

The Billboard

The World's Foremost Amusement Weekly

JANUARY 11, 1941

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Vol. 53. No. 2

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The Billboard

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No. 2

The World's Foremost Amusement Weekly

January 11,
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MUSIC IN THE AIR?

Remotes Hit by Loss of Themes & Arrangements

NEW YORK, Jan. 4.—The sustaining dance band remote, the adrenalin of band build-ups, is the greatest victim of the music war which finally encircled all of show business midnight, January 1. Band leaders on these late sustainers were the first to feel the ax being whetted when they were placed under restrictive measures two months ago and had to schedule at least four non-ASCAP tunes in each half-hour broadcast. Columbia Broadcasting System was the first network to take ASCAP music off sustaining programs, December 1. The other two nets, National Broadcasting Company and Mutual, applied pressure on band leaders in letters "suggesting" the gradual tapering off of ASCAP music.

Even tho the network sustaining programs were playing songs from the catalogs of Broadcast Music, Inc., Edward Marks, public domain, and other non-ASCAP catalogs, exceptions were sometimes made as to ASCAP theme songs and other music, which suggested possibilities of a truce up to the last minute.

However, at the going of midnight New Year's Eve, the familiar strains of popular and light American classics were given back to ASCAP by the broadcasting companies. Band leaders complain they cannot play the songs which they popularized and were made popular by, but the radio stations are worried about possible copyright infringement suits thru ASCAP strains which sneak into arrangements.

In addition, band leaders with sustaining programs have had to sign an agreement whereby the networks would not be responsible for infringement suits arising from their programs. As a consequence, Glenn Miller junked his remote broadcast from the Pennsylvania Hotel Wednesday (1).

Miller was not the first band, however, to take the move. Jimmie Lunceford was restrained recently from playing his originals because of the necessity of scheduling four BMI or public domain tunes and dropping his CBS wire as a protest. He then sold BMI his catalog. Miller, tho, has taken the first decisive step since the battle started in earnest New Year's Eve.

While the wound isn't felt so deeply on commercial variety programs, dance sustainers now are decidedly inferior to

Stagehands Charge Barto Committed "Anti-Union" Acts

NEW YORK, Jan. 4.—In a letter dated December 28 to Frank Gillmore, president-emeritus of the Associated Artists and Actors of America, Vincent Jacobi, business agent for Local 1 of the stagehands' international, charged Dewey Barto, president of the American Guild of Variety Artists, with an anti-union attitude and a breach of faith regarding the "gentlemen's agreement" now in effect between the IA, musicians' union, and the AAAA.

The letter claims that Barto has been going around to night club owners and bookers telling them to ignore American Federation of Musicians and IA regulations, saying in effect that those two unions are being run by racketeers.

Jacobi asked that Gillmore take action censuring Barto, and demanded that Barto desist from making such "slandering statements."

Barto denied yesterday the statements attributed to him in the letter, and said he has made a luncheon appointment with Jacobi for Tuesday (7) to straighten out the situation.

what they were some months ago. The *Billboard* staff, since New Year's Eve, set about reviewing dance remotes to see how band leaders were using the available new and old music. The consensus is (1) the remotes are not very fancy, (2) leaders suffer because their distinguishing themes are gone, (3) announcers double-talk titles so much that half the time the list (See *SUSTAINING DANCE* on page 13)

Com'cial Shows Jump Music Gap Okeh; But Can Pace Be Kept Up? First Infringement Case Started

NEW YORK, Jan. 4.—Loss of ASCAP music, according to reviewers on *The Billboard*, had no appreciable effect on the entertainment value of some of the more important network programs caught within a few days after the expiration of the ASCAP-radio deadline of December 31. This opinion is at variance with the general press, papers claiming that after midnight of December 31 "strange" music began to float over the ether. Decisions of *The Billboard* staff on these programs shortly after the music deadline are not necessarily to be taken as an indication of ability of agencies and networks to carry on for a long time, however; they are merely indicative that radio met the initial trial on commercial programs without undue loss of the entertainment factor.

According to *The Billboard's* reviewers, the immediate music pinch was much more sharply felt on radio's dance remotes.

Regarding commercial programs, it is believed that the crucial test cannot come shortly after January 1, but after a more or less protracted period, during which the cream of the non-ASCAP catalogs may become exhausted.

ASCAP Reaction

ASCAP's reaction to the music, as voiced by General Manager John G. Payne, was that the Society might not have to do anything other than "sit back and fold its arms" after the January 1 trial. Payne indicated that radio

apparently was not interested in giving the public the best possible material, but was content to sell its sponsors' products with inferior music if possible. "Radio's theory," said Payne, "is that the public is indiscriminate."

In anti-ASCAP circles, the opinion was voiced that the bad press reaction received by the networks and BMI after January 1 came as a natural result of newspapers' traditional antagonism to radio. Fairtest reporting in the local daily press was claimed by radio to be in *The New York Times*, which this week carried a story to the effect that the public was mainly unaware of the radio-music fight.

Those disatisfied with the press comment received by BMI and the major chains pointed out that the number of newspaper-owned stations totaled some 300, and that these papers should be willing to exercise more weight than they evidently have.

Infringement Case

On Wednesday (1), the first instance of alleged infringement of ASCAP music was claimed, the Society setting in motion legal action as a result of the alleged use of George Gershwin's *Wintergreen* for President on the Fred Allen program. ASCAP attorneys, Schwartz & Frohlich, prepared papers against The Texas Corporation, CBS, and all its affiliates carrying the show. Society in (See *Radio Takes the Leap* on page 6)

Cheap Legit Seats for Schools Broached as Audience-Builder

NEW YORK, Jan. 4.—A new audience promotion plan which would insure a minimum of 15,000 low priced legit tickets a season per show is being mulled by the League of New York Theaters, following successful experiment by the Theater Guild with its *Twelfth Night* production and further discussion with representatives of English High School Teachers of Greater New York.

The plan calls for sale of tickets to high school students in small groups. Teacher org. in discussing the project with James Reilly, executive secretary of the League, proposed that producers arrange either for a series of three to five previews for special sale to the students or make arrangements via the stagger system to reserve a block of 10 tickets a night on generally off nights, at 55 cents each. Teachers contend that each of the 1,500 in the organization could dispose of a minimum of 10 tickets. Suggested, further, that the League provide about four plays for such a project, educators indicating that they could handle four in the series per school term. Before teachers undertake to sell the tickets, however, they require privilege of reading the script to determine its suitability for high school students.

Twelfth Night, a natural for such a program, worked out a deal whereby the students paid 85 cents. However, show is booked solid thru March for its student program, and teachers are looking around for more product.

Reilly appointed general managers of producer members and said first reactions were encouraging. Early this week he addressed letters to Lee Shubert, Otto L.

Frominger, and Eddie Dowling, who are scheduled for early productions, recommending that they try out the plan if their productions lend themselves to a student audience. In his letter, Reilly pointed out that in foreign countries the government provides a subsidy to enable intermediate school children to attend the theater, thus building a future theater audience.

Survey among 9,000 students in 45 to 50 schools showed that 1 per cent were willing to participate at \$1.50; 13 per cent at \$1; 23 per cent at 75 cents, and 63 per cent at 50 cents.

Nabe Distribution

A second plan for developing theater audiences, the Neighborhood Ticket Distributors' plan is, for the first time, showing material results. Reilly reported, since seven productions made themselves available for such purchases. Plan provides for sale outlets in suburban towns, so that patrons do not have to visit the box office before theater time to pick up their reservations. Shows working under this arrangement include *The Man Who Came to Dinner*, *George Washington Slept Here*, *Meet the People*, *Johnny Belinda*, *Twelfth Night*, *Hellzapoppin*, and *Cabin in the Sky*. Separate rooms had been in on this for a while too.

The week before Christmas, Reilly reported, netted producers unusually good business, with the Monday preceding Christmas grossing the best yet for such a period. Christmas Eve itself, tho, was slightly under that of previous years, he said.

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Conklin Plans SLA Banquet at Miami; Bartlett Chairman

MIAMI, Jan. 4.—Frank R. Conklin, new president of the Showmen's League of America, Chicago, and members of the League wintering here met this week in W. J. (Bill) Bartlett's home to work out plans for a banquet and ball to be held in this city some time in February. Besides Conklin and Bartlett, those at the meeting included David B. Brady, Cliff Wilson, Max Kemmerer, Nate Eagle, MIT Morris, Maule Herman, and Carl J. Sedberry.

Conklin appointed Bartlett chairman and Brady co-chairman. They will appoint their committees. Cliff Wilson is treasurer. Group plans to make the affair an outstanding showmen's event for all showfolks now visiting or residing in the Miami area.

TAKE-OFFS GET PAY-OFFS

Stripper Salaries High; Heavy Demand for Names, Novelties; Ann Corio's \$800-1,000 Is Tops

NEW YORK, Jan. 4.—The strippers are not complaining. According to theater and night club managers and bookers more strip acts are being used today than ever before, and the money for the better-advertised strip runs from \$150 to \$350 per week. Only comparative newcomers work for the minimum, and

not for long if they show definite promise of building into an attraction. The field does not pay fabulous figures, except in rare cases, but the work is more consistent and the market is strong in theaters as it is in clubs. Ann Corio, top burly name, is averaging \$800 a week and in scattered spots earns as much as \$1,000 a week. She made a Grand recently at the Bialto, (See *Strippers in the Dough*; on page 25)

ABE LYMAN

(This Week's Cover Subject)

VIGOROUS Abe Lyman, whose 20 years as a band leader has made him one of the best known figures in the show business, embarks again on his annual pilgrimage to the podium of the Royal Palm Club, Miami, where he is a transplanted institution in the winter time. This is on the heels of three seasonal weeks at the New York Strand Theater and a three-month stand at the Hotel New Yorker.

Lyman, ex-newsboy, taxi-driver, and waiter, rose from an insignificant drummer to being the head of one of the most famous bands in the country—Abe Lyman and His Californians. While he was jiggling the drumstick, Lyman had a sense of business, and after he was fired from his first musical job, that of a drummer in a Chicago nickelodeon, he organized his own unit and took off from the Ambassador Hotel, Los Angeles.

Since then Abe has been an international favorite. He numbers among his most avid fans the Duke of Windsor, whom he taught how to beat the skins when the Lyman crew was holding forth at the Kit Kat Club, London.

Lyman has had many commercial radio programs, has been intensely successful with his Victor recordings, and last summer played the most profitable engagement ever recorded on the cash register of Ben Air Country Club, Chicago. His celebrity and songwriters nights at the Hotel New Yorker were also solid clicks.

"Foxes" 7G in Portland, Despite Heavy Flu Toll

PORTLAND, Ore., Jan. 4.—In spite of a flu epidemic and cold wind, *The Little Foxes* with Tallulah Bankhead grossed \$7,200 at the Mayfair Theater December 12, 13, and 14, according to William B. McCurdy, booking agent.

Termining results "good," McCurdy said capacity audiences would have grossed about \$9,000. Prices were 85 cents to \$2.75, and for Saturday matinee, 55 cents to \$2.20. A touch of flu kept Eugenia Rawls out of the cast opening night, but her part was capably filled by Viola Frayne. A stagehand was left in Tacoma, Wash., when flu attacked him.

Pros at L. I. Ice Carnival

LONG BEACH, N. Y., Jan. 4.—A half dozen professional ice skaters will be featured January 12 at the Long Beach Ice Carnival and Metropolitan Outdoor Speed-Skating Championships to be held at the Municipal Ice Rink under the sponsorship of the Department of Parks. Entertainers to be featured in the carnival half of the evening program include Alex Hurd, barrel jumper; Georg Von Birgelein, who is making his professional debut here; Genevieve Trojan; Doc Nelles and Henry Skidmore from *It Happens on Ice*.

Them . . .

NEW YORK, Jan. 4.—The real reason for the easy-to-remember names given strippers is not because they look good in lights (altho it helps), but because they are designed not to tax the mentality of the average burly fan.

'Ice-Capades' Breaks Springfield Record

SPRINGFIELD, Mass., Jan. 4.—*Ice-Capades of 1941* grossed \$32,000 in eight days (December 25-January 1) at the Eastern States Coliseum, West Springfield, according to William Cavanaugh, publicity manager of the Springfield Hockey Association, lessors of the Coliseum. This is a record, Cavanaugh said, the previous high being last year, when the *Ice Follies* drew \$25,000 for six performances.

The 10 performances drew crowds ranging from 1,400 at the Saturday matinee to two jammed seasons New Year's Eve, when at least 5,000 attended each performance. Every inch of standing room was sold. The only change the management plans for the next ice show to come here, the *Ice Follies*, February 10-16, is to change the matinee from Saturday to Sunday.

The cast itself suffered two mishaps, with one skater remaining in a local hospital when the rest of the show pulled out for Tulsa, Okla. Joe Shillen, of Boston, broke his leg at the mid-afternoon rehearsal Monday, and is at the Mercy Hospital here, with his leg in a cast. He will probably be out for the rest of the season.

Judy Brennan, of the chorus, was stricken with appendicitis just before the show was to go on Monday night. She was rushed to the Springfield hospital, but was released during the week, after doctors decided that an operation was unnecessary.

Tulsa date is for January 8 to 7. From there the show goes to Wichita, Kan., January 9-11.

Thru Sugar's Domino

Dan Frohman

DAN FROHMAN was a great man. He achieved his unique place in show business in the later years of his long and interesting life without striving in the least to outrun his contemporaries in fame, achievement, or even in good works. What was most charming about Uncle Dan, as we knew him during the last 16 years, was his naturalness, his complete divorcement from any tendency towards being bitter, vindictive, narrow, or stubborn in his attitude towards his fellow men. Of course, age and background had something to do with it. In Uncle Dan's case age was a mellowing factor rather than one that detours others from giving full expression to the good that is inherent in all of us.

We have never encountered anyone who was embittered towards the president of the Actors' Fund. Nobody who really knew him was apathetic towards him. This is an almost certain sign of greatness in a man who led so active a life. We cannot write firsthand about Dan Frohman as an entrepreneur. Except for occasional excursions into the field of producing in very recent years, Uncle Dan was definitely established as a dean of the theater in the homage sense of the word in the years that we knew him. Even were we qualified to write as a spectator about Frohman the veteran manager, discoverer of stars, mentor of playwrights, disseminator of culture thru the medium of the stage, most of what we would say would be repetitious. For many years Uncle Dan has been a frequent subject of historical comment.

(See SUGAR'S DOMINO on page 26)

Hard Service at Fairs tests Airline SOUND SYSTEM

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HY GARDNER Patrols the BROADWAY BEAT

SMALL TALK . . . The D. A. is investigating those so-called "charity-sponsored" dances open to the public. Watch for the front-page boomerang. . . . That Hotel New Yorker New Year's Eve newsreel clip was shot at Woody Herman's opening two weeks before—a coup thanks to Dick Mocker's neat noodling. . . . When stink bombs in a neighboring night club started patrons fleeing from Dempsey's, too, three fight managers didn't notice the smell—they thought it was another manager promoting another set-up!

HIS friends are plotting an army farewell party to Winny Rockefeller in the Rainbow Room. . . . Ben Yost's Varsity Eight delayed the opening of the show at Rogers' Corner for a half hour waiting for their pants to arrive and were almost forced to work in their underwear. Seems to me, if I recall those tight-fitting britches, that that's the way they worked the last time I saw them! . . . The trouble with most night clubs is that the creditors, instead of the performers, are stopping the shows.

G BERGE GIVOT, who discarded his Greek characterization for a while, has gone back to his "Greek Ambassador" routine since the heroics of his "countrymen"—taking precaution, however, before doing each turn, to consult the papers for the latest news from the front. . . . A reporter from *The World-Tele* was assigned to interview Jimmy Valentine, the one-legged dancer at the Savoy Ballroom. As he approached the dancer, he rubbed his eyes. "I forgot to tell you," Valentine grinned, standing squarely on two legs, "but this left leg is a Christmas present!" . . . Nice to see Julie Podell acting as one of the managers at the Copacabana—and equally nice to see Charley Lucas working as matre of the Park Central's Coconut Grove. Both are former Kit Kat Club bosses. . . . Monte Proser was quoted in *PM* New Year's Day as saying the seven clubs he was connected with did a business of \$50,000 New Year's Eve, \$30,000 in whisky alone!

ODD that it took a *Philadelphia Story* to break all New York records at the Music Hall. . . . Al Schacht still thinks the Heppburn yarn is about the Philly Athletics. . . . The Sun Trio at the Piccadilly Circus proves there's such a thing as harmony between relatives—Mortie and Al Nevins are brothers and Artie Dunn's a cousin. . . . Comment by a director, "The Shuberts have some sort of magic about them. When I directed a show for them they gave me every sort of co-operation, let me do whatever I wanted, and I did what I considered some of my best work. Yet on opening night the show looked like every other show ever produced by the company." . . . So many of the new Miami Beach hotels have opened without being Shuberts! . . . Billy Vine says they rent you a room with an adjoining hamster!—When completed, Fred Allen made a personal appearance with *Love Thy Neighbor* at Jack Benny and Fred Allen made a personal appearance with *Love Thy Neighbor* at the Paramount about both took liberties with their speeches. "In this picture," Benny explained, "I played myself." "Yes," countered Allen, "you were badly miscast!"

RADIO CLEANING HOUSE?



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D of J To Get FCC Angles; Radio Reported Willing To Set Up New Operating Plan to Escape Suit

By EDGAR M. JONES

WASHINGTON, Jan. 4.—Department of Justice is expected to appear in Federal Court in Milwaukee this coming Monday or Tuesday, depending upon availability of a judge, to institute criminal proceedings against National Broadcasting Company, Columbia Broadcasting System, Broadcast Music, Inc., and the American

on their hands when the Department of Justice goes into network control of artist bureaus, transcription companies, and business policies of their own independent affiliates. It is understood the federal department is expecting to receive recommendations for action from the Federal (See Radio Cleaning House? on page 27)

Radio-Music Case Delay?

MILWAUKEE, Jan. 4.—According to information received here by U. S. District Attorney B. J. Husting, the government, in its anti-trust action against ASCAP, BMI, and the two major radio chains, is expected to file a criminal information instead of laying the case before the Federal Grand Jury, which is scheduled to convene here January 14.

If such information is filed, it is not expected that the case can come to trial before spring, because the court calendar is well filled thru January and February.

Society of Composers, Authors, and Publishers, for alleged violations of the anti-trust laws. Separate actions will be filed against ASCAP, and it is believed the government will ask the court to hear its case against the Society first, since legal preparation is complete. Later, the government will be able to prosecute radio chains and BMI for their part in the "Battle of Tin Pan Alley."

However, it was learned in Washington's official circles that broadcasting companies may soon have more court trouble

A list of army camps is being published in the Wholesale Merchandise Department. This week's list is for the Fifth (Ohio, Indiana, Kentucky) Corps Area. It can be found on page 50.



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Possibilities

TRADE SERVICE FEATURE 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

JACK WILLIAMS—tall and personable tap dancer appearing in *Meet the People*, revue at the Mansfield Theater, New York. He rates with the top dance artists in the country, producing taps that are clean and amazingly fast, and routining them with a maximum of effect. In addition, he has a nice singing voice, a pleasing personality, and the ability to read lines like a drama veteran. A tremendously valuable player for any studio.

For LEGIT

MUSICAL
JACKIE GLEASON—young emcee-comedian now at Leon & Eddie's, New York night club, after a long run at the near-by Club 18. Has been working night spots and vaude around New York for the past few years, and is now coming into his own, developing into a confident, fast, aggressive, thoroughly likable comedian. Uses a lot of old gag and bits, but puts them over for surprising results. Some of his new material is very funny.

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RADIO TAKES THE LEAP

First Shows OK; Press Disagrees, Brings Squawks

(Continued from page 3)
 dicated there would be many more infringements shortly, but that all cases would have to be recorded or would need absolute proof before action could be taken.

At press time, there were reports of other alleged infringements, some of them on shows reviewed in this story, but verification could not be obtained. Total sum involved in the Texaco program case is about \$22,000. BMI expressed doubt that the infringement could be easily proved, if at all.

In connection with infringements, it is to be pointed out that the history of such cases shows that long litigation usually results. ASCAP is hopeful it can secure quick action. In the past, ASCAP policy has been to drop infringement suits when the defendant contracted for an ASCAP license. ASCAP attorneys have indicated recently, however, that any settlement of the present radio-music war would be apart from a disposition of infringement cases.

How the Programs Fared

Texaco Star Theater
 Paul Ackerman, catching the Fred Allen, Kay Kyser, Plantation Party, and Tony Martin shows. Figured the program made creditable showings, but wondered if the pace could be maintained. Allen program's music included A Wandering Minstrel I, I'll Take You Home Again Kathleen, There'll Be Some Changes Made, Frenesi, There I Go, and an aria from The Barber of Seville. Also the claimed use of Wintergreen for President. Comedy dominated, the chatter being one of Allen's best sessions.

Kay Kyser
 On Kay Kyser program orchestra did Say Si Si, There I Go, I Give You My Word, Two Hearts in Rhyme, Practice Makes Perfect. Olney Sims sang I Can't Remember to Forget. On the quiz session, tunes popping up included Practice Makes Perfect, Volga Boatmen, I'll Take You Home Again Kathleen, Lazy Mary, Yankee Doodle, You're the One, The Campbell's Soup, Home on the Range, When You and I Were Young, Maggie, and a Stephen Foster medley with Jeannie With the Light Brown Hair, Oh Susannah, Old Kentucky Home, and Camp Town Races. Program uses a terrific amount of music and has its work cut out for it; but Wednesday session was definitely a good show.

Plantation Party
 Bugler's Plantation Party used a lot of music, and shined as a strong program.

Hit Parade Carries On
 Lucky Strike's Hit Parade, airing for the first time since ASCAP music went off the air, carried an announcement by vocalist Barry Wood that "We are still doing business at the same stand." Statement was made because, according to Wood, program received many queries about its status in view of the ASCAP-radio fight. Wood said selections would be based on such factors as record and sheet music sales, juke box favorites, and tunes most requested of band leaders. Prior to Wood's statement, program was prefixed with spiel that show would give "the nation's 10 favorite songs that may be played on Coast-to-Coast networks."

Program managed fairly well, but was not quite up to snuff. Good, swiny pops were lacking, but solid musicianship of Mark Warnow and warbling of Wood and Bea Wain held interest. As expected, Latin American tunes abundant, including Frenesi, La Cucaracha, and Perfidia, plus plenty of BMI and Public Domain. No. 1 tune was There I Go, but most listenable was Warnow's classy arrangement of Oh, Susannah.

Musical Selections on Commercial Shows January 1

Trade will be interested in how producers arranged the musical phases of some of the more important commercial programs the first day after the lapse of the ASCAP license. Among new programs, there were 90 different songs, of which 10 were repeated at least once. Of the repeats, five were on the air three times in the one evening, over either WJAZ, WJZ, or WABC.

NBC Programs

Program:	Song:	Publisher:
Fred Waring in Pleasure Time..	A Cigarette, Sweet Music, and You.....	Not Published
(Red Network)	Melody in F.....	Public Domain
	Number 10 Lullaby Lane, Warren Mary Goes Round.....	Special Arrang.
	Sweet and Low.....	Special Arrang.
	Brahm's Lullaby.....	Public Domain
Tony Martin.....	We Could Make Such Beautiful Music.....	BMI
	Same Old Story.....	BMI
	So You're the One?.....	BMI
	You Walk By.....	BMI
	In the Gloaming.....	Public Domain
	There I Go.....	BMI
	All I Desire.....	BMI
Plantation Party..	Down on the Old Plantation.....	Not Published
	Billy Boy.....	Mills
	Loch Lomond.....	Public Domain
	Under the Double Eagle.....	Public Domain
	Mexical Rose.....	Cole
	Daisy Bell.....	BMI
	Oh Susannah.....	Public Domain
	Silver Threads Among the Gold.....	Public Domain
	Tramp, Tramp, Tramp, the Boys are Marching, Cole When You and I Were Young, Maggie.....	Public Domain
	My Old Kentucky Home, Public Domain Man on the Flying Trapeze.....	Public Domain
	Little Brown Jug.....	Cole
Time to Smile....	Time to Smile.....	Not Published
	Listen to the Mocking Bird.....	Public Domain
	Aria From La Traviata.....	Public Domain
	Lazy Mary.....	Cole
	Merrily We Roll Along.....	Public Domain
Kay Kyser's College of Musical Knowledge.....	Say Si Si.....	E. B. Marks
	Practice Makes Perfect.....	BMI
	Let's Dance.....	E. B. Marks
	Volga Boatmen.....	Public Domain

Program:	Song:	Publisher:
	I'll Take You Home Again Kathleen.....	Public Domain
	So You're the One?.....	BMI
	I Give You My Word.....	BMI
	Frenesi.....	Southern
	I Can't Remember to Forget.....	BMI
	Campbell's Are Coming.....	Public Domain
	Home on the Range.....	Public Domain
	Song of India.....	Public Domain
	When You and I Were Young, Maggie.....	Public Domain
	Carri Biri Bin.....	Public Domain
	Polly Wolly Doodle.....	Public Domain
	Chilapanecas.....	E. B. Marks
	Practice Makes Perfect.....	BMI
	You Walk By.....	BMI
	Jeannie With the Light Brown Hair.....	Public Domain
	Oh Susannah.....	Public Domain
	Old Folks at Home.....	Public Domain
	Camp Town Races.....	Public Domain

Manhattan At Midnight (Blue Network)

Keep An Eye On Your Heart.....	BMI
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CBS Programs

Lanny Ross.....	Music and Memories.....	BMI
	So You're the One?.....	BMI
	You Walk By.....	BMI
	Old Folks at Home.....	Public Domain
	How Little You Know.....	BMI
The Texaco Star Theater.....	There'll Be Some Changes Made.....	E. B. Marks
	A Wandering Minstrel I.....	E. B. Marks
	Frenesi.....	Southern
	Figaro, Figaro.....	Public Domain
	Sugar Pie.....	BMI
	I'll Take You Home Again Kathleen.....	Public Domain
	There I Go.....	BMI
Glenn Miller Orchestra.....	Stumber Song.....	Not Published
	Frenesi.....	Southern
	Keep An Eye On Your Heart.....	BMI
	Stone's Throw From Heaven.....	BMI
	Volga Boatmen.....	Public Domain

gram. But number of tunes was so large that same problem presented itself, viz: can the program keep the dependent upon dance music, and therefore has an advantage. List of tunes used appears in accompanying chart.

Tony Martin debut program Wednesday is reviewed in review section, and tunes are listed in accompany chart.

Joe Cohen reviewed the Cantor, Crosby, and Fred Waring shows. His comments follow:

Eddie Cantor

An unusually heavy roster of comic talent guested on Eddie Cantor's session, brief bits being contributed by Burns and Allen, and Parkynarkus. The comedy line-up left little time for music. Olive Major, a 13-year-old coloratura, showed possibilities with a piping of the *Drinking Song* from *La Traviata*. Dinah Shore handled a swing version of *Listen to the Mocking Bird* excellently, while Cantor put across *Lazy Mary Will You Get Up*.

The change of themes was also effective, opener being *Time to Smile*, and closer a medley of *Merrily We Roll Along* and *Good Night Neighbors*, the latter to the tune of *Good Night Ladies*.

Fred Waring

Fred Waring contributed another smooth session on behalf of Chesterfield Wednesday (1). He alluded to the ASCAP situation with his introduction of Rubinstein's *Melody in F*, when he quipped that tomorrow or the next day this piece may be identified with some other letter of the alphabet. Besides this number, his only other standard was *Sweet and Low*, which the Glee Club handled quite capably.

New tunes were Number 10 Lullaby Lane, which sounded like a couple of other songs, and an okay novelty, *Mary Goes Round on Her Merry-Go-Round*.

Bing Crosby

Bing Crosby paced the *Kraft Music Hall* thru another 60-minute period in keeping with the high level of previous

broadcasts. Usual talent contingent included Bob Burns, Music Mads, John Scott Trotter's ork, and Ken Carpenter. Guests were Frank McHugh, Connie Boswell, Tom Harmon, and James Hilton.

Music restrictions in no way hampered the effect of the program. Crosby's turn at the mike had him giving out with *Camp Town Races*, *I Don't Want to Play in Your Backyard*, *Do I Worry?*, *Mexical Rose*, and *Derling Nellie Gray*. In fact these odds, as is usual when Crosby goes over the ancient, created a nostalgic mood which registered excellently thru the loud-speaker.

Connie Boswell did very well with *Martha, Swarise Serenade*, and a duet with Crosby, *Yes, Indeed*, a boogie-woogie spiritual. Frank McHugh aided in a satire of an Alger story. Tom Harmon was interviewed on the subject he knows best, football; Bob Burns got laughs with his corn and a turn at the piano, while James Hilton contributed a solemn note with a well-written piece on the hopes for the new year.

Sylvia Weiss caught Vallee, Good News, and Lanny Ross programs. Her comments follow.

Rudy Vallee

Rudy Vallee probably feels mighty minus without *My Time Is Your Time*, but outside of the momentary check of having to listen to a formal announcement to identify the Sealtest Rudy Vallee program, the show seemed unscathed. The crooner's new theme, specially written and called *I'll Give You a Smile for a Smile*, is nondescript.

The Vallee show is none too powerful, either on the comedy or the vocals, faulting as much with the personnel as with material. The John Barrymore takes are heavy-handed and labored, Vallee sounds as tho he were doing a disinterested chore, both as emcee and vocalist. Julietta Novis and Susan Miller as songbirds have a long way to go to rate a rave. Miss Novis handled *Ace Maria* and Miss Miller *Frenesi*, both

without much color. Vallee's other musical presentation was *Those Little Nothings*, a new BMI song.

Trip to Three Clouds was supposed to be a musical treat by Josephy Lilly and Elliot Daniel, but it failed to impress. During Barrymore's recitation of Lincoln's farewell address, *Battle Hymn of the Republic* served as background.

Fanny Brice and Hanley Stafford

So long as Fanny Brice and Hanley Stafford remain as Baby Snooks and Daddy and maintain the pace of their first show for the new year, music will be no problem on *Mazell House Coffee Time*. And with so fluent a teller of tall stories as Frank Morgan, the body of the program was well in hand, with just a single musical break necessary. Hence, other than the opening and closing signatures, *You and I*, an E. B. Marks number from *Isle of Spice*, program inserted just one unit of music. John Conte, who was making his debut as the show's emcee, following Dick Powell, did alright by a medley from Carmen.

Show sailed in snappy fashion, the return of Frank Morgan and the introduction of Conte, serving to spruce things up materially.

Quality of Meredith Willson's band is still high, the actual playing time seemed shortened. Program need pay little attention to pros and cons of present music dispute.

Lanny Ross

Lanny Ross has frequently delved into old-time favorites, so that his first program since the lapse of ASCAP license seemed hardly different than his regular stint. His signature, formerly *Moonlight and Roses*, gave way to *Music and Memories*, a BMI arrangement of close similarity. Thereafter he followed with BMI numbers, *So You're the One*, *You Walk By*, and *How Little You Know*. He selected *Old Folks at Home* for the high spot of his memory lane sentimentality. The character of the program and the style of Ross himself as a vocalist indicate that Franco-American product (See Radio Takes the Leap on opp. page)

Radio Talent

New York By JERRY LESSER

MUSIC CORPORATION OF AMERICA is entering the daytime serial field. Three shows now on the docket for sponsor presentation are *Forever Your Wife*, *Dear Teacher*, and *We Make Our Lives*.

ELISE HITZ, who was on *Ellen Randolph* for years, is slated to do another dramatic serial soon. . . . **WALTER COMPTON**, the emcee of *Double or Nothing*, is preparing for his yearly contest held for children, the winner of which attends the President's Ball in Washington. . . . Look for **JUANITA JUAREZ**, the Puerto Rican triller, now at the Copacabana, to do an air show. . . . **TOM LANGAN**, formerly with NBC's script department, who went to the Coast and wrote *Golden Hoops* for Fox in collaboration with **RAY CHAMSLOR**, is back east. . . . **PHIL BYDNER**, actor, back from the Coast. . . . **HAL HALPERIN**, WNYC's *Around New York Reporter*, is latest addition to the cast of *The Aldrich Family*.

IT LOOKED like college reunion day on CBS's *Ann Jenny's Stories* last week when **PROFESSOR RUSSELL TOMLINSON**, of Lake Forest College, stopped in to see his former pupil, **JOHN LUTON**, direct the show, and **PROFESSOR DWIGHT SALMON**, of Amherst, dropped in to watch his former history student, announcer **DAN SEYMOUR**, work at the microphone. . . . **HAUVEN MCQUARRIE**, CBS's *Marriage Club* man, is sure his eight-year-old son, **RONNIE**, is going to be a Hollywood producer. *Ronnie* recently greeted his dad with, "Say, Dad, we sure like our new cook. How about lifting her option and giving her a new contract for Christmas?" . . . **SELENA ROYLE**, on *Woman of Courage*, has had her option taken up.

THE networks will additon an all-colored musical half hour late this month. . . . **BILLIE HOLLIDAY** and possibly **EDDIE GREEN** will head the cast. . . . Announcer **GEORGE HOGAN** starts spelling for movie trailers in February. . . . **BILL TUTTLE** produced his *Shades* program last Sunday despite the fact that a half hour before the program aired he learned of his brother's death in an auto accident. . . . **CHARLIE CANTOR** and **MINERVA PIOUS** will appear on the **KATE SMITH** show as the new comic team. . . . **BETTY GARDE** is laid low with the flu. . . . **ANNOUNCER PAUL DOUGLAS**'s wife won the original oil painting by **JAMES MONTGOMERY FLAGG** which was raffled off at the **LAMBS' GAMBOL** New Year's Eve and generously donated it to the **LAMBS' CLUB**.

NOTES: **ELAINE BASSETT**, NBC's television girl, has had her contract renewed for a year. . . . **FRANK GLAZER**, recently on *Design for Happiness* program, has been picked by **JEROME KERN** as radio's outstanding pianist of the year. . . . News commentators continue as radio's most valued stars with their war headlines. . . . **JAMES MELTON** gets a nice salary from the phone company which stars him on the air Monday nights, but a lot of it goes right back on long distance calls to friends and relatives while on concert tours. . . . Fans all over the country have been wondering what happened to **PARKY KARKAS**, the Greek dialectician. He is now living on the West Coast, where he is in business, but he emerged from his retirement to revive his old routine with **EDDIE CANTOR** as a guest on the latter's *Time To Smile* program New Year's Day. . . . **ARCH OBOLER** informs us from the Coast that he is not connected in any way with the night club known as "Tony's Wife."

Chicago

By NORMAN MODELL

NEW ADDITION to NBC's announcing staff is **ED WILSON** from WSOY, Decatur, Ill. . . . **MAURICE WETZEL**, NBC production man, set an **EDGAR GUEST** poem to music and sold it to **BMI**. It's titled *At Home*. . . . We hope **DALE SPANS**, pretty **WEM** canary, is Dale coming into her own. Currently she is singing at the Drake Hotel's Camelia House. . . . **ORRIN TOVROV**, Ma Perkins scribe, just signed a contract with the **WILLIAM MORRIS OFFICE**, and will soon vacation in Hollywood. . . . **ALEXANDER McQUEEN** has been renewed for 13 weeks. . . . **DICK TODD** will try foreign soil Thursday night (9), when he guests on *WGN's In Chicago Tonight*, together with the *Duffery* artists, **BERT LAHR**, **FRANCIS WILLIAMS**, and **BENNY BAKER**. . . . **WALLY SEITZ** and **MIKE ROMANO** have been cast as attorneys in *Bood of Life*.

MONTY MOHN is playing the part of Dick Gordon in *Right to Happiness*. . . . **BILL BACHER** will leave next Thursday (16) for the McCormick estate down Palm Beach, Fla., way supposed to be on a vacation, he will work on four scripts and pretend the perspiration is merely caused by the tropic sun. **LOU JACKOBSON** will do his shows in the interim. . . . Cast additions: **BOB GRIPPIN** and **BERNARDINE FLYNN** to *Thunder Over Paradise*; **KATHRYN**

Station Prexy's Hashery

BRIDGETON, N. J., Jan. 4.—When, late fall, Fred Wood, WSNJ announcer and then with WIP, Philadelphia, and Howard S. Fowler, owner of the local WSNJ, put their heads together to discuss the relative merits of Java, little did they dream that one day they would cater to the gastronomic inconsistencies of man. Located on the extensive acreage of the WSNJ site, the station prexy and announcer this week opened the Twelve-Forty Grille. Hash house gets its identity from the station's spot on the dial.

CARD and **ETHEL WILSON** to Arnold Grimm's Daughter; **NATASHA WENTCHER** to *Guiding Light*. . . . Last week **ASCAP** made an amusing announcement, **WMBI**, propaganda medium for the Moody Bible Institute, was given the right to use **ASCAP** music tax free. The rub is that most of the music used by **WMBI** is religious hymns.

RADIO TAKES THE LEAP

(Continued from opposite page)

acts will suffer nothing in the present music-radio dispute. Show was mildly schmalzy.

Cities Service and Waltz Time
Cities Service Concert and Waltz Time were caught by Miss Weiss. First-mentioned program seemed as well-rounded as usual, with repertoire consisting largely of Public Domain music of various types. Lucille Manners and Ross Graham, vocalists, did not seem inconvenienced. In *Waltz Time*, Abe Lyman, Frank Munn, and Amsterdam Chorus leded thru another half hour program at times becoming monotonous owing to sameness in the arrangements.

Kate Smith-Johnny Presents
Ackerman Friday caught Kate Smith and Johnny Presents programs on CBS. Smith show was not as good as usual, the tunes not clicking as well as usual. Comedy held up well with Charles Cantor and Minerva Pious debuting, and drama section with Henry Hull was sock. Tunes included *Frenesi*, *Camp Tunes*, *Races*, *There I Go*, *Dem Golden Slippers*, and *So You're the One*. National anthem instead of *God Bless America*, and not nearly as good.

Johnny Presents, following Smith program, had more pep musically. Ray Blich had had good arrangements and choice of tunes was excellent. Music included *Battle of Jericho*, *So You're the One*, *I Hear a Rhapsody*, *Two Guitars*, and *The Same Old Story*.

DETROIT, Jan. 4.—Year-end bonus was distributed to 62 employees of Station **WJKB** by James F. Hopkins, Inc., totaling \$8,000—an average of about \$50 apiece. Bonus was based upon number of years of service with the station.

WABC Tops in N. Y. Stations' Press Breaks in 1940; WEF, WJZ, WOR, WMCA Close

NEW YORK, Jan. 4.—Recapitulation of commercial metropolitan stations' publicity breaks covering the 12 months of 1940 shows WABC, Columbia's outlet, holding top spot with a total of 11,614 feature and column mentions. Stations coming behind Columbia outlet, in order, were WEF, with 10,505 mentions; WJZ, 9,669; WOR, 6,466; WMCA, 3,448; WQXR, 1,794; WHN, 1,689; WNEW, 1,342; WEVD, 1,074, and WINS, 845.

