IN
THIS GREAT
INDUSTRY.



Chicago Coin's
NEW
**STRAT-O
LINER**

SEE US IN BOOTHS
25-26-41-42



Air Raider Play At New Heights

CHICAGO, Dec. 28.—Concluding days of 1940 saw play on Air Raider, Keeney machine gun game, reach a new high level, according to J. H. (Jack) Keeney, head of J. H. Keeney & Company.

"The holiday spirit, stronger this year than for several years past, was much evident on locations throughout the country," said Keeney.

"The fact that there has been more money available to the public made it possible for location patrons to spend time and money on personal recreation as well as on gift shopping. Reports from our distributors, who have been watching Air Raider play closely, state that play on the gun was as great and in many cases greater than at any other time since its release.

"Air Raider's powerful attraction was well demonstrated during the holiday

week. A game has to have something on the ball to be able to compete against all the excitement of Christmas and New Year's Day preparation and celebration, and Air Raider conclusively proved its worth as a location money-maker under those conditions."

Keeney advised that production on Air Raider continues at a brisk rate in response to continuing demand.

Reliable Specialty Takes Show Booth

CLEVELAND, Dec. 28.—Reliable Specialty Company, Cleveland, announces it will be represented at the 1941 Coin Machine Show and that representatives will be on hand to display and demonstrate the firm's products.

Reliable will show its full line of wall organs, corner wall organs, auxiliary speakers, and cabinet stands at booth number 247.



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.

SPECIAL

HOLD OVER \$25.00 EACH
DOUBLE FEATURE \$25.00 EACH

Get it at the

LEHIGH SPECIALTY CO.

N. W. COR. 2ND & GREEN STS. PHILADELPHIA, PA.

FROM THE HOUSE OF DEPENDABLE SERVICE

10 Free Play Jumbo Parades. 6 Pace Saratogas, 5c..... \$75.00
Fruit Reels \$115.00 6 1938 Track Times..... 69.50
6 Mills Square Bells, 5c.. 65.00

Write for our Complete Bargain List on all kinds of coin operated equipment. Half deposit with order.
CLEVELAND COIN MACHINE EXCHANGE, 2021-5 Prospect Ave., Cleveland, Ohio

SALESBOARD OPERATORS

FOR
A. B. C.'s DEALS THAT CLICK

Write
JERRY GOTTLIEB

"Originator of Good Deals"

303 4TH AVE., 2ND F., D.

NEW YORK CITY



BEHOLD THE PRIDE OF SPOKANE, WASH. An office of beauty shines out into the night. These new display rooms are occupied by the Standard Sales Company, Rock-Ola distributor. H. D. Severson, owner of the firm, reports that expanding phonograph business forced acquisition of this fine new location.

DUPLEX

Another Exhibit Winner
with SUPER SPECIAL AWARD feature
SCORED by ONE SWITCH—when lit.

Out Earns the Best
and
does not wear out
Your Distributor has it NOW!

Five
Ways
to
Score



Re-Play

104⁵⁰
Convertible

EXHIBIT SUPPLY CO. 4222-24-26-28-30 W. LAKE ST. CHICAGO

SPECIAL

FREE PLAY PIN GAMES

MILLS	WESTERN	
1-2-3 Free Play	Tryo . . . \$25.00	
Late Mod. \$49.50	CHICAGO COIN	
Softball . . . 10.00	Naps . . . \$19.50	
BAKER		
GOTTLEB		
Keeney-Bell \$16.00	Twinkle . . . \$15.00	
Lite-O-Card 35.00	4-8-B . . . 15.00	
Ball Champ 15.00	EXHIBIT	
Conco . . . \$35.00		
GENCO		
Bang . . . \$15.00	Rebound . . . 15.50	
DAVAL		
Gun Club . . \$10.00	Bowling Alley 24.50	
Gem . . . 13.50	Short Stop . . 44.50	
Liberty . . . 10.00	Bounty . . . 10.00	
Follow Up . . 10.00	Airliner . . . 10.00	
High Lite . . 19.50	Goton Gate 29.50	
BALLY		
STONER		
Baseball . . \$25.00	Eureka Single	
Chubbie . . . 15.00	Coin . . . \$24.50	
KEENEY		
Red Hot . . \$29.50	Goosium . . . 10.00	
Super Bit . . 24.50	Gold Cup . . 49.50	
Speedway . . 40.50	Dandy . . . 10.00	
	Crescent . . . 69.50	
	Triumph . . . 19.50	
	Paranout . . 10.00	

We Are Distributors for
DAVAL "ACE" and DAVAL "CUB"
173 Depot, Balance Q. O. D.