Compilation is based on breaks in the New York dailies' radio pages, *Brooklyn Eagle* and *PM* (since it began publication last June).

Results for 1940 show several interesting changes from the preceding year. Stations in general did not receive as

many mentions as during 1939, but relative positions remained fairly constant with a few exceptions. WEF, for instance, in 1940 topped WJZ, whereas in 1939 the Blue beat the Red network. In 1940 also WHN fell to seventh position, while WQXR climbed up one notch to sixth. WNEW is in eighth spot, but it is so close noted that station's present publicity director, Jack Bonner, has been on the job only two months.

WMCA topped other indies again by a score of at least 4 to one in number of total mentions and by nearly four to one in column mentions.

While all major stations lost from 100 to several hundred mentions in column breaks in 1940, WMCA increased its rating.

Program Reviews

Reviewer Snared on Wave Lengths Finds Rice Rats, Beavers, Whales

"Let's Visit the Zoo"

Reviewed Saturday, 11:30-11:45 a.m. Style—Animal facts and stories. Sustaining on KYW (Philadelphia).

So many of the home towners taking their Philadelphia Zoological Gardens for granted, Roger Conant, zoo curator, takes over this mike weekly to whet the appetite for a visit to the gardens. Sells that point strongly, guest on show announced as conducting a tour of the zoo that very afternoon and all listeners invited. Commercial palaver heavy, but all passes off as educational.

No attempt to make the stanza entertaining, but only instructive. And that is it. Via the prosaic question and answer routine, guesting Fred J. Armstrong, assistant curator of animals at the local American Academy of Natural Sciences, told of the rare egg-laying mammals and odd fur-bearing animals. Revealed that "poddums don't play dead" and added oddities about whales, beavers, rice rats, and vampire bats. Not only educational but also interesting, and suggests that the local zoo lends itself to some real program material.

Program includes question contest for listeners, best answer rating year's cuffs subscription to *Fauna*, zoo's magazine.

O'ederman.

"How Did You Meet?"

Reviewed Wednesday, 8:15-8:30 p.m. Style—Novelty, drama. Sponsor—Woodbury Cold Cream. Agency—Lennen & Mitchell. Station—WEAF (New York, NBC-Red network).

How Did You Meet? is Part 2 of Woodbury's recent on romance. Whereas in the preceding quarter hour on the same network the passionate Tony Martin warbles in the interests of soft hands, how you can get 'em by using Woodbury's and what they will do for you, this piece goes one step beyond to tell of the incident which really fastened the ball and chain. *Meet* is a smart idea, simple in conception, and will almost certainly do a major selling job plugging the sponsor's face powder. Bernard L. Schubert, producer, and Jay Hanna, director, rate pligs.

"Dedicated to romance," show is simply a dramatization of a letter giving in detail the circumstances leading to the final Anschluss. On program caught, the couple met in the clink following a mild automobile accident. There is opportunity for comedy, novelty, and socko human interest—and it series is well handled it cannot miss. The world not only loves a lover, but is vitally interested in how a gal puts the books into a man. Listener is asked to write in or hear account of the boy-meets-girl episode, bait being prizes of \$100, \$50, and \$25.

From tone of debut show program is likely to shape as momentous trivia, good for laughs, heartthrobs, and Woodbury's Face Powder.

Ackerman.

"City Desk"

Reviewed Thursday, 8:30-8:55 p.m. Style—Dramatic. Sponsor—Colgate-Palmolive-Peet (Brushless Shave Cream). Agency—Ted Bates. Station—WABC (New York, CBS network).

City Desk opened with much noise and hoopla. It was all an attempt to get the drama punching from the start, but to this reviewer it seemed that the actors went overboard with eagerness.

Show, which replaces the sepulchral *Strange As It Seems*, is an attempt to portray life as seen from a newspaper office. It is also an attempt to adapt for radio the technique used in *Front Page, My Girl Friday*, etc. Opus was partially successful but needed a better ingrained script in addition to more restrained acting.

Yarn had to do with reporters tracking down a murder case. Cast looks good on paper and should get into a smoother groove in another program or two. Leads were Chester Stratton and Gertrude Warner as the star reporters, with support by Jimmy McCallion, Karl Swenson, Ethel Owen, Jeff Bryant, and George Coulouris.

Show's mood and incidental music by Charles Paul was excellent. Past capturing much dramatic quality. A 16-piece orchestra played. Frank Gould authored.

Ackerman.

Tony Martin

Reviewed Wednesday, 8-8:15 p.m. Style—Singing. Sponsor—Woodbury Face Powder. Agency—Lennen & Mitchell. Station—WEAF (New York, NBC-Red network).

Peddling Woodbury cold cream, program is slanted at a femme audience and is, in fact, one gentle caress. Technically, Martin is warbling on this program, but his tones and manner are so loaded with schmatts that he's making love to every prospective customer. The tunes are announced as being "for your ears alone" and the plugs stress the use of the product "for the sake of romance." It may be annoying to some listeners, but it's solid radio selling and should jump the product.

Musical score was arranged and conducted by David Rose, who has his work cut out now that the ASCAP tunes are off the networks. Included in the debut program were such ditties as *The Same Old Story*, *When You Walked By*, and *In the Gloaming*. All of them on the path side and at times rather cloying—but probably successful from the utilitarian point of view of sales.

Commercially mention use of the product by six names, etc.

Truman Bradley announced.

Ackerman.

Year's Business Up in Chi; Increased Specialization an Aid; NBC Central's Top Year

CHICAGO, Jan. 4.—A review of station activity in 1940 shows a marked increase in sales over 1939. Station WIND led the pace with an increase of 55 per cent in dollar volume; WENR followed with an improvement of 48.6 per cent; WBBM jumped 30 per cent, with the last six months of the year registering 35 per cent; WGN upped 17.04 per cent for the first 11 months, with an increase of 24.41 per cent for the last five months of that period; WJJD bettered itself with a moderate 10 per cent, and WMAQ showed 8 per cent better. WLS is known to have improved considerably.

Station's development of specialized appeals is marked, and the differences in station character have always been true, specialization in programming or merchandising took on a greater importance in 1940.

WIND attributes its increase in business to two factors. One, heavy stress laid on participation programs, *Night Watch* and *Sports Edition*, which permitted local sponsors to share the advantages of a longer program; and two, the building of good will thru an extensive set-up for airing dance remotes and also the additional of three hours nightly of CBS material. Station also acquired a power boost from 1,000 to 5,000 watts on night time.

NBC's Best Year

NBC Central Division, which owns and operates WENR and WMAQ, enjoyed the most successful year since the founding of the company, according to Harry C. Kopf, manager. "At the end of the year," said Kopf, "our studios were feeding more programs—commercial and sustaining—to the Red and Blue networks than ever before." Commercial network programs originated here include *Quiz Kids*, *Hidden Stars*, *Your Dream Has Come True*, *Knickknocker Playhouse*, *Uncle Ernie*, *Tony Wons*, *Captain Heme*, *Shaw Boat*, and *Wings of Destiny*. Experiment of the year was placing *Breakfast Club*, a network sustainer, on a local commercial co-operative basis. Local commercial participation will be dropped, however, after the first of the year because of the opposition of the American Federation of Musicians.

Special Events Department was very active during the year with sports, political, and public service features. Chief publicity tie-in was a reciprocal deal with *The Chicago Herald-American*, in addition to that made the previous year with *The Chicago Daily News*. Since

the other NBC affiliates in Chicago, WLS and WCFB, have publicity deals with *The Chicago Daily Times*, NBC stations receive plugs in all local papers except *The Chicago Tribune*, which owns WGN.

Executive office changes made Harry C. Kopf Red network sales manager of NBC Central Division, replacing Sidney N. Strodtz, who went to New York as chief of net's program department. Paul R. McClure succeeded Kopf, and E. R. Boroff took McClure's post as Central Division Blue network sales manager.

WMAQ's position at the bottom of the list of business increases is due to the fact that the station was already practically SRO and is now solidly booked from 7 a. m. until about 11 p. m. with commercials and non-cancelable public service sustainers.

WBBM developments were, first, the appointment of Harry Eldred to the new office of co-ordinator between sales and production. Main job of this department is to avoid producing programs the sales staff can't sell, as well as to avoid selling sponsors on ideas the programming department can't produce; second, being the first CBS station to drop Saturday football broadcasts and cultivate the non-sport audience, which it did thru its two-hour and 15-minute variety show, *Saturday Open House*; thirdly, doubling of its educational schedule, with the development of *Exploring Space*, a program which subsequently went network and was removed to New York.

Only new network commercial shows were *A Design for Happiness* for Libby-Owens-Ford Glass Company and *Women in White*, which originated at NBC this year and later switched to WBBM. Another unusual development was Tommy Bartlett's *You Sell Me*, which experimented with heavy cash giveaways in an effort to prove the program's value to prospective sponsors.

WGN Classical Splurge

WGN experienced a revolution in its executive set-up, with William A. Bacher's importation from Hollywood as head of programs and production; W. A. McGuinness' transfer from New York as sales manager, and Frank P. Schreiber's promotion as co-ordinator of all departments, following Quin Ryan's exit as station manager.

The reorganization brought about the expensive campaign to make WGN programs outstanding. Most notable development here is in classical and semi-classical programs. The Chicago Opera presentations, symphonic music, and Chicago *Theater of the Air* operettas are characteristic and have probably developed a different audience from that attracted by other stations. The second important step in WGN's bid for recognition was the *In Chicago Tonight* series, which featured almost all the top movie and stage names who appeared in Chi clubs and theaters.

In the technical department, WGN was recently granted a permit to construct an FM transmitter, upon which work has already begun.

WJJD's Public Service

WJJD's chief development of the year was its public service programs. Twenty-four organizations are given cuffs time on the air regularly, object being to build good will. Latest educational feature, *While America Sleeps*, makes use of professional radio thespians, which is unusual for this station. In the past WJJD has used music, special events, and amateur

dramatic, avoiding employment of AFPA actors. Publicity tie-in (also achieved for WIND), was made with the Balaban & Katz theater chain.

WLS Program Promotion

WLS accomplished two ends in 1940: One, closer contact with the hinterland; and two, merchandising service and program promotion. The first was reached thru *Country Sizzle* feature on the Barn Dance. One WLS act plus home-county acts was presented in various attendance exceeding the population of the towns played. Part of the show was broadcast as a Barn Dance feature. Successful promotion has been the monthly grocery and drug bulletins to jobbers, wholesalers, and chain-store headquarters calling attention to products advertised on station. Another feature little used by other broadcasters is the nine-minute morning program informing the listener about programs or offers to be made later on in the day.

Fritz Blocki To Do Radio Exclusively

CHICAGO, Jan. 4.—Fritz Blocki, radio producer-director-writer and publicity director for Jones, Lintick & Schaefer, theater operators, the past eight years, is giving up his other show business connections to devote all of his time to radio production and writing. Blocki is now producing *Your Dream Has Come True* for the Ruthrauff & Ryan agency, for Quaker Oats. He started off this network successes as *The Court of Missing Heirs*, which he wrote and produced for the Blackett, Sample, Hummert agency; *Captain Midnight*, as producer, and *Backstage Wife*, as well as many others.

Further Split of Red, Blue

NEW YORK, Jan. 4.—In line with reorganization developments at NBC, Niles Trammel, president, announced the following supplementary appointments, which emphasize the segregation of the Red and Blue networks into two separate operating units: Ken R. Dyke, over-all director of promotion; Clayland Morgan, assistant to the president; Charles B. Brown, promotion manager for the Red network; E. P. H. James, promotion manager for the Blue network; and W. C. Roux, promotion manager for national spot and local sales. Dyke will supervise and co-ordinate all promotional and advertising activities of both networks, reporting directly to Frank E. Mullen, vice-president and general manager.

SESAC, Inc., Not Involved

NEW YORK, Jan. 4.—SESAC, Inc., performing rights organization, points out it is not involved or connected in any way with the present radio-music war, but is standing by watching the outcome. Company's relations with broadcasters have been amicable for years.

It was erroneously stated in last week's issue of *The Billboard* and in other papers that the government action directed against ASCAP, BMI, and the major radio chains also was aimed at SESAC.

Company's attorneys checked with the Department of Justice.

NEW YORK, Jan. 4.—Last week's Bundles for Britain benefit on WNEW, masterminded by Jack Banner, is conceded to have been one of the most lavish broadcasts, from point of view of talent used, ever to hit the local stations. Line-up of bands, vocalists, and miscellaneous artists were reminiscent of network programs.

Philly Paper Fights for Local Blurbers; ACA's Spieler School

PHILADELPHIA, Jan. 4.—Raymond Guthrid, radio editor of *The Daily News*, bemoaning the fact that opportunity never knocks even once for local announcers, carrying on a controversy in advertising columns with the heads of local stations denying the fact, has enlisted the support of the ACA Announcers and Engineers' Union, Local 28, which will sponsor under its jurisdiction a school for announcers to feed replacements to the local stations. Union figures that announcers would automatically come under its protective wing as a result.

WCAM Must Explain Set-Up Before FCC

CAMDEN, N. J., Jan. 4.—City Solicitor John J. Crean disclosed that WCAM, local municipal station, will have to explain its ownership and control set-up at a hearing before the FCC in Washington scheduled for January 29. It was learned that FCC has questioned WCAM's lease that the local Mack Radio Sales Company, which buys station's available commercial time for a lump figure on a yearly basis, and the government agency demands to know if the city really operates the station under such a set-up, as it was directed to do by the FCC two years ago.

The city itself, said Crean, has challenged the legality of the Mack lease.

FCC hearing will query the status of WTNJ, Trenton, and WCAP, Asbury Park, as well as WCAM, three South Jersey stations, said Crean, being in continual conflict, main point of difference being the time-sharing agreement.

All three stations' permits have expired, with renewals pending for more than a year.

NBC Music Hour Tops Philadelphia Survey

PHILADELPHIA, Jan. 4.—A radio survey of the Philadelphia public school system made by Margaret Reed, teacher in radio education, revealed that 89 of the 122 radio-equipped schools in the city used NBC's *Music Appreciation Hour* as part of their educational work. The next most used program was American School of the Air, in use in 18 schools.

During out-of-school hours the most listened to programs were "news," mentioned by 57 schools. *Casavale of America*, with 34 mentions, and *Quiz Kids*, mentioned 27 times, followed. Information, *Music* took 23, and *Ford Sunday Evening Hour* 10. The survey indicated that, of the 122 radio-equipped schools, 54 had faulty listening conditions.

Garland Titled at WBBM

CHICAGO, Jan. 4.—Charles H. Garland became assistant commercial manager of WBBM January 1. Appointment was announced by J. Kelly Smith, commercial manager of WBBM and general sales manager of Radio Sales, Columbia Broadcasting subsidiary. Garland, who has been with the station since 1925, has been assisting Kelly without official appointment since April, when his predecessor, Harold Mason Smith, left CBS to go with Trans-American as head of the New York office.

WBOS Short-Wave Sked

BOSTON, Jan. 4.—Regularly scheduled short-wave transmissions to Latin and South American countries got under way this week thru the Westinghouse International Station, WBOS, with one of the most strategically located short-wave transmitters in the world.

Present plans call for broadcasting two hours in English, three hours in Spanish, and two hours in Portuguese.

R. F. Brock is studio supervisor.

MBS-KQW Pact Stymied

SAN JOSE, Calif., Jan. 4.—Mutual and KQW, local indies, did not renew contract covering network sustaining and commercial programs for new year. With reports that station was in deal with Columbia, possibly later in the year, MBS heads are said to have opposed renewal of contract.

WINDOW CARDS
NEW IDEA PICTORIAL WINDOW CARDS, Size 7 1/2 x 5 1/2, \$5 for \$9.50 or 100 for \$95.00. THIS INCLUDES PRINTING FROM TWO TO FIVE NAMES AND PLAY DATES.
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NEW WESTERN UNION STAMPS ARE GOOD FOR ALL TELEGRAPHIC SERVICES, MAKE A SMART, PRACTICAL GIFT TO STUDENTS, TRAVELERS, MEN IN CAMPS. ISSUED IN BOOKS \$2.50 AND \$5.00.

MILLER 1940 PHONO KING

81 Hit Disks Out of 130 "Possibilities" Suggested in Guide

NEW YORK, Jan. 4.—The "Possibilities" section of *The Billboard's* weekly Record Buying Guide hung up a record for accurate prognosticating during 1940 by calling the turn correctly on 81 songs or recordings out of the total of 130 listed in that category during the 12 months just past. "Possibilities" is the third subdivision of *The Guide*, which also includes those disks that are "Going Strong" and those that are "Coming Up." Its purpose is to inform music machine operators and the phono and music trade in general about those songs or particular platters that possess unusual qualifications or other attributes that make them potential coin phono items. It is the primary function of "Possibilities"—as the name implies—to point out to ops, well in advance, which of the newest disk releases have the greatest money-making possibilities.

As such, "Possibilities" weekly underlines the unenviable task of going out on a limb for this song or that recording; and with predictions on the ultimate fate of anything as intangible as music extremely hazardous (as any music man, if he's honest with himself, will admit), the 62 per cent correct average achieved by this section of the Guide over a 12-month period is particularly high. Of the 81 "possibilities" that made good out of the 130 listed, about half reached the top of the ladder, as indicated by their presence in the Guide's "Going Strong" category, and the remainder achieved varying forms of popularity in the "Coming Up" section, which includes those disks that are good in the music boxes even if they never achieve the greatness that makes them real top numbers.

Leaders Predicted

Among the songs predicted as future hits in "Possibilities" weeks before they reached that exalted state was *I'll Never Smile Again*, about which the Guide said, in the June 29 issue, "... being plugged

a great deal by Tommy Dorsey, who has a particularly good record of it for the boxes. This can very easily turn into a hit that ops can't ignore."

Other numbers listed first as "possibilities" were *The Woodpecker Song*, tied with *Smile Again* for second place as the longest run song of the year (16 weeks) as a hit phono number; *The Singing Hills*, 13 weeks in "Going Strong"; *Rhubarb Pie*, first recommended in the May 18 issue; *Trade Winds* and *Maybe*, both listed in the same week (August 10); *Ferryboat Serenade* and *Beat Me Daddy, Eight to a Bar*, suggested to ops as potential money-makers September 7 and 14, respectively, and *The Breeze* and *I and French*, the latter hint offered in the November 16 issue.

Top Music Machine Records of 1940

Listed below are the 44 songs, together with the artists who recorded them, that appeared in *The Billboard's* weekly Record Buying Guide in the "Going Strong" classification during 1940. It is significant that of the hundreds of songs written, published, and recorded during the past 12 months only 44 (in several different recorded versions) achieved universal popularity in the country's 400,000 coin-operated phonographs in sufficient proportion to be rated as "Going Strong," or top music machine, numbers.

Of the 44 titles listed, the seven marked with an asterisk (*) are those which already had been in the Guide's "Going Strong" category for several weeks in 1939, and which carried over in that section into 1940. The six titles marked with a double asterisk (**) are those which still remained as "Going Strong" items past the issue of *The Billboard* which concluded this survey. Record Buying Guides for each week of 1940, starting with the January 6 issue of *The Billboard* and concluding with the December 28 issue, are the basis of the following listing.

The number of weeks each title appeared in "Going Strong," and the artist or artists involved in each instance (listed in the order of their popularity), are given.

TITLE	NO. OF WKS.	AS RECORDED BY:
In the Mood*	21	Glenn Miller
I'll Never Smile Again	16	Tommy Dorsey
The Woodpecker Song	16	Glenn Miller, Andrews Sisters, Will Glaze, Kate Smith
Tuxedo Junction	15	Glenn Miller, Erskine Hawkins, Jan Savitt, Andrews Sisters
Careless	13	Glenn Miller, Dick Jurgens
The Singing Hills	13	Bing Crosby, Dick Todd, Horace Heidt
Indian Summer	12	Tommy Dorsey, Glenn Miller
Oh, Johnny*	12	Orrin Tucker
Scotchbraid*	12	Frankie Masters, Freddy Martin, Benny Goodman, Guy Lombardo
South of the Border*	12	Shep Fields, Ambrose, Guy Lombardo, Tony Martin, Sammy Kaye, Horace Heidt
Trade Winds	12	Bing Crosby
Blueberry Hill	11	Glenn Miller, Kay Kyser, Russ Morgan
Maybe	11	Ink Spots
Playmates	11	Kay Kyser, Mitchell Ayres
Sierra Sue	11	Bing Crosby, Glenn Miller
At the Balabala	9	Orrin Tucker, Abe Lyman, Victor Silvester, Wayne King, Henry King, Del Courtney
Ferryboat Serenade**	9	Andrews Sisters, Kay Kyser, Gray Gordon
Make Believe Island	9	Mitchell Ayres, Dick Todd, Dick Jurgens
With the Wind and the Rain in Your Hair*	9	Kay Kyser, Bob Crosby, Dick Todd, Bob Chester
Where Was I?	9	Charlie Barnet, Jan Savitt
Fools Rush In	8	Glenn Miller, Tommy Dorsey
I'm Nobody's Baby	8	Judy Garland, Tommy Tucker, Benny Goodman
My Prayer*	8	Glenn Miller, Ink Spots
Only Forever	8	Bing Crosby
Practice Makes Perfect	8	Bob Chester
We Three**	8	Ink Spots, Tommy Dorsey
When You Wish Upon a Star	8	Glenn Miller, Guy Lombardo, Horace Heidt
All the Things You Are	7	Tommy Dorsey, Artie Shaw, Frankie Masters
Imagination	7	Glenn Miller, Tommy Dorsey, Ella Fitzgerald, Kate Smith
When the Swallows Come Back to Capistrano	7	Glenn Miller, Ink Spots, Dick Todd
The Breeze and I	7	Jimmy Dorsey, Charlie Barnet, Frankie Masters
You'd Be Surprised	7	Orrin Tucker
Beat Me Daddy, Eight to a Bar**	6	Andrews Sisters, Glenn Miller, Will Bradley
Isle of May	6	Connie Boswell, Dick Jurgens, Kay Kyser, Woody Herman, Blue Baron
Say Si Si	6	Andrews Sisters, Glenn Miller
The Gaucho Serenade	6	Dick Todd, Glenn Miller, Eddy Duchin, Paul Whiteman, Sammy Kaye
Yodelin' Jive*	6	Andrews Sisters-Bing Crosby
Stop, It's Wonderful*	5	Orrin Tucker
The Little Red Fox	4	Kay Kyser, Hal Kemp, Van Alexander
Faithful Forever	3	Glenn Miller
The Five o'Clock Whistle**	3	Glenn Miller, Ella Fitzgerald, Erskine Hawkins
There I Go*	3	Vaughn Monroe, Tommy Tucker, Will Bradley
Chatterbox	2	Kay Kyser, Dick Jurgens, Sammy Kaye, Guy Lombardo
Down Argentine Way**	2	Bob Crosby, Shep Fields, Leo Reisman, Gene Krupa

Andrews, Dorsey, Kyser Tie in No. 2 Spot; 118 Top Recordings On 44 Compos During Past Year

NEW YORK, Jan. 4.—The outstanding observation to be drawn from a survey of the automatic phonograph field during 1940 is the tremendous popularity of one artist—Glenn Miller—with the patrons of the 400,000 music machines from Maine to California. While it may

occasion no surprise to note that Miller had more hit disks in the boxes during the past 12 months than any other recording artist, the actual number of his successful records in comparison to the nine other top phono attractions (listed elsewhere on this page) is definitely eyebrow-lifting.

Out of the 44 songs that became popular enough on music machines to be listed as "Going Strong" in *The Billboard's* Record Buying Guide during 1940, 17 Miller records carried their melodies in the boxes, as against the highest number of six (six disks apiece for the Andrews Sisters, Tommy Dorsey, and Kay Kyser, the runners-up, Bing

IN ITS issue of October, 1940, *The American Mercury* offered an article entitled "The Juke Takes Over Swing," in which the nation's automatic music machines and their relation to the music business were thoroughly analyzed.

Part of the article dealt with the position occupied by *The Billboard* in the coin phonograph and recording industries, as follows:

"Owners and renters of the juke boxes look forward expectantly each week . . . to *The Billboard* . . . to see what's what in their business, to note what new records are 'going strong,' 'coming up,' or are 'possibilities.' Between pages . . . nestles the buying guide that contributes most significantly to the popular music taste of America. *The Billboard* prognostications can hardly help being right, because the juke owners buy what it recommends."

Crosby, considered one of the most popular artists ever to stand in front of a recording studio mike, managed to get only five smash platters during the year, curiously enough being tied with Dick Todd, whose singing style closely resembles that of Crosby.

Basis for this survey of 1940's hit recordings and most popular artists on the coin phono is *The Billboard's* weekly Record Buying Guide, which has become established in its more than two-and-a-half years of existence as the leading barometer of the extent of record successes. The Guide has achieved its position as the authentic mirror of the music machine business because it reflects phono patronage preferences as reported by music machine operators themselves, who contribute to the "Going Strong" and "Coming Up" sections of the Guide each week, stating the current popularity of new or established recordings.

One hundred eighteen recordings were (See *Miller Phono King* on page 11)

No Conga, Rumba Hits on Machines

NEW YORK, Jan. 4.—Despite the fact that Latin American tempos became increasingly popular in hotel supper rooms, night clubs, and ballrooms all over the country during the past year, the rum (See *No Conga, Rumba Hits* on page 11)

10 Top Phono Artists

The following recording artists were those most popular in the nation's automatic music machines during 1940, the measuring stick of their popularity being the Record Buying Guide which appears weekly in *The Billboard*. The names listed are those who had the greatest number of different hit recordings in the machines during the past 12 months, as revealed by a check of the "Going Strong" classification of the Guide from the issues of January 6 to December 28 inclusive.

The number of different recordings each artist had in this section of the Guide during the year follows the artist's name. Only the first 10 artists are listed, alphabetical listing being used where a tie in the matter of number of hit records exists. Artist's record affiliation is given in parentheses.

ARTIST	No. of Hit Music Machine Records
Glenn Miller (Bluebird)	17
Andrews Sisters (Decca)	6
Tommy Dorsey (Victor)	6
Kay Kyser (Columbia)	6
Bing Crosby (Decca)	5
Dick Todd (Bluebird)	5
Ink Spots (Okeh)	4
Dick Jurgens (Decca)	4
Guy Lombardo (Decca)	4
Orrin Tucker (Columbia)	4

Waxworks Box Score

In the survey conducted by *The Billboard* on the most popular recordings of 1940, it was revealed that 118 disks enjoyed favor widespread enough to merit them a position in the "Going Strong" section of *The Billboard's* Record Buying Guide, accepted by the trade as the authentic barometer of automatic phonograph patrons preferences.

The 118 recordings, with the exception of one, were divided among the five wax labels as follows. The exception was Van Alexander's record of "The Little Red Fox," recorded under the Variety label of the United States Record Company, now undergoing re-organization in Federal Court after filing a bankruptcy petition some months ago.

RECORD LABEL	No. of Hit Records in Music Machines
Bluebird	32
Decca	34
Columbia	21
Okeh	13
Vocal (previously Vocalion)	11

Barnet and Fiesta Squabble Over \$450 Broadcasting Taxes

NEW YORK, Jan. 4.—Charlie Barnet's date at the Fiesta Danceteria here last September, in which he tempted fate and James C. Petrillo, proxy of the American Federation of Musicians, came back to haunt him this week, but backfired in the lap of Richard Decker, owner of Fiesta, who was ordered to pay \$450 to the union, but is having a rehearing next Thursday (9).

Controversy centers around the \$3-perman tax on remote broadcasts, which Decker figured Barnet would pay because there were no provisions in their contract stating otherwise. Barnet had three weeks of broadcasting ran up a bill of \$450 in taxes, which Local 802 automatically collects. Union says that the employer must pay this tax as part of the scale if the spot has a wire.

Reason for the re-hearing is because the trial board of the union hasn't been able to get Barnet and Decker at one session to straighten it out. Decker was ordered last week to appear before the union and didn't. Local 802 rendered a judgment against him for the full sum. After Decker squawked about the default judgment, union reopened the case, but Barnet is out of town. Consequently new hearing date was set.

While Barnet was working at Fiesta he received \$1,750 per week. It was after this date that he was expelled from the union, then re-instated. Whichever way the judgment falls, Decker said he would "live up to the union's decision."

Philly Legit House Offers

Added Work for Musicians

PHILADELPHIA, Jan. 4.—With William Goldman, movie mogul, having taken over the operation of the long-dark Erlanger Theater here, musicians' union inked a closed-shop agreement for the Erlanger, making it a third legit house for the long-out-of-work theater musicians.

Union contract, consummated without any difficulties, calls for the employment of six musicians for dramatic shows and a dozen men in the pit for musicals.

PHOTO REPRODUCTIONS

All sizes, glossy prints, from 4c, in quantity, 100 prints, \$2.50, \$5.00, 50 prints, \$3.50, 100 prints, \$6.00. Refer to order MCA, RCA Victor, Wm. Morris, GRS, etc. Write for price list.

ROSS PHOTO SERVICE, 185 W. 46th, N. Y.

Orchestra Notes

By DANIEL RICHMAN

Broadway Bandstand

ERA of name bands at the Hotel Commodore in its Century Room came to an end January 4 when SAMMY KAYE finished his third engagement at the spot... replacing the swing and aways will be what the hotel calls a "carefully organized group," which will be known as the Commodore Band, with SENYO ONESKO, violinist who has been in charge of the music in the hotel's cocktail lounge, doing the fronting... Century Room will be open only for dinner, foregoing the supper sessions, under the new policy... JERRY LYVINGSTON got his release from a Frederick Brothers' management contract this week... JOE HIGGINS, the newest addition to the Moe Gale office, and not the Joe Higgins, of Columbia Records, takes up his first duties as road manager of the Ella Fitzgerald band... he takes the band to Boston for Ella's four-weeker in the Hotel Brunswick's Bermuda Terrace beginning January 20... before joining Gale, Higgins was in charge of dance remotes at Station WNEW... GLENN MILLER this week inked a new Victor-Bluebird pact calling for his cutting the sides under the latter label for the next three years... and out on the Coast ARTIE SHAW waxed his first 12-inch platter for the Victor imprint, an ambitious piece labeled *Hot Concerto for Clarinet*, which Shaw wrote and which is used in his and Fred Astaire's movie, *Second Chorus*... GEORGE WITTLING leaves the Johnny Long group to rejoin his old boss, PAUL WHITEMAN, down Florida way... WALLY GOLDON, ex-Charlie Barnet hide-beater, comes in for the replacement with Long.

Midwestern Murmurs

DON STRICKLAND closed yesterday (3) at the Radisson Hotel, Minneapolis, to depart on a month's road tour... the first of February finds him once again on the Radisson's podium for a 10-week stint that takes him half-way thru April... JOHNNY BURKARTH is in the midst of a month at the Faust Hotel in Rockford, Ill... THELMA MARLAND is the new vocalist with the Burkarth crew... EDDIE YOUNG brings his band up to 11 men and replaces George Stein on drums with GEORGE LAING... Young is at the Music Box in Omaha indefinitely... JOHN PAUL JONES is being handled by the Markham-O'Toole Agency of St.

Louis, with EDDIE WISE as the band's personal manager... outfit is currently down in Fort Worth, Tex., at the 400 Club and is skedded to take over the stand at the Trocadero, Evansville, Ind., when it winds up in Texas... WARNEY RUIH moved over from Gino's Restaurant in Hancock, Mich., after 10 weeks, to the Wagon Wheel in Saginaw, Mich., set for an indef sojourn... JACK EVERLETTE is at the Ritz Club in Springfield, Mo.

Penn-Jersey Patter

JOE HAYES on the stand at reopening of Alan Hotel's Jungle Room, Philadelphia... EDDIE DEBE makes the new year's music at Alcazar Ballroom, York, Pa... LOU SENTON takes over the stand at Indian Port Inn near Hamburg, Pa... TOMMY DORSEY gets the bid for the Muhlenberg College (Allentown, Pa.) Junior Prom February 21... BYRON BERRY brings his band to Cinderella Ballroom, Brownsville, Pa... RAY COLONA and His Rhythm Kings at Hilltop Inn, Hainesport, N. J. WARREN WEIST holds over at State Hill Gardens near Reading, Pa... GEORGE ARNOLD at Carlisle Grill, Allentown, Pa... MARTY BURK continues for another year at Philadelphia's Purple Derby... DAN GARBER gets the call at Sho-Boat, Glenside, Pa... CARL MILLES, featured at the Solovok, at Queen Hotel, York, Pa... STEVE BAER takes over the bandstand at Bechtelville, Pa... BILL BROWN Swingsters at Hostetter's Play Barn, Bird in Hand, Pa... JAKE OLWEILER, ork at Diets', Columbia, Pa... CHARLES BLUM, featuring his organology, at St. James Hotel, Reading, Pa... HARRIET HALE and Her Rhythmites new importation at McGehee's 15 Club, Philadelphia.

Of Maestri and Men

JOE REICHMAN was signed this week to a Victor recording contract... MEL MARVIN is the follow-upper to DEAN HUDSON at the Elms Gardens, Armonk, N. Y., January 13... THE CATS and THE FIDDLE take their swing harmonizing into Doc's Cocktail Lounge, Baltimore, March 11 for a month... DOROTHY BARTON is joining Eddie Le Baron to do the vocals, replacing Jaqueline Salter... Le Baron starts at the Book-Cadillac Hotel, Detroit, January 17... JAN FREDERICKS, who originally signed for a five-week run at the Boulevard, Emburst, L. I., last week began his fifth year at the spot, which is doing all right... JOE CAPPO takes his accordion and his orchestra into the Hotel Peabody, Memphis,

With Carmen Ginsburg on the Vocal

PHILADELPHIA, Jan. 4.—The Latin American lullaby trend is influencing the local band boys in more ways than one. At WIP, where several conga-rumba shows are on the program schedule weekly, station has kept the South American style intact even to the point where musical director Joe Frassetto had to drop his first name for the show to adopt the more native sounding "Jose."

Not to be outdone, Milt Shapiro, who praise-agents the Club Ball here, has started one-two-three-kicking the billing around to make the nitery's *A Night in Havana* revue typical. As a result Ball maestro Alan Fielding now answers to the name of Xavier Fielding.

J. Dorsey Beats Top Miller Philly Gross

PHILADELPHIA, Jan. 4.—Jimmy Dorsey cracked all attendance records for the annual Sigma Kappa Christmas dance at Penn. A. C. last Wednesday (25), drawing 1,206 couples and topping by eight couples the high mark set by Glenn Miller in 1939.

Steep tariff of \$3.50 per couple, not figuring the 35-cent tax, made it the biggest gross for a dance promotion in this city, crowd accounting for \$4,228.

Sponsoring group is an intercollegiate fraternity, but dances are open to the public.

2,000 for Casa Loma Ork at Springfield Affair

SPRINGFIELD, Mass., Jan. 4.—Glen Gray and His Casa Loma Orchestra played to almost 2,000 socialites at Municipal Auditorium Friday (27) at a benefit ball for the British War Relief Society. Tickets sold for \$4 a couple.

HOLYOKE, Mass., Jan. 4.—More than 200 danced to the music of Tiny Tim at the Roger Smith Hotel here Thursday (26) at the annual charity ball of the Western Massachusetts Alumnae of the College of New Rochelle.

Tenn., after a successful stay at the exclusive Kansas City (Mo.) Club...

KEMP READ makes it a long-range booking by setting himself for next summer at the Old Mill House, Hyannis, Mass., starting his second year there on June 21... hand is presently at the Center Gardens, Brockton, Mass., indef... HARRY E. BAIRD is playing the Hammond at the Columbus Hotel Grill in Harrisburg, Pa., for three months.



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AMUSEMENT WORLD
U. S. A.

"CABIN IN THE SKY" AND
"TAKING A CHANCE ON LOVE" (No. 3490)
HAVE JUST BEEN RELEASED BY DECCA RECORDS.

MAY I SUGGEST THAT YOU HEAR THEM
SOON.

SINCERELY,
ELLA FITZGERALD

* SWEET MUSIC in the
HOT MANNER



SEASON'S GREETINGS

EDDIE SOUTH
THE DARK ANGEL OF THE VIOLIN AND HIS ORCHESTRA

Currently 12th Week—UPTOWN CAFE SOCIETY
COLUMBIA RECORDS

"At Cafe Society, which is out of Greenwich Village moved uptown, without the smoke, the entertainment was moving forward to the delight of the customers. Violinist Eddie South made a triumph of Intermaze, and Jascha Heifetz should really stop in to hear South's cultured version of the 24th Caprice by Paganini. —Dale Tighe, New York Post, 11/23/40.

Joe Glaser, Incorporated
RCA BUILDING RADIO CITY - NEW YORK
Circle 7-0662



The Billboard MUSIC POPULARITY CHART

WEEK ENDING
JANUARY 3, 1941

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 20 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. (11th Week) Andrews Sisters, Kay Kyser, Gray Gordon.

WE THREE. (10th Week) Ink Spots, Tommy Dorsey.

BEAT ME DADDY (EIGHT TO A BAR). (8th Week) Andrews Sisters, Glenn Miller, Will Bradley.

THERE I GO. (5th Week) Vaughn Monroe, Will Bradley, Tommy Tucker.

THE FIVE O'CLOCK WHISTLE. (5th Week) Glenn Miller, Ella Fitzgerald, Erskine Hawkins.

DOWN ARGENTINE WAY. (4th Week) Bob Crosby, Shop Fields, Leo Reisman, Gene Krupa.

A NIGHTINGALE SANG IN BERKELEY SQUARE. (2d Week) Guy Lombardo, Glenn Miller, Ray Noble.

DREAM VALLEY. (1st Week) Sammy Kaye, Woody Herman, Frankie Masters.

COMING UP

FRENESI. Artie Shaw, Woody Herman.

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

STARDUST. Tommy Dorsey.

YOU'VE GOT ME THIS WAY. Kay Kyser, Glenn Miller.

THE LAST TIME I SAW PARIS. Kate Smith.

A HANDFUL OF STARS. Glenn Miller.

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; Bloomfield Music Shop; Liberty Music Shop; Veasy Music Shop; Galety 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 Burke, Inc.; Wayman Co.; Co-Operative Music Co. Washington: George's Radio Co., Inc. Denver: West Music Co.; The May Co.; The Record Shop; Charles E. Wells Music Co. Salt Lake City: J. B. Bradford Piano Co. Des Moines: Des Moines Music House; Davidson Co. Detroit: Waritzler's; Grinnell Bros. Kansas City, Mo.: Music Box. St. Louis: Aeolian Co. of Music; Famous & Barr. St. Paul: W. J. Dyer and Bros.; Mayflower Novelty Co. Cleveland: Halle Bros. Co. Birmingham: Nelson's Radio Service Shop. E. E. Forbes & Sons; Monarch Sales Co.; Louis Fritts Dry Goods Co. Atlanta: Cox Prescription Shop. Raleigh, N. C.: James E. Thibet; C. H. Stephenson Music Co. Miami: Richards Store Co.; Burnett's, Inc. New Orleans: Louis Gruenewald Co., Inc.; G. Schirmer, Inc. Port Worth, Tex.: McCrory's; Komie Bros. Furniture Co. San Antonio: Thomas Acuna; Alamo Piano Co.; San Antonio Music Co.

NATIONAL		EAST		WEST COAST	
POSITION LAST THIS WK. WK.	1 2 3 4 5 6 7 8 9 10	POSITION LAST THIS WK. WK.	1 2 3 4 5 6 7 8 9 10	POSITION LAST THIS WK. WK.	1 2 3 4 5 6 7 8 9 10
1	1. FRENESI —ARTIE SHAW	1	1. FRENESI —Artie Shaw	1	1. FRENESI —Artie Shaw
2	2. SCRUB ME MAMA —WILL BRADLEY	2	2. A Nightingale Song in Berkeley Square —Glenn Miller	2	1 Hear A Rhapsody —Charlie Barnet
3	3. A NIGHTINGALE SANG IN BERKELEY SQUARE —GLENN MILLER	3	3. Yes, My Darling Daughter —Dinah Shore	3	3. Along the Santa Fe Trail —Glenn Miller
4	4. WE THREE —INK SPOTS	4	4. Stardust —Tommy Dorsey	4	4. Down Argentine Way —Ella Fitzgerald
5	5. ONLY FOREVER —BING CROSBY	5	5. Only Forever —Bing Crosby	5	5. Five o'Clock Whistle —Glenn Miller
6	6. FIVE O'CLOCK WHISTLE —GLENN MILLER	6	6. Anvil Chorus —Glenn Miller	6	6. You've Got Me This Way —Jimmy Dorsey
7	7. DOWN ARGENTINE WAY —BOB CROSBY	7	7. We Three —Ink Spots	7	7. Anvil Chorus —Glenn Miller
8	8. HEAR A RHAPSODY —CHARLIE BARNET	8	8. Scrub Me Mama —Will Bradley	8	8. A Nightingale Song in Berkeley Square —Glenn Miller
9	9. I HEAR A RHAPSODY —CHARLIE BARNET	9	9. Beat Me Daddy (Eight to a Bar) —Will Bradley	9	9. Ferryboat Serenade —Frankie Masters
10	10. FERRYBOAT SERENADE —ANDREWS SISTERS	10	10. Ferryboat Serenade —Kay Kyser	10	10. We Three —Ink Spots

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 Sellers; Spertman, Clay & Co. Los Angeles: Morse M. Pressman, Inc. Seattle: Capitol Music Co. Portland, Ore.: Blaire Music Co. Chicago: Lyon & Healy; Carl Fischer, Inc. Gambia Hinged Music Co. A. C. McCharg. St. Louis: St. Louis Music Supply Co. Kansas City, Mo.: Jenkins Music Co. Detroit: Grinnell Brothers. San Antonio: Southern Music Co. Fort Worth, Tex.: Auli Music Co. New Orleans: G. Schirmer of Louisiana. Atlanta: Cable Piano Co. Phoenix, Ariz.: Dawson Music Co.

NATIONAL		EAST		WEST COAST	
POSITION LAST THIS WK. WK.	1 2 3 4 5 6 7 8 9 10	POSITION LAST THIS WK. WK.	1 2 3 4 5 6 7 8 9 10	POSITION LAST THIS WK. WK.	1 2 3 4 5 6 7 8 9 10
6	1. FRENESI	2	1. FRENESI	2	1. FRENESI
1	2. FERRYBOAT SERENADE	1	2. A Nightingale Song in Berkeley Square	5	2. There I Go
2	3. A NIGHTINGALE SANG IN BERKELEY SQUARE	4	3. We Three	1	3. Ferryboat Serenade
3	4. DOWN ARGENTINE WAY	3	4. There I Go	4	4. Down Argentine Way
4	5. THERE I GO	5	5. Down Argentine Way	9	5. So You're the One
5	6. WE THREE	6	6. Ferryboat Serenade	6	6. A Nightingale Song in Berkeley Square
7	7. ONLY FOREVER	11	7. I Hear a Rhapsody	7	7. Trade Winds
8	8. I HEAR A RHAPSODY	10	8. I Give You My Word	8	8. We Three
9	9. SO YOU'RE THE ONE	10	9. Only Forever	12	9. I Give You My Word
10	10. I GIVE YOU MY WORD	13	10. So You're the One	10	10. I Hear a Rhapsody
11	11. TRADE WINDS	14	11. Along the Santa Fe Trail	11	11. God Bless America
12	12. ALONG THE SANTA FE TRAIL	12	12. The Last Time I Saw Paris	9	12. Only Forever
13	13. GOD BLESS AMERICA	12	13. Five o'Clock Whistle	11	13. Along the Santa Fe Trail
14	14. YOU'VE GOT ME THIS WAY	14	14. You've Got Me This Way	11	14. Blueberry Hill
15	15. BLUEBERRY HILL	15	15. Trade Winds		

SONGS WITH MOST RADIO PLUGS

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

Position LAST THIS WK. WK.	Title	Publisher	Plugs
1	1. FRENESI	Southern	46 25
4	2. I GIVE YOU MY WORD	BMI	39 10
5	3. I HEAR A RHAPSODY	BMI	34 21
2	3. SO YOU'RE THE ONE	BMI	34 13
3	4. THERE I GO	BMI	31 5
9	5. YOU WALK BY	BMI	23 14
6	6. TONIGHT	Southern	20 8
7	7. SAME OLD STORY	BMI	19 3
8	8. MAY I NEVER LOVE AGAIN	BMI	16 5
8	9. PRACTICE MAKES PERFECT	BMI	15 3
14	10. I CAN'T REMEMBER TO FORGET	BMI	11 5
11	10. IT ALL COMES BACK TO ME NOW	BMI	11 3
10	11. ACCIDENTALLY ON PURPOSE	BMI	10 3
11	11. WE COULD MAKE SUCH BEAUTIFUL MUSIC	BMI	10 3
12	11. KEEP AN EYE ON YOUR HEART	BMI	10 —
12	12. LET'S DREAM THIS ONE OUT	BMI	9 5
13	12. SAY SI SI	E. B. Marks	9 5
12	12. WATCHA KNOW, JOE	BMI	9 4
—	12. MADAME WILL DROP HER SHAWL	BMI	9 2
—	13. BECAUSE OF YOU	BMI	8 3

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

RAYMOND SCOTT (Columbia)

All Around the Christmas Tree—FT; VC. Happy Birthday to You—FT; VC

IT'S A BIT late for the A side of this Scott platter to mean anything this year, which is too bad because the song, an original Christmas ditty by Scott, was printed first in *Coronet Magazine*, and subsequently received a good deal of promotion from that mag and from *Esquire*. However, the wax will keep until next Christmas, and for a number of Christmases after that, and it's then that Columbia departs from Scott's usual complicated style of writing—and is penned and played in a sincere, home-and-fireside sort of manner that is ideally adapted to home phones during holiday seasons to come. Had Columbia lined it up earlier this year, it would have established itself already. But a smart merchandising stunt in backing it with the perennial musical birthday salutation will keep it in disk buyers' consciousness throughout the year, even if it's only appropriate for a couple of weeks out of the 12 months. *Happy Birthday* should be in every home that boasts a phonograph, and in this version it's practically mandatory. Scott amusingly does it first straight, chanted by the band boys in customary style, with much humor in the whispered "this space is left blank to fill in the proper name," and then, once the greeting is out of the way, it goes swing, with a fine hot trumpet doing things to the innocent jingle. Clyde Burke does a good dance vocal, and the Scott jazz arrangement is interesting and effective. Commercialism is written all over this side, for it's perfect for birthday parties because of the customary greeting and the opportunity it offers for terping immediately after.

JOAN MERRILL (Bluebird)

How Did He Look?—V. Miss Johnson Phoned Again Today—V.

MISS MERRILL, originally discovered and trained by Al Siegel, whose vocal guidance has shone most brilliantly thru the star-studded career of Ethel Merman, makes her recording debut with these sides and with a vengeance. For this is no ordinary singing performance, at least insofar as straight vocalizing is concerned. Each side amounts practically to a production, complete to histrionics and scripting. The disk is unusual in the field of vocal or vocalized records because of the elaborate embroidery of the song stories Miss Merrill relates, but on general alone the quality of unassuming steals quietly away in the midst of the general din. Miss Merrill can sing well enough technically; it's a good, clear, strong voice, but it's almost entirely lacking in any warmth or feeling. At such times as the singer foregoes intoning the lyrics to soften up and shade and color them, she gives the impression of having carefully studied and memorized the phrasing rather than having the ability to feel what she's singing. Despite the dramatics of recitatives and patter here, the non-dance ad lib tempos, and the ornate scoring, the whole thing sounds cold and impersonal. With the average record buyer accustomed to fem singers with individualistic styles coupled with appealing voices that impart depth and meaning to a lyric, Miss Merrill is apt to have a hard time breaking down that unfavorable impression of academic rather than intimate and sincere song selling. As a technician, she's all right; as a personality, at least in the exciting one-dimensional medium of a phonograph record, she offers nothing on this first effort but a cold, calculating approach to songs that (in these two instances) need only a semblance of genuine vocal sincerity to make them nine times as appealing as they are here.

GLENN MILLER (Bluebird)

And Chorus—Parts 1 and 2—FT.

A TOUR DE FORCE in solid, driving, pulsating swing comes from Miller in this adaptation of the familiar aria from Verdi's *Il Traviatore*—a tour de force that was unimaginatively split up on both sides of a 10-inch disk when it first showed for the unbroken continuity—not to mention the prestige value to Miller of a 12-inch platter. In its general jazz outlines and in the superior quality of its ensembles and solos, the manner of its record incarnation possibly is unimportant, since per se this arrangement is a must for all diskophiles with the exception of out-and-out classicists. Perhaps it's a case of 10-inch, 12-inch, as long as they have it in their record libraries. And perhaps Bluebird can argue that the 20 inches of scoring couldn't be compressed into one side of a large disk. However, the latter would have been worth trying, and it undoubtedly could have been done without hurting the general scheme of things. Building as it does to a terrific climax in mock opera overture style, it seems to this observer that the arrangement would have suffered less thru its 10-inch incarnation. But on either side of the interruption of the flip-over halt called in the middle, it's ridiculous cutting that it does because there is some of the most powerful swing Miller has ever dispensed, scored and played with all the superlative musicianship that has always distinguished this band.

WOODY HERMAN (Decca)

You're the One (For Me)—FT; VC. Love of My Life—FT; VC. I Should Have Known You Years Ago—FT; VC. The Stars Remain—FT; VC.

A quartet of attractive songs, the first three from a trio of movies and the fourth a show tune, provide the base for some of this band's most forthright sweet-voiced outpourings in general, and for Woody's clarinetting and ballading in particular. Herman takes all the vocal, which means nice, distinctive vocals, which means nice, distinctive lyrics selling, and the ark is right behind the maestro with good, clean instrumental work.

DICK JURGENS (Okeh)

San Antonio Rose—FT; VC. Garland of Old-Fashioned Roses—Waltz; VC.

There are plenty of coin phonograph potentialities in the first side of this couplet. The liltingly melody and lyric of San Antonio Rose are taken for a nice tongue-in-cheek ride by Jurgens, with tempo changes from the boujony, intentionally corny rhythms used on the vocal parts to fairly slow, solid instrumental swing, thru an excellent hot piano shines. Flip-over is soft, delivered studiously in keeping with its ponderously romantic title.

(See ON THE RECORDS on page 62)

On the Stand

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

Juanita Juarez

(Reviewed at the Copacabana, New York)

A NEW eight-piece Latin combination, organized by Frank Marti, pianist and husband of Miss Juarez. Marti is also a composer with a following in Rio de Janeiro, where he appeared with a band for two seasons at the Casino Atlantico.

The choice of Miss Juarez as a front is a wise one, for she gives the outfit all the decoration and zip essential to a group of this type. She makes a sexy appearance, sings native tunes with appeal, and shakes in unison both figure and maracas.

The boys (three sax, three rhythm, and two trumpets) play good, solid rhythm, and dish out congas, rumbas, and tangos in true native form. (The sax men double on fiddles.) In addition to the stock fare, the boys dip into the novelty field, and play in Latin rhythm such standards as *Dark Eyes*, with a special vocal by Miss Juarez.

Another vocalist and a good side front-piece is Fernando Alvarez, handsome Latin from Rio and the Club Urea. When he doesn't sing, he is busy shaking maracas, among other musical knock-knocks, and smiling handsomely at the customers. *Honigberg.*

Tone Marlowe

(Reviewed at Kaufman's, Buffalo)

MARLOWE'S unit, the only seven-piece, goes a long way toward supplying the customers with a danceable and listenable musical product. Versatility is the keynote of the band's output, which overcomes capably any instrumental shortcomings. Style is along sweet swing lines, without any hot stuff, but occasional bounces and some torrid tango and rumba injections satisfy the younger element's itching toes.

Four rhythm—one reed—one trumpet set-up makes for a lively combination. Marlowe plays tenor and alto sax out front, and despite pint-sized appearance sells himself thru amiable, hard-working efforts. Doubling on clarinet and flute, besides handling some vocals in a nice tenor voice, Marlowe is on the job every moment.

Jack Darcy, presiding over the ivories, comes in for occasional standouts, and gives occasional vocals. Mario Marlowe, base, switches to guitar at times, besides sharing the chirping duties. Joe Recco's drums sound slightly too prominent, especially for this type of aggregation. Quietist Edward Bloom uses the electric steel guitar a good deal, giving an authentic, twangy favor to Hawaiian numbers, which comprise a substantial share of the band's books. Regular horn man Edward Hollins, ill at present, was replaced by James Scinto, who handled trumpet work adequately enough.

Library consists of popa, many Vien-

nese waltzes, Latin tempos, and Hawaiian numbers, besides featuring many old-time tunes. With the latter, audience participation is encouraged. Since solo vocals leave the group's instrumental structure slightly depleted, plus style singing of native folk is often used. Arrangements are credited to Marlowe and Darcy. *Warner.*

Anson Weeks

(Reviewed at the Turnpike Casino, Lincoln, Neb.)

WEEKS has gathered a capable group of musicians for this present edition of his band, and it made itself known locally in a two-night stand here just ahead of Christmas, at which time the other danceeers were diving deep into the red. A library arranged by Bud Prentiss, sax player, is replete with sizzle and sweets, and extraordinary control makes either acceptable, regardless of closeness or expanse of hall.

Other than the instrumentalists, Weeks's two singers, Virginia Matthews and King Harvey, are up to the band's par, and Miss Matthews comes up with some good ones. Harvey doesn't sing as often as she does, being bound to a guitar in the rhythm section. Prentiss, besides arranging, also warbles a couple to win a utility rating.

Five brasses, four saxes, and four rhythm make up the rostrum scene. Bob Stockwell is the hot trumpet, and a trombone trio composed of Ray Davis, Harry Kite, and Fred Conway shows off well. Davis is good on trombone, trumpet, and violin, and Lee Knight, of the saxes, blows a fine flur.

Sound for dancing purposes is the deeply etched rhythm, a beat which is easy to follow. It doesn't matter whether it's a sweet tune or a hot one, the directive tone of the music is strong on the ears of dancers. Weeks has a good crew here, with no reservations. *Oldfield.*

Edgar Drake

(Reviewed at the Brown Palace Hotel, Denver)

DRAKE'S organization is built around nine men who play 19 instruments. Instrumentation of four reeds, each doubling on sax and clarinet, one brass, and three rhythm definitely leans toward sweet sending. Reeds carry the burden of the work, and come in for some particularly smooth breaks. Working clarinets in megaphones gives them a particularly mellow style. Pianist Howard Lambert works three ways, ivories, celeste, and solo, and also does distinctive air to outfit's presentations.

Drake himself is a smoothly styled front. His chatting in a subdued manner is well in keeping with the entire presentation. Keeping his fiddle constantly in hand, he sits in often and turns in a nice job, doing likewise in vocal offerings. Trio composed of Drake, Art Rosenberg, and Sam Armato blend nicely, and forms the nucleus of the glee club, which works well in both novelty and ballad presentations.

Staccato sax work is kept on the mellow side. Outfit can swing out, but even such sending has sweet leanings, and is kept muted to a great extent. Drake's handling of and the outfit's society style of sending combine to make a fine bet for hotels or intimate spots. *Trackman.*

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

Russ Morgan

(Palace Hotel, San Francisco, NBC Red Network, Thursday (2), 12-12:30 a.m.)

FROM a standpoint of musical showmanship and presentation, Russ Morgan socked scores a program that was worth every minute of his stay on the air. The arrangements are the thing on this late sustainer, which had everything combined to garner the greatest listening effect.

Unlike Reichman, Morgan didn't hit the heavier classic field, but was in the groove for the light music department with soft, silky selections of Dvorak and the like. Rest are in the pop vein, played painfully often by other bands but sold effectively by Morgan with excellent musicianship.

The "Morgan Manner" stuff has never sounded better. His music is eloquently sold over the late ether, and his click should be a natural if the program re-

tains the same consistency of good handling.

Joe Reichman

(Essex House, New York, Mutual Network, Thursday (2), 11:15-11:30 p.m.)

THE Pagliacci of the piano, as Joe Reichman calls himself, comes across the airwaves with his allotment of songs that aren't part of the ASCAP-BMI fight. With Reichman it's strictly a question of treatment, because it takes something to sell *Variation in G* on a dance program. Being a closer, it's a seller, because dancers are less conscious of those things on the tail end.

Rest of the program is divided between the allowed pop tunes and the adaptable classics. Program was one that showed a lot of effort and planning in the programming, and the listening appeal was at a high pitch. Kay Allen chirped the vocals.

SEND IN YOUR ROUTES

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

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

ASCAP To Fight Radio With New Program Series

NEW YORK, Jan. 4.—American Society of Composers, Authors, and Publishers will fight with radio, and will shortly broadcast a series of programs titled "ASCAP on Parade" over those stations with ASCAP licenses. Programs will be produced by Billy Rose and written by Oscar Hammerstein, with Decca Taylor as commentator. All three are members of ASCAP, and Taylor is music consultant for the National Broadcasting Company, currently waging war with the Society. According to ASCAP, Hammerstein and Rose will donate their services gratis, as will other members of the Society. It is also expected that many other performers will donate freely.

At press time ASCAP stated that the shows would likely be half-hour weekly shots, and might go over as many as 200 stations once the movement became organized. Claimed that time could be bought cheaply because most of the stations were small indies. Plan is to put the show on one station in each market area, as either WJLN or WJEW in New York. Some stations will be hooked up and, where feasible, transcriptions will be used on other stations.

Talent line-up not yet set, but Irving Berlin will be first guest artist.

NAPA Seeks Nixing Of Dansant Dinking

NEW YORK, Jan. 4.—First suit to restrain ballrooms from using recorded music was instituted Thursday by the National Association of Performing Artists in Supreme Court here against Robert L. Douglas, operator of the Renaissance Ballroom in Harlem. Litigation is also the first in the name of NAPA in this State. Previous suits had been in the name of specific recording artists. This represents, also, NAPA's first action since its defeat in the United States Supreme Court on the Whiteman case, when the highest tribunal refused to review the case. Action against the ballroom also represents NAPA's first non-radio drive here.

Suit asks for permanent restraint against use of records for commercial purposes, for \$50,000 damages, and for an accounting of the ballroom's profits which accrued from the use of records. In its brief, NAPA recognized that the ballroom sometimes uses an orchestra instead of the recordings, but owner also leases ballroom out and provides recorded music for the lessee. Fact that Douglas uses recordings to supply music for dancing, from which he earns a profit, constitutes illegal use of the records, contends NAPA. NAPA's suit is under signature of its president, James J. Walker.

900 for Savitt, 650 for DeLange on Scranton Dates

SCRANTON, Pa., Jan. 4.—Jan Savitt attracted 900 to the Buddy Club's New Year's dance at Masonic Temple here Wednesday night (3). At 59 cents each, the receipts totaled \$531.

Eddie DeLange drew 650 to the University of Scranton senior ball at the Temple December 27 despite rain. Tickets sold for \$2.50 per couple, netting \$712.50.

Enoch Light Back To Work After Auto Accident Lay-Up

NEW YORK, Jan. 4.—Enoch Light, fully recovered from the serious auto accident he was in last spring, will play his first location engagement in seven months at the New Kenmore Hotel, Albany, where he opens January 14 for an indefinite stay.

Following Light's crack-up during a one-night tour thru New England, he was hospitalized for almost four months

and then recuperated at home. He only went back to work a few weeks ago, with seven men from his old band and five new musicians. William Morris Agency is handling his affairs.

MILLER PHONO KING

(Continued on page 9)

listed in the "Going Strong" classification of the Guide during the twelve-month that started with the January 6, 1940, issue of *The Billboard* and ended with the December 28 issue. Forty-nine artists were represented on 44 songs in this section of the Guide, to qualify for which a record must be reported as one of their most profitable items of the week by an average of 250 of the nation's leading phono operators in 40 key centers throughout the country.

Of the 118 blue-ribbon winners, Bluebird, RCA's 35-cent brother of the half-dollar Victor label, can take a bow for producing the greatest number, 38 hit recordings, 17 of which, however, were accounted for by the Miller band. Runner-up is Decca with 34, with Columbia coming in No. 3 with 21. Later label like Victor, which came in fourth with 13, is priced at 50 cents retail. Bringing up the rear with 11 hits is Okeh, known before last summer as Vocalion, and the junior record member of the Columbia waxworks. EMI Oberstein's ill-fated United States Record Company produced one disk with power sufficient to land it on top before the firm filed its voluntary petition in bankruptcy several months ago.

Seven of the 44 songs which appeared in the Guide during the year were carry-overs from 1939, notably *In the Mood*, which rang up four solid months as a "Going Strong" item—in the Glenn Miller version—during the past year, plus an additional five weeks before the start of '40, thus making an amazing total of 21 weeks of sustained popularity. Tied for second place in the matter of number of weeks of continued favor were the Tommy Dorsey disk of *I'll Never Smile Again*, the biggest all-around pop song smash of the year, and *The Woodpecker Song*, in several recorded versions.

Varied Hits

Worthy of note is the diversification apparently demanded by the public in the phono fare. *Mood, Smile Again*, and *Woodpecker*, the three leaders during the year just ended, were as dissimilar in style and treatment as night from day, the first an out-and-out swing tune, the second a slow ballad, the third a light, bouncy, polka-tempoed ditty. Others among 1940's big machine numbers also show the variegation sought by the nickel-droppers, such as *Tuxedo Junction* and the Victor Herbert revival, *Indian Summer*; the kiddie song, *Playmates*, and the Western-type ballad, *Sierra Sue*; the South Seas idyll, *Trede Winds*, and the still popular ode to that most unromantic of vessels, *Ferryboat Serenade*; the melodic beauty of *All the Things You Are*, and the smattering jingle of *Practice Makes Perfect*.

No new orchestra shot to the heights the past year as Artie Shaw had done two years before with *Begin the Beguine* and Glenn Miller did the following year with *Sunrise* and *Moonlight Serenade*. Several new bands started to make platters during the year, others that had knocked around for a long while finally blossomed forth with two or three successful disks, but no outstanding new name was developed on the phonograph network or thru any other channel of the music biz during the 12 months of 1940.

The nearest approach to it was the new Bill Bradley crew, which introduced coin phono audiences to boogie-woogie rhythm with the still current hit, *Beat Me Daddy, Eight to a Bar*. Miller and the Andrews Sisters have also figured largely in the success of this number in the machines, but Bradley's record has been the means thru which this band is quickly establishing itself on the phono.

NO CONGA, RUMBA HITS

(Continued on page 9)

no-conga trend was studiously avoided by the automatic phonograph field. Record companies, apparently hoping to reap the disk rewards of public interest in the south-of-the-border tempos and melodies, loosed a flood of recordings of this type of music, waxed by a variety of bands, large and small, native and synthetic, known and unknown. But not one such record can be said to have caught on under the needles of the country's music boxes in any sizable way during 1940.

Down Argentine Way perhaps may be

Sustaining Dance Remotes Take Rap in ASCAP-BMI War; Miller Leaves Air After Ban Begins

(Continued from page 3)

tener isn't conscious of what is being played, and (4) all attempt at prediction effort on the part of the band leader to give the listener a little something besides straight dance tunes is forbidden. Generally speaking, programming is extremely poor, and what popular tunes BMI has built are being played to death. They are heard on virtually every program, a condition which the radio stations didn't tolerate in pre-BMI days. Then again, the listener has no assurance that whatever program he is listening to will not be cut off immediately by some copyright checker.

For instance, on Thursday (2) Freddie Martin's band, broadcasting from the Ambassador Hotel, Los Angeles, was cut off in the middle of the program after announcing a song. WOR announcer in New York hopped in to say that the song was "not cleared" and that, instead, a transcription of *Practice Makes Perfect* (BMI) would be heard.

On New Year's Eve, after midnight, NBC didn't pick up remotes, but fed studio bands to stations on the Red and Blue networks. It is felt that some bands will be able to get away with non-ASCAP remotes for a long time because of superior arrangements and performance. But to bands just starting the climb, remotes may be more of a backward movement, because they will probably all sound the same.

Since January 1 *The Billboard* staff selected seven representative bands, here-with listed for clinical observation:

- SHEP FIELDS, Mutual Network, from Gay White Way, New York:
 - Old Man Oomph.
 - I Can't Remember To Forget.
 - That's Good Enough for Me.
 - Ay-Ay-Ay-Ay.
 - I Hear a Rhapsody.
 - Listen to the Mocking Bird.
 - Home on the Range.
 - I Give You My Word.
 - Rubenstein's Melody in F.
 - My Heritage.
- RUDY MORGAN, NBC Red Network, from Palace Hotel, San Francisco:
 - I Hear a Rhapsody.
 - Can't You Tell?
 - We Could Make Such Beautiful Music.
 - Come Down to Earth.
 - Songs My Mother Taught Me.
 - In the Silence of the Dawn.

considered an exception, altho the song is essentially a hit tune from a current picture, and its popularity is traceable more to that fact than to the Pan-American flavor in its rhythm. *The Breeze and I*, adapted from Ernesto Lecuona's *Andalucia*; *Say Si Si*, song a standard; *The Gaucho Serenade*, and *South of the Border* might be considered in the light of possessing Latin American tendencies, but as treated by most artists three of these numbers were no more nor less than regular ballads, and *Say Si Si* found its revived favor in the swing arrangements of the Andrews Sisters and Glenn Miller. Not one of these numbers can be classed with the typical rumba or conga now demanded of every band at least several times during an evening.

Patriotic Songs

Flag-waving ditties of one type or another tried nobly to establish themselves as music box factors during '40, but their attempts were at best abortive. Irving Berlin's *God Bless America*, the Kate Smith and Bing Crosby versions, succeeded best, and probably would have done even better than it did, except that Berlin, hoping to preserve the song as a national anthem rather than have it suffer a quick death as a pop tune, held back plugging and exploitation on it.

Gray Gordon's disk of *I Am an American* did fairly well, but fell short of becoming a real hit. Various and sundry patriotic jingles are available to the machines, among them amusing ditties on conscription and refurbished arrangements of standards like *You're in the Army Now*, *Stars and Stripes Forever*, *America the Beautiful*, and *Yankee Doodle*. Polka, a flag-waver grafted onto polka tempo. But for some reason, despite the patriotic fervor throughout the country, these recordings have meant little or nothing in a general way in the music machines.

Accidentally on Purpose.
GEORGE HALL, Mutual Network, from the Chatterbox, Mountain View, N. J.:
Meet Miss Annie Laurie.
Frenesi.

Seven Come Eleven.
So You're the One.
In My Dreams.
DEAN HUDSON, Mutual Network, from Blue Gardens, Armonk, N. Y.:
Old Black Joe.
Corry Me Back to Old Virginia.
Sibelius' Old Finlandia (version).
Answer Me.
I'll Take You Home Again, Kathleen.
The Brass Rail Rumble.
You Let Me Down.
Liebestraum.
Singing Lou, Sweet Charlie.
La Paloma.

HENRY DANKERS (guest conducting the late Hal Kemp's band) CBS Network, from Mark Hopkins Hotel, San Francisco:
I Give You My Word.
There I Go.
I Can't Remember To Forget.
The Same Old Story.
Rhumbe Uggis.

It All Comes Back to Me Now.
FREDDIE MARTIN, Mutual Network, from Ambassador Hotel, Los Angeles:
It All Comes Back to Me Now.
Frenesi (announced as Tango Tortilla).
I Hear a Rhapsody.
Can't You Tell?

(Martin's band was cut off the air after this number, when it was announced that *Song of the Islands* would be played.)
HERBIE HOLMES, Mutual Network, from Log Cabin Farms, Armonk, N. Y.:
Barcarolle.

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Big New Year's In Night Clubs Throughtout Country

NEW YORK, Jan. 4.—Reports coming in from important night club and theater centers throughout the country indicate that the trade enjoyed the best New Year's Eve business in years. Seats were at a premium, and higher prices were in effect in most entertainment spots.

In New York perfect weather attracted an estimated 1,500,000 celebrators to the Times Square area, overflowing Times Square and the hotels and night clubs in that vicinity. An estimated \$2,000,000 was spent by theater and night club guests.

WASHINGTON, Jan. 4.—The phenomenal jump in local employment since outbreak of European war contributed to the big holiday take. National Defense Commission, with its raft of Dollar-a-Year men, crowded the living quarters of swanky hotels and the more pretentious apartment houses. This group has introduced a new standard for spending in night clubs and theaters.

SPRINGFIELD, Mass., Jan. 4.—Local night clubs say "at least \$75,000" was spent by New Year's Eve celebrators here, the best since 1929. Everything from the corner cafe to the city's best spots was jammed to the doors, and anyone without reservations was found drinking orangeade at corner stands.

BUFFALO, Jan. 4.—More than 30 spots, varying in size, quality, and caliber, offered bands and floorshows New Year's Eve. While some of these spots do not use talent consistently, the large number indicated an upswing in entertainment interest. Business was the best in years.

More Southern Clubs Use Bands

MONTGOMERY, Ala., Jan. 4.—The Dragon Room of Sun Sun Restaurant, town's only Chinese eatery, opened Christmas Eve with Cecil Mackey and his orchestra. Music 8 to 9 p.m., and 10 p.m. to 1 a.m. daily; 50-cent minimum.

HENDERSON POINT, Miss., Jan. 4.—The Beachcomber, under management of Jack Fairchild, opened last week. Spot will maintain cocktail lounge in conjunction with nitery.

MCCOMB, Miss., Jan. 4.—The Windmill has been taken over by Mrs. Lula Mae Johnson. Rita Ramblers in house orchestra, with spot using a music machine in off hours and days.

Fernbergs in Ky. Nitery

CINCINNATI, Jan. 4.—Mel and Mae Fernbergs, operators of Kelly's on Cincy's Barbary Coast, have become associated with Jack Corbin in operating Lakeside Inn, Covington, Ky. Spot will be renamed the Rose Bowl, and will offer floorshows and dancing. Fernbergs also have acquired Pittner's Cafe, burlesque folk hangout at Ninth and Vine here. Steve Mulroy, former vaude roller skater and rink operator, is manager.

Philly Cafe Men Back

PHILADELPHIA, Jan. 4.—Two local nitery ops, long on the sick list, are around again. Bill Boyd, overcoming a serious illness, is back at his Manoa Inn and Club Del Rio.

Harvey Lockman, former owner of the Cotton Club, who has been ailing in California for four months, is back. However, he's still under orders to take it easy.

Backing Slapsie Maxie's

MIAMI, Jan. 4.—Slapsie Maxie's new club is being backed by a four-way combo, Mario Tosatti, manager, and Murray Zales, secretary of the corporation, of the New York Hurricane, who will get a total of 50 per cent of the net. Maxie Rosenbloom, who is in for \$750 salary a week and 25 per cent of the net, and Sammy Lewis, Rosenbloom's manager, who will also get 25 per cent of the net.

Good Luck

NEW YORK, Jan. 4.—Ever since his edition of the Scandals was severely panned in New York a couple of years ago and then went ahead and continued for a successful run George White has considered adverse notices good luck for his ventures.

His initial show at the Gay White Way received some real slams from the critics. He is now using them in one of his production numbers in the cafe.

Hope for Easing of Conn. Law Banning N. C. Gal Performers

BRIDGEPORT, Conn., Jan. 4.—The long fight that was waged last year by female entertainers and musicians to amend the law which prohibits their employment after 10 at night, and which was lost in court, may be won when the new Connecticut Legislature convenes shortly.

State Labor Commissioner Cornelius J. Danaher indicates he favors amendment of the statute. He says, "Inquiries and observations convince me that there is no reason why female entertainers should not be given the opportunity to earn a livelihood because the time of their employment happens to be after 10 o'clock."

The present law exempts only women entertainers in hotels or theaters.

Acts Set for Palm Beach

PALM BEACH, Fla., Jan. 4.—The Jardin Royal of the Whitehall, opening for the season January 11, will have Nicki Raymond's orchestra playing. Other talent set includes Sunny Tufts, socialite singer; Manor and Mignon and the D'Yvons, dance teams, and Val Voltaine.

Others set to appear there later include Camille De Montes, Grace Poggi and Igor, Renee and Root, and Sara Ann McCabe.

Club Talent

New York:

EDDIE KINLEY has been held over for a sixth month at the Club Ball, Brooklyn. . . . YVETTE, Russell Swann, and Mario and Floria went into the Waldorf-Astoria New Year's Eve for two weeks. Mario and Floria are doubling from the Roxy Theater. . . . Raye and Naldi are set for the Plaza Hotel. . . . ENRIKA AND NOVELLO are set for the Hurricane, opening January 15. Taps set the booking. . . . MEYMO HOLT has replaced Leinaala Kikoi at the Hotel Lexington show. The latter is in a Brooklyn hospital as a result of a fall.

Chicago:

DICK BARSTOW has set the dance routines for both the new Palmer House show, opening January 16, and for the Royal Palm show in Miami. Both spots use Mersell Abbott lines. . . . CLAIRE AND HUDSON have been set at Harry's New Yorker.

THE DUFFINS open a return engagement at the Edgewater Beach Hotel February 1.

Philadelphia:

CATHLEEN MAY added at Kallman's Little Bathkeller. . . . MARIANO AND DEVOLL at the Yacht Club. . . . CORTEX AND LOPEZ at O'Shea's Wagon Wheel. . . . PINKY MITCHELL new emcee at Stamp's Cafe. . . . CLIFF HALL returns to the Embassy Club. . . . NEFF BROTHERS and Fisher and Jimmy Fitzgerald new acts at Stork Club. . . . HELEN BROOKS, Val Voltaine, and Carmen Montoya newcomers at Evergreen Casino. . . . BEALE STREET BOYS return to Irvin Wolf's Rendezvous. . . . DON AND DORRISSE, Lola Claire, Madeline Sheridan, and Irma Lynn in new show at College Inn.

Hollywood:

GERTRUDE NIESSEN made the first of four soundies for Visagrap here last week. . . . VIVIEN PAY is featured in

Act Charges AGVA-Agents Comm. Gave Him Rotten Deal in Tiff; Insists Barto Was Prejudiced

NEW YORK, Jan. 4.—A joint arbitration committee of the American Guild of Variety Artists and the Artists' Representatives' Association, at a hearing Monday (30), decided in favor of Charles Allen against the Music Corporation of America in a dispute involving the contract of Charles Cross, ventriloquist, currently at the Paramount Theater.

The panel decided that a 60-day assignment given by Cross to Nicky Agneta, of the Allen office, April, 1939, was as valid as a contract, since the assignment stated that if Cross received any work as a result of the efforts of the Allen office Cross was obligated to sign a contract for one year with an option for an additional five years.

Allen during that period obtained two weeks' work for Cross, but Cross never signed the contract and Allen did not press for one. Allen, at the conclusion of the year, notified Cross by registered mail that his option was being picked up.

Cross alleged that Allen, while knowing that he was in New York, sent the letter to his home town, Cleveland, and that after a delay in forwarding he received the letter and promptly sent Allen a letter expressing dissatisfaction with the contract and stating that he did not want to be bound to the office for another five years. Cross claims that he also sent a registered note but was unable to produce any evidence of that claim.

Cross says that after the first year with the Allen office expired he signed with MCA, and was promptly booked for a tour with Sammy Kaye and later several more weeks of valid work.

Allen entered charges with the ARA against MCA, asking that the MCA contract be voided, and pressed for an accounting of commissions.

The joint committee consisting of Hoyt S. Haddock and Dewey Barto, representing AGVA, and Lester Leden, Sam

Shayon, and Herman Citron, for ARA, voted that, since work had been obtained for Cross during the initial 60-day tryout period, the one-year contract was as good as in effect, even though Cross had not signed. However, since five-year contracts are no longer valid under the ARA-AGVA agreement, Cross's contract with Allen extends to August, 1941. The committee ruled that MCA split commissions it obtained from Cross with Allen.

The joint committee then argued that, under the ruling made, MCA was being penalized, but that Cross, equally guilty in signing a contract with MCA while knowing that he was under contract to Allen, was left unpunished. The joint committee first talked of putting a rider on to the decision suggesting that, since relations between Allen and Cross could not be amicable, Cross buy his contract back from Allen, the sum that Cross would pay being considered tantamount to a fine. The rider was voted down, however, since it was argued it would weaken the decision.

The hearing was marked by frequent clashes between Mildred Roth, counsel for Cross, and Dewey Barto, AGVA national president.

Cross says that instead of Barto fighting for him, Barto's attitude was detrimental to him and that Barto's interference caused Miss Roth, who is also of counsel for AGVA, to look ridiculous in front of the committee.

Cross charged yesterday that at a preliminary hearing held by AGVA Thursday (26) Barto's prejudice had already become so evident that while he was giving his testimony, Barto interrupted, saying, "How old are you?"

Cross says he was taken by surprise and asked, "What difference does that make?"

To which Barto is alleged by Cross to have said, "I was in show business before you were born—and if you don't like this attitude get your hat and coat and get out of here. It'll be settled without you."

Barto admitted yesterday he had made those statements and explained that the performer must learn the sanctity of the contract and that regulations involved were not flexible enough to enable him to discriminate in favor of the performer even if he wanted to. He added that Cross is a comparative newcomer to show business, and said, "If he misconstrues my attitude, it's his own fault."