Season's Greetings to All
Our Friends and Customers
MILWAUKEE

COIN MACHINE COMPANY
1455 W. Fond du Lac Ave., Milwaukee, Wis.

SPITFIRE

1c Counter Skill Game



OPERATORS' PRICE \$17.50

A Sensational Money Maker
Distributors: Write for our offer!

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

PRE-INVENTORY SPECIALS

FREE PLAY BARGAINS

Big Sixes . . . \$17.50	Fellics . . . \$32.50	Roller Derbys . . . \$30.50
Big Towns . . . 34.50	Glamours . . . 44.50	Score a Lines . . . 51.50
Cadillacs . . . 44.50	Lonestars . . . 44.50	Skylines . . . 62.50
Commodores . . . 32.50	Mr. Chips . . . 24.50	Sportys . . . 44.50
Dixies . . . 62.50	Polos . . . 54.50	Summerflames . . . 45.50
Dude Ranches . . . 59.50	Powerhouse . . . 54.50	Triumphs . . . 22.50
Flagships . . . 26.50	Punches . . . 27.50	Vacations . . . 24.50

PAYTABLE VALUES

Grandstands . . . \$72.50	Hawthornes . . . \$54.50	One-Two-Threes . . . \$32.50
Grand Nationals . . . 87.50	Thistledowns . . . 54.50	Pacemakers . . . 79.50
Sport Pages . . . 52.50		Preakness . . . 16.50

LEGAL EQUIPMENT

Anti-Aircraft, B.Cab. \$59.50	Chicken Sams . . . \$54.50	Bull's Eye . . . \$47.50
Anti-Aircraft, Br.Cab. 79.50	Ten Strikes . . . 49.50	Western Baseball . . . 79.50
Bally Alleys . . . 24.50	Skeeballettes . . . 49.50	Comb. F.P. & P.O. 64.50

WRITE TODAY FOR OUR COMPLETE LIST OF PRE-INVENTORY BARGAINS

Visit Our Booth—No. 206 at the Coin Machine Show

GRAND NATIONAL SALES COMPANY

2300-08 W. ARMITAGE AVE. CHICAGO, ILLINOIS

FACTORY RECONDITIONED BELLS

LIKE NEW & GUARANTEED

MILLS	PRICE
Blue Front—Shogroof . . .	\$69.50
Brown Front, 5c-10c-25c . . .	69.50
Bonus, 5c . . .	62.50
Wagon Bell, 5c . . .	62.50
Cherry Bell . . .	62.50
Blue Front, 5c-10c-25c . . .	67.50
O. T. Bell . . .	29.50
Fortuity . . .	29.50
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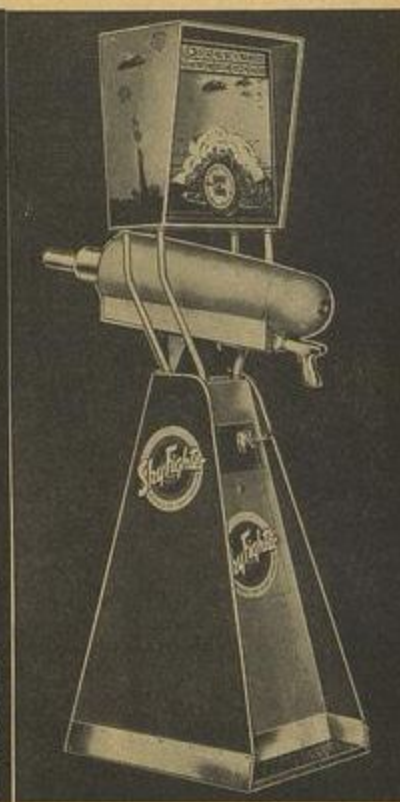
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