Cross characterized the decision as "the rotten deal in show business," and intimated that he would go to court to reverse it.

I. Robert Broder, ARA counsel, who was present at both hearings, on Tuesday (31) characterized Barto as a very fine man—very co-operative and one with whom the agents can do business.

Revenue Men Probe Philly Night Clubs

PHILADELPHIA, Jan. 4.—A probe of night clubs was launched here this week by Internal Revenue agents in a drive for indictments on charges of forgetting to pay government amusement taxes. Twelve investigators are carrying on the probe, eight being local agents and four fresh from similar inquiries that resulted in recent indictments in New York and New Jersey.

"We are certain indictments will result from the inquiry," said a spokesman for the probe.

The penalties are five years' imprisonment and a \$10,000 fine, tho these maximums are rarely imposed.

Denver Club Okeh

DENVER, Jan. 4.—Business at Eddie Ott's Broadmoor Country Club is holding up nicely, according to George Ott, manager.

Open nightly except Monday and Tuesday. One hundred covers is an average for Wednesday, Thursday, Viennese Waltz Night averages 200, Friday 250, Saturday and Sunday 300. Clay Bryson opened the season, followed by Johnny Randolph, and currently Libburn Koch, fronting a local outfit, is in his seventh week and looks good for an indefinite stay.

one of the latest Universal shorts, titled *Torrid Tempos*. Other acts in it are Jack Gwynne, the Stapletons, Six Hits and a Miss, and Mary Lou Cook. . . . ROSCOE ATES is working for Republic. . . . BOB HOPE is doing a 20th anniversary Snapshot-short for Columbia. . . . JOHNNY MESSNER has just completed a band short for Paramount. . . . SKINNAY ENNIS and Henry Busse have made similar shorts for Warners.

Here and There:

PIERRE AND RENEE, after winding up at the Book-Cadillac Hotel, Detroit, are in their second week at the Hotel Nicolas, Minneapolis, with the Carlos Molina orchestra.

THE FOUR FRANKS are in the new Chez Paree show, Chicago. . . . JERRY BERGEN opened at the Commodore Club, Detroit, Saturday, December 28.

RALPH (COOKIE) COOK has been set for a two-week stay at the Lookout House, Covington, Ky., beginning January 7, by Weems, Inc. . . . UNDER A PERSONAL management contract to the same agency are Vic Abla and the Four Californians, who begin an eight-week engagement at the Stuyvesant Hotel, Buffalo, January 22. . . . EVELYN FARNEY has been set to open at the Latin Quarter, Boston, January 26 for two weeks.

MILT HERTH opens for four weeks at the Neptune Room, Washington, beginning February 28. . . . WOODY AND BETTY, roller skating act, are making a return engagement at the Henry Grady Hotel, Atlanta. . . . GERTRUDE NIESSEN is set for the Chez Paree, Chicago, February 10. . . . LILLIAN GARMEN is slated for a February date at the Majfair, Boston.

JENE AND ERLE COE are back in harness after a 11-month lay-off, occasioned by Jene's recuperating from a major operation. They opened January 6 at George Washington Hotel, Jacksonville, Fla. . . . THE MAIDS OF MELODY (Bernice Nevel, Joanne Adams, and Val Chap) hit the road for MCA January 4 under management of Dick Stevens.

dancing. Intermission lulls feature the singing of Elaine Pfeiffer, as well as the singing and accordion playing of Johnny Picard.

All in all, a well-balanced show.
 Phil Lehmen.

Versailles, New York

Talent policy. Two bands; floorshow of 10, 12, and 2. Management: Nick Prossni and Arnold Rossfield, owners; Leonard MacBain, press agent. Prices: Cover \$1.50 weekdays and Sundays, \$2 Saturdays.

The accent is on genuine talent in the current show, the night divertimento offering only three performers, but performers with unadulterated ability to entertain. Peggy Fears, John Hoystradt, and Hal Le Roy also lend the show the added virtue of variety.

Miss Fears' performance dispels the impression that her talents have consisted solely of an ability to hit newspaper front pages and Broadway columns. She is a chanteuse with a definitely individualistic style and a knowledge of phrasing that more than compensates for what her voice may lack in quality. Her conceptions of the better type of ballad, such as Jerome Kern's *The Last Time I Saw Paris* and the Rodgers-Hart *Falling in Love With Love*, are intelligent and filled with warmth and understanding. Her voices do not always measure up to the skill with which she phrases, but that's carping in the face of song-selling that vocally is good enough and, interpretatively, is flawless.

Hoystradt's impersonations are always welcome to the smart nitery set around town. It's difficult to label any one of his imitations as the best, since each is right and amusing in its own way. The speech-making international figure, the bored deb, the Dwight D. Eisenhower version of André Laurie, and (of course) President Roosevelt are highlights in a superior performance of mimicry. Hoystradt shrewdly adds to the effectiveness of his work by not dwelling too long on any one character, and by ending with a tag that is invariably funny.

Le Roy continues to amaze in the dexterity of his dancing. Here is a style un- like that of any other tapster, and Le Roy seems to add distinctive refinements to his routines with every appearance. His showmanship, particularly in the use of his hands, supplies the finishing touch to a brand of dancing that comes off the top shelf.

Nicholas D'Amico, back for his fourth engagement, shares the bandstand with Panchito's Latin-American crew. The D'Amico band is one of the better style-styled outfits for the simple reason that it achieves a definite, clearly defined rhythmic beat. Boys don't have much chance to do anything but grind thru choruses, but they're to be complimented on that beat.

Panchito takes the customary congas, rumbas, and sambas in customary style, and does a good job even if he doesn't have as much luck as D'Amico in getting ringersiders up on the floor and holding them there.
 Daniel Richman.

Miami Biltmore To Try Versailles-Type Policy

MIAMI, Jan. 4.—Miami Biltmore Hotel, in setting up a policy similar to that of the Versailles, New York, will book talent from the Gotham spot whenever available.

Already set are Martha Burnett and Elaine Barry. Also booked for the Giralda Room of the hotel are Jose and Paquita, a Mexican dance team, making their debut in this country.

Sell Nitery Stuff at \$700

BUFFALO, Jan. 4.—After various plans to reopen the downtown location once occupied by the swank Savarin Cafe, all hopes were abandoned by the building's owner. The interior decorations, as well as all equipment, were auctioned off December 27.

The entire fittings, including rugs, a beautiful bar, grand piano, full kitchen equipment, brought \$700.

Names for Mayfair, Boston

BOSTON, Jan. 4.—Mayfair Club is adding more names. George Jessel is set to start February 29 for a week. He will be preceded by George Clivot, February 22, and Belle Baker, February 15.

JACK AND JACQUELINE are asked by the Cincinnati Police Department to contact the Ohio State Patrol at Wilmington, O., regarding their lost property.

Store Plugs Records Of Songs Not on Air

NEW YORK, Jan. 4.—Bloomingdale's Department store, one of the largest in the city, will run a large display ad tomorrow in *The Sunday Times*, listing more than 125 phonograph record titles, broken down into 26 classifications, and will urge the public to "buy records here of songs you cannot hear on the radio."

ASCAP, which supplied the store with ASCAP titles, is hopeful that other department stores and music shops throughout the country will put more salesmanship into merchandising their records and sheet music, along the lines of the Bloomingdale advertising.

More Night Clubs Open Around Miami; Using Much Talent

MIAMI, Jan. 4.—Among the older clubs that threw off the wraps this week was Bill Jordan's Bar of Music. Jordan, just returned from Hollywood, Calif., where he appeared for 10 weeks on the Camel program, signed Tony Sharraba, baritone; Wizaro, the Magician; Lou Williams, pianist, and Anne Harriet. Jordan and George Kent will highlight at two grand pianos.

Ray and Naldi, dancers; John Buckmaster, comedian, and Charlie Wright and orchestra, with Dawn Roland, singer, headline the Brook Club, which opened New Year's Eve.

Low Walters Latin Quarter on Palm Island is the current show sensation with a Montmartre presentation. Produced by Truly McGee, show includes Emile Boreaux, Frank Mazzone and his dancers, Grisha and Brona; Lela Moore; Henri Therrien, the Ramon Talavera dancers, Jack Cole and his dancers, Lolita Cordoba and her Rumba Band, Yvonne Bouvier, Clarissa, and Joe Candelino's orchestra, which plays the show.

Singapore Sadies, in Hallandale, got off big with three orchestras. They are the Original Dixieland Band, a rumba-marimba band, and Johnny Pineapple and His Hawaiian String Orchestra.

The Mayfair Club bowed in with Al Schenk and Ann Paige featured. Mickey Barrie, the Barclays, a chorus, and Frankie Mathews orchestra fill out the entertainment.

The line-up at the new Boulevard Club tops everything with sheer weight. Headed by Tiny Kingsmore, singing maitre d', there are 40 acts in a continuous floor-show. Bobby Barton and orchestra provide the music.

Coming State-Lake Bills

CHICAGO, Jan. 4.—Balaban & Katz bookings for the State-Lake for balance of this month include Gray Gordon and his orchestra for week starting January 10; week of January 17, Lou Holtz, Werdy Barrie, Arlene Judge, Carmen Rio, and others; 24, Cab Calloway, and 31, Sally Rand.

Ed Peyton Opens Club

STUEBENVILLE, O., Jan. 4.—Eddie Peyton opened his new night club, located on the Steubenville Pike, Saturday (28). Entertainment included Bill Campbell and orchestra, Caroline Moore, Mabel Harrell, Marion Miller, and Peyton himself, who is emceeing.

Trama—Not Oldfield

CHICAGO, Jan. 4.—Thru incorrect house billing, in the review of the Chicago Theater last week Emmett Oldfield was mentioned as assistant to Walter "Dore" Wahl. Should have read Johnny Trama, who has been with Wahl for the last five years. Act has been held over for a second week at the Chicago.

Atlanta Holiday Biz Great

ATLANTA, Ga., Jan. 4.—New Year's Eve brought wonderful business to local clubs.

The Henry Grady Hotel's Spanish Room, where Wayne Karr was featured, sold out a week ahead its 500 seats, and the Rainbow Roof of the Ansley Hotel sold out its 800 seats at \$4 each. Ben Young's band played there.

AGVA-Equity Talk Continues; S. F. Local Sets Scale

NEW YORK, Jan. 6.—The night club-vaude union's executive board, composed of Associated Actors and Artists of America board members and the national board of the American Guild of Variety Artists, will meet again today (6) to continue discussions on the possibility of a merger between AGVA and Actors' Equity Association, a branch of the Four A's.

Dewey Barto, AGVA's president, said he is in favor of such a move, provided the action will improve conditions for performers and brighten the union's picture in general.

SAN FRANCISCO, Jan. 4.—Four scale classifications from A to D have replaced the A and B scales in force up to January 1. Class A scale is jacked to \$60 from \$45. Class B from \$35 to \$50. Class C goes into effect at \$40, and D at \$30.

Chorus girl scales were set as follows: "A" spots, \$35; "B," \$30; "C," \$25; "D," \$22.50.

All acts and units playing casual engagements must be agented for commissions over the scale, and all prices for above classifications are to be net to the performer.

New Hotels Pace Miami Beach Spots

MIAMI, Fla., Jan. 4.—Miami Beach hotelism is being paced by the new hostilities built last summer. Most new hotels are planning elaborate entertainment.

Nick Kenny featured the show at the Lord Trelatton Hotel's new Caribbean Club, which opened New Year's Eve. Also on the bill are Sylvia Gray, singer; Grace and Bob Conrad and their rumba-conga group; Don Alfonso and orchestra, and Henri Therrien.

George Shelley, baritone; Gomez and Root, dancers, and Joe Thomason and a 14-piece orchestra appear at the Versailles Hotel in its new Gulfstream Room. Lorraine Provon is singer with the band.

At the new Shelbourne Hotel, Chet Brownage and his orchestra play evenings and matinees.

ASCAP Starts Cafe Cases

PROVIDENCE, Jan. 4.—ASCAP, thru its attorney, Francis I. McCanna, cracked down on two Warwick cafes, asking U. S. District Court judgments totaling \$1,500.

Antonio Pelosi, operating Lincoln Cafe, was charged with using *I'll Never Smile Again* and *The Prisoner's Song* without license, and Harry O. Lindberg, operating Viking Cafe, was charged with permitting four numbers, *Waltz You Saved For Me*, *Apple for the Teacher*, *I'll See You in My Dreams*, and *Linger Awhile*, to be used.

Big Providence Eve Biz

PROVIDENCE, Jan. 4.—Hotels and night clubs throught Rhode Island enjoyed biggest New Year's Eve business in a decade. Tariffs ranged from \$2 minimum to \$7.50.

Original Excuse Anyway

ATLANTA, Ga., Jan. 4.—Add excuse.

Martha Branch, show girl of Decatur, Ga., suburb of Atlanta, returned home because she couldn't stay away from Atlanta's Peachtree Street after having been offered, she said, a job in the chorus of *DuBarry Was a Lady* and in the Radio City's *Corpa de Ballet*.

"You lose your individuality in New York," she told the home folks, "and I wanted to keep mine."

Philly Clubs Get Capacity Crowds On New Year's Eve

PHILADELPHIA, Jan. 4.—With more money in circulation than for some time back, night club advance reservations were so heavy that ropes were already up at most spots when the festivities started. Night clubs and hotels started from a \$3 minimum.

Bellevue-Stratford Hotel, in addition to a private party of 1,000 in the ballroom, taxed the capacity of the Hunt and Bergundy rooms with more than \$60 at a \$3 per person cover charge. At \$3.50 per, Hotel Philadelphia reported 800 for its Mirror and Philadelphia rooms. Warwick Hotel clocked 1,000 at \$5 for its three rooms.

Evergreen Casino, at \$6, reported 350 celebrants; Park Casino at \$3.50 a head had 400; Wilson's Cafe, 700 at \$3.50 each; Benjamin Franklin Hotel, 600 at \$5 and capacity for its Grand Terrace and Ballroom; Adelphia Hotel, 600 at \$5 with some 800 at private parties; Palumbo's, 1,000 at \$3.50; Jack Lynch's and Club Ball, both 600 at \$5; Henri's, 1,300 at \$5; Barclay Hotel, 450 at \$5; with similar overflowing crowds at Embassy Club, Little Ratskeller, and at practically every other intown and neighborhood club.

Operating Sarasota Resort

SARASOTA, Fla., Jan. 4.—F. E. Price, Newark, O. theater operator, will operate the Lido resort here. The resort consists of a beach, ballroom, restaurant, and cocktail lounge.

The spot opened Saturday (28) with Rudy Bundy's band and the Compton Trio.

Bridg't Houses Up Prices

BRIDGEPORT, Conn., Jan. 4.—Following the example of the Low-Poll-Lyric Theater, which recently tipped prices for Sunday vaude from \$4 to \$5 cents, the Low-Poll-Globe, which plays vaude Mondays and Saturdays, raised prices on Saturday shows from \$3 cents to 31 cents.

Nosebreak a Headache

CHICAGO, Jan. 4.—Three weeks after she had her nose bobbed, Evelyn, of the dance team of Arturo and Evelyn, suffered a relapse.

They were playing at the Arabian Supper Club, Columbus, O., early last week when there was a slip and Evelyn took a nose dive. It was a bad break, but literally.

THE COLSTONS

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Routes are for current week when no dates are given.

Adler, Larry (Sherman Ambassador) Chi. h. Adrian Trio (Lokout House) Covington, Ky.

Alexander, Peggy (Shubert) Cincinnati, t. Allen, Beverly (Palmer House) Chi. h. Alton, Betty (Leon & Eddie's) NYC, h.

Amstrong, Peggy (Kelly's) Cincinnati, h. Arren & Broderick (Riverside) Milwaukee, t. Amer, Pepper (Green Villa) Baltimore, va.

Baird, Henry E. (Columbus) Harrisburg, Pa. h. Baker, Bonnie (Billmore) NYC, h. Barclay, The (Gaylord Club) Miami, va.

Calgary Bros. (Cocoanut Grove) Los Angeles, t. Callahan Sisters (Sherman) Chi. h.

Carroll, Janet (Latin Quarter) Boston, va. Casado, Billy (Casco) NYC, va.

Chapman Brothers (Edgewater Beach) Chi. h. Chase, Chas (Beverly Hills) Newport, Ky, va.

Chester, Arthur (Havana-Madrid) NYC, va. Chick, Betty (Edgewater Beach) Chi. h.

Chester, Arthur (Havana-Madrid) NYC, va. Chick, Betty (Edgewater Beach) Chi. h.

Chester, Arthur (Havana-Madrid) NYC, va. Chick, Betty (Edgewater Beach) Chi. h.

(For Orchestra Routes, Turn to Music Department)

TRADE SERVICE FEATURE in Billboard Acts-Units-Attractions Routes

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

EXPLANATIONS OF SYMBOLS

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

Dell, Patry (Harry's New Yorker) Chi. va. Dell, Lillian (Club 18) NYC, va.

Dore, Ems (Cuban Casino) NYC, va. Douglas, Milton & Co. (Oriental) Chi. t.

Edwards, Joan (Gay White Way) NYC, va. Egan, Fred (Chas Pares) Chi. va.

Fallon, Norbert (Brevoort) NYC, h. Falsdy Troupe (Minnesota) Minneapolis, t.

Fallon, Norbert (Brevoort) NYC, h. Falsdy Troupe (Minnesota) Minneapolis, t.

Fallon, Norbert (Brevoort) NYC, h. Falsdy Troupe (Minnesota) Minneapolis, t.

Fallon, Norbert (Brevoort) NYC, h. Falsdy Troupe (Minnesota) Minneapolis, t.

Fallon, Norbert (Brevoort) NYC, h. Falsdy Troupe (Minnesota) Minneapolis, t.

Hoover, Lillian, Dancing Darlings (Harry's New Yorker) Chi. va.

Hoover, Lillian, Dancing Darlings (Harry's New Yorker) Chi. va.

POLLY JENKINS And Her MUSICAL FLOWERS

Jan. 9-10-11, State Theatre, Baltimore, Md. For Dates and Terms: JOHN SINGER, Mayfair Building, 701 Seventh Ave., New York City.

Johnson, Peter (Cafe Society) NYC, va. Johnson, Peter (Cafe Society) NYC, va.

Johnson, Peter (Cafe Society) NYC, va. Johnson, Peter (Cafe Society) NYC, va.

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Johnson, Peter (Cafe Society) NYC, va. Johnson, Peter (Cafe Society) NYC, va.

Louwig, Sunny (Danvers) Belle Vernon, Pa., va.

Louwig, Sunny (Danvers) Belle Vernon, Pa., va.

Louwig, Sunny (Danvers) Belle Vernon, Pa., va.

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Louwig, Sunny (Danvers) Belle Vernon, Pa., va.

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

Poster, Gas, Otis, Sixteen (Earle) Washington, t.

Poster, Gas, Otis, Sixteen (Earle) Washington, t.

Poster, Gas, Otis, Sixteen (Earle) Washington, t.

Poster, Gas, Otis, Sixteen (Earle) Washington, t.

Poster, Gas, Otis, Sixteen (Earle) Washington, t.

Kellerman, Mimi (Gay White Way) NYC, va.

Kellerman, Mimi (Gay White Way) NYC, va.

Kellerman, Mimi (Gay White Way) NYC, va.

Kellerman, Mimi (Gay White Way) NYC, va.

Kellerman, Mimi (Gay White Way) NYC, va.

DRAMATIC AND MUSICAL

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

Bankhead, Tallulah, in The Little Foxes (Concert Hall) Long Beach, Calif., 10.

Bankhead, Tallulah, in The Little Foxes (Concert Hall) Long Beach, Calif., 10.

Bankhead, Tallulah, in The Little Foxes (Concert Hall) Long Beach, Calif., 10.

Bankhead, Tallulah, in The Little Foxes (Concert Hall) Long Beach, Calif., 10.

Bankhead, Tallulah, in The Little Foxes (Concert Hall) Long Beach, Calif., 10.

Bankhead, Tallulah, in The Little Foxes (Concert Hall) Long Beach, Calif., 10.

Bankhead, Tallulah, in The Little Foxes (Concert Hall) Long Beach, Calif., 10.

BURLESQUE

(Hirst Circuit Shows)

Broadway Scandals (Lyric) Bridgeport, Conn., 6-11.

Broadway Scandals (Lyric) Bridgeport, Conn., 6-11.

Broadway Scandals (Lyric) Bridgeport, Conn., 6-11.

ICE SHOWS ON TOUR

Hendle's, Beach, Hollywood Ice Revue of 1941: Detroit 7-12.

for hokum, bumps, grimaces, and the comedy work in an opening impression of how magazine cover girls might put over songs. Much better is her 1913 version of You Made Me Love You, followed by a swing rendition as of 1941. Best of all was an encore, the lament of an opera student wedded to a fitterbug, Back to Back.

The Six Grays, five girls and a boy, dance and sing solo, duets, and as a whole. Expectations include straight tapping, precision steps, and a military tap in Scotch costume. Vocals range from a Harry James arrangement of Lock London to a cowboy ballad. Numbers are well costumed, but effect is spotted by male's failure to follow example of girls in making changes. He sticks to a business suit with only changes of headgear matching girls' attire.

Film was Her First Romance. Charles A. Ross Kam.

Fox, Detroit

(Reviewed Friday Evening, December 27)

A well-balanced 75-minute show gave a rather slim evening crowd plenty of laughs and variety. Tempo dragged slightly, largely because of cues that were obvious down front.

Herschel Leib's orchestra opens in a powerful theme-and-variations orchestration of patriotic music largely founded on God Bless America. A Bernice Jensen and has individual music numbers, as well as Laughon and Edward G. Robinson, with a fine sense of the ludicrous. A clever and ultra-realistic Willie-Roosevelt take-off seemed hardly timely.

Nelson's Marionettes, man and woman manipulators, work in view (in dim light) above their stage, with one puppet blowing up a balloon for a dance. Wooden soldier and inebriate numbers complete this clever act. Linds Moody, dark-haired young tapster with satisfactory capabilities, has a brief bit in abbreviated skirt.

Three Dennis Sisters, blond, titan, and brunet, have animated feminine harmony songs, typically Argentine and Ferryboat Serenade. Voices blend delightfully, but act would be tops if they would avoid the habit of looking almost constantly at the mike. Gracella Troupe is a highly skillful acro-dance routine, with the three men doing hazardous passes with the lone girl with ease and speed.

Truth and Consequences, radio show, is the headliner in closing spot, working with a 10-foot Ivory Soap sign coming down over the band, which plays in the background. Ralph Edwards emceeds numbers, with several assistants who distract attention with irrelevant walk-ons at the opening. Edwards and one helper work center aisle to pick 10 contestants from the audience, keeping the crowd hilarious via the traveling mike. Questions are typical, such as naming seven of the eight parts of speech, with cash awards. Not one contestant succeeded at this show. The "consequences" panic the house, with every contestant a swell sport. They included one stout man doing a hula in costume, married couple singing Daisy, Daisy in reversed voices aboard a teeter-totter, two girls delivering lectures simultaneously from the stage, and an obstacle race. Audience reaction was evident from strong hand that stopped the curtain. H. F. Reeves.

Oriental, Chicago

(Reviewed Friday Afternoon, January 3)

Before a packed house, Will Rock presented Thurston's Mysteries of India. Rock's execution is facile, and his glib patter contains a humor that elevates the show above the level of the commonplace. Tricks, for the most part, are variations of the disappearing woman. Hokum attending each stunt is heavy with suspense. However, swords jammed thru boxes, barrels, and what-not have been seen too often to cause noticeable astonishment.

The Mills Brothers' return is a welcome one and won loud applause from the audience. Billed as "four men and a guitar," their offerings vary from pop ballads to septa tunes, the latter of which are more suitable and effective.

Dennis and Dale have a commercial novelty. They synchronize the rhythm of their drumsticks with the tattoo of their work, and hit it off great with the audience. The big stunt is especially sock. Gal carries a tom-tom in each hand, wears cymbals on her head, and dances while partner pursues her, beat-

ing out rhythm on the props she carries.

Milton Douglas and Company provide the comedy. Gags are strictly talky and, on the whole, not bad. Company consists of a girl who acts as foil for Douglas's jokes, and does a good job.

Charley Stone, pit band leader, opens the show with a humorous contrast of sentimental music and rug-cutting swing. Pix, One Night in the Tropics. Norman Modell.

Review of Unit "Tropical Follies"

(Reviewed Thursday Afternoon, December 26, at the Jones Theater, Newport News, Va.)

A bright and entertaining little show, with its tango Latin atmosphere, smooth pacing, and liberal sprinkling of novelty. There are a half dozen acts, most of them of better quality, eight points passable in appearance and ditto as to hoofing, and enough variety to meet audience demands.

Tops among the features are Four Clovers, male springboard workers, who do a difficult routine smoothly and with snap. Their work sparkles with clever interlarding of comedy. Went over solid. Violet Carlson is a grand clown who works a novelty routine—talking, reciting, gesticulating, and song mixing with "accompaniments" on her own alleged guitar. Winds up with a burlesqued ballroom dance, with able assistance from Roy Kane. Her set is raw in spots, but a sock just the same.

Dilaine Malloy offers a trapeze performance with a few difficult stunts, but it didn't register so well, probably because of improper rigging of the trapeze. Carniecia, dancer with a cute figure, is on in two brief appearances—a Spanish gypsy number and a stenuous bit of torso-twisting in a slinky, oh-so-tight gown, with chorus furnishing decorative background.

Show is emceed by an ingratiating young Latin who steps, sings to girls in the audience, and gets fresh material across in a monolog. He is deft with guitar, a uke, and always inoffensive. His material is in good taste.

Chorus is on in three appearances, opening with a Cuban routine, breaking the show midway with a conga, and sporting Mexican hats and offering weak vocal support to the emcee in the closing number.

House, three-quarters full, gave show a good reception. Warner Toyford.

Vaudeville Notes

WINIFRED SEELEY, who played the Riverside, Milwaukee, week of January 3 with Ted Weema, is set for the Earle, Washington, starting January 17.

JOHNNY DOWNS, screen juve, goes into the Flatbush, Brooklyn, N. Y., January 30, and the Windsor, Bronx, February 6. . . . OZZIE NELSON and Harriet Hilliard will precede him into those houses by a week and then leave Betty Co-Ed for Columbia. . . . THOMPSON BROTHERS AND NORMA go to the Capitol, Washington, February 20. . . .

WALTER DARE WAIL'S partner is not Emmett Oldfield, as erroneously stated in last week's issue of The Billboard, in the review of the Chicago Theater. Chicago, Oldfield is now playing the Atlantic Casino, Rio de Janeiro. . . . LITTLE JACK LITTLE is slated to play four dates for T. D. Kemp starting February 9 at the Capitol, Atlanta. . . . JOHN NEWMAN, harmonica player, is current at the Pines Theater, Mexico City. . . . GRAY GORDON goes to the State Lake, Chicago, January 10. . . . GLENN MILLER precedes his Paramount, New York, date with four days at the State, Hartford, Conn., beginning January 24. . . . GIL and BERNIE MAISON are set for the State, New York, January 16 on the bill with Simone Simone and Art Jarrett.

Another Miami Club

MIAMI, Fla., Jan. 4.—Another club was added to the swelling roster of after-dark entertainment here with the opening of the Lost Lake Cabin. Capacity is 500, and negotiations are reported to be being the World's Fair Florida exhibit for a showing during the height of the season. Jack Eby's orchestra has been signed, and a floorshow is in process of being contracted.

Reviews of Opening Vaude Bills At Olympia, Miami; Beach, M. B.

By FRED COBELLE

Olympia, Miami

(Reviewed Monday Evening, Dec. 30)

Opening presentation at this theater was a pleasing Christmas treat for theatergoers dished up by manager Al Weats.

Annually at this time of the year Miami seethes with names, but the job of booking a Miami vaude theater is not the easiest in the world, considering the competition of the night clubs.

Walter Donahue, youthful Irish emcee, did a good job knitting together the initial vaude program. Opening with the educated Pallenberg Bears, the program moved swiftly. The Pallenberg Bruins are not strangers to Miamians, appearing last year with the RB Circus and, later, at the Royal Palm Club. They are always successful here, and this trip was equally auspicious.

Jack Powell, novelty drummer, was an easy hit. His drumming, from a formal snare set-up to his knitting of a neat tattoo of rhythm up and down a chair, on the walls, the floor, anything within reach, is a clever exhibition. Audience found him a bright novelty and demanded more.

Ray and Trent, comedy acro team, have a clever routine and were well received.

Beverly Roberts, songstress, has much more personality than voice. Her choice of offerings was more remarkable than her singing. As a personality, she's a click, and can sell her numbers. Her charm is unmistakable, and she was very favorably received.

Haul and Eva Reyes were as captivating as ever. Always a sock team in Miami, their appearance here was notable. Their dancing has fire and imagination, and they were especially well received by the audience. Pic, Bitterness.

The Beach, Miami Beach, Fla.

(Reviewed Monday Evening, Dec. 30)

Premiere of the new Paramount-operated theater in Miami Beach brought the finest array of vaude talent seen in these parts in some time. Tommy Tucker's band, Georges and Jaina, Cookie Bowers, and Tommy Trent made up the fine entertainment.

Tucker's orchestra is an entertaining group featuring Amy Arnell, songstress, baritone Donald Brown, and the Voices Three. The aggregation is good in every department, and Tucker apparently has an excellent ear for distinctive singing voices, especially indicated by Arnell and Brown. The Voices Three work together very adequately.

Tommy Trent, no stranger to Miami, continues to be prime entertainment with his beautiful phosphorescent puppets. Fine work, and the novelty of the act wears extremely well.

Cookie Bowers, with a clever impersonation and impressionist routine, found favor with a responsive audience. Bowers is very good, and his impressions of other people are sock. Called back several times, and gave his best bits on encores. He could eliminate his closing piece, an impression of a young girl preparing for bed, to advantage. Even as well gone as by Bowers, it's stale.

Georges and Jaina captivated. The audience showed its appreciation, and the excellent dance team worked even harder. They pulled forth every conceivable dance routine from their bag of terpsichore. Their performance was a delightful, beautifully executed click. Encored four times.

Tucker emceed with charm and restraint. Pic, Benny-Allen opus, Love Thy Neighbor.

Barto Stops AGVA Strike Threat In Detroit; Haddock Rift Widens

DETROIT, Jan. 4.—The rift between Hoyt S. Haddock, American Guild of Variety Artists executive secretary, and Dewey Barto, AGVA national president, came into the open here with contradictory action taken by each on the situation revolving around the strike of the Building Trades Service Employees at the Michigan Theater.

On New Year's Eve, Haddock wired Les Golden, local AGVA executive secretary, to give every possible co-operation to the service union. Previously Golden had phoned Haddock stressing that co-operation of the union was vital because Ray Carroll, its business agent, is a powerful labor figure and a member of the Central Labor Union. Golden felt that co-operation with Carroll would aid AGVA in signing local vaudefillers and night spots.

Golden also felt that Haddock could force a contract with the theater if a strike threat were held over them New Year's Eve.

However, these plans had to be discarded with the receipt of a telegram from Barto

ordering him not to interfere with the scheduled performance at the Michigan.

Local AGVA execs are up in arms at Barto's action.

NEW YORK, Jan. 4.—Barto admitted sending the wire countermanding Haddock's instructions to Golden. He said, "The action was taken on advice." On whose advice, he declined to say, but promised a full statement after the next meeting of the AGVA executive board.

Act Helps Britain; Gets Montreal Job

NEW YORK, Jan. 4.—As a result of the publicity received by Yost Varsity Eight on the donating a pint of blood apiece for Britain, this octet was booked into the Mt. Royal Hotel, Montreal. The contract stipulated that the act feature There'll Always Be an England.

Despite the blood donations and patriotic contract, the Yost men were stopped at the border and at press time were being denied admittance.

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Magic

By BILL SACHS

C. THOMAS MAGRUM spent New Year's in Cincinnati and was a visitor to the magic desk last Friday (3). He made it into the Queen City just in time to make the formal opening of John Snyder's new magic theater and work shop on New Year's Eve, which drew a host of prominent magi from near-by States. Magrum's final engagement of 1940 was a mammoth Christmas show for the Ad-Sell League in the Fossil Hotel, Omaha, December 16, the affair attracting some 800 kiddies and grown-ups. Magrum resumes in Illinois schools this week. . . . JUDITH JOHNSON, mentalist, and her assistant, Harold Laughon, played the Strand, Cincinnati, last Saturday (4) and departed for Columbus, O., where they opened Monday at Palm Gardens for a week, to be followed with a week at the Capital Theater, Chattanooga, Tenn. From there they move to Atlanta for a two-week hotel job. . . . LOU BRENN presented his sleight-of-hand nifties before crippled children groups in Philadelphia schools thru the holidays. . . . HAPPY JACK WILLIAMS is in St. Petersburg, Fla., presenting his magic in schools, hotels, and tourist clubs. . . . OTHER RECENT arrivals at St. Pete are Ralston the Magician, in from the North, and S. Boscart, New York conjurer, who hopped over from Florida's East Coast. . . . ZUFALL, the mental magician, posts New Year's greetings from Miami Beach, Fla., where he went to fill in a few dates and work in a vacation at the same time. He bumped into Ralph Rabold and Livingstone in Miami Beach.

TONY BRANDINO, diminutive trixter, has partnered with C. B. Smith (Curtis) in the operation of Smitty's Fun Shop, Birmingham, Ala., dealing in magic and novelties. . . . WILL ROCK, still touring under the direction of Claude H. (Kid) Long, spent the holidays at home village in Detroit. . . . GIULI-GIULI takes over the magic spot in the Jack Lynch revue at Walton Hotel Roof, Philadelphia, succeeding LePaul. Lynch is completely sold on magic turns for his nitery. His was the only spot in the country to play a magician 52 weeks during 1940, with all indications that he'll repeat that order in the new year. . . . BLACKSTONE closed a four-day engagement at the Towers Theater, Camden, N. J., January 5. . . . HERMES THE MAGICIAN and (See MAGIC on page 16)

Review

"New Year Belles" (HIRST)

(Reviewed at Troc, Philadelphia, Monday Evening, December 30)

While the rest of the show conforms to average burly and all concerned acquit themselves nicely, some even admirably, the only real applause from the packed house went to the Stanley Brothers, a standard vaude duo.

Such demonstration has not been the unusual here and by this time it should be clear that burly patrons are not allergic to wholesome entertainment.

Comics Jack (Tiny) Fuller and Irving Selig make the most of the standard bits. Best sketch, *Hard Luck Family*, is offered by Fuller. Material is comparatively new, getting its inspiration from Tobacco Road and radio's *Peet of Gold*. Harry Jackson gives swell straight support, with *Dot Service*, the fern foil.

Farade of peepers are also up to par. Cleo (Valentine) is first on, shedding her fineries in modest manner. Dolores Green goes in for abdominal twists. Zonyia DuVal, an exotic tiddit in top spot, sets the mood for a sensuous display by stinging in good voice *Moonlight on the Ganges*.

Line of 14, four for show, performs nicely, filling in the settings for the *Modernistic and Oriental* ballets, which have the advantage of Danny Morton's romancy tenor singing on the swellish side and the dancing of Fran Lewis. She embellishes her first routine with high kicks and tumblesaults. A fast rhythm tap is her second.

Stanley Brothers (2) offer their terrific acrobatic antics, diving at each other for a somersaulting finish that seems 'em no end. One of the freeze makes a personal hit with an acrobatic drunk dance. Mayme Becko gets production credit

Times Sq. Burly Houses Do Great Eve Business

NEW YORK, Jan. 4.—Times Square burly houses pulled terrific business New Year's Eve. The Republic and the Ettinge found it necessary to put on nine shows each, running until 5:30 a.m. and 4:30 a.m., respectively, while the Gaiety did eight shows, which ended at 4:10.

Prices were 55 cents to \$1.10.

Merry-Go-Round Opens

MIAMI, Jan. 4.—Boulevard Club, formerly the Merry-Go-Round, opened Christmas Eve with a bill including Richards and Monnett, Jimmy Rooney, Norma Jean, Tony Harper, Pat Doyle, Bobbie Barton, and Marsha Blue.

Spot is managed by Hal Oakley, former musician.

Burlesque Notes

(Communications to New York Office)

NEW YORK:

PATRICIA PERRY held over four weeks in featured spot at the Republic. . . . ALLEN GILBERT has Herman Silver assisting him, keeping the tresses of the chorus at the Tivoli, Brooklyn, epic and span. Herman came on from Gimbel's, Philadelphia, for the Tivoli engagement.

. . . CHARMAINE, Buster Phillips, Steve Mills, and Charlotte Vogue were new principals at the Star, Brooklyn, December 27, and Marcia and Dian Rowland, January 3. . . . JACK CURTIS and Beth Calvert, on the Hirst wheel, were radio singers on stations KYW and WYP, Philadelphia, before signing with I. Hirst. . . . GRACE CARLOS, late of the Cat and Fiddle nitery, Cincinnati, last week, former for two weeks and later for one. . . . JEAN EUGENE'S stay at the Palais, Los Angeles, was 13 months, not 13 weeks. He's booked at the Ettinge, where she has been held over, was thru Phil Rosenberg's office.

. . . JACK O'MALLEY, former straight man, now operating a tavern in Chicago.

ANN CORIO opens at the Tivoli, Brooklyn, January 12. Then to the Ettinge January 19. Then back to the Hirst wheel. Recently delivered a lecture on philosophy in Shepley Hall at Harvard, where she was introduced to the students as "Harvard's Sweetheart."

. . . GLADYS EVANS, in charge of wardrobe and chorus with the Corto-Kemper show on the Hirst Circuit, made a New Year's resolve to quit smoking.

. . . OERTIE BECK, on the Hirst wheel, last week entertained her niece, Jolly Lang, who spent the holidays allowed her for winning a scholarship in a St. Louis academy. . . . BOB TAYLOR was replaced for two days by Wen Miller during Newark Christmas week in a Hirst-Circuit show because of laryngitis. . . . NOMA left the Ettinge December 26 to open at the White House Inn, Carlestadt, N. J. . . . MAX RUDNICK is back at the Ettinge from two weeks' rest at Miami Beach. . . . JACK SHAW, singer, and Eddie Iania, comic, became emergency principals New Year's week at the Gaiety, filling the places of Chet Athand and Eddie (Nuts) Kaplan, who were out of the cast due to throat trouble. . . . UNO.

CHICAGO: N. S. BARGER and wife left for a vacation in Mexico City Sunday (5). . . . Jacques Theater, Waterbury, Conn., did excellent business opening week. It is changing its policy from six to seven-a-week burly. . . . A new show will open on the Midwest Circuit at Boston Friday (10). . . . RED MARSHALL and wife, Dolores Dawn, vacationed in Cleveland Christmas week. . . . MURRAY (LOONEY) LEWIS opens Friday (10) on the Midwest Circuit at Cleveland. . . . PEACHES STRANGE, featured at the Tivoli Theater, Brooklyn, this week, returns to the Rialto, Chicago, in stock January 27. . . . FIELD AND GEORGE have closed on the Midwest Circuit. . . . JEAN WILLIAMS, Sunny Lovett, and Mae

CHICAGO:

for the unit, Merrick Valletoe is the pit conductor. . . . Hinda Wassau and Benny (Wop) Moore head the next unit in. . . . M. H. Orodender,

Strippers in the Dough; More Than 100 Work 30 Weeks a Year

(Continued from page 4)
Chicago, and turned down a \$1,200 job offered by the State-Lake, vaude house in that city. Margie Hart, rated next to Corio, has been widely publicized within the last year and her salary jumped to \$450 and \$500. She is particularly strong in the East, where she has appeared in most of the burly houses and is billed as the "poor man's Garbo."

Improved employment conditions, the draft law crowding army posts throughout the country, and the nature of the strip act, which lends itself to many flashy publicity angles, are responsible for the increased takes in the stripping field. A number of vaude houses augment their bills with strippers, adding box-

office strength and newspaper copy appeal. Fay's in Philadelphia, bargain price vaude house, is doing big with a strip feature weekly.

Nearly 30 houses on the Midwest and Hirst circuits, some 20 independent burly theaters, and between 75 and 100 night clubs throughout the country have open doors for strippers. It is estimated that over 200 strippers are available and that more than 100 work more than 30 weeks a year. Such night clubs as the 608 Club, Chicago, and Jimmy Kelly's, New York, employ three to seven strips on every bill and keep the better draws for engagements ranging from three months to a full year.

Plenty Press Breaks

Eddie Jaffe, who has been concocting publicity stunts for many of the strippers, says that the press welcomes stories on strippers, provided they are pegged on good news or feature angles. *American Weekly* tell for a yarn ghosted for Ann Corio, expressing her ideas on what's wrong with Hollywood romances. *Life* picked Noel Carter as most popular with the army in its army issue. Ann Corio is featured in countless stories, and so are dozens of lesser known strip names. The girly magazines devote most of their "art" pages to strippers.

Brown have returned from Mexico City. . . . KENNY BRENNNA is sailing from Australia Friday (10).

FROM ALL AROUND:

GLENN MASON, xylophonist, after a week as vaude feature with Boso Snyder's show at the Gaiety, Cincinnati, jumped to Mattoon, Ill., Sunday (5) to rejoin Eileen Faye Hansen's *Hill and Biss of Broadway* unit. . . . WALY (TEX) METZ, well known in Buffalo burly circles, is now at Port Dix, N. J., with Company M, 184th Infantry, 4th Division. . . . GYPSY ROSE LEE is the subject of a yarn in the January issue of *American Mercury*. It's about her intellectual life.

PAUL MOROKOFF, producer, and Stanley Montfort, singing straight, served as chef and Santa Claus respectively at the Christmas Eve party held backstage at the Fox, Indianapolis. Show included Tommy (Boso) Snyder, Marie Cord, Hollie Leslie, Arline Stewart, Cleo Cannell, Cleo DeFray, and the Fields Brothers. Cook's Brewery furnished a barrel of beer, with neighborhood drink and food emporiums also contributing to the party. Jack Wiener, Montfort, and Lillian Drollette served as bartenders. . . . JERRY DEXTER closed a three-month engagement at the Roxy, Knoxville, Tenn., December 20 to spend the holidays with relatives.

GEORGE B. HILL, comedian, closed on the Midwest Circuit at Buffalo December 19 and opened the following day in stock at the Grand, Youngstown, O.

Esquire Bar Loses First Round in Tilt With Mag Over Title

MIAMI, Fla., Jan. 4.—Special Master's report filed Tuesday in Federal Court here recommend that the Esquire Bar, now Club Esquire, should be enjoined from infringing on the name and art work of the magazine of the same name.

The magazine filed suit in Federal Court several months ago, charging that the bar infringed on copyrighted art work and titles.

The report now goes to a Federal judge, who may or may not approve it.

Casino, Boston, Reopens

BOSTON, Jan. 4.—The Casino, operating stock under the management of Ed Ryan, reopened this week after a brief shutdown. House will remain open indefinitely. Opening bill had Gladys Clark and Tommy Raft.

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AND
GEORGE HAGGERTY
FOR BEING SO NICE

Conducted by BILL SACHS—Communications to 25 Opera Place, Cincinnati, O.

"Silas Green" Ends Long Tour Feb. 15

DAYTONA BEACH, Fla., Jan. 4.—Charles Collier's *Silas Green* From New Orleans, all-colored tent show which opened its season April 1 last at Brunswick, Ga., will wind up its tour in Florida around February 15.

The season, as a whole, has been highly satisfactory, reports from the show say. Rain and cold weather made the early-season business spotty, but Florida has been unusually good in recent weeks. Show personnel travel in an 80-foot Pullman. In addition there are six trucks, two buses, three passenger cars, and two advance cars. J. W. Foster is special agent and press rep, and S. B. Warren does contracting and outdoor billing with two assistants.

Manager Collier announces that he will have a number of new acts with the show for the 1941-'42 season. In addition, the show will have much new equipment, including an 80-foot round top with three 40-foot middle pieces. The new canvas is now in the making.

Bob Tilton Unit in Maine

ROCKLAND, Me., Jan. 4.—Robert W. Tilton, in the past associated with various carnival organizations in Maine, has out a hall and school show in this territory. Working under auspices, unit features the Lime City Boys, of Station WLBZ, Bangor, Me.; Miss Marie, dancer; Stealin' Art, singing cowboy, and Billy Sunshine, comedian. Tilton handles the candy pitch and ad sales. The dancer-after-the-show idea, is used at most of the spots played. Tilton contemplates taking the unit under canvas the coming season.

Rep Ripples

BILLY WEHLE'S Billroy Comedians, resumed their canvas trek at Stuart, Va., December 20. . . . **ROYAL J. SWAN** is serving as contest man for the religious play *The King Still Reigns* in St. Lawrence County, New York, for a Boston concern. . . . **GLADYS ADAMS** and Austin Rush, well-known repsters, are in their 16th month at Oh-Khay Bar, formerly White's Grill, Cleveland. . . . **GITTS FAMILY SHOW**, reported enjoying satisfactory business in Western Idaho, moves soon to its old stamping grounds in Arizona. Unit, which plays week stands, has recently added a 16mm. pix outfit. . . . **GEORGE M. MILLER**, veteran Tom actor, is now settled in Ramsey, Clearfield County, Pa. . . . **AL G. MORSTAD**, who broke in the business on the old Frank Daniels show, *Bohemian Girl*, is now playing violin with the symphony orchestra at Peoria, Ill., and doubling on other jobs in the territory. **AL EAGER** now know what has become of Frank Daniels.

JOHN WILLIS WALTERS pedals from Columbus, O., that Johnny Finch, the erstwhile Billroyer, is still engaged at the Benn Blinn Sign Shop there and doing odd jobs. Walters put in the Christmas season at the Dean-Taft department store in Columbus. Also in the Ohio capital, according to Walters, is "Dome" Williams, well-known tab and rep comedian, currently holding forth at the Gay 90s Club there. . . . **DON AND DELLA PALMER**, formerly in advance of the Billroy Comedians, are now located in Clinton, Okla. . . . **PEARL'S ENTERTAINERS**, O. W. Pearl, manager, are working schools and halls in Mississippi. Sixteen-year-old Dan Pearl is featured. . . . **VINCEN** is presenting his vent and comedy musical act under auspices in the Philadelphia area. . . . **ROBERT W. TILTON** writes from Rockland, Me.: "Enjoy your page very much, particularly E. F. Hannan's articles on old-time shows in Maine."

ACTS, SKITS, GAGS, MINSTRELS

Great America's COMPLETE MINSTREL SHOW, 41-43 10th Street, New York, N. Y., has **JOHN J. JONES**, 41-43 10th Street, New York, N. Y., and **BLACKTOPS**, 41-43 10th Street, New York, N. Y., and **E. L. GAMBLE**, Playwright, East Liverpool, O.

10-20-30 Towns

By E. F. HANNAN

IN THE days of the prosperous road, certain towns were favored as home addresses for traveling shows. Columbus, O., had the Field and Vogel shows in minstrelsy, and Chicago was the home address for Haverly and Beach & Bowers in the same field.

Lynn, Mass., probably answered as permanent address for more shows in the 10-20-30 field than any other city in the country. From the days of Billie Burke, one of Lynn's earliest roadshows, thru the times of Doris Gray and Broderick's Comedians, up thru the days of Jere McAuliffe, Jere Grady, Frankie Carpenter, and Phelan Stock Company Lynn was a beehive of activity in August, when rep shows were taking to the road.

In near-by Salem, 10 miles away, the Bennett and Mouton shows would break up for the road under sponsorship of Monte Thompson to hit the small New England cities in which they were so popular.

Fall River, Mass., turned out so many contentions at one time that the term "Fall River Bender" came into use to describe performers in that class, while Reading, Pa., and Mount Clemens, Mich., vied with each other for prestige in turning out acrobats and aerialists. There is a curious coincidence in the fact that while Haverly, Cleveland, West, Primerose, and other minstrel lights were good drawing cards in large cities, as well as the smaller, still very few minstrel stars came from big towns. Almost all the minstrel stars broke in on the burnt-cork work in the smaller places. George Bubb, popular rep manager of the 10-20-30 days, once told that everyone caught the fever, town-folks and all, when a road show was tied up with the town. It was a historical event.

Jake Dish Doubts If 'Tom' Still Lives in Rep Circles

Cudahy, Wis.

Editors *The Billboard*:

So a prominent pictorial magazine is looking for a rep show that still includes Uncle Tom's Cabin in its repertoire.

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

Five Years Ago

HUGH A. TALBOT'S contest in Decatur, Ill., was in the final sprint, with two couples and one solo battling it out. . . . **JUNIOR JACK KELLEY** and Popeye Knight were in Springfield, Mo., waiting for the next Jack Steinel show to open. . . . **GARNETTE (BUBBLES) KAVANAUGH**, was in the Springfield, O., City Hospital with a broken leg sustained in an auto accident. . . . **CAROLINA WEBSTER** was working in Norfolk, Va. . . . **ADOLE AND JIMMY BURKE** were resting between shows at Dubuque, Ia. . . . **CLIFF AND JEAN REAL** were at home in Chicago. . . . **HERMAN BEARZI** was a visitor to the Cincy office. . . . **KENNY GRUWELL** was taking a rest in Pasadena, Calif. . . . **GEORGE PINKERTON** was stooping for Kennedy the Magician. . . . **RAYMOND WRAY** was emceeing the show at the Spinning Wheel Club, Seattle, Wash. . . . **FOURTEEN AND TWO** were left at the 1,032-hour mark in the Erie C. Mesk. show in White City Park, Worcester, Mass. . . . **JOHNNIE MARTIN** and wife, Millie Sweet, were in Louisville, Ky., with Johnnie working for Fred Sheldon in the Club Hollywood. . . . **EDDIE COTTON** had returned to Oakland, Calif., after working shows in Colorado.

ANOTHER MEMBER of the fair sex has taken up housekeeping. Laverne Hundley, who has been residing in Louisville, Ky., since her retirement from the endurance field, says she became Mrs. Jerome Young December 12.

EDDIE AND TONI McBRIDE won the Morton Grove, Ill., contest, which closed December 1.

AL LYMAN cards from Miami: "I'm here for winter, wishing I were back in



J. W. FOSTER and S. B. Warren (right), who are credited with much of the success being enjoyed by Charles Collier's "Silas Green From New Orleans," well-known colored tent show attraction now playing in Florida. The Collier organization is one of the largest canvas outfits on the road today. Foster is special agent and press representative for the show, and Warren is contracting agent and outdoor biller, with two assistants. Letter is in his sixth season with the "Silas Green" show.

They'll have a hard time to find one that does.

There may be a rep show playing "Tom" in these days, but I have my doubts. At least you'd have a hard time to find any dogs in it. I remember an incident that happened when I accused a friend of mine who put "Tom" on for a week at his theater with using police dogs for bloodhounds. He came back at me with "We didn't have any dogs at all. At the end of the first act some one hollered, 'There she goes,' and when the curtain rose on the second act Eva was on the other side of the river."

JAKE J. DISCH.

SUGAR'S DOMINO

(Continued from page 4)

It is well for the benefit of the larger group of our readers that we discuss briefly the man who was Frohman during the second and third decades of the 20th century.

We can conveniently forget all about Dan Frohman's numerous attributes of the mind and heart and still regard him as a most unusual man. He was well in his 70s when we had the pleasure of meeting him. At an age when most men, regardless of their station in life, are thinking more about the grave and the yesterdays that will never return Uncle Dan lived a life that was as strenuous, as youthful in its outlook, as that of most active men in middle age.

Uncle Dan was a gentleman; a man of solid culture—solid because it had no veneer of formal training. The culture that he possessed was as ingrained as his love for his fellow men. It was aged in the wood of experience and self-development. He was a sterling specimen of the theater at its best. He was a blessing to the narrowing circle of his contemporaries, helping those who missed fortune's smile and smoothing out the path for others who profited by his example of living every day as if it were his last day on earth. He was an inspiration and a definite source of help to young people climbing the steep and slippery ladder of achievement in the theater.

One feels as sadly about Uncle Dan's passing as the destruction of shrines of English culture in London. Uncle Dan had become such an institution on Broadway and in our show business that he seemed to be destined to remain with us forever. We thought that about London's churches, monuments, museums, and libraries. Both are gone and so is 1940. Good riddance to the year that robbed us of so many things we loved. It was a neat piece of poetic justice that Uncle Dan should have taken his final bow at the very close of a year that has bracketed so many misfortunes in the history of what seems to be a waning civilization. It seems that like the good showman he always was Uncle Dan knew when to bow out.

MAGIC

(Continued from page 25)

his recent bride, Madeline, opened for the season at Miami's new Five Star Club New Year's Eve. Hermes was with the Cole Bros.' Circus the past summer. . . . **JERRY FURMAN** is at the Ball and Chain Club, Miami, with Dr. Arthur Marcus, the "mad magician," holding forth at Jimmie's night spot in the same town. . . . **JAMES JAY DEVOLL**, mental-magician and originator of the one-man levitation, was featured at the fifth annual dinner and magic show staged by Minnesota Magicians at Hotel Leamington, Minneapolis, January 4. . . . **PURVIS THE MAGICIAN**, who recently quit the manufacturing business in Indianapolis to turn pro magician, was kept busy on club dates in the Hooper capital over the holidays. . . . **PLATO AND JEWEL** are current in the Walnut Room of the Bismarck Hotel, Chicago. . . . **BERNARD ZUPALL**, the mental magician, shoots us his final work of his series on memory tricks. Labeled *Cheer Knight Memory Feat*, it's a nifty for those who go in for mental calisthenics. . . . **ALBERT NAPKA**, veteran animal trainer and magician, in retirement the last several years returns to the field this month. He has a combo dog and pony act and magical presentation which he will call *Albert Napka's Magical Circus*. Doe Napka has given up his dance band to manage and book the unit. . . . **GEORGE L. HALL** (Melso), wintering in Indianapolis and playing an occasional date in the territory with his comedy magic, plans to launch a magic show under canvas in the spring.

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.

HARRY HAMBY—How's about the rumor that you and Anne Schley are on the verge? Several of your friends would like the low-down.

JERRY (THE LUG) BRESNAHAN is working Chicago night clubs for a change and had a nice holiday week with his folks.

Non-Theatrical Films

Conducted by THE ROADSHOWMAN
(Communications to 1564 Broadway, New York City)

Roadshowmen Bank on Publicity To Increase Takes During 1941

NEW YORK, Jan. 4.—With the nation settled down after the Christmas and New Year's holidays, roadshowmen over the nation are now mapping publicity campaigns to attract more people to their shows. Operators who play schools took advantage of the holidays to contact principals and superintendents to line up shows for the remainder of the school term. The herald type of publicity, in particular, is valuable to general roadshowmen playing rural communities, allowing the program to be exploited on the day of the show in sections served by weekly newspapers.

Roadshowmen who play areas off the beaten path report that the editors of small newspapers are generous with free space on the movies scheduled to appear in that section. Where roadshowmen have made personal calls on the editors and explained what the show includes and how it is being put on, refusal for free stories is low. Editors look upon non-theatrical movies in these sections as a public service, an operator said, and are glad to cooperate. Such stories are followed up with lobby and window cards and in many instances sound trucks are

used successfully in the bally. Publicity in schools is found to be comparatively easy for reason that the prospective audience is grouped and can be easily reached with news of the program. Announcements made at assembly or thru notices tacked on the bulletin boards in the buildings and over the campus have been found to increase attendances at shows.

Some school roadshowmen employ handbills. An operator who has 40 schools on his list at which he puts on a show a month, playing two shows a day for five days a week, uses this method of advertising. Since the films are booked for the year, this operator is fortunate in that he can estimate the number of handbills to be used. Using mats and cuts secured from the film rental libraries, the required number of handbills is printed. Number of circulars required never varies for reason that the roadshowman only takes on other schools to replace those on his list.

Religious Group Features Movies At Annual Dinner

PELHAM, N. Y., Jan. 4.—Drawing power of 1500, films was displayed here when the Holy Name Society of St. Catherine's Catholic Church featured movies at the eighth annual Father and Son banquet held in the auditorium of Pelham Memorial High School. Over 400 attended.

According to Richard Cummings, who with Jerry Carew and Joe Donnelly arranged the program, the event was the most successful ever staged by the society.

Program included *Football of 1940*, *Monarchs of the Ring*, *Wings Over World Wonders*, and *Yesterday Lives Again*. Between film showings, several acts appeared.

Threw was approximately 80 feet from the balcony of the auditorium. A 700-watt lamp was used and the picture was 10 x 12 feet.

Commenting on the show, Cummings said: "This event shows conclusively the field that can be profitably worked by roadshowmen. Since this was the most successful banquet of its kind ever staged in Pelham, there is every reason to believe that operators can contact church committees and secure additional bookings with similar events. Our program was comparatively short but arranged in such a way that a variety of entertainment features could be presented."

Other organizations at St. Catherine's have used movies in connection with entertainments and sponsored events.

Burly House Using Radio

BRIDGEPORT, Conn., Jan. 4.—Low-Poll-Lyric Theater here, Hirst Circuit house, now has announcements three times daily over local Station WIGC.

Hindu Wassau, local girl, who made her first appearance here in several years at the beginning of the current season, has been booked for a reappearance within the next couple of weeks.

RADIO CLEANING HOUSE?

(Continued from page 5)

Communications Commission as a result of the latter's chain broadcasting investigation. Prosecution of these other activities would follow later, and would call for preparation different from that for the music controversy.

Radio Trial Doubtful

Eve of federal attack on the music front finds considerable doubt whether the case against radio will ever go to trial, since there are reports that broadcasters are willing to put their house in order rather than face prosecution. Main reason behind this reported willingness is that continuation of alleged violations would subject the companies to colossal fines

for infractions subsequent to indictment by the grand jury. Inclusion of BMI and the chains in the attorney general's condemnation of ASCAP is said to have made broadcasters' faces very red. According to officials here, the radio companies feel a definite loss of prestige. Government men are inclined to think that broadcasters have "thrown their weight about" whenever mixing in political circles, and there is some amusement in fact that government "dared" to omit special courtesies to radio during the present controversy.

It was pointed out that the cost of defending the proposed criminal cases is likely to rise to high levels, and this fact is known to each of the parties.

BMI Revision

Attempts by attorneys for the chains to reach an understanding with the Department of Justice have already been made, according to some sources. However, they were told that the government was not interested in hearing a historical review of ASCAP and BMI. A revision in BMI's structure may be in the offing in order to avoid going to trial. The policy in this respect has already been laid down by Thurman Arnold, assistant attorney general, in the Ford and Chrysler cases. In this case, it is believed, the government's main interest in BMI is that it avowedly is out to smash ASCAP and to set up its own music monopoly.

According to lawyers here, the Department of Justice would agree to nolle prose an indictment of radio chains and BMI provided they suspend alleged violations and show the government an entirely new plan of operations which will keep within the law. If this is done, the department would present the plan to the court for its examination and approval.

So far as ASCAP is concerned, there is no indication here that a consent decree will dispose of its case. Altho Hollywood members are supposed to be urging capitulation to the Department of Justice, no move has been made by the Society. Inside story on ASCAP negotiations indicates that the Society's board had approved a plan of satisfying the government and that an agreement was ready to be inked in Washington when ASCAP suddenly changed its mind. This was said to be the doing of Gene Burk, president of ASCAP and one of the attorneys of firm of Schwartz & Frohlich.

Map Three-Year Battle

Now, it is claimed, the grand jury will get the case and, once indictment is obtained, any violations incurred while case is pending would result in fines should decision go against the composers. A three-year battle in courts is being mapped by the feds, and the different counts which pile up while case is pending could clean out the ASCAP treasury if the government wins, according to sources here. One result expected from the government's action is the structure of ASCAP will be entirely reorganized, as well as a complete change in its business policy. Some think that this would be a victory for the broadcasters.

ORCHESTRA ROUTES

(Continued from page 14)

Braider, Ted (Monte Carlo) NYC, no.
Stephenson, Charles (Pine Inn) Albany, N. Y., no.
Brody, Harry (Belvedere) Baltimore, h.
Stork, Lew (Gramercy) Chi, h.
Stryland, Don (Radisson) Minneapolis, h.
Stylian, The (Kitty Hawk Lounge) NYC, no.
Sullivan, Mickey (Lido Worcester, Mass., c.
Sullivan, Joe (Famous Door) NYC, no.
Swingates, The (Caseway) Muskogee, Okla., no.
Sylvia, Myrtle (Leon & Eddie's) NYC, no.
Sylvester, Bob (New Kings Youngstown, O., h.
Sylvio, Don (Bertolotti) NYC, no.

Tan, Jimmie (Kanfman's) Buffalo, no.
Terry, Frank (McVan's) Buffalo, no.
Thoma, Wit (Nat Amarello) Tex. h.
Thomas, Joe (MacFadden-Deauville) Miami Beach, Fla., h.
Thomson, Joe (Versailles) Miami, no.
Thompson, Lang (William Penn) Pittsburgh, Pa., no.
Thornhill, Claude (Mark Hopkins) San Francisco, h.
Tison, Paul (Comodore) NYC, h.
Todd, Eddie (Knickerbocker Gardens) Flint, Mich., h.
Toot, George (Star Club) NYC, no.
Tovar, Pedro (Henry Pittsburgh) h.
Trotter, Dick (El Morocco) NYC, no.
Trace, Al (Happy Hour) Mississippi, no.
Trovi, Buck (St. James Reading, Pa., h.
Tucker, Orrin (Edmore) NYC, h.

Uell, David (Alabam) Chi, no.
Valero Sisters (Carousel) Miami Beach, Fla., no.
Varel, Whitney (President) Atlantic City, h.
Varel, Tommy (Club Ball) Brooklyn, no.
Vera, Joe (Congress) Chi, h.
Vesse, Danny (College Inn) Phila., no.
Vento, Al (Morocco) NYC, h.
Verra, Pete (Coca Loma) Flint, Mich., no.
Viera, Al (Ivanhoe) Chi, no.

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No telephone advertisement accepted unless accompanied by prepaid order or money, as to reach publication office before noon Monday.

The Billboard reserves the right to edit all advertising copy.



Vol. 53 JANUARY 11, 1941 No. 2

Vinn, Al (Sportmen's Inn) Galveston, Tex., no.

Wald, Jerry (Child's Spanish Gardens) NYC, no.
Wald, Jean (Fort Hayes) Columbus, O., h.
Walker, Fats (State-Lake) Chi, c.
Walker, Lee (Blue Landings) Detroit, Dc.
Waxler, Ben (Arabian Pepper Club) Columbus, O., no.
Webb, Jack (Libby's Club Era) Chi, no.
Weeks, Adam (Melody Mill) Chi, h.
Weems, Ted (Hilvador) Milwaukee, c.
Werk, Lawrence (Trayton) Chi, h.
Whithead, Roger (The Dream) Washington, Dc.
Williams, Chick (Gay '90s Cafe) Phila., no.
Williams, Griff (Steven) Chi, h.
Williams, Sam (Riverwood Inn) Albany, N. Y., no.
Williams, Sande (Astor) NYC, h.
Wilson, Teddy (Cafe Society Uptown) NYC, no.
Wilson, Dick (Mon Paris) NYC, no.
Wilson, Ray (Miller's Comedian) Cincinnati, O., no.
Winston, Barry (Rainbow Grill) NYC, no.
Wolfe, Bob (New Dragon Club) Miami, Be.
Woodfield, Harry (Kiefer's) Canton, O., no.
Woods, Herby (Ben Franklin) Phila., h.
Wright, Charlie (Club Cuba) NYC, no.

Young, Eddie (Music Box) Omaha, no.
Zanillo, Doc (Brooklyn's Albany, N. Y., no.

Cutting It Short

By THE ROADSHOWMAN

Robert L. Alston, New Jersey roadshowman, reports that his policy of allowing sponsoring groups to select their own programs is still paying dividends. He has bookings lined up well into the year. Alston uses heralds, newspaper advertising and personal contacts to secure dates. At present he is concentrating on February shows and expects a big month with patriotic movies.

Among the operators who are planning a big outdoor season is Meyer Dwyk, who played Pennsylvania spots last year. Buddy Rogers in Dance Band, Tex Ritter in *Rolling Plains*, and war films were his money-makers. His programs will again run about two hours and will be rounded out with short subjects.

Juan Chico will soon announce his 1941 movie policy for the Book Forum. Non-theatrical films were featured at the lectures and gatherings last year and on New Year's Eve.

Dave Powell, Brooklyn roadshowman, is already making plans to take religious films on the road during Lent. Last year he made a 3,000-mile tour that took him as far west as St. Louis. He is associated with Herbert Faske, who has been playing club dates in and around New York.

New York libraries report that roadshowmen are finding movies for shut-ins a profitable field. These shows are given in orphan asylums, homes for the aged, convalescent homes, and similar places.

New and Recent Releases

(Running Times Are Approximate)

ARIZONA DAYS, released by Post Pictures Corporation. Story of an old-time minstrel troupe, stranded in a Western town, that ringer for a gang of rustlers. A rugged quest to their rescue and finds romance as well as trouble. Tex Ritter is featured and sings five songs. William Faversham and Ethelred Terry in supporting cast. Running time, 53 minutes.

WATER RUSTLERS, released by Post Pictures Corporation. Story of treachery on the range and fights for desperately needed water. Stars Dorothy Page, the singing cowgirl, with Vince Barnett in the comedy role. Running time, 59 minutes.

HASC BALL SETS NEW HIGH

Coast Club Host To Big Turnout At Holiday Feed

LOS ANGELES, Jan. 4.—Pacific Coast Showmen's Association's annual Christmas dinner, at which club plays host to all members, Ladies' Auxiliary, their families, and former troupers, drew a large crowd to the clubrooms here on Christmas Day. House Committee Chairman Leo Haggerty and Vice-Chairman Ed F. Walsh were in charge of arrangements. Dinner, which saw 463 pounds of turkey and all the trimmings served from 1 until 6 p.m. in the specially decorated clubrooms, got under way after invocation by Mother Minnie Fisher. During the afternoon an impromptu floorshow, featuring Hazel Harris, soloist, and Lawrence Buck, pianist, was staged.

Committee members included Norman Schue, steward; Mrs. Norman Schue, in charge of serving; Country Yager, chef; Mr. and Mrs. Hort Campbell were in charge of tables, assisted by Dutch McCarthy, Moe Eisman, George L. Morgan, L. M. (Roy) Barnett, Anthony Chontol, Tizzle Ritro, Jimmie McPherson, Dick Kanthe, Bill Lindseth, Oleta Yager, Curley Hollenbeck, Joe Horwitz, James R. Smith, Charles Gannon, and Holly Towers. John Pollitt was chief usher, with James Dunn reception committee chairman.

Guests

Pat Armstrong, Robert Bodkins, Teddy Metcalfe, John Howard, Mr. and Mrs. Hank Arnold, Paddy Salles, Ray Johnson, Harry LeMack, Dick Elber, Joe Glacy, Mr. and Mrs. Charles Prosser and daughter, S. J. Claman, Pat Murphy, H. L. and George A. Beckel, Mr. and Mrs. Pat Weiss, Dr. and Mrs. Ralph E. Smith, Mr. and Mrs. Cal Pipes, Harry C. Strickland, Don Parmore, Al E. Weber, Mr. and Mrs. Roy R. Davis, Joe and Peggy Steinberg, Al Mann, Beade Crail, Esle Gray, Dorothy Verner, Don and Martha Craner, C. Caplan, Russell Faulkner, Frank Mead, Eddie Kanthe, Joe Hudsouth, Beese Besette, Mr. and Mrs. T. T. Smith, Mr. and Mrs. Norman Crane, Robert Mitchell, Pierre Ouletete, Mrs. Joe and Lenora Horwitz, Betty Tidow, Roy Scott, John Phillipner, Edward Stoger, Audrey Tumbler, and Mr. and Mrs. Charles Nelson.

Mr. and Mrs. Frank Moran, Bill Helbing, Charles F. Haley, Ed Smithson, Mickey Gradia, Fred Haynes, Al and Bobby Fisher, Frank J. Morrison, Ben Beno, Harry Chipman, Frank and Mabel (See HASC CLUB HOST on page 33)

Art Lewis Gets 2 In N. C., 1 in Va; Jones Set as P. A.

NEW YORK, Jan. 4.—Art Lewis, head of Art Lewis Shows, announced gaining of midway contracts for Greensboro and Rocky Mount (N. C.) fairs and Lynchburg, Va.

Roy B. Jones, now in Texas with Pete Kortes' museum, has been signed as 1941 Press agent. He was formerly with Dodson, Sol's Liberty, Brown and Dyer, and other outfits. Will join in Norfolk quarters of shows some time in March.

Lewis, who said he will attend Eastern fair meetings, will route his show over the fair circuit with the assistance of his brother, Charles. They will also move it over the early still-date stands until a general agent is acquired for midseason still dates.

Lewis was in town to attend the New Year's party of the National Showmen's Association, of which he is first vice-president.

Judith Solomon To Pilot MSWC

Official slate elected by acclamation—Jane Pearson hostess at president's party

ST. LOUIS, Jan. 4.—Heading an unopposed slate of officials for 1941, Judith Solomon was elected president of the Missouri Show Women's Club at a combined business and election meeting in the clubrooms at the Maryland Hotel on December 19. Elected by acclamation along with the new president were Nell Allen, first vice-president; French Dean, second vice-president; Ethel Hease, third vice-president; Grace Goss, secretary, and Gertrude Lang, treasurer.

Installation will be held on January 18 in the parlors of the American Hotel, followed by a banquet in celebration of the 11th anniversary of the club. Grace Goss and Norma Lang represented the club at the luncheon given by the Ladies' Auxiliary, Heart of America Showmen's (See NEW HEAD OF MSWC on page 33)

League Stages Gala New Year's Eve Party

CHICAGO, Jan. 4.—Showmen's League of America held a New Year's Eve party that in every way far surpassed any of the similar parties held in past years. Heretofore it has been held in the League's clubrooms, which had only limited capacity. This time the party was staged in the Louis XVI Room and Crystal Room in the Hotel Sherman, where there were ample facilities for handling a large crowd. More than 340 persons attended and had a night of keen enjoyment.

Early in the evening an informal reception was held in the League rooms, where hors d'oeuvres were served, and about 9 p.m. the party started in the main room and continued until 4 a.m. An excellent dinner was served. All tables were provided with favors and noise makers. A peppy floorshow of six acts was presented and after the show there was dancing to an excellent five-piece band. All who attended were well pleased with the party, and it is predicted that with the splendid start made this year the next party will be even bigger. Lew Keller was chairman of the event and had the assistance of a capable committee.



RUTH MARTONE, who was elected president of the Ladies' Auxiliary, Heart of America Showmen's Club, on December 26, was inducted into office at annual installation ceremonies in the clubrooms in the Reid Hotel, Kansas City, Mo., on December 27. One of the first official acts of the new president was appointment of Virginia Kline as good-will ambassador for the auxiliary, with Clara Zeiger as her assistant.

Big Crowd Helps MSA Greet 1941

DETROIT, Jan. 4.—About 2,200, one of the largest crowds to attend an event staged by the organization, welcomed in 1941 at the Michigan Showmen's Association's annual New Year's Eve party in Eastwood Park's Grand Ballroom here. Brothers Ewell and Stahl were given much credit for the event's success. They handled the press campaign in excellent style and obtained daily spot announcements over local radio stations, in addition to landing several double-column spreads in this city's papers.

Doing a good job as ushers were Frenchie Williams, George Harris, Frank Wagner, Tommy Reiser, Art Frayne, Johnny Fox, Joe Burns, George Brown, Hymie Sobie, Lester Davis, Manny Brown, and Ben Morrison. Sammy Stone and Dick Ewell ably handled the reservations. Food and refreshments were provided by the Eastwood Catering Company. Acting Vice-President Hymie (See MSA GREET'S '41 on page 33)

Over 300 Out For Clincher

Week-long social activities round out one of club's most successful years

KANSAS CITY, Mo., Jan. 4.—Heart of America Showmen's Club's click 21st annual Banquet and Ball in the new Fiesta Room of the Hotel Phillips here on New Year's Eve rounded out one of the most successful years in the history of the club. With the crowd estimated at over 300, event set a new high in attendance in addition to polishing off an outstanding week of club-sponsored social activities. Annual party was preceded by a Christmas Party on Christmas, memorial services in the clubrooms and later in Memorial Cemetery here on December 28, and Ladies' Auxiliary Tucky Party and dance in the Hotel Reid on December 30.

Numerous showfolk and friends, who had been attending social affairs in the city, arrived too late for the banquet, but added to the big crowd on hand for the dancing. Don Torres' orchestra provided the music. At midnight, noise-makers, confetti, and horns were distributed and a veritable bedlam broke loose as guests greeted the new year. Midwest Merchandise Company held open house on the sixth floor of the hotel and entertained through the night.

Walls behind the speakers' table were festooned with American flags and a large silk banner bore the inscriptions, "God Bless America," and "We Are Proud to Be Americans." Seated at the table were C. F. Zeiger, representing Pacific Coast Showmen's Association; Dee Lang, International Association of Showmen; Mrs. Charles T. Goss, secretary Missouri Show Women's Club; Charis W. Green, International Association of Fairs and Expositions; Ben O. Roodhouse, Elt Bridge Company; J. F. Roodhouse, (See HASC BALL on page 35)

Bantly Shapes '41 Plans; Optimistic Despite Tax Hikes

REYNOLDSVILLE, Pa., Jan. 4.—Herman Bantly, owner-manager of Bantly's All-American Shows, told local press representatives this week that in his opinion the ever-increasing taxation imposed upon the various branches of the amusement industry will not hinder nor retard the carnival business in 1941. "The absolute necessity," Bantly said, "of raising huge sums of money for our national defense program has been clearly shown to the American people and our first experience with the 3-cent tax on a 25-cent ticket last season did not stop to any extent the patronage on the various rides or shows on which they were used."

Many improvements will be made on shows this year. Older rides are to be replaced with newer and more modern ones. Neon, which has been featured in the lighting equipment the past several years, will give ground, wherever possible, to the new fluorescent tubing. Bantly also said that more attention will be given to building permanent fronts on semi-trailer chassis, a method which has proven more efficient and longer lasting.

Additional members on shows' staff include John Purdue, press representative, formerly with indoor circuses and radio stations; H. M. Kilpatrick, former circus billposter; Percy Martin, promotion manager, who was general agent of Crystal Exposition Shows in 1940. L. C. (Ted) Miller has been retained as general agent, and William Witmote will remain as secretary. Joe Payne, formerly with John H. Marks Show, will be business manager.

PERSONNEL of the Novarro & Fuller's Parisienne Models tendered a surprise birthday party to Che Che Lamarr, feature dancer on the unit, at a Buffalo restaurant on December 28. She was recipient of numerous gifts and a huge birthday cake.



A FEW OF THE 200 UNDERPRIVILEGED CHILDREN entertained at a Christmas dinner given by the Ladies' Auxiliary in the rooms of the National Showmen's Association in New York. The top dish was turkey, of course, and the young ones were also provided with food and clothing, toys, and confections. Funds for the fête were raised by means of an extensive Penny Bog Campaign under the chairmanship of Mrs. George (Bess) Heid. A catered dinner for adults was also given at yuletide, and on New Year's Eve the rooms were thrown open to festivities, entertainment, and dancing, with about 300 attending.

List of Army Camps

Readers interested in U. S. Army Post Camps, and Stations will find a list of the running in installments in the Wholesale Merchandise Section of The Billboard. The first installment appeared in the issue of December 14. The fifth appears in this issue.

Showmen's League of America



Sherman Hotel
Chicago, Ill.

CHICAGO, Jan. 4.—January 2 meeting was transferred to January 3 because of the holiday, and meeting brought to a close club's holiday activities. President Frank R. Conklin returned from Florida and attended the meeting. L. S. (Larry) Hogan returned to hospital for further attention. Late news indicates Bob Hickey is resting well. Harry Hennies is in town but laid up with a bad cold. Rubin Gruber is still under a doctor's care at his Eastern residence. Jack Lydick writes that, although he's still confined, he has hopes of eventual recovery. Tom Rankine, Jim Murphy, and Tom Vollmer are still on the sick list. No late news came from Brother Arthur Hopper. R. L. (Bob) Lotmar and Sunny Hernet returned from Kansas City, Mo., and Fred Kressmann came back from the West Coast but left again on a business trip. Harry Hancock advised he will make a trip to New Orleans, and Ray Marsh Brydon phoned greetings from Toledo.

Bob Sugar closed at a local department store and Julius Wagner is back from a visit with relatives in New Jersey. Fred Donnelly spent the holidays in Boston. Sam Gluskin, J. C. (Tommy) Thomas, Omer Konyon, and L. C. Kelley were back in town for New Year's Eve. Maurice Hanauer spent Christmas in Tulsa, Okla. Past President J. C. McCallister returned from Florida, remained for the New Year's party and then left on a business trip. Bob Lotmar was off for the East. Brother Dave Miller is in town for a spell. Past President Ernie A. Young spent New Year's Eve under a doctor's care.

Chairman Lew Keller, supported by the house committee, put over a swell party on New Year's Eve. Event threatens to take its place among the highlights of the League, comparing favorably with the spring party and the annual banquet and ball. Bernie Mendelson and Nell Webb are off to a flying start in the 1941 membership drive. It looks as though both may win a gold life membership. Ned Torti was in for the big New Year's doings.

Ladies' Auxiliary

Auxiliary held its regular meeting on January 2 in the Sherman Hotel, with President Edith Streiblich presiding. Seated at the rostrum with her were First Vice-President Mrs. William Carasky, Third Vice-President Mrs. Bert Clinton, Treasurer Mrs. Lew Keller, and Secretary Mrs. Jeanette Wall. Invocation was rendered by Chaplain Mrs. Nate Hirsch. Correspondence and cards were read from Norma Lang, Grace Goss, Mrs. Courtemanche, Mrs. Louis Henry, Sally Rand, Midge Cohen, Evelynne Wishard Mueller, National Showmen's Association and its Auxiliary, Dorothy Traver, Mrs. Cora Yelton, Mrs. J. C. Woods, and Mrs. E. J. Owens. Mrs. Daisy Mae Hennies, Mrs. Max Kimmerer, and Mrs. Sam Gordon were elected to membership. Past President Mrs. Leah M. Brumleve, who represented the Auxiliary at Kansas City, reports she received a royal welcome and ovation at the Heart of America Showmen's Club ball. Past President Nan Rankine will leave for New York on January 6 to act as Auxiliary delegate at the National Showmen's Association's installation dinner.

Members elected Mrs. John O'Shea to represent the club at Missouri Show Women's Club, St. Louis, on January 18. Mrs. Leah M. Brumleve and Mrs. Nate Hirsch also plan to attend. Anne Sleyater was reported ill. Members were pleased to have Alice Hill (Pearl McGlynn) and Cleora Helmer at the meeting. A rising vote of thanks was given Past President, Ida Chase on her successful administration. Pearl McGlynn won the weekly award.

President Mrs. Joseph L. Streiblich selected these committees for 1941: Finance, Mrs. Marie Brown, chairman; Mrs. Henry T. Belden, Mrs. Mattie Crosby, Mrs. Edward A. Hock, Mrs. Ida Chase, Relief, Mrs. Fannie Pfister, chairman; Mrs. Margaret Frets, Mrs. Nellie Mador, Mrs. Ann Sleyater, Mrs. Mae Taylor, and Mrs. Ann Young, Entertainment; Mrs. Rose Page, chairman; Mrs. Pearl McGlynn, Mrs. Cleora Helmer, Mrs. Marie Hoffmann, Mrs. Ora Miller, Mrs. Bernice Simon, and Mrs. Cora Yelton; Press, Mrs. Robert H. Miller, chairman; Mrs. Albert Geiler, Mrs. Myrtle Hutt, Mrs. Charles McDougall, and Mrs. Julius

Latto, Ways and means, Mrs. M. J. Doolan, chairman; Mrs. Clara Hollie Barker, Mrs. Edward Hill, Mrs. Lew Keller, Mrs. Albert Latto, Mrs. John O'Shea, and Mrs. George Rollo.

Membership, Mrs. A. J. Weiss, chairman; Mrs. Henry T. Belden, Mrs. Leah M. Brumleve, Mrs. Edith Bullock, Mrs. Pearl Darling, Mrs. Jack Dondlinger, Mrs. Noble C. Fairly, Mrs. Margaret Pillo-grasso, Mrs. Charles T. Goss, Mrs. Edward A. Hock, Mrs. Hazel Harris, Mrs. Abner K. Kline, Mrs. Peter Korles, Mrs. Dee Lang, Mrs. Ruth Martone, Mrs. Halie McCabe, Mrs. Harvey Miller, Mrs. Michael Rosen, Mrs. Frank D. Shean, Mrs. Mattie Wagner, Mrs. J. C. Weer, and Mrs. Clara Zeiger, Chaplain, Mrs. Nate Hirsch, and sentinel, Evelynne Wishard Mueller. Board of governors includes Mrs. George Rollo, Mrs. Noble C. Fairly, Mrs. Abner K. Kline, Mrs. Charles T. Goss, Mrs. Mattie Wagner, Mrs. Peter Korles, Mrs. Ruth Martone, Mrs. Meta Eyerly, Mrs. A. J. Weiss, Mrs. Betty Hartwick, Mrs. Rachel Collins, Mrs. John O'Shea, Mrs. Rose Page, Mrs. Ann Sleyater and Mrs. Ann Young. Club will hold a social on January 9, with Mrs. John O'Shea as hostess. All members and friends are invited to attend.



National Showmen's Assn

Palace Theater Building
New York, N. Y.

NEW YORK, Jan. 4.—Club's annual New Year's Eve party proved a tremendous success with an attendance of about 300. New public-address system worked smoothly, and Secretary Sam Rothstein, in charge of the affair, gave a good crooning exhibition over it during community singing. President Max Linderman, with Mrs. Linderman and Mr. and Mrs. George Hamid and party, headed the tables set out on the floor and joined in the dancing, which lasted until 4 a. m. Palisades Amusement Park was well represented with Charles (Doc) Morris, Al and Joe McKee, Joe Weisman, and many others, who brought their wives and friends along. George Traver had a table with his party, as did the Ladies' Auxiliary president, Midge Cohen; Dorothy Peckman, Max Kasow, Tom Brady, Mack Harris, Sam Taffet, Jules Lasours, Daddy Simmons, and Paul Spitzer. George White, Kaus Shows, dropped in, as did T. W. (Slim) Kelley, Harvey (Doc) Cans, Gerald Snelkens, Adolph Schwartz, Freddie Phillips, Nick Elliott, Andre Dumont, Mrs. Harry Schwartz and family, Sam Finkel, Nate Weinberg, Jack (Mingo) Capria, Al Katson, Doc Morris Jr. and party, and Charles Holtz and party. Before the party broke up Vice-President Art Lewis dropped in to wish members a Happy New Year. Brother Ike Weinberg, in charge of the club's luncheon concession, had a crew of waiters working to serve all present.

Members are reminded that this year's NSA Day will be held June 17. Organization's first bingo party this year will be held January 19. A President's Birthday Ball will be held in the rooms on January 30 at the organization's donation to the National Foundation for Infantile Paralysis, Inc. Subscription will be \$1 per person, including refreshments and dancing.

Meetings in January will be held on January 8 and 22. "Big-Hearted" Benny Weiss has been a regular visitor to the rooms. Members were pleased to see Brother Billy Grouid up and around at the New Year's Eve party after having been confined to his home because of illness for the past two weeks. Brother Frank C. Miller is vacationing in Florida and soon will be joined by brothers Sid Goodwalt, Adolph Crowell, and George Traver. Treasurer Jack Greenspoon announces he will open an auction store in Brooklyn. Vice-President Oscar Buck recovered from the cold that laid him low at his home and is once again visiting regularly.

Birthday congratulations to Samuel Solomon, James A. Davidson, Paul Dahl, January 30 at the organization's donation to the National Foundation for Infantile Paralysis, Inc. Subscription will be \$1 per person, including refreshments and dancing.



Pacific Coast Showmen's Assn

623 1/2 South Grand Ave., at Wilshire
Los Angeles

LOS ANGELES, Jan. 4.—December 23 meeting was called to order by President Dr. Ralph E. Smith, with these officers also present: Joe Glacy, first vice-president; Everett W. (George) Coe, third vice-president; Ross R. Davis, treasurer, and Al E. Weber, secretary. Attendance totaled 186. Minutes of the last meeting were read and approved and bills were ordered paid. A standing vote of thanks was given Brother Norman (Dutch) Schue and staff, who conducted the big Christmas dinner in the club-rooms. It was decided to hold the dinner each year on December 25.

New applications were accepted and Joseph Wortzman, Asa E. Stroud, and John T. Parsons were elected to membership. Those present were asked to check the post office set-up in the foyer of the clubroom entrance since many folks still had mail waiting for them there. A short meeting was held on December 30, because the following night, New Year's Eve, closed the 1940 term. All joined in wishing each other a Happy New Year. Lunch and refreshments were served by Brothers Ben Beno, Nick Wagner, and Leo Haggerty.

Ladies' Auxiliary

Meeting on December 30 marked the annual birthday party of the club and a big crowd was on hand. Since it was a rainy day, a meeting at which President Nina Rodgers presided, much handshaking was in evidence, with many complimentary speeches and well wishes being directed at the outgoing officers. Committee reported that everything was in readiness for the installation dinner at the Alexandria Hotel, and arrangements were made to take care of more than 100.

President Nina Rodgers called the December 23 meeting to order. Other officers present were First Vice-President Babe Miller, Second Vice-President Edith Walpert, and Secretary-Treasurer Vivian Gorman. After a brief meeting the Christmas party got under way with the PSCA playing host. A big Christmas tree was placed on the rostrum by the house committee and gifts were presented to each one in attendance.

Estelle Linton played Santa Claus in the absence of club's regular Santa, Florence Weber. Meeting also marked the return of President Rodgers after several weeks' illness. Vice-President Miller was complimented on the manner in which she handled the chair during the president's absence.

Heart of America Showmen's Club

Reid Hotel
Kansas City, Mo.

KANSAS CITY, Mo., Jan. 4.—Regular meeting on December 27 was called to order by President Harry W. Hennies with Secretary McGinnis and Treasurer Altschuler present. Attendance was largest of the year, many out-of-town members having arrived in time for the annual Banquet and Ball on New Year's Eve. Brother H. S. Smith, superintendent of Carlin Park, Baltimore, arrived just in time for the meeting, and other out-of-town members on hand were Brother T. A. Foster, Fulton Bag & Cotton Mills, Dallas; Brother Carpenter, Oswego, Kan., and Brother Taylor, concessionaire Fairly and Little Shows. Last meeting's minutes and financial report were approved.

Communications were read by the Secretary from Pacific Coast Showmen's Association, Los Angeles, delegating Brother Doe Zeiger as its representative at the banquet. Showmen's League of America appointed Brother Ned Torti as its representative. Charles Lentz, who sent the club a crate of oranges from Florida, lettered, and Brother Al Baysinger wired that Mrs. Baysinger is in a hospital suffering with pneumonia and that doctors hold little hope for her recovery. Mrs.

Evelyn Snyder, wife of Brother Bill Snyder, underwent an operation at Leeds Hospital last week. She is reported to be recovering. Brother Dave Stevens, who has been confined in his home, returned to Research Hospital for a minor operation. Brother Tommy Martin, cookhouse operator, was among the out-of-towners on hand.

Brothers Doc Brown, Bill Wilcox, Sam Benjamin, Frank McDow, Jack Moon, George Howk, James T. Porter, and H. V. Eyring Jr. assisted at the Mayor's Christmas Tree Party at Municipal Auditorium. Event was in charge of Brother Harry Duncan, who has officiated at the function the past 12 years.

Members gave a standing vote of thanks to Brother C. F. (Doc) and Mrs. Zeiger for the luncheon which they tendered the club after the meeting under supervision of the Ladies' Auxiliary. Brother Frank Ellis returned from a trip to Waterloo, Ia., where he has been visiting relatives.

Ladies' Auxiliary

Holiday activities for the auxiliary began with the Christmas Party on Christmas night after the party for poor children was held in the afternoon. All brought a small present for the tree. After members were seated, music was rendered by May Wilson and each one received one of the presents. Then ice cream and cake was served. Installation on Friday followed a short meeting held earlier in the evening. As three new directors were to be elected (three automatically being dropped each year) nominations from the floor resulted in election of Elizabeth Yearout, Guss Zeiger, and Peggy Reynolds. Mattie Howk, entertainment committee chairman, then presented club with red and white aprons for the 10 women on her committee. Ruth Ann Levin made and donated them to the club. She could not make the presentation, having remained at home, because of a cold. A bouquet of chrysanthemums was sent by William de L'Horbe Jr. from his home in Oregon, Ill. A letter of thanks was sent him.

Many Christmas cards sent to club were read by the secretary. The meeting was then adjourned and installing Officer Myrtle Duncan took over, instructing the officers of their duties. She then inducted President Ruth Martone, First Vice-President Lettie White, Second Vice-President Blanche Francis, Secretary Loreta Ryan, and Helen B. Smith, treasurer. After directors were given instructions, Mrs. C. W. Parker, retiring president, presented the gavel to Mrs. Martone, and thanked all members for their co-operation. President Martone's first official act was the appointment of Virginia Kline as good-will ambassador, with Clara Zeiger as her assistant. Doors were thrown open then and beer and sandwiches, donated by C. E. (Doc) and Clara Zeiger, were served members of both clubs. Open house was held Sunday night, with Mattie Howk in charge. Jack Moon was bartender.

Michigan Showmen's Association

DETROIT, Jan. 4.—December 30 meeting was called to order by Acting President Hynto Stone. Secretary Robbins, Treasurer Rosenthal, and Vice-President Baker were the other officers present. Several discussions pertaining to changes in the bylaws were overruled by the chair. House Chairman Sobie reported a good profit on concessions. New members included Nick Thomas, Sam and Ben Gold, Harry Sobie, and Art Kazan.

Sick committee reported that Leo Lipka and Dutch Croy are showing some improvement. Custodian McKernan continues to keep the clubrooms in order.

WANTED FOR FLORIDA FAIRS

Starting Jan. 14 and Next Summer
Girls for Displays, Working Mrs. Violet Sellers,
Boss Caravans and any Act for Booking Shows
Show this winter and Sit-Down Show this summer.

CORTIZ LOWRY

ROYAL AMERICAN SHOW
TAMPA, FLA.

ROGERS GREATER SHOWS

Want Concessions for 1941 Season.
P. O. BOX 185, HUMBOLDT, TENNESSEE

Midway Confab

(Communications to 25-27 Opera Place, Cincinnati, O.)

"HE has a fair-shopping face."

SIDE-SHOW owners of note, Mr. and Mrs. Ted Metz are comfortably situated in their new home in Compton, Calif.

WINTERING in Los Angeles, after spending the White City Shows last season is Edward (Stoggy Mike) Smithson.

EDDIE WELSH infos from Laurel, Miss., that he plans to make the Slippery Gulch promotion in Meridian, Miss., which is under direction of James Rates.

"WANTED"—Ministers Without Portfolio to stay away from this show."

MRS. R. C. PFISTER, wife of the special agent for Sunset Amusement Company, is at home in Jefferson, Ind., recuperating from an operation.

MR. AND MRS. AL NORRIS have the photo concession at the Corpus Christi, Tex., cafe after a successful season with the Blue Ribbon Shows.

BILLY TIRKO, well-known juggler and balancer, who has joined the International Congress of Oddities, not only knows how to juggle but how to sell his act.

ARMY POST, Indianapolis, Terry Shad reports.

ABE AND EDNA FRANK card from Gaultier, Miss., that they are still at the fishing camp there and that their son, Buddy, came on from Clarksdale, Miss., to spend the holidays with them.

FIRST to open in the spring and last to close in the fall. Could it be "early springing" and "late falling"?—Oscar the Ham.

DON BOY JOHNSON, ride foreman with United American Shows, writes from Ocean Springs, Miss., that he is taking things easy this winter and that fishing is good there.

CAPT. FRED CLARK cards from Miami that he will have his motorhome and Loop-o-Plane on the Blue Ribbon Shows again and will open on the fairgrounds in Columbus, Ga., on April 1.

PERCY MARTIN, well-known general and special agent, has signed as promotion manager of Bantley's All-American Shows. Last season he was with Bunt's Crystal Exposition Show.

GENERAL MANAGER of the shows bearing his name, Herman Bantley has

Address, Gen. Del.

I HAVE just visited the winter quarters of the Gate & Banner Shows, which gives their address as General Delivery, Grant Hill, S. D. The building is a mammoth structure, built entirely of native rock. It has an impressive appearance, with its monster pillars, revolving doors, and towering six stories. At all hours of the day there are men on duty at different wickets. Peering thru the wickets, I could see men in blue uniforms working at fever heat on the lower floor. There were lined up at many windows endless streams of people that I took to be performers and workmen or perhaps fair secretaries signing up for the 1941 tour. Evidently the show has some kind of a tie-up with the government and keeps one man busy selling stamps. Believe me, carnival business is at its peak!—ROAD MAP JOHNSON.

OPERATOR of Margo's Pony Rides, Margo Bassett pencils from quarters in Springfield, Mass., that she plans a comeback in 1941 following a rough 1940 season, which saw her lose her ring and equipment and four ponies in a fire.

RISE BOY No. 1—"The boss is the most even-tempered I ever worked for." No. 2—"Whatcha mean, even-tempered?" No. 1—"I mean he's mad all the time."

ANIMAL-SHOW operator with the Sunburst Amusement Company, Louis Augustino received a new top for his attraction as a Christmas present from his wife, Kay. The Augustinos are wintering in Alma, Ga.

CONCESSIONAIRES with Buckeye State shows, Harry Kimmel and F. A. (Doc) Angel, who had the peanut and popcorn stand at Guilford (Miss.) Air Show on December 22, have returned to Hattiesburg, Miss., for the winter.

RISE FOREMAN at quarters of Craft Enterprises in North Hollywood, Calif., include Jake Boyd, John (Tiny) Dempsey, Joe Duran, Pat Murphy, Harold Mosier, Glen Wells, Horatio (Philby) Vanickie, W. H. McCormack, and Roy Shepperd.

FAMOUS Last Words: "What's the use of sending our agent out now to book fairs when there will be lots of good fairs left at the last minute?"

PATSY and Her Musical Mountaineers, with the International Congress of Oddities, who use electrified instruments designed by themselves, make 15-minute broadcasts daily from the museum floor by remote control.

ALLEN KLASSEN has booked his Gang Busters Show with the James E. Stratee Shows and will arrive in the shows' Savannah, Ga., quarters soon to

PENNY PITCH GAMES
Size 40x46", Price \$23.00.
Size 48x54", Price \$33.00.
Size 54x60", Price \$43.00.
With 1 Jack Pot, \$33.00.

PARK SPECIAL WHEELS
80" in Diameter, Beautifully Painted. We carry in stock 12-16-20-24- and 30 number wheels. Price \$12.00.

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VIC HORWITZ
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NOW BOOKING SHOWS AND ATTRACTIONS FOR 1941 SEASON.
Address: H. V. PETERSEN, Mgr., Joplin, Mo.



CARNIVALITES attending the opening of Rogers' Corner stageshow in New York the day after Christmas: Top, left to right, Mr. and Mrs. Ernest Delabatt, of Johnny J. Jones Exposition; George F. Whitehead, Kansas Exposition Shows; Art and Ben Lewis, Art Lewis Shows; and Joe Rogers, operator of the town's newest streamlined restaurant. Bottom, Gerald Snellens, of World of Mirch Shows; T. W. Kelley, formerly of shows and now "free-lancing," and Jim McHugh, p. a. of the show.

CONCESSION ops do NOT always make the best show executives. A little authority is sometimes dangerous.

DARLIE WANDER (Hoppie, the Frog Boy), with the International Congress of Oddities, is also an ace pitcher. This is his 20th year as a side-show and museum attraction.

HAVING recovered from a recent illness, John Miller, of the finance department of the Pacific Coast Showmen's Association, Los Angeles, is a regular at club meetings now.

FRANK ZORDA cards from Macon, Ga., that the holidays helped the museum business there and that many showfolk have been visiting the unit. The show will go to Fitzgerald, Ga., from Macon.

SHOWMANSHIP sells a show. Many a weak one can be covered up to some extent with—showmanship.

MR. AND MRS. SIDNEY HOEY, corn-game operators with United American Shows, who are spending the winter in McLawin, Miss., were reported under the weather with the flu last week.

VET GENERAL AGENT Thomas Alton is comfortably set this winter in his position as cafeteria chef at the Salvation

returned to quarters in Reynoldsville, Pa., from Florida to supervise construction of new fronts.

COOKHOUSE Gossip: "He'll make a swell executive for any show, as he knows one State thoroly."

MR. AND MRS. RAY MILLIRON have returned to their home in Reynoldsville, Pa., after closing a 41-week season with Bantley's All-American Shows, where Ray was Rolloplane foreman.

SECRETARY of Bantley's All-American Shows, Bill Whitmore returned to his Pennsylvania home in time to shoot a seven-point buck on the last day of the hunting season.

MUCH new territory will be played next season. Some of the towns we played two weeks last year will be played only one week in '41.—Raw Deal Shows.

AMONG showfolk sighted in Corpus Christi, Tex., recently were Bobby Haire, Cleve Reeder, Clyde and Maxine Alstrook, Harry and Pete Lantz, Fred Ellis, Roy Rahn, and Wayne Hornon.

AFTER a Southern jaunt on which he obtained several contracts, J. C. (Tommy) Thomas, general agent of the Johnny J. Jones Exposition, spent the holidays with relatives in Dover, O.

"BEST INVESTMENT"

"The long service, economy of operation and sure profit make the No. 5 BIRD ELL. It's the best investment you can make."—write Carl Byers, of the Byers Brothers' Shows. Whether you are starting or have been in ride business many years, BIRD ELL. Provides you a safe place for your money.

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THE IMPROVED CHAIRPLANE CARRYING 24 PASSENGERS.



The Chairplane can be had in two heights with 18 ft. and 22 ft. towers, making the entire height 26 ft. and 30 ft. The 18 ft. tower ride is shorter, more convenient, can be operated on smaller space and under most trees and overhead wires. Newly arched exit and entrance with auto-escape slides. Good fare used added at no extra cost. Please write for price and description.
SMITH & SMITH, Springville, Erie Co., N. Y.

superintendent construction of a new front for the attraction, Dick O'Brien reports.

NOWADAYS when you meet a trooper carrying a pad of needles you don't know whether he's a human pie cushion or just out musing awfully.—Crescent Pelou.

DR. G. HEWE BARNHART, company physician of the Johnny J. Jones Exposition, recently accepted a position for the winter in the office of Dr. F. Frame in Buffalo. He plans to resume his duties with the Jones organization in the spring.

LEONARD BOSS, of Ross and Ross, champion pug puncher, draws sports writers as well as patrons when he punches five bags simultaneously. During the Eckhart, Ind., engagement of the International Congress of Oddities, the Bosses were invited to appear at school gyms for demonstrations.

IN rummy it's, "When in doubt, then throw an ace." Some rummy-dealing showmen are always in doubt on pay day with that proverbial "ace."—Slide Show Sal.

FRANK ZERADO-VERA PATT TROUPE has been working steadily around Seattle, Wash., since closing with Patrick's Greater Shows on August 4. Zerado closed a four-week stand at a local department store with his dog act and will leave for California.

CHALKING UP one of their best holiday seasons in years in Plainfield, N. J., were Jack Galbreath, schoolbook operator, the Ray's Kiddie Band, and Harvey Bratton, all of whom trouped under the same banner at one time. Gallup reports they will probably all go out together again in 1941.

MANAGER of the Famous Bicycle Shows explains why he criticized his g. a. for booking one blank out of seven. He insists that in these days and times all fairs must be red ones.

GIRL-SHOW operator Joe McNamara, who recently closed a successful season with West Bros. Shows despite much inclement weather, visited The Billboard Cincinnati office on December 31. He's spending the winter driving a truck between Chicago and the Queen City, but plans to return to the road in 1941.

"THERE ARE a number of outdoor showfolks here awaiting reopening of Jack Ruback's Alamo Exposition Shows and A. Obadiah's Texas Exposition Shows at Brownsville, Tex.," cards Bobbie Burns from San Antonio. "The John Hutchins Modern Museum is in the Alamo Plaza with a good line-up of attractions working to okish business."

HOSS-RACE betting proved a big success in 1940. It paid millions in profits and taxes. Many of the trouping fraternity who can't pay for groceries this winter helped to carry on the good work.

PENNY, faithful canine friend of all on the Conklin Shows for the past 12 years, died at show's quarters in Brantford, Ont., last month. He was one of the oldest members of the organization and one of the best known. He was first on the lot with the Penny Arcade lead and never left until the last lead had been removed.

CONCESSIONAIRE and electrician C. N. Andrews has returned to his home in Harrisonburg, Va., from a local hospital, where he had been confined with severe burns sustained on November 9, when his home trailer was destroyed by fire. He was electrician and The Billboard sales agent with De Luxe Amusement Company last season.

AFTER you've tired an audience with flag waving to milk applause, try telling them what a wonderful audience they are. This, as a

rule, will usually make them clap and cheer.—Colonel Patch.

RAY MARSH BRYDON and bride, the former Theresa Adkins, are spending the New Year's Eve here and there. He manages to either call by long distance or fly to the show for short stays. The International Congress of Oddities has been going strong, even during the supposed-to-be-off holiday season, reports Starr De Belle, publicity director.

LOOKS as tho the Duke & Shilling Oddsless Midway and Amusement Company is filling an order for 200 pounds of basses, 10 palms, 50 needles, and over 2,000 yards of new patching.—John Onceycar, p. a.

FORMERLY with the Johnny J. Jones Exposition and World of Mirth Shows, Mrs. Sam Burris is recovering at her home, 127 East Martin Street, Litchfield, Ill., from injuries sustained on Christmas Eve when the car in which she was riding with her husband and another passenger, G. Hohndell, was sideswiped by a truck. Impact overturned the vehicle and threw it into several feet of water, demolishing it. Mrs. Burris would like to read letters from friends.

PRESS AGENT of Cetlin & Wilson Shows, Raymond D. Murray writes from Petersburg, Va.: "I'm holding down the position of expeditor at Fort Lee, army encampment near here, and seeing to it that what amounts of lumber and other supplies are on hand for construction of barracks, mess halls, storehouses, and officers' quarters. About 5,000 are quartered here. Will rejoin Cetlin & Wilson Shows at season's opening. Head expeditors at camp are John Kelly and Messrs. Lawrence and Shepherd."

THE 1940 TRAFFIC TOLL in Hillsborough County, Florida, amounted to \$5 when Henry Strickland, 10-year-old son of J. B. (Smookey) Strickland, manager of the Hillbilly Show on Southern States Shows, was struck and killed by an automobile as he was crossing State Road No. 23 at the south end of the Ruskin, Fla., inlet bridge. Eye-witnesses to the accident exonerated Cecil R. Burnett, of Gillette, Fla., of all blame in the accident. Young Strickland died while en route to a Tampa, Fla., hospital. His mother collapsed at the hospital and was under a doctor's care several hours.

COAST CLUB HOST (Continued from page 29)

Bennett, Nina Rogers, Capt. W. D. Ament, Fern Chaney, Mr. and Mrs. Alex Stewart, Moe Levine, Sam Abbott, Henry Lidell, Al Kurtz, James Dunn, Zack Hager, Anna and Joe Meticelli, Mariotti Helman, Jean Harmon, Walter R. Moore, Lewis Van Melter, T. Kenneth Archibald, Otto R. Adams, Martha Holman, Fred Jordan, Ed Martin, Le Roy Ross, Mr. and Mrs. Leo Haggerty, Mr. and Mrs. Max Mednick, Mr. and Mrs. W. G. Smith, Charles and Edith Walpert, Jewell Taylor, John Heaton, Mrs. Anne Thompson, Olen Whitteland, Spencer Roberts, Mrs. James D. Smith, Jewell and James D. Smith Jr., St. Perkins, L. Uselton, Mother Minnie Fisher, Mike Collins, B. Colbert, Gwendolyn and J. E. Clark, Bob Nichols, Mr. and Mrs. Bob Perry and Betty Perry, Mr. and Mrs. Cliff Patterson, Mrs. Lenora Stout, Theo (Whitey) Aldrich, Mr. and Mrs. Everett W. (George) Coe, M. H. Ellison, Mr. and Mrs. John H. Houghtaling, Dave C. Vanderbilt, Richard Gowdy, Charley Greiner, Mr. and Mrs. Ed F. Walsh, David E. Cohen, Mr. and Mrs. B. L. Sallee, Albert Laury, Don Quinn, Mr. and Mrs. Jessie Loomis, Ray Couch, Capt. Charles Soderberg, Lee Timney, Fritz Leonard, Lucille King, Ruby Marietta, Mr. and Mrs. Bert Harris, Rocky and William Harris, A. H. Montia, and Ted and Marie Le Pora.

Dick Hunter, Norman Peel, Nick Wagner, Harold Hinkle, Arthur Hockward, Johnny Kearns, Victor Bitti, Claude and Leona Baris, Paul Morton, Vivian Gorman, Al Pine, Mr. and Mrs. Jimmie Davidson, Allertta Loomis Foster, Clara Leo, and Mr. and Mrs. Fred Mortensen; O. F. Lewis, Mr. and Mrs. Harry C. Rawlings, Mr. and Mrs. Joe Damsell, Mrs. Lillian Haman, Sam Roscoe, Mr. and Mrs. Al Stroud, Jack Brooks, Earl Duley, Blackie Ford, Don Wentz, Frank P. Redmond, Earl Harvey, Robert Bates, Vic Lopez, Clyde and Topsy Gooding, Ben Billingsley, Al (Klondyke) Rosen, Jack Smith, Dan Stover, Bill Moffet, Mrs. Norma Burke, Mrs. Harriet Leonard, Walton de Pellaton, Mr. and Mrs. Frank Forrest, Mr. and Mrs. William H. Hobday, Mr. and Mrs. Harold (Pop) Ludwig, Nate Miller, Mr. and Mrs. Fred Stewart, Josephine Foley, Mr. and Mrs. Bob Bar-

nard, Fred Haynes, Moe Eberstein, Mr. and Mrs. Emer Hanson, Mr. and Mrs. Louis Riek and son, Mr. and Mrs. Kenneth Guller, Jim Campbell, Stella Linton, Harold Lear, Mike Smith, Max Kaplan, Alice P. Jones, James G. Gallagher, Bob Chapman, Mrs. Mary Kay and daughter, and Mr. and Mrs. Bill Williams.

Mr. and Mrs. Ralph Balcom, Stewart Mills, Bobby and Mr. and Mrs. John Ellis, Joe Goodman, Frank Glendon, Mrs. Maxwell Casar, Mr. and Mrs. Archie S. Clark, Bobbie Robbins, Mr. and Mrs. Chris Olsen, Harry Wallace, Mr. and Mrs. John T. Beckman, J. Miller, W. S. (Dad) Parker, Charles Mitten, Mr. and Mrs. Ted and Betty Corey, Maxwell Katz, Blossom Robinson, Mr. and Mrs. Lloyd Hole and family, Bill (Pop) Shover, Theron Christofferson, Ralph Hanson, Mr. and Mrs. Dick Kante, Mike and Peggy Stralac, Hum Wasinger, Eddie Edwards, Harry Horton, Mr. and Mrs. Tony Tumbas, Bill and Bill Strode Jr., S. Cook, Mr. and Mrs. Pete Hunt, Sis Dyer, Danny Hanson, Jack Church, Mr. and Mrs. Buddy Kelly, Mr. and Mrs. Ted Metz, Mr. and Mrs. George Surtees, Mr. and Mrs. G. Seitz, Mr. and Mrs. William Hurd, Bill (Red) Lowmyer, Mr. and Mrs. Will Z. Smith, and Pete Woodward.

Guy Cole, Reggie Marston, Carl Martin, Ely and Mr. and Mrs. Lewis Backgulper, Frank S. Platten, Jeannie Schreiber, Harry B. and Martha Levine, Doc Harris, Martha Relly, Mr. and Mrs. Ted Levitt, Mr. and Mrs. Al M. (Moxie) Miller, Mr. and Mrs. Robert Myers, Walter Raymond, Mrs. E. Bance, Mr. and Mrs. William E. Groff and family, Luther Waite, Tommy Milba, Dale Petros, Virgil Greeno, George Wilberforce, James O'Brien and daughter, Mr. and Mrs. Henry Taylor, Mr. and Mrs. Bud Rasmussen, Mrs. E. McCarthy, Stanley Koeln, Sammy Franko, Ralph Lacey, Mr. and Mrs. Robert Scoulson, Otto Houba, Meyer Schlem, E. N. (Dad) Workman, Louis Wald, Sammy Coome, Mr. and Mrs. Lou W. Johnson, George McCarthy, Lawrence Buck, Johnny Bush, and Georgia Buresch.

MSA GREET'S '41 (Continued from page 29)

Stone, in a brief address, thanked all for their efforts in putting the event over.

Treasurer Lou Rosenthal provided names for patrons' amusement, and Secretary Robbins was active in obtaining new members and collecting dues.

NEW HEAD OF MSWC (Continued from page 29)

Club, Kansas City, Mo., on December 20. Annual election preceded by two days the President's Party held in the club-rooms by President Anna Jane Pearson. Before partaking of a sumptuous dinner, imported from Ramsey, Ill., home of the Pearson Shows, guests played various games and each received a gift off the huge Christmas tree set up in the room. In attendance were Mr. and Mrs. Dee Lang, Mr. and Mrs. Francis Dean, Mr. and Mrs. Tom W. Allen, Mr. and Mrs. A. C. Gulliana, Mr. and Mrs. George Davis, and Mr. and Mrs. L. C. Lang. Mr. and Mrs. George Jacobson, Mr. and Mrs. Don and Powell Leonard, Emer Brown, Harry Coulson, G. C. Davidson, Mrs. Grace Shertill, Mrs. Irene Burke, John and Crawford Francis, Mrs. Peggy Smith, Emil Schonberger, Tom Shanley, John J. Sweeney, Dan J. Meggs, Mildred Laird, and Irwin F. Brown.

EVANS' LONG RANGE SHOOTING GALLERIES. PERFECT FOR TRAINING! Ideal for developing marksmanship, sharp-shooting, etc. Free Catalog of complete Shooting Gallery Equipment. H. C. Evans & Co. 1520-1530 W. Adams St. Chicago

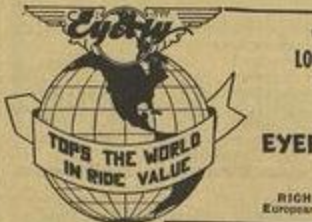
3000 BINGO Heavyweight cards, black on white. Wood markers, 100 cards, \$5.00; 150 cards, \$8.25; 200 cards, \$11.25; 250 cards, \$13.75; 300 cards, \$16.50. Per 100, \$5.50.

3000 KENO Made in 20 sets or 100 cards each. Played in 2 rows across the cards. Per set of 20, \$1.25. Light-weight cards, per set of 100 cards, tally cards, calling markers, \$2.50.

LIGHT WEIGHT BINGO CARDS Black on white, postal card thickness. Light-weight cards, per set of 100 cards, tally cards, calling markers, \$2.50.

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PACIFIC COAST SHOWS. Will book Pearly White, Wonder Dog and Pony Show, Monkey or Animal Show, Concessions, Milt Camp, Cigarette Gallery, Hoop-La, Photos, Long Range Lead Gallery, Pop-Corn, Candy Floss, Balloon Jests, Penny Arcade, Cook House for sale; will book same, BOX 451, MONROE, WASH.



Consistent Money Makers LOPO-PLANE-OCTOPUS-ROLLO-PLANE The New Ride Sensation FLY-O-PLANE EYERLY AIRCRAFT CO., SALEM, ORE.

REYNOLDS & WELLS. OPENING FEB. 25TH, MINERAL WELLS, TEXAS, FAIR & LIVE STOCK SHOW. WANT P.I. Show Manager with ext. all new equipment inside and out. LOWERY HOTEL ST. PAUL, MINN. January 18th to 17th

WEST BROS.' SHOWS NOW BOOKING SHOWS AND ATTRACTIONS FOR 1941 SEASON. 411 PARK AVE., HOT SPRINGS, ARK. Crystal Exposition Shows New looking Shows and Concessions for 1941. W.H. Herby, Exhibitor and Electrician. Address: W. C. J. BUNTS, Crystal River, Fla.



PRINCIPALS in the wedding celebration held in the clubrooms of the International Association of Showmen in the Maryland Hotel, St. Louis, on December 19. Left to right: Hal Olsen, best man; Owen Grubbs Jr., groom; Ann Forsaech, bride, and Virginia Byrd, bridesmaid. The newlyweds are holding the "pot of gold" presented to them by members of the association.

admissions were over 40,000 and all attractions clicked. Among rides the Rocket took top money, with the new Spitfire in second position. Norman Wolf's new Casino did best business among shows. There were 61 concessions on the lot. Shows' new light towers made a good flash.

Coast Christmas Show Folds

LOS ANGELES, Jan. 4.—Christmas Show, which opened in the Miracle Mile area here on November 19 for a 37-day run for benefit of British war relief and was billed to run an additional seven days, closed on December 25 because of poor business. Waldo T. Tupper directed the show, assisted by Carl Sonitz and Jack Stratton. Show was underwritten for \$47,500. Poor publicity broke because of free Christmas shows put on by merchants in the downtown area and weather too cool for a canvas attraction were said to be responsible for poor business. Units of Crafts' Enterprises played the show for five weeks and made some money with a cookhouse, Skooter, Merry-Go-Round, Ferris Wheel, and several Kiddie rides, reported General Manager Roy E. Ludington.

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

By STARR DE BELLE
 Searby, Fla.
 Week ended January 4, 1941.
 Dear Editor:
 Here the midway enjoyed the company of the usual after-Christmas broken crowds. Nightly the grounds were packed with thousands who merely wanted to see what the show had to offer in the way of amusement and to spend their time liberally. The holes in the fences and the boys on the sidewalk helped to fill the lot with people who did not have the price of a theater ticket. Before the week was over the bosses decided to tear down the high free act and to erect it downtown on the main drag to eliminate traffic congestion, as thousands of cars filled with spectators were completely surrounding the show to watch the act from the streets. That move proved to be a bad one. The local merchants advertised the act and put on a free street

dance and kept all business houses open until midnight.
 Several families living around the lot objected to the switching of the free act because they had to dress and go to town to see it instead of seeing it from their roofs and upstairs windows. Then, to top it all off, several of our independent showmen started beefing, claiming that their help were complaining about not getting paid off in full, due to the free act being moved, and for being put on half salary because they could only hear the band play. The spokesman for the indie operators further claimed that his help refused to write home for money to pay Social Security taxes on their thrill and musical payoff. Known as the little showmen with the big hearts, the bosses quickly squared the

(See BALLYHOO BROS. on page 39)

Advertising in the Billboard since 1905
ROLL TICKETS DAY & NIGHT SERVICE
FOLDED SHIPMENT WITHIN 24 HOURS WHEN REQUESTED
 ★ Absolute Accuracy ★ Dependable Delivery ★ Finest Workmanship
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 Above prices for any wording desired. For each change of wording and color add \$3.00. For change of color only, add 50c. No order for less than 10,000 tickets of a kind or color.
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 ONLY 5c, 10c, 15c & 20c
 1 ROLL.....50c
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WELDON, WILLIAMS & LICK
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 IF ADMISSION IS OVER 20c NAME OF THEATRE AND TAX MUST BE PRINTED ON TICKET—FEDERAL TAX IS ONE (1) CENT FOR EACH TEN (10) CENTS.

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 There are three good reasons why smart Concessionaires buy their Popcorn Supplies from us
1—HIGH QUALITY **2—LOW PRICES**
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 Write for Our New Fall Price List and Our Special Offer on New Popcorn Machines.
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WANT **WANT**
JAMES E. STRATES SHOWS, INC.
 Illusion Show, Hawaiian Show, Side Show, Colored Revue and party capable of handling Lion Motor Drums. Will furnish complete outfit to capable Showmen with real worth-while attractions. Can place Pony Track, also legitimate Concessions; will sell exclusive on Photo, Palmtree and Basketball. Want to hear from Billpostar with Car, Trainsmaster, Electrician and Neon Man. Want to hear from the following people: Harry Bus, Robert Curtis, Bob Lee, Wendel Kutz, James Thompson. Can place Workington in all departments: Hot Air Train, Crow, Tractor Drivers and Porters for tractors, Assistant Electricians. A good route of 2000 Days and fourteen of the best Eastern Fairs, including New York State Fair, Syracuse, N. Y., and York, Pa. Address: JAMES E. STRATES, WINTERQUARTERS, SAVANNAH, GA.

IMPERIAL SHOWS, INC.
NOW BOOKING AND CONTRACTING FOR 1941
WANT SHOWMEN WITH WORTH-WHILE ATTRACTIONS. Want Wire Worker, Glass Blower, Freaks to feature and Talkers for AMERICA'S MOST BEAUTIFUL SIDE SHOW. ALL CONCESSIONS OPEN except Bingo, Cook House, Pop Corn and Ball Games. Want Pony Track or Rides not conflicting. **OUTSTANDING FREE ACT** (Animal Act considered). Truck Mechanic, Ride Men, Help in all departments.
E. A. HOCK, 3011 Montrose Avenue, Chicago, Ill.

LATLIP CAPITAL CITY SHOWS COMBINED
WANT FOR 1941 SEASON
ONE FLAT RIDE, 2-CAR WHIP OR TILT-A-WHIRL. We have Merry-Go-Round, Eli Ferris Wheel, Merry Mix Up and Loop-a-Plane. Concessions, Take Nations—I will carry only Stock Concessions that will work for 10c. No Gypsy Joints or Gypsy Cards tolerated. West Virginia in 1941 will be one of the most successful States in the country. Cool fields in full operation day and night. Wash Cook House, Bingo, Ball Games, Penny Pitches, Hood-La, Long Range Lead Shooting Gallery, Photo Gallery, Cigarette Gallery, Pitch Hit Win, Fish, Roll Over, High Striker, Game Rack, Scales and Lucky Ball. Sound Car and Free Act. Open here in the heart of Charleston, W. Va. Have the choice spots already booked in the heart of the coal fields to follow. I know this state and I will keep you in the money all season. Address all to my Winter Quarters: CAPTAIN DAVID LATLIP, 200 Elm St., Charleston, W. Va., P.S.: For Bills—One Net Hot Driving Outfit, complete; also one 10x10 Hair Wrestling Mat, two inches thick.

KAUS EXPOSITION SHOWS, INC.
NOW BOOKING FOR 1941 SEASON
RIDES: Twin Ferris Wheels, 2-Car Whip, Roll-a-Plane, U Drive It Cars, any new and novel Ride. **SIGNS:** Want capable Managers and Producers for Posing and Girl Revue. Any money-getting Show that doesn't conflict with what we now have. Book Motor Drive Manager and Producer with or without Drome. Furnish Drome to reliable and capable Showman. **WANT:** Legitimate Concessions of all kind, Cookhouse, Bingo and Popcorn located. Sensational Flying Fire Act. Experienced Ride-men that can drive Trucks. Motor Mechanic that understands Ride and Truck Motors. **WANT TO BUY:** Set of new or used Laughing Mirror. Must be in good condition. State all in first letter. J. J. Burns wants to buy Kiddie Acta Ride, factory job only. Address: A. J. KAUS, GEN. MGR., 202 GEORGE STR., NEW BERN, N. C.

Sponsored Events
Veteran, Lodge and Other Organization Festivities
 Conducted by CLAUDE R. ELLIS
 (Communications to 25 Opera Place, Cincinnati, O.)

Fla. May Have 1945 Centennial
 MIAMI, Jan. 4.—Organization of a commission by legislative resolution to make plans for a State-wide centennial celebration in 1945 and submit them to the Legislature in April for possible adoption has been announced by Commission Chairman LaMonte Graw here. Purpose would be publicize the State's resources and better its general economy.
 Tentative plans are for various localities to hold celebrations, each to feature its most important industry and contract for professional amusements. Administrative details would be handled by junior chambers of commerce.
 The commission, not being a corporate entity, a non-profit corporation composed of commission members and known as Florida Centennial Association, Inc., has been organized in Leon County. It will collect and disburse funds necessary to the report and incident to preparations for the celebration. Other members of the commission are Harold Colee, vice-chairman, Jacksonville; Jack W. Simmons, secretary, Tallahassee; Luther L. Chandler, treasurer, Graldis; Carl Brorlein, Tampa; L. B. McCleod, Orlando; Fred P. Parker, Mayo; J. J. McCaskill, Marianna; Carl Hanton, Fort Myers, and Mrs. Blanche Grill Randolph, Palatka.

Wysse Greater Shows
 Playing Iowa and Minnesota.
 Now booking Shows and Attractions for 1941.
 Have Little Beauty, M. G. Top for sale.
 WAYLAND, IOWA

H. P. LARGE SHOWS
Endy Miami Gate Is 40,000
 MIAMI, Jan. 4.—Endy Bros.' Shows did excellent business at Miami Spring Fair here on December 8-14, reported President David B. Endy, who with his brother, Ralph, directed the event. Paid

Want to buy 201 Ferris Wheel and Kiddy Merry-Go-Round. Will buy or lease a Little Beauty Merry-Go-Round. All Shows and Concessions such for 1941 season. Will open around East St. Louis, Ill. April 1. All communications to H. P. LARGE, 1309 Garden Road, Elizabethton, Tenn.

Hamid-Morton Thrill Show Pulls 110,000 in 10 Days in Cleveland

CLEVELAND, Jan. 4.—The turnstiles whirled just a few more times than 110,000 during the 10-day Winter Thrill Circus, held at Al Sutphin's Arena on upper Euclid Avenue, and staged and produced by George Hamid and Bob Morton. Opening Christmas Day with a matinee for 6,000 members of the Boys' Aviation Clubs of Cleveland, and with two shows a day, the average attendance was a little over 6,000, with a couple of nights nearly filling the hall with 9,000.

Both Morton and Sutphin were exceedingly well pleased with the results, because when they opened they did not expect to do this much business with the holiday season in full swing. They admitted they made a profit, even if it was a small one, and expect to make the affair an annual date at the Arena.

The first day or two of the circus showing the most popular act was the Hansford Family, with Peejay Ringens in second place and the Great Passner third, but as the show progressed the "thriller" acts began to rise up the scale of applause. So that by Thursday, the day before the closing, they ranked in this manner: Ringens, first; Passner, second; Australian Nixes, with Gladys and Bonnie, third; Terrell Jacobs and his cats next, with all the others taking seats in the last seats. This observation was backed up by the statements of Morton and his sidekick Stevens that the streamlining of the circus to 30 per cent thrill is what the public wants, and is what will keep the winter circus on top.

The crowds increased after each performance of the main show for Lee Powell and his Lone Ranger concert that followed. Baron Novak, who fits into an overnight case, along with Shooting Mansfield, Red Collins, Montana Nell, and Buckskin Betty, gave good support and put on a show that appealed.

Ringens Back to A.

Morton did the announcing for the main show, Omer Kenyon handled the advance ticket sale, and Bob Stevens wrote the advertising copy and put over some excellent exploitation. Lou Herget, the manager of the Arena for Sutphin, took care of the local angle.

Altho he returned just a few weeks ago after a 16-week stay in South America, Ringens returns to the Latin countries next week for another tour lasting eight weeks. He says that by the time he is back in this country in early April he will have made his "100-foot speaking dive from a bicycle" even more daring than the one he made in England. The writer remembers when Ringens revived this name act to the present stage when he was playing in Cleveland during the 1926 Great Lakes Exposition. He has stretched the pool of water farther away and the slide for his bike even higher, it seeming that he wants to thrill 'em the hard way.

The route of the unit, with a few set changes here and there, includes Milwaukee, Rockford, Ill.; Toledo, Kan.; Birmingham, N. Y.; Hartford, Conn.; Buffalo; Utica, N. Y.; Ottawa, Can.; Que-

bec, Three Rivers (where Morton and Bob Stevens expects to catch up on their delayed fishing), with the finish in Montreal May 14.

Morton's Son in Hosp

Morton received a letter just before the matinee yesterday from his adopted son, a pilot in the 11th Squadron Overseas, Royal Canadian Air Force, which stated that the son was in a hospital in England. If Morton's voice, as he announced the acts, indicated he had something else on his mind, the audience did not suspect it. Later, in a dressing room, he paced the floor nervously, and tears came to his eyes as he displayed the letter. "He is not dead," said Morton, "but he must be in a very poor condition or he would not even have mentioned being in the hospital. He never complains about anything."

The youth, who is still known as L. A. C. Hann, his name before he was adopted by Morton 11 years ago, is 21, a native of Toronto, and is married to a Richmond (Va.) girl, who is expecting a child within a month.

Cole Chief Expects Big Year; Entire Show Is Being Enlarged

LOUISVILLE, Ky., Jan. 4.—Now that the new year has arrived, all eyes at the Cole Bros. winter quarters here are focused upon next season, which promises to be a record breaker, according to reports emanating from the usual sources at this time of year.

General Manager Zack Terrell said: "I figure next season is going to be the best we have had in many years. Indications from all parts of the country point toward a boom year, and naturally the circus should step in for its share. With that in mind, I am planning what I believe will be the most outstanding circus performance ever before presented by Cole Bros. The entire show will be enlarged and I hope to introduce many new ideas both in presentation and for the comfort of patrons." When asked about his 1941 features, Terrell replied, "It's a little too early to answer that, but I'll say this: I am going to build a big show, one that will live up to all the demands of the circus-going public. There will be several outstanding features."

Quarters Busy

To back up his prediction, Terrell has given Superintendent Curley Stewart the signal for full steam ahead in all departments beginning January 6.

In the mechanical department there will be a force of 14 under the direction of Charles Luckie, and in the paint shop a crew of six headed by George Shaw. Plans for 11 new wagons highlights the big job ahead, in addition to three new cages for the menagerie, together with the usual rebuilding and repairing of old equipment needed for the new season. The new wagons and cages, as well as several of the old, will be equipped with rubber tires.



DODE FISK, retired circus owner, who formerly operated the Dode Fisk Great Combined Shows before selling it to John Robinson in 1939, died at his home in Columbus, O., December 31. Funeral and burial were in Columbus January 2.

The wardrobe department, which opened four weeks ago to prepare the costumes for the winter dates, will have a staff of six seamstresses under the direction of Mrs. Harry McFarlan and Mrs. Katie Luckie. New elephant blankets are in the making, as are several new robes for horse and pony acts. The bulk of the costumes for next season will be made in New York.

Another lively spot is the harness shop, in charge of William A. Dyke. This veteran harness maker and his four assistants are turning out harness and trappings at a rapid pace. Twenty-four all-new sets of trappings for Liberty horses have already been completed.

Christmas Celebrated

A holiday was declared Christmas Day and all of the winter quarters personnel enjoyed the occasion in a typical yuletide spirit. General Manager Terrell was host at a big turkey dinner served at 4 p. m. A huge Christmas tree was erected in the dining room and many gifts were exchanged. Climaxing the event, a letter of appreciation, signed by all present, was handed to Terrell upon his return to quarters from Owensboro, Ky., where he and Mrs. Terrell spent the holiday.

James Smith, well-known animal man, has arrived and assumed the duties of superintendent of animals, relieving Alonzo Dever, who will leave shortly in charge of the elephants on the winter dates. The Zoo continues to draw fairly good crowds each Saturday, Sunday, and holidays, weather permitting. Several new animals have arrived to augment the exhibits.

General Agent J. D. Newman returned from the East to spend the holidays. He plans to remain at quarters for several days.

Bob Morton and Rameses Temple Give \$13,000 for Canada's War

TORONTO, Jan. 4.—Rameses Temple of Toronto and Bob Morton, of the Hamid-Morton Circus, this week contributed a total of \$13,003.31 to the nation's war effort and crippled children's fund. The money, representing the entire profit of the Temple and half of Morton's profit from the week's run of the circus last October at the Maple Leaf Gardens, consisted of three donations: \$7,903.31 from the Temple; \$2,500 from Morton for the Department of National Defense, and the same amount for the Crippled Children's Committee. In addition, Morton invested the other half of his profit, \$2,500, in Canadian war bonds, and the circus paid \$1,000 in taxes. Therefore, the Temple estimates its direct and indirect contribution to the nation's war effort at \$13,003.31.

In making the presentation of the checks to Brigadier General Constantine,

Murdoch I. Martyn, potentate of the Temple, said this year's eighth annual circus had been most successful, playing to 116,000 persons, including 20,000 underprivileged and crippled children. "We shall be forever grateful for the support of the citizens, the press, the radio, and all members of the Morton-Hamid Circus, and even the children whose laughter filled the Gardens," said Martyn.

Auslet With Globe Poster

CHICAGO, Jan. 4.—Jack Auslet, who has been operating a poster printing plant in Chicago for a number of years, informs *The Billboard* that he has affiliated with the Globe Poster Company, of Chicago, St. Louis, and Philadelphia. Auslet spent years as an agent and manager of road shows and for 16 years was with Pathe as special representative and manager, and he has many friends in both the outdoor and indoor fields.

Ketrow Reviving Kay Bros.' Show

Show to be streamlined and air-conditioned — opening May 1 in East

MIAMI, Jan. 4.—William Ketrow, who is wintering with his family here, will have Kay Bros.' Circus on the road next season with all new canvas. It will be streamlined and air-conditioned, he says, and will have several new features. Opening day will be May 1 and the usual route in the East will be played.

Ketrow has been off the road with his show, which was formerly known as Ketrow Bros.' Circus, since 1937. The show is the finest truck organization of its kind and will again follow this mode of travel.

Overhauling of Russell Rolling Stock Finished

ROLLA, Mo., Jan. 4.—Joe Ford, mechanical superintendent of Russell Bros.' Circus, has finished the overhauling of the show's trucks so that the rolling stock is now in A-1 condition for the 1941 season. He and Mrs. Ford have been in winter quarters since the close of the 1940 season and are returning to their home in Florida to remain until time to come back in the spring.

The light plant and water wagon of Russell Bros. are being used on the vast Fort Leonard Wood construction project near Rolla, the equipment being in charge of George Werner, lot superintendent of the circus. The military project has made a real boom town of Rolla, with all hotel, housing and office facilities crowded to the utmost. Proddy Gidnap, for several years with the circus, has opened a restaurant on U. S. Highway 63 near Newburg, where traffic is up and from camp is heavy.

Mr. and Mrs. C. W. Webb are occupying their new cottage which they built to replace their home destroyed by fire at winter quarters.

Henry Bros. in Quarters After a Spotty Season

LOS ANGELES, Jan. 4.—Henry Bros. Circus is in winter quarters here after a long, spotty season that ended here December 5. The show began the 1940 season February 15 at Pico, Calif., and played California, Oregon, Washington, Nevada, and Idaho. J. E. Henry reports that for every good town there were three or four bad ones but that the show broke even.

Henry is now running a snake farm and pony ride on a highway in Los Angeles and is just making expenses. Out of his 45 years in show business he has been on the West Coast 21. His five sons and one daughter are also in show business.

Voorheis Improves

AKRON, O., Jan. 4.—Ben H. Voorheis, former circus and carnival press agent, who has been bedfast here for several weeks, has slightly improved, his condition having permitted his removal to 68 N. Princeton Street, Columbus, O.

Voorheis, since retiring from the carnival and circus business, has been doing amusement park exploitation and handling special promotions during the off season. He was stricken seriously ill soon after having completed his work as exploitation director at Summit Beach Park here last season.

JACK MILLS, owner of Mills Bros. Circus, handled some banner advertising accounts for the Winter Thrill Circus, Cleveland. The two Mills bulls worked the engagement.

Wish Fulfilled as Gay Songs Ring At Dode Fisk Rites

COLUMBUS, O., Jan. 4.—Snappy music and laughter rang out at Dode Fisk's funeral here Thursday afternoon, in accordance with the veteran circus owner's wish. The services began promptly at 2:15 o'clock, as Dode's shows always did, with the orchestra playing *Happy Days Are Here Again*. A crowd of 300, the largest ever in the O. B. Woodyard Funeral Home, was present.

As Doc Waddell, who officiated, mounted the pulpit, he asked the audience to heed the red and white placard hanging above the coffin with a lone sunflower. It read: "No crying or whispering. Laugh, talk, walk around and have a good time." After the audience joined in silent prayer, the orchestra played *McCloud's Dream*, *Durand's Hornpipe*, and *The Devil's Deal*. Dode's widow, who was a conservative party gown, which was her husband's request.

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 fifth appears in this issue.

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

Goeller Exhibition Draws in Cincinnati

CINCINNATI, Jan. 4.—Skaters in Sefferino's Rollerdoms here on January 1 were treated to afternoon and night exhibitions by Lois Goeller, 13-year-old national junior free-style skating champion of Earl Van Horn's Mineola (L. I.) Roller Rink. There was a capacity afternoon crowd and about 1,000 skaters at night.

During the day General Manager William Sefferino was host at the annual skating party for nearly 1,000 children under the care of the Department of Aid to Dependent Children and Juvenile Court Judge Charles W. Hoffman.

In commenting on Miss Goeller's exhibition, received enthusiastically by both senior and junior skaters, C. V. (Cap) Sefferino said she did a complete

routine that was amazing. "She possesses the ability of a senior skater," he said, "and her performances reflected the patience and ability of her teacher, Earl Van Horn." She was accompanied on her good-will visit here by Mrs. Inez Van Horn. They were also slated to appear in Cleveland.

New Providence Spot Boys; Noonan, Patterson Owners

EAST PROVIDENCE, R. I., Jan. 4.—Two newcomers to the roller skating field, William H. Noonan, contractor, and Truman Patterson Jr., recently opened new East Providence Roller Rink, reported John B. Cox, skating manager. Rink is at Broadway and Oakley Street. It was built by Noonan and will be managed by Patterson. The maple floor is 80 by 130 feet.

Matinee and night seasons will be held daily. Program includes nightly prize awards; ladies' nights on Mondays and Thursdays, and couples, waltz, spotlight, whoopee, trio, and grand march numbers.

On the staff are Louis Testa, floor manager, assisted by Manuel Silva and Edward Aldrich; Doris Scudder, check-room; A. Truman Patterson Jr., box office; Fred Viall, concession stand, and Edward Francis, Harold Mello, Alfred Rezendes, and Manuel Vinhateiro, skate boys.

BAUMGART SISTERS, operators of Sunset Park Roller Rink, Williamsport, Pa., report they will celebrate the fifth anniversary of their entrance into the rink business with a party on January 11. Rink operates nightly except on Mondays and Wednesdays, reserved for private parties.

PROCEEDS from one night at the Rollerdoms, Fairville, N. B., were turned over to a fund to provide Christmas gifts for the poor. There were two sessions of skating and dancing. Mrs. C. W. Izard, manager, offered a turkey as door prize.

FRANK KILLIAN, operator of summer roller rinks at Sans Souci Park, Wilkes-Barre, Pa., and Sandy Beach, Harvey's Lake, Pa., opened a roller rink on December 21 in South Main Street Armory, Wilkes-Barre, in partnership with Joe Rice. New floor and new skates were installed. Frances Killian is instructor in skate dancing. Recorded music is used.

ROLLER rink, last remaining structure in Morrisdale Park, Phillipsburg, Pa., was wiped out by an early-morning fire on December 26. It was built in 1918 to serve as a dining hall.

RIVERVIEW Roller Rink, Chicago, will award gold, silver, and bronze medals to winning teams in a Riverview Romp contest. Finals will take place on January 16. It is a novel skating glide created by Riverview skaters. Five winning teams will receive medals.

ERNIE ARNO, pro trick skater, played a return engagement at Earl Van Horn's Mineola (L. I.) Roller Rink on December 26-29, giving four night and two matinee performances. He last appeared there in November, 1932. Dance classes are under way at the rink. Advanced dancing is taught on Monday nights and Friday night classes are for beginners. Children's Club sessions are held on Saturday mornings. Instruction is given and membership buttons are distributed.

HAPPY JACK DARLING, 67-year-old clown skater, who is playing rinks in the Texas Rio Grande Valley, reported he obtained a New Year's Eve booking at Mr. and Mrs. H. Hudson's Southland Roller Rink, Donna, while visiting there on December 25. Rink had a good crowd on the night he visited. Mr. and Mrs. Hudson's son is floor manager and teacher of skate dancing. Rink is equipped with Chicago skates and a new sound system is a recent addition. Distribution of prizes for costumes and souvenirs was planned for the December 31 party.

HASC BALL
(Continued from opposite page)
(Doc) Zeiger, Noble C. Fairly, Paul McDonald, Col. Dan McGugin, Ellis White, Harry W. and Rose Henline, Tony Martone, Jimmy Morrisey, Harry Altshuler,

George Ross, Mr. and Mrs. R. C. (Jim) Taylor, W. L. (Mickey) Humphreys, Sam Benjamin Chester I and Willis Levin. F. B. Flood, E. Johnson, Mrs. Marie Jones, Mr. and Mrs. Paul E. Stees, Ruth Ann Levin, Mrs. Ruth Spallo, Bert Davenport, Neal and Martha Walters, Tom Martin, Ivan Mikaelson, and F. A. Tonsley.

W. P. Holston, Frank (Boxie) Warfield, Georgia and Henry J. Brown, George Sargent, Mrs. Noble C. and Paul A. Fairly, George and Hattie Hawk, Mrs. L. C. Reynolds, C. S. Earl, Lucille Parker Hemmingsway, J. M. Stone, Mrs. C. W. and Gertrude Parker, Mrs. George Ross, Myrtle Starling, Mrs. Helen Brainerd Smith, Edith Moon, Mrs. Blanche Francis, Lettie White, Mr. and Mrs. A. T. Brainerd, Ruth Martone, Margaret and Denny Fugh, Mr. and Mrs. Conrad G. Haney, Mrs. Myrtle Duncan, Mr. and Mrs. Roger Haney, and L. M. Brumleve.

Host to 500 Kiddies

Club, in conjunction with Chester I. Levin, of Midwest Merchandise Company, played host to about 500 children at club's annual Christmas Party in the Reid Hotel on Christmas Day. Christmas bags, containing a generous quantity of candy, nuts, oranges, apples, and toys, were handed out in the clubrooms.

Following this distribution, Mr. and Mrs. Levin, accompanied by several club members, motored to the Niles Home for colored children where another 100 bags were passed out. Christmas night the party made another trip into the poor settlement of the city and distributed another 200 bags. Frank Capp again portrayed Santa Claus, a role he has played for a number of years.

BALLYHOO BROS.

(Continued from page 35)

squawks by promising to make a 600-mile jump, and not a 300-mile one as intended, and in that way to compensate the help by giving them twice as much scenery.

New Year's Day was celebrated in the cookhouse with a strip-tease dinner. A chump living close by loaned the office a roast turkey and trimmings which, under the guiding hand of our illusion

show operator, were reflected on platters covered with make-up mirrors borrowed from the girl-show dressing room. The illusion turkey had to be served first so that it could be returned to the chump in time for his dinner. After the first course came speeches by the owners. After each speech all hands applauded and the more they applauded the more was taken off of the table. By the time the fifth boss finished the guests had applauded the dinner down to the oilcloth. General Agent Lem Trucklow wound up with a short talk relative to buying the agent a new watch, which brought down the house. The applause was so terrific that it strip-teased the table down to the nude. We learned later that our banner salesman had reclaimed the oilcloth.

Many new resolutions were made. Our talkers resolved never again to amplify their love for the town girls over the loud-speakers. Our agents promised never again to tout a spot so strong that the concessionaire overstocked for the date. The press department resolved never again to use the Ballyhoo Brothers' name in vain by lying about their mid-way activities. The bosses resolved never again to issue brass or meal tickets, as the cookhouse man had already resolved never again to accept either. Our employees resolved (in a body) not to be with it again next winter.

MAJOR PRIVILEGE

RINK OWNERS . . . LET'S GO!
BIGGER PROFITS AND SAVINGS

With the Newest and Best

WIDE FIBRE RINK WHEEL

LOWEST PRICES IN THE U. S.

WHOLESALE PRICES TO RINKS.

SAMPLE SET \$1.00 POSTPAID

MAPLE 65¢ Per Wheel

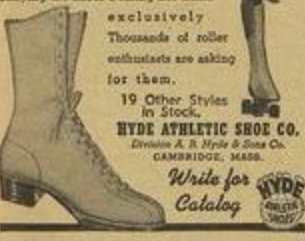
BEARINGS \$1.20 Per 1000

AK-SAR-BEN SKATE EQUIPMENT CO.

667 So. 42nd St., OMAHA, NEBR.

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 shoes bearing her name



exclusively Thousands of roller enthusiasts are asking for them.
19 Other Styles in Stock.
HYDE ATHLETIC SHOE CO.
Divisions A. B. Hyde & Sons Co.
CAMBRIDGE, MASS.
Write for Catalog

Richardson Ballbearing Skate Co.
Established 1884.
3312-3318 Ravenswood Ave., Chicago, Ill.
The Best Skate Today

"OMAHA FIBRE" RINK SKATE WHEELS
Fit All Make Rink Skates & Over 1 Inch Wide
Broom Fibres Maple Black Fibre
Rink Wheels Wheels (Extra Hard) Wheels
Write Today for Prices and Complete Skate Parts List and Other Rink Products.
OMAHA FIBRE PRODUCTS CO.
Ralston, Nebraska (Suburban Omaha)

SKATING RINK TENTS
SHOW AND CONCESSION NEW A USED TENTS
CAMPBELL TENT & AWNING CO.
851 E. BROADWAY, ALTON, ILL.

No. 321 DUSTLESS FLOOR DRESSING
Cleans the air, provides a snug grip with less noise wear and lower maintenance cost. \$4.00 per gal. \$3.75 per gal. in 5 gal. containers. 4 gal. compressed compressed air sprayer, \$7.25. Terms: P. O. B. Everett, 25% with order, balance C. O. D.
GAGAN BROTHERS
EVERETT, MASS.

From the Best Old Timers down to date
Winners Prefer
"CHICAGO"
TRADE MARK RED WHEELS
No. 886
RACING SKATES
CHICAGO ROLLER SKATE CO.
4427 W. LAKE ST. CHICAGO

PIERCE SKATRAINER
FOR Roller and Ice Rinks
Pat. Appl. For
Teaches beginners without falls, easy running, makes the turns, any number of trolleys at a time, furnished to fit your rink.
A money getter that increases revenue and attendance. An opportunity for live operators.
WANDKEY PAT. & FDRY CO.
ANDERSON, INDIANA

Meets Set for Big Turnouts

NE Delegates To Join MAFA

United annual session in Boston will be fifth—program to have quiz feature

BOSTON, Jan. 4.—What promises to be the largest meeting in history of Massachusetts Agricultural Fairs Association will be held in the Hotel Bradford here on January 21 and 22. District 10 members of the United States Trotting Association, who met here on January 20, have accepted an invitation to remain for the fair sessions. There will be fair men from other New England States, including members of Vermont Agricultural Fairs Association, making the fifth year the Vermont and Massachusetts groups have united in annual session.

Officers are Warren V. Bodurtha, Bradford, president; Robert P. Trask, Topsheld; William A. Wells, Greenfield; Willard H. Pease, Chester, vice-presidents, and A. W. Lombard, secretary-treasurer. Glen W. Rublee, secretary of the Vermont association, and Roger Duncan, secretary of the USTA group, are co-operating with Massachusetts officials.

Tuesday's session will open at 11 a.m., with reports by the State relations committee, the delegate to the 18th New England conference, and delegates to the recent convention of the International Association of Fairs and Expositions at Chicago. Past Presidents' Club luncheon will be held at noon. President Bodurtha will make his annual address at opening of the afternoon session. Other speakers and their subjects will be Robert P. Trask, Topsheld (Mass.) Fair, *The New Midway*; Mrs. Annette C. Dimock, East Corinth, Vt., *Women and Agricultural Fairs*, and William J. Neal, secretary Plymouth (N. H.) Fair, *Selling Your Fair to the Local Community*. There will be a talk by a publicity manager, to be followed (See MAFA DELEGATES on page 55)

Ark. Rep To Sponsor Bill For 50C in Stock Show Aid

PINE BLUFF, Ark., Jan. 4.—Representative H. Kemp Toney said this week that he will back a bill before the Legislature asking for appropriation of \$50,000 for payment of premiums at 1941 district livestock shows. Under the plan established shows at Pine Bluff, Fort Smith, and Blytheville would receive \$10,000 each. Balance would be distributed to smaller shows by the State agricultural and industrial commission. The 1939 Legislature appropriated \$12,500 a year with which to pay premiums at Arkansas Livestock Show, Little Rock. It was taken out of revenue from retail liquor and beer sales. Representative Toney said he would ask that this appropriation be continued thru the same revenue return. He proposes that the \$50,000 be taken from an inactive cancer-control fund. To date no money in the fund has been spent, with \$350,000 to be paid by July 1.

Mid-South Gets Dairy Show

MEMPHIS, Tenn., Jan. 4.—The 1941 National Dairy Show will be held here in conjunction with Mid-South Fair, said Lloyd Burlingham, secretary-manager of Mid-South, following his return from the recent show at Harrisburg, Pa. About 1,000 dairy cattle and several cattle association conventions will come here. City and county officials said they would erect a \$150,000 to \$200,000 building on the fairgrounds. It will remain as a permanent addition to the plant. City will also spend \$7,500 for remodeling and putting stalls in buildings.

PERCY, "The Duke of Kaktak," who crowned with Jimmie Lysch's Death Dodgers the past two seasons reported from Sheboygan, Wis., that he planned to leave there to play Florida State Fair, Tampa, with a Lynch unit managed by Irish Horan. He worked as Santa Claus at a Sheboygan department store and after Christmas played a week's engagement at the Heidelberg Club there.

Tourist Attraction

SAN FRANCISCO, Jan. 4.—When 2,500,043 out-of-State tourists visited California during the 382 days of the Golden Gate International Exposition in 1939-'40 they set a new high for tourist-visitors. During the two periods they spent \$328,763,470 in California. Clear gain in tourist expenditures over totals for similar periods in 1938, a normal year, established the exposition as a \$71,599,929 tourist attraction to California. These findings are reported by John P. Forbes, president of Californians, Inc., non-profit tourist advertising organization.

Rhode Island To Add Day

KINGSTON, R. I., Jan. 4.—Rhode Island State Fair will be extended from six to seven days in 1941 as result of an anticipated boom in industrial conditions and construction of a naval air base near the grounds, said General Manager A. N. Peckham, who was re-elected for a three-year term at the annual meeting on December 16 as a tribute to expansion undergone by the fair under his direction in the past four years. Air base is expected to add thousands to the drawing population of the fair. Manager Peckham said he intends to enlarge the midway and add a thrill show and night revue. Others re-elected for one-year terms were F. B. Hazard, president; State Senator J. H. Gardner, vice-president, and A. S. Dexter, secretary-treasurer.

TOMMY SACCO has signed Bill's Hawaiians for the coming fair season. Also Pancho Chioo and his 30-people Mexican revue.

Move Starts for Winter Farm Show To Be Developed for AC

ATLANTIC CITY, Jan. 4.—A move to bring here a winter farm exhibit to be developed along lines of the International Livestock Show, has been started by county and State officials. Idea is to build it around New Jersey Farm Week, now held annually in Trenton, and to use Atlantic City Convention Hall. It would be for exhibitors from all States between Virginia and New England, sponsors believing that a farm expo could be staged more successfully here than in any other city in the East. Congressman Elmer H. Wene, who played an important part in bringing to this city the recent successful New England Poultry Producers' Show, said it could easily form a focal point of a greatly expanded exposition of farm products.

Pa. Is To Air Ops' Problems

Harrisburg conclave will talk legislation for an increase in State aid

HARRISBURG, Pa., Jan. 4.—Addresses to be delivered at the 29th annual convention of the Pennsylvania State Association of County Fairs here in the Penn Harris Hotel on January 29-31 will deal with general problems confronting fair executives.

Members of District No. 8, United States Trotting Association, will hold their annual meeting in Parlor A at 8 p.m. on Wednesday night and the Central Fair Circuit meeting will convene at 10:45 a.m. in Parlor C on Friday.

Thursday's general session will be called to order by President William Brice Jr., Bedford. Mayor Howard E. Milliken, Harrisburg, will deliver the welcoming address and President Brice will respond. There will be a reading of minutes from the last meeting and appointment of committees for auditing, resolutions, nominations, and to plan for the 1942 meeting. John S. Giles, president of Reading Fair, will speak on *Problems Connected With Conducting Successful Fairs*, to be followed by open discussion on *Legislation Needed for More State Aid Thru Department of Agriculture*, and registration. Recess will be called to permit members to meet Gov. Arthur H. James in the executive reception room of the Capitol at 11:45 a.m. Afternoon session will be opened with the report of Secretary-Treasurer Charles W. Swoyer. (See PA. OPS' PROBLEMS on page 55)

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 fifth appears in this issue.

Tenn. Talkers In Wide Range

NASHVILLE, Tenn., Jan. 4.—Discussions on a wide variety of subjects pertinent to fair operation will highlight the 18th annual meeting of the Association of Tennessee Fairs here in the Noel Hotel on January 21 and 22.

Tuesday's session will be called to order at 1 p.m. by President William L. Little, Sparta. There will be roll call, reading of minutes of the 1940 meeting; report of Secretary-Treasurer O. D. Massa, Cookeville; introduction of new members and guests, and appointment of committees on dates, resolutions, nominations, and auditing.

Speakers and their subjects will be Phil C. Travis, manager of Tennessee State Fair here, *County and District Fairs—What They Mean to the State Fair*; O. E. Vanclave, assistant dairy extension agent, University of Tennessee, Knoxville, *4-H Club Exhibits at State and County Fairs*; Dr. A. C. Tompkins, State veterinarian, *Protecting the Livestock from Contagious and Infectious Disease*; Ivie Drake, home demonstration agent, Tipton County, *4-H and Woman's Club Exhibits at State and County Fairs*; Harley Pite, principal, Clarksville Demonstration School, *Cooperation of Public Schools and Fairs*; M. M. Johns, rural electrification specialist, University of Tennessee, *Rural Electrification*; C. C. Flansery, commissioner of agriculture, State, *County, and Community Fairs*; W. F. Carpenter, Hamilton County 4-H Club agent, and Docia Masters, Putnam County home demonstration agent, *The Fair Public Stops and Looks, and Maud Guthrie, food specialist, extension service, University of Tennessee, Suggesting Some Type of Exhibits at County Fairs This Year in Keeping With the National Program of Better Nutrition*.

The annual banquet will be served Tuesday night at 6:30 in the hotel's private dining room. Speakers will be Dr. W. B. Boyd, Cookeville, and Jim McCord, Lewisburg. Music will be by the Cookeville Band, Albert W. Brogdon, director-manager.

Wednesday's session will convene at 9:30 a.m. There will be discussions by Dr. W. P. Fossey, *The Walking Horse's Place in the Fairs of Tennessee*; Dr. M. Jacobs, president of Tennessee Agricultural and Industrial Fair, Knoxville, *Modernizing Creates New Business and Inexpensive Investments That Pay*; Leon McGilton, Tennessee State Fire Prevention Association, *Protecting Fair Patrons and Property Against Fire Accidents*; a representative from the collector of internal revenue office, *Explanation of the Tax Problems That Some of the Fair Officials Might Like To Know and Better*. (See TENN. TALKERS on opposite page)

Mass. Mutuels Situation Halts Race Fight on Fairs

BOSTON, Jan. 4.—Operator of Suffolk Downs, Eastern Racing Association, will make no fight upon fair managers this year in any endeavor to secure additional time in which to stage pari-mutuel meets. The 1941 dates for Suffolk Downs have been granted by the State Racing Commission and the owners of the Downs will lay off the fairs for the time being, with the knowledge that they themselves have a fight on their hands, for a petition has been filed with the Legislature to place upon the ballot a referendum which would enable State voters to indicate approval or disapproval of pari-mutuels.

Heretofore this has been a county-option proposition. Under the proposed legislation it would become a State-wide issue. Desiring the aid of fairs, the racing men will keep hands off the proposal to do away with the present prohibition against pari-mutuels, other than at recognized fairs, from August 15 to October 1. It is said that determination of fair managers to fight any change in this phase of the law has had much influence on the attitude of racing men.



QUIZ PROGRAMS AND ROUND-TABLE PRESENTATIONS will mark numerous meetings of State and district associations of fairs this winter. At the annual meeting of Massachusetts Agricultural Fairs Association in Boston on January 21 and 22 George H. Bean (right), Northampton, will conduct a quiz with two five-man teams captained by Willard H. Pease, Chester, and Robert P. Trask, Topsheld. Charles W. Swoyer (left), secretary-treasurer of Pennsylvania State Association of County Fairs, will give interesting statistics in his report at the annual meeting in Harrisburg on January 29-31.

Around the Grounds

SALEM, Ore.—State board of agriculture refused a request to permit night dog racing at 1941 Oregon State Fair here, expressing fear that dog racing, added to the horse race program, would take the fair out of the agricultural class.

GALESVILLE, Wis.—With F. M. Smith filling the post of secretary in 1940, Trempealeau County Fair here made its first profit in 20 years, reported Superintendent of Concessions Vilas Kellman. Exhibits in all lines were unusually large, as was the attraction program, which included a 40-people revue furnished by Lew Rosenthal. Horse racing and a thrill day will be added in 1941.

OREGON, Ore.—Multnomah County Fair netted \$381.50 in 1940, when a record of 41,000 paid admissions was set, 6,000 more than in 1939, according to figures released by A. H. (Bert) Lea, secretary-manager. Receipts were \$30,497.88, a slight gain over 1939. Handle on night horse racing increased nearly 30 per cent.

AMHERST, N. S.—Maritime Winter Fair Commission has leased all of the Winter Fair plant here to the Dominion Department of Defense for the duration of the war. Included are the new and old arenas and main building, all for army use. Buildings and grounds are to be restored to their original condition when the lease expires.

SHEVEPOIN, La.—Contemplated improvements on Louisiana State Fair grounds here, discussed at a recent board meeting, include a street-surfacing program for which WPA help will be asked; construction of a ceiling over aisle and installation of new booths in the Merchants and Manufacturers' Building, and erection of new poultry and Negro agricultural exhibit buildings.

COLUMBUS, O.—State Attorney General Thomas J. Herbert has ruled that counties cannot assume a mortgage in purchasing fairgrounds nor buy such land subject to mortgage. In an opinion to the Highland County prosecutor he said, however, that the county agricultural society could borrow up to 50 per cent on grounds' value for repairs and improvements, with approval of county commissioners.

FREDERICKSBURG, Va.—Judge Alvin T. Embrey, special commissioner, has issued checks to some 200 individuals and estates owning stock in Fredericksburg Fair Association, Inc., in process of liquidation. Judge Frank T. Sutton Jr., Richmond, in Spotsylvania Circuit Court, authorized payments after allowing \$3,250 as fees to counsel, and \$500 to H. K. Sweetser, receiver. Court attaches said the total ordered distributed was \$49,459.41. Fees and other expenses were deducted, leaving about \$45,000 for shareholders. Only asset of the association was the real estate, sold in October for a reported \$69,000.

Fair Elections

BENALTO, Alta.—C. Fugh was named secretary-treasurer of Benalto Agricultural Society, succeeding A. Norton, who resigned after serving 16 years.

ESTON, Sask.—Snipe Lake Agricultural Society re-elected James Milton, president; T. Threlkeld, H. S. Irwin, vice-presidents; H. Moyses, secretary-treasurer.

GRESHAM, Ore.—Multnomah County Fair Association re-elected T. J. Kreuder, president; H. A. Lewis, vice-president; A. H. (Bert) Lea, secretary-manager for his 13th term; Theodore Brugger, treasurer.

CENTER, Tex.—Panola County Fair Association named E. C. Clabaugh, president; R. E. Smith, Q. M. Martin, B. F.

Fair Meetings

Ohio Fair Managers' Association, January 15 and 16, Desler-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.

Georgia Association of Agricultural Fairs, January 17, Dempsey Hotel, Macon. E. Ross Jordan, secretary, Macon.

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. Burdick, secretary, Fredericksburg.

Western Canada Fairs Association, January 20-22, Fort Garry Hotel, Winnipeg. Keith Stewart, secretary, Portage la Prairie, Man.

Western Canada Association of Exhibitions, 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, Hotel Nashville, O. D. Massa, secretary, Cookeville.

Michigan Association of Fairs, January 21-23, Fort Shelby Hotel, Detroit. R. 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, Rainier Hotel, Great Falls. Mont. Jack M. Suckstrot, secretary, Sidney, Mont.

Virginia Association of Fairs, January 27 and 28, John Marshall Hotel, Richmond. Charles B. Halston, secretary, Staunton.

Nebraska Association of Fair Managers, January 27-29, Lincoln Hotel, Lincoln. Chas. O. Marshall, secretary, Arlington.

Illinois Association of Agricultural Fairs, January 29 and 30, Abraham Lincoln Hotel, Springfield. A. W. Gruns, secretary, Breese.

Pennsylvania State Association of County Fairs, January 30 and 31, Penn-Harris Hotel, Harrisburg. Charles W. Swayer, 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. G. W. Harrison, secretary, 131 North Pine Avenue, Albany.

Payne, vice-presidents: Neal Estes, publicity director; Forest Roberts, secretary-treasurer; Joe Ben Pite, manager.

KUNICE, La.—Jack Plausche was elected president of Tri-Parish Fair Association, succeeding recently elected Eliot Quillory, resigned. Mrs. Richard S. Barrett Sr. remains as assistant secretary-manager and M. M. Milburn was elected treasurer.

ST. JOHN, N. B.—For the fourth consecutive year, W. J. Wetmore was re-elected president of St. John Exhibition Association. W. F. Knoll and H. G. Harrison, vice-presidents, and Mrs. Mildred A. Gray, secretary-treasurer.

Agricultural Situation

Condensed Data From December Summary by U. S. Department of Agriculture, Washington, D. C.

EUROPEAN war and national defense hold the center of the farm scene this winter. Agricultural exports have shrunk; domestic markets have expanded. Hard hit by the loss of exports are the producers of cotton, tobacco, wheat, and fruits. Whatever the outcome of the war, the prospect is for small exports in the years ahead. Efforts are being made to increase the purchasing power of low-income producers and consumers in our own country and to develop potential markets for larger quantities of food and fibers.

About 5,000,000 needy persons will be able to get low-cost food under the Food Stamp Plan this winter, undernourished school children will get free lunches, and large quantities of food will be distributed to persons on relief. Prices received by farmers are tending to rise, but part of the increase will be offset by higher costs of production during the coming year. Ratio of prices received to prices paid will increase, but probably will be 15 to 20 per cent below pre-War level.

DOMESTIC DEMAND: UP

The sharp rise of industrial production, employment, and factory pay rolls since last spring has been accompanied by a smaller yet noticeable improvement in consumer demand for farm products. Further substantial increases in industrial activity are not expected during the next several months, but a continuing gradual improvement in domestic demand for farm products is in prospect.

Several conditions have contributed to the increase in industrial output in recent months. The defense program has indirectly stimulated many lines of industrial production in addition to those directly affected by government orders. Business men have been buying further ahead, in fear of later price increases and difficulty in obtaining deliveries. A number of industries have been spending large sums to increase capacity for the handling of defense and export orders. The large-scale manufacture of some defense equipment already has begun; for example, deliveries recently have been made on a large order for tanks by a railroad car manufacturing concern. Textile output, for both civilian and military uses, has been at a high rate for some time. The general increase in business activity has stimulated the sales and production of consumers' goods such as automobiles and furniture. Export of products to be used in war has assumed considerable proportions in some industries, including steel.

This activity has carried production in a number of important lines of industry close to capacity. It is probable, therefore, that the usual seasonal rise in output which occurs after January cannot be fully made in those months next year, consistently that seasonally expected indexes of industrial activity will level off or decline slightly some time during the first half of 1941. If this were accompanied by a reduction in advance buying by business firms completing their inventory-building programs, there might even be a more noticeable recession. This would be only temporary, however, but might result in relatively little improvement in the consumer demand for farm products during the first half of 1941 compared with the last half of 1940. F. L. THOMSEN.

EXPORT DEMAND: DOWN

Agricultural exports have declined since last January, and the outlook for the duration of the war is highly unfavorable. Apparently the only condition which might reverse this situation would be such an increase in shipping losses as to make it impracticable for Great Britain to purchase its requirements of meat and other products from more distant surplus-producing nations. This was a major factor in the expansion of United States export demand during the World War, also the extension of credits by the United States at that time con-

tributed greatly to the movement of products abroad.

Even if it became much more difficult for Great Britain to transport beef and other products from Australia, Argentina, and other distant countries, however, Canada is in a position to supply a much larger part of British requirements than during the World War. For example, present stock of wheat in Canada are large enough to care for both domestic consumption and British import requirements for two years. As long as the amount of dollar exchange available to Great Britain for use in buying war materials is limited, she undoubtedly would turn to Canada for most of her requirements if some of her present sources of supply were cut off by shipping difficulties.

PRODUCTION: INCREASE

Crop estimates were raised last month for cotton, corn, dry beans, peanuts, white potatoes, tobacco, sugar beets, apples, pears, grapes, and pecans. Reductions were reported for buckwheat, grain sorghums, soybeans, sweet potatoes, and sugar cane for sugar. The Crop Reporting Board estimated that crop production this year was the second largest on record. Largest on record was in 1937. Production of feed grains for all purposes was estimated at 95.8 million tons, or about 2 per cent below the pre-drought average. "This tonnage is large enough," it was stated, "to permit feeding present livestock about as liberally as in any of the last 15 years without utilizing any of the large reserves of feed grains accumulated since the drought. Production of most of the principal food crops appears ample."

TENN. TALKERS

(Continued from opposite page)
Understand; Bob Roy, secretary of De Kalb County Fair, Alexandria. After 45 Years in the Fair Business Is There Anything New Under the Sun?, and Henry W. Beaudin, assistant secretary and manager, Mid-South Fair, Memphis; Hugh DeLozier, secretary Blount County Fair, Maryville; John B. Wade, secretary Gibson County Fair, Trenton; and A. W. McCartney, secretary Wilson County Fair, Lebanon. Our Biggest Problem and How We Handle It. There will also be an open forum with speakers limited to three minutes each, reports of committees, and election of officers.

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EDDIE VIERA

Care of The Billboard, Cincinnati, O.

Eddie Vieras Sensational 4 Stars

Pools To Fore With Big Shows In Miami Area

MIAMI, Jan. 4.—Struggle between advocates of ocean bathing and those sponsoring pool swimming apparently is being won easily by the latter. Most new hotels have installed elaborate pool facilities with cabins, diving boards, and sunbaths with all types of apparatus sprouting all over the place. Many hotels built in previous years have followed the trend and have completed set-ups of their own pool facilities.

Two stand-bys, MacFadden-Deauville and the Miami Biltmore, are again in the running with plans for pool shows that, according to claims, will eclipse their efforts of previous years. Alexander Ott, who is back at the Biltmore, opens his show tomorrow with Harry Richman inlining as guest of honor and attempting to win attention from a galaxy of nationally publicized models who will be presented in a fashion show. Ott has signed Tom Sellers, high diver, for the Biltmore shows.

At the MacFadden-Deauville Floyd Zimmerman, co-producer of Billy Rose Aquadances, will be the impresario. First Deauville show will be on January 18 at formal opening of the pool, which has been remodeled to seat 3,000. Headlining talent engaged for the season will be Pete Desjardins, of the New York Aquadance, and Joe Seymour, recently of the Golden Gate Expo Billy Rose show.

Pittsburgh Beauty Treatment For Cincy's Coney Steamer

CINCINNATI, Jan. 4.—The Steamer Island Queen, which plies between here and Coney Island, a few miles above Cincinnati on the Ohio River, left its Cincinnati wharf on January 2 for Pittsburgh, where it will enter drydock for a general improvement program.

Main purpose is to give the steel hull its regular check-up. It will be cleaned by sandblasting and will be finished with waterproof paint. Edward L. Schott, president and general manager of the Coney Island Company, said repairs and changes in the superstructure are contemplated so as to provide better passenger facilities. How far such work will be carried out depends on the ability to obtain material. Because of the national defense program, difficulties are being encountered in securing necessary supplies.

Among those accompanying the boat were Capt. Charles N. Hill, master; Capt. Harry Doss, pilot; Wes Doss, second pilot; Fred Dickow, chief engineer; H. Edward Quigley, steward, and Walter Schwab, assistant steward.

New Beach Roads, Airport Seen as Aids to L. I. Biz

PAR ROCKAWAY, L. I., N. Y., Jan. 4.—More than \$5,000,000 is scheduled to be set aside for construction of new roads in '41, and the bulk is for highways leading to beaches.

Jones Beach was decked out handsomely for yuletide. Rockaway is making a strong effort to convince federal authorities of the need for an airport there. Creation of one would do much to enhance attractiveness of the community to visitors.

Annual trek to Florida and other Southern spots by the amusement industry has been deferred by many because of mild weather here.

COLUMBUS, O.—Tall gray-stone gates, trim metal trellises, and a huge American flag will greet visitors at the main entrance of Columbus Zoo next season. Pyons and turnstiles are gifts of The Columbus Dispatch, founder of the zoo in 1925.

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 fifth appears in this issue.



A CAMPAIGN for national advertising of amusement parks has been suggested by John L. Coleman, president of Riverside Park, Indianapolis, who was special chairman at a session on outstanding promotions of 1940 at the 23d annual meeting of the NAAPFB in Chicago in December. He has been in amusement business nearly 18 years, is a lawyer, and former member of the Indianapolis city attorney's staff.

Cincy Zoo Gate Slumps 20,000; Revenue \$5,000

CINCINNATI, Jan. 4.—A deficit of about \$5,000 and a decrease of 20,000 in attendance probably will be reported to the annual meeting of the Zoological Society of Cincinnati, a preliminary report filed with the board of park commissioners indicated. The annual meeting will be held February 4.

Decrease in attendance from 503,000 in 1939 came after the directors prepared their 1940 budget on the basis of an expected 630,000 paid admissions. As a result, restrictions were necessary to keep within operating revenues. The report set out that spring and early summer rains, especially the rains on Sundays and holidays, caused the decrease. In mild weather conditions prevailed in 1940 attendance exceeded previous years' totals on comparable days.

Collection Is at Peak

The animal, bird, and reptile collection is the finest in zoo history. During the past year many rare and valuable specimens were added to the collection. A beautiful but ferocious black leopard, pair of white-handed gibbons, pair of spider monkeys, two coatimundis, another baby chimpanzee (Dolly), pair of (See CINCY ZOO DOWN on opp. page)

Problem of Present Day Public To Stay Amusement Conscious?

By JULIAN M. BAMBERGER

Address by head of Lagoon Resort, Salt Lake City, under the head of "The Amusement Park Industry in a Changing World" at the 23d annual meeting of the National Association of Amusement Parks, Pools, and Beaches in the La Salle Hotel, Chicago, on December 5.

In the world today we are confronted with conditions we have never known before and we can look forward to many more years of war, with its horrors, hardships, and devastation. Even with the coming of peace there will follow years of adjustments which will entail strife, suffering, and privations. These are facts that we must face.

Our problem is this: Will the people of America remain amusement conscious under such conditions? Will they want to spend their leisure, or at least part of their leisure, in the gentle art of making fun? Will we here in this country remain pleasure seekers while the world burns? No matter how we feel about world conditions, it is still important that we keep our equilibrium. Some men and women cannot help seeking a release, an escape, from these oppressive conditions. We in the amusement busi-

'Outstanding Promotions of 1940'

A symposium, with John L. Coleman as special chairman, at the 23d annual meeting of the National Association of Amusement Parks, Pools, and Beaches in the La Salle Hotel, Chicago, on December 6.

By John L. Coleman

Riverside Park, Indianapolis

We never know exactly where good will is coming from. Last year at Christmas time we got the idea of having some decorations in the park. We put up a Santa Claus on the Coaster ride and a reindeer on the Merry-Go-Round. We took our public address system and turned it toward the residential area, playing Christmas carols. We did not think much about it at the time, but later in the year we found that it created a lot of good will for us.

During a convention of the American Federation of Musicians, Mr. Hammer-

schlag, business agent for the local at Indianapolis, called me up and asked what I could suggest in the way of an afternoon's entertainment. I suggested they all come out to the park at a flat rate of 25 cents a person. Well, they had over 1,200 delegates there and they stayed from 2 until 4:30 o'clock. So that was not a bad afternoon. We served a buffet lunch at 50 cents a plate and we sold 12 or 14 barrels of beer on what otherwise would have been a dead afternoon.

Looking to the future, I have had an idea buzzing around in my head, trying to figure out a way of advertising our parks, perhaps thru our association, by means of a national advertising medium. Why couldn't we have the statement broadcast over national hook-ups, "Go to your favorite amusement park," or something like that? I hope the suggestion is worth something.

By Harry J. Batt

Ponchartraine Beach, New Orleans

In past years we have had a successful series of promotions of Miss New Orleans contests. We have staged various beauty contests for the girls, and Dorothy Lamour was a beauty winner of ours a few years ago.

This year we were approached by the president of the AAU who is a local man, and he asked us if we would sponsor a weight-lifting championship. At the same time a boy very active in athletic affairs down there asked me about staging a men's beauty contest. At first I thought the idea was not one to be taken seriously. However, I finally was prevailed upon to do it. He handled the contest for me and secured 28 entries. The men were a little careful about how they were going to be paraded. We wouldn't parade them as we would girls. At great expense we constructed a couple of posing boxes. In the contest these men slipped in from the back of these posing boxes. They were given a choice of two optional poses, either as a discus thrower or as a javelin thrower.

The contest came off very well. We had a much larger crowd than we ever had for any girls' beauty contest and it was very profitable from the standpoint of money received. If your public will take to that kind of thing, I heartily recommend it.

By Paul H. Huedepohl

Jantzen Beach Park, Portland, Ore.

We have had some promotions but nothing that I would consider outstanding. What may work in our district may not go at all in yours, but we did cash in on some good special promotions. The first was in connection with Scandinavian relief. First Russia invaded Finland. Then Germany overran Norway, Denmark, and Holland. Scandinavian relief was the concern of many organizations up in my part of the country. We turned over the facilities of our big arena to allow the children to rehearse for folk dances and Scandinavian songfests, and we had a three-day show.

We gave all our equipment free of (See PROMOTIONS OF '40 on page 53)

GGIE Trains Run in Park

SAN FRANCISCO, Jan. 4.—Concession for operation of the elephant train used at the Golden Gate International Exposition along Great Highway and in Golden Gate Park has been granted by the park commission to Frank Rice, concession operator. A group of them began operation between Fleischacker Zoo and Playland-at-the-Beach on New Year's Day. Others started in Golden Gate Park. The park trip, with 22 stops, is 35 cents; Great Highway ride, 10 cents.

Revere May Be Improved

REVERE, Mass., Jan. 4.—Newly elected Mayor Raymond E. Casey here has stated that he will favor any legislation that will aid concessionaires and operators at Revere Beach. Among his plans is one calling for improvement of facilities, creation of a huge parking place, betterment of conditions for concessionaires and ride operators, and restoration of the beach as an outstanding amusement spot. He owns General Edwards Inn on the beach.

PHILADELPHIA.—Mom. Toggenburg goat at the zoo here, recently gave birth to two kids.

ness can offer this escape. In fact, we have a definite obligation to the public. We are in a position to help maintain the normalcy of life to help keep ourselves sane in a world gone mad.

If we remain with our ears glued to the radio, our eyes glued to the news, we will soon find our names glued to the register of the mental hospitals. I shudder to think of the future of America if we do not keep our balance. Not for a moment do I think that we here in America should close our eyes and ears to world conditions. We must, as never before, keep abreast of the times. We must be a united America with a common purpose. Our loyalty and patriotism is without doubt at a high point but even with this as an accepted fact we must remain normal.

Now what does our duty comprise to our employers, the American public? As amusement park operators, under such conditions we should not let the public down. We should, as never before, give them the best we can offer to make their leisure the best, the fullest, and the most for their money. Yes, it is a challenge (See PROBLEM OF DAY on page 55)

The Pool Whirl

By NAT A. TOR

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

Miami Murmurs

MIAMI.—Your wandering correspondent, whose column you probably didn't even miss in last two issues, arrived in this bustling winter resort a few hours ago. I naturally haven't had time to study pool and beach conditions, but from a cursory look-see I'll wager there are more swim tanks in this burg than in any area of similar size in the world. As soon as I get my one pair of summer slacks pressed, I'll mosey around and chew the fat with Joe Coppa, Stu Cameron, and the rest of the boys in the Miami Beach press department, then cawsey over to Ham Wright's publicity office in Miami. And from these sources I should get a fair idea of the number of new natatoriums being operated this winter. From talks with Mort Mencher, Floridian tank operator, and other pool men I'll be able to report ament the season so far and plans for the future.

Acc Resort Attraction

On trip down it was our good fortune to stop at Marineland, 18 miles south of St. Augustine, for a look at world-famous marine studios. You've probably read all about the place or have seen newscasts of the underwater glimpses of fish life. That impressed me as the marvelous manner in which the entire plant is operated. It would pay park and pool men, planning to visit Florida, to include in their itineraries a visit to Marineland. It boasts one of the most modern bathhouses and play areas these eyes have seen. It's all the dream of Doug W. Burden, explorer, who is proxy of the operating corporation. Clarence Hines, one of the drum beaters in Marineland's four-man press department, reveals that Burden is plotting an all-year-round open-air tank for tourists.

Swim Coaches Convene

Sorry I missed Sam Ingram and the rest of the swim officials at Fort Lauderdale's annual confab, but got there in time to learn something of plans for the 1941 meet. A six-man committee was named by the Swimming Coaches' Association of America to prepare plans for next year's aquatic forum. Named to head the group was Al Neutschaefer, coach of Trenton (N. J.) High School swim team. He will be assisted by Matt Mann, Michigan tutor; Bill Merriman, Pennsylvania coach; Tug Kennedy, Amateur swim mentor; Ed Kennedy, Columbia, and Jim Kelly, Rutgers. Reno Humana, director of aquatics for the Mexican government, is chairman of a special section on Pan-American participation next year. Officers of the coaches' association will continue in office until their next meeting at the National Collegiate Championships, to be held in March in Lansing at Michigan State College.

Passing Thought

Many park and pool men, especially the former, have considered the possibility of tying bumper advertisements on autos of patrons while parked on grounds. Some parks have their parking attendants tie on ads without permission of patrons. Others are afraid to do so and order just a handful of bumper cards or license-plate ads, relying upon their own park employees to put them on their own cars. Value of such advertising can't be disputed. And in no place is it used more extensively than by resorts and playgrounds in Florida. Everywhere are seen autos carrying ads of Clyde Beatty's Jungle Zoo, McKee's Animal Farm, Silver Springs, Lake Worth Beach, and countless other beaches. Of course some parks, pools, and piers don't have to put cards on cars of patrons when they make tie-ups with local taxes or pitneys, as in the case of Steel Pier and Hamid's Million-Dollar Pier in Atlantic City. But when thousands of patrons carry your ad message, that's so much the better. At Marineland I saw men busily engaged in tying bumper cards on every car parked. When I in-

quired as to whether there have been any complaints from patrons, I was told that in the three years that spot has been in existence not one customer has awaked about a sign on his jalopy. Some visitors have written after they arrived home, asking if they could have free bumper cards, as the ones they had were lost in their travels. Tourists like to carry signs about places they have visited. And whether they are carrying free ads for somebody evidently makes little difference. That's why it is easy to distribute such ads at Florida resorts. Whether the same thing can be done with equal success by pools, parks, and beaches in neighborhood locations is another matter.

American Recreational Equipment Association

By R. S. UZZELL

Philadelphia Toboggan Company was built up largely by the departed H. B. Auchy, who conceived it. He worked incessantly for the advancement of swim concerns, which was just about all of life to him. It is true that his associates were loyal and always willing to help, but he was the front man who took the big responsibility. Today Herbert P. Schmeck is the hard-working man for demand for smaller, less expensive units put Herbert P. on his mettle. He has come thru with a variety that is getting the favor of park and carnival men. Here again Herbert must quickstep to cover these divergent fields. With two exhibits in different hotels at the same time and two groups to contact simultaneously just about compels a man to bid farewell to sleep for the week.

Others who exhibited at the two shows tell a similar story. Add to all of this the second daily session of the penthouse, running to the small hours of the morning, and some idea may be gained of the fatigue of our exhibitors at the close of the show, which was not yet over for them, as packing up and shipping home made the last demand on tired muscles and jaded nerves. For our manufacturing exhibitors 'tis indeed and in truth the hardest week of the entire year.

Protection in Europe

Is it to be wondered that we have a close fraternal feeling for one another? One would go far to find as loyal a band of fellows anywhere. This year 1941 brings us many problems, old and new. In due course a bulletin will go to each member, outlining our program and asking for suggestions and support.

While our European business is cut off, we should concentrate on some well-defined plan of protecting our interest when this field reopens to us after the war. There are now and will be several new devices to be exploited over there. To send illustrations and descriptions to unknown inquirers is to invite the same copying and imitations which followed the last war. Unless protected by patents and guarded by experienced men in that field our producers are sure to lose. Patents must be applied for over there before issuing here to insure validity. Why not profit by the experience of men who took their creations over to Olympia to be copied thruout Europe? Get patents first and put them into competent and reliable hands.

Canadian Rulings Help

The Canadian Customs will still admit amusement rides from the States. Here again, know procedure before starting. The preferential trade with favored nations at lower duty does not now obtain, as the duty was increased the past summer. Better get a ruling direct from Ottawa before starting. Then you will know just where you stand. The Canadian Customs and Immigration officials are a fine lot of men with whom to deal. One could not ask for better service anywhere. Like all real men they want to be sure they are complying with the law. An official ruling expedites the entry and leaves no uncertainties.

Natural ice skating is nil thus far in a greater part of the States but this gives greater zest to the artificial ice palaces. Hockey teams are off to a good start and patronage is above par. John J. Carlin says he will stage a game of the Orioles in Boston at the time of the meeting of New England park men and invite the membership present at the annual meeting and throw a party for all of us after the game. John J. does things in a great way.

Fansher Sr. Dies in Ohio

DAYTON, O., Jan. 4.—Fred Fansher, New York, was called from Florida by the death of his father, William I. Fansher, 83, in this city. The elder Fansher, who was married on February 5, 1884, accompanied their son on many visits to amusement parks all over the country. The mother is reported in good health.

Milwaukee Zoo Head Retired

MILWAUKEE, Jan. 4.—Ernest Untermyer, 76, director of Washington Park Zoo here for the past five years, has been retired by the county pension boards. He will leave soon for Medford, Ore., to make his home, where he expects to pursue his lifelong hobbies of painting and scientific study. No successor has been named.

CINCY ZOO DOWN

(Continued from opposite page) beautiful Syrian bears, six black-footed penguins, and other gifts and purchases of rare animals, birds, and reptiles were reported.

The society appreciates an urgent need for a stage or arena specially designed to exhibit to advantage the trained animal acts of Susie, the gorilla; Billy and Janie (possibly Dolly), and Rodney, the boxing kangaroo. This arena should have a seating capacity of at least 1,000, and thereby take care of the large crowds that want to see these shows. When funds are made available, either thru operations or donation, a theater for this purpose will be erected.

To Complete Deer Run

The deer run project—a major improvement sponsored by Mrs. Lily A. Fleischmann—was started in 1940 and will be completed in 1941. In keeping with its purpose, the society has been expanding its activities and in 1941 will offer a carefully planned animal exhibit in settings and housing of modern architecture and construction. The deer park, a series of open pits housing llamas, elk, deer, yak, and possibly camels, will again turn the spotlight upon these interesting animals that have been relegated to out-of-the-way and obscure places in practically every zoo in the United States. Since inauguration of this project a number of zoos have interested themselves in the project and a tendency is seen on their part to follow Cincinnati in giving these animals a more prominent place in exhibits.

City and Fort Worth Casino Settle Claims Out of Court

FORT WORTH, Tex., Jan. 4.—The city has agreed to accept \$636 in compromise settlement of a back-rent claim against Lake Worth Casino Park near here and has released its claim to part of the Boardwalk which the city wanted left standing as an entrance to the city-operated bathhouse and beach.

City's release of the Boardwalk claim near the bathhouse was on condition that a complete clean-up of the premises leading to the bathhouse by the removal of concrete footings and firm walls, as well as the wooden construction, be made by the wrecking company for the former owners. Bankruptcy proceedings involving Casino will be completed when the clean-up is finished.

George T. Smith, manager of Casino Ballroom, and the city have come to no agreement on a new lease for the city-owned site on which the ballroom stands, but the ballroom operated thru the holidays.

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Can use unusually sensational, novel and attractive Platform or High Acts. Send full description of act (or acts, if you double, number of performers, height of rigging, space required, places previously played and price for one or two weeks' engagement). Appearance bond or a deposit may be required. All communications will be treated as confidential and price quoted will be considered as final.

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\$10.00

Contact your nearest League member or write direct to Membership Committee.

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Complete PARK PLANNING SERVICE
COASTERS, ICE RINKS, POOLS
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AGENTS — MEN'S SUITS, 88c; PANTS, 23c; Overcoats, 41c; Ladies' Coats, 36c; Dresses, 10c; Sweaters, 25c. Other bargains. Catalog free. FORTNODY, 566-C Roosevelt, Chicago. X

AGENTS — SELL \$1.00 PACKAGE LAXTONIC. Costs you 10c. 25c Corn Remover, 5c. Guaranteed repeaters. VERIBEST PRODUCTS, 4250 Linton, St. Louis, Mo.

BIG PROFITS FOR AGENTS OR DISTRIBUTORS selling inexpensive perfume oil to women. Repeats. Rush 25c for sample; full details; or 3c stamp brings attractive proposition. MANTZ, 534B Maple, Scranton, Pa. X

GOOD SIDELINE FOR PRINTING AND ADVERTISING Salesmen—Decalcomania Name Plates in small quantities. Great demand. Also make money applying initials on automobiles. Free samples. "RALCO," 727 Atlantic Ave., Boston, Mass. X

KEY CHECK, STAMPING OUTFITS — BIG profits stamping Checks, Name Plates, Social Security Plates. THE ART MFG. CO., 303 Be-graw St., Brooklyn, N. Y. Jan25

MONEY! — \$25.00 WORTH OF ALL SORTS Toilet Preparations for only \$5.00. No C. O. D. FRANCIS CARROLL, 1748 1/2 Blvd. Pl., Indianapolis, Ind. X

NIPASOL — SOOTHING ASTRINGENT GARGLE for the throat. Teaspoonful in 1/2 glass warm milk does the trick. Winter weather creates customers. 50c retail. Cost you \$4.00 dozen; 1/2 dozen free. Prepaid. ROBT. O. ELLIS CO., Huntington, W. Va. X

RESURRECTION PLANT — UNIQUE NOVELTY. Miracle of Nature. Costs below 2c; sells for 25c. C. E. LOCKE, 7 Rio St., Mexico, New Mexico. X

SELL KOEHLERS FAMOUS 9x11 BLUE SIGNS — Changeables. Religious. Experience unnecessary. Homes and merchants, prospects. Write KOEHLERS, 335 Goetz, St. Louis, Mo. Jan25X

SELL NEW, USED CLOTHING FROM HOME, auto, store. Men's Suits, 77c; Leather jackets, 29c; Overcoats, 54c; Dresses, 20c; Ladies' Coats, 36c. Other bargains. Catalog free. NATIONAL, 436-M E. 31st, Chicago. X

STRANGE CHEMICAL SPONGE CLEANS WALL-paper like magic. Bargains housecleaning drudgery. Sensational seller. Samples sent on trial. Rush name. KRISTEE, 185, Akron, O. X

127 WAYS TO MAKE MONEY IN HOME OR Office. Business of your own. Full particulars free. ELITE, 214 Grand St., New York. Jan25X

ANIMALS, BIRDS & PETS

ALLIGATORS, SNAKES, CHAMELEONS, WILD Cats, Bears, Raccoons, Squirrels, Racing Turtles, Fox, Opusums, Snake Dens our specialty. ROSS ALLEN, Ocala, Fla. Jan18

ANIMALS, BIRDS AND SNAKES FOR SHOW Folks — Now contracting Trained Wild Animal Acts for next spring. SNAKE KING, Brownville, Tex. Jan18

DONKEYS — "BURROS" FOR CHILDREN TO ride, \$18.00; Armadillos, \$2.00; Wild Cats, \$6.00; Cats, \$25.00; Snookum Bears, \$15.00. SPECIAL PRODUCT CO., Laredo, Tex. X

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YOU CAN ENTERTAIN FOR ALL OCCASIONS with our Trick Drawings and Rag Pictures. Catalog 10c. BALDA ART SERVICE, Oshkosh, Wis. X

BUSINESS OPPORTUNITIES

EARN \$20 WEEKLY BUYING OLD GOLD — Profitable business. No license. Complete instructions, plan, 25c coin. RUSSELL SALES CO., Shelbyville, Tenn.

MAKE \$10.00 TO \$50.00 DAILY OPERATING our Ball-Throwing Games. For full information write LAMANCE, 782A Marion, S. E., Atlanta, Ga.

PARTNER WANTED — SEVERAL CONCESSIONS with Carnival and at Beach. \$125.00 required. H. L. WRIGHT, Wimboboro, S. C.

PITCHMEN! SOLICITORS! — MAKE EXTRA Money with new Stamping Outfit. Stamp Checks, Plates, Fobs. Catalog 69-B free. C. H. HANSON, 303 W. Erie, Chicago. X

WANTED — MOVING PICTURE THEATRE. Give full particulars, price, terms in first letter. PERLEY LANE, West Nottingham, N. H.

1,000 IMPRINTS — 50c. YOUR NAME PRINTED thereon. Amazing profits. Full line samples, 10c. THORNBURGH SERVICE, 1726 Monroe, Wichita Falls, Tex. Jan18

\$2,500.00 WILL BUY HOUSTON'S BEST LO-called Rink — Includes business, floor and 400 Pair Chicago Skates. Only two rinks here. Skating surface, 58x153. DOYLE LUCKIE, 3636 University Blvd., Houston, Tex. X

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.

A REAL BUY — FOUR 1939 MILLS THRONE of Music, \$135.00 each. Two or more, \$125.00 each. KENTUCKY SPRINGLES SCALE CO., 514-518 S. 2d St., Louisville, Ky. X

A-1 BARGAINS — F. R. CHUBBIES, \$6.50; 33 Rock-Ola Deluxe, \$125.00; Seeburg Gem, \$100.00; 4124, \$25.00; Evans Pavour Phonograph, \$50.00; Anti-Aircrafts, \$60.00. SEIDEN DISTRIBUTING, Bgadway, Albany, N. Y.

ALL FREE PLAY — BIG SIX, \$12.50; SNOOKS, \$9.50; Chief, \$14.50; Thriller, \$17.50; Majors, \$17.50; Twinkle, \$14.50; Cowboy, \$17.50; Turf Champ, \$17.50. Write for complete list. DELUXE AMUSEMENT, Little Rock, Ark.

BALL GUM, 9c; FACTORY FRESH, 12c BOX; Tab, Strick, Midget Chick, every Vending Gum. AMERICAN CHEWING, Mt. Pleasant, Newark, N. J. Jan18

BALLY RAPID FIRE, \$99.50; SEEBURG PARACHUTE, \$99.50. Mechanically perfect. 1/2 deposit. H. REICH, 323 S. E. 1st Ave., Miami, Fla.

BARGAINS! — TOM MIX, \$29.50; CHICKEN Sams, \$59.50; Convicts, \$79.50; Keeney's Anti-Aircrafts, \$59.50. One-third down. E & R SALES CO., 813 College Ave., N. E., Grand Rapids, Mich.

FOR SALE CHEAP — KEENEY SUPER TRACK Times, Pastimes, Chrono Bells, Radio Rifle, CHARLES PITTLE, New Bedford, Mass. Jan25

Classified Advertisements

Weekly offering of
BIG BARGAINS—SPECIAL SERVICES
EXCEPTIONAL OPPORTUNITIES

Quick Results

Small Cost

Commercial Rate

10c a word

CASH WITH COPY MINIMUM \$2.00

Forms Close in Cincinnati

(25 Opera Place)

Thursday for Following
Week's Issue

Name

Street

City and State

Your count of words

Amount enclosed \$

Classification preferred

MORE SALES AND MORE INQUIRIES

Our little ad in your magazine has produced more sales and by far more inquiries than any other ad we have ever placed in any other magazine or paper. We have been in this business ten years and have tried a good many national and local publications.

Krispy Kit Korn Machine Co.

Brew, Johnny	Carr, David	Doolin, Jay Carl	Forman, L. K.	Giffin, Willard	Higdon, Herman	Jolley, A. C.	Knott, Adolph	Lundgren, Walter	Martinez, Tony
Byers, Arthur H.	Carr, Vernon	Doyle, Phillip	Forest, Chas. A.	Gillis, Arthur	Hightower, James	Jones, Cary	LaBar, Frank	Landrum, E. C.	Martin, Al
Byers, Arthur H.	Carroll, Vernon	Douglas, Melvin	Ford, Joe	Gillis, Clarence	Hilbert, Robert	Jones, Fred	Lafont, Chas. E.	Lasnik, Bob	Martin, Larry
Byers, Arthur H.	Carroll, Vernon	Dunbar, (Elihu)	Ford, Joe	Gillis, Earl	Hill, Wm. E.	Jones, I. L.	Lafont, Chas. E.	Laurin, Sam	Martin, Perry
Byers, Arthur H.	Carroll, Vernon	Dunbar, (Elihu)	Ford, Joe	Gillis, Earl	Hill, Wm. E.	Jones, I. L.	Lafont, Chas. E.	Laurin, Sam	Martin, Perry
Byers, Arthur H.	Carroll, Vernon	Dunbar, (Elihu)	Ford, Joe	Gillis, Earl	Hill, Wm. E.	Jones, I. L.	Lafont, Chas. E.	Laurin, Sam	Martin, Perry

- Extensive alphabetical list of names, organized by letter, including entries for M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z, and a 'Men' section at the bottom.

MAIL ON HAND AT NEW YORK OFFICE

1554 Broadway 1554 Broadway Women

- Alford, Helen
Allen, Joseph
Alton, Sam
Ames, Crystal
Anderson, Vaki
Anthony, Tony
Arnold, Harry
Armstrong, Lyda
Bach, George
Baker, Ruth
Benton, Pamela
Benton, Ruth
Benton, Patricia
Berlin, Franca
Bieber, Martin
Bodendorf, Vera
Luz, June
Lover, Albert
Lutz, Ruth
Little, Lillian
Lynn, Gertrude
Mann, Geo. A.
Manzano, Tony
Marshall, Charlotte
Meyer, Harry
Morgan, John
Morgan, Mary
Morgan, Mrs. F.
Morgan, William
Morgan, Viki
Johnston, Paul
Arms, Harry
Harris, Lady
Bach, George
Baker, Ruth
Benton, Pamela
Benton, Ruth
Benton, Patricia
Berlin, Franca
Bieber, Martin
Bodendorf, Vera
Luz, June
Lover, Albert
Lutz, Ruth
Little, Lillian
Lynn, Gertrude
Mann, Geo. A.
Manzano, Tony
Marshall, Charlotte
Meyer, Harry
Morgan, John
Morgan, Mary
Morgan, Mrs. F.
Morgan, William
Morgan, Viki

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by SAM ABBOTT—Communications to 1564 Broadway, New York

Prize Users Turn to Cameras As Midwinter Demand Goes Up

Theory that shutter-boxes are summer items blasted as national advertising campaigns and contests make picture-taking a year-round activity

NEW YORK, Jan. 4.—A midwinter demand for all types of cameras that exceeds expectations indicates that picture boxes will again be topnotchers in the prize field. Since the advent of the snapshot craze, 8mm. and 18mm. movie cameras have come into prominence in great quantities, offering bingo and salesboard operators an opportunity to take a shot at the profits. Since the movie camera craze has struck so solidly, demand for projectors for use with the units has also gone sky high. Home movies have become a part of every party at which the host or hostess is picture-minded. The increasing demand follows close on the heels of announcements that both cameras and projectors are available at lower prices.

Contests Boost Demand

Factors which have contributed to the camera craze include contests sponsored by local theaters having stage presentations, in which prizes are offered for the best shots of the show; advent of new picture magazines and their offers to publish outstanding photographic work; debut of candid cameramen on the streets of large cities who photograph individuals or couples as they pass by and send them the unposed picture for 25 cents, and the unusually large advertising campaigns being conducted by camera and film manufacturers.

Operators working cameras on one deal or another have been under the assumption that picture machines are a seasonal item, clicking only in the summer. Amazing advances in the manufacture of film of the super-sensitive type and the improvement of lenses have made it possible for amateurs, even those of slight experience with cameras, to take good winter or interior pictures. This has contributed to the increased demand throughout the year and definitely made the picture boxes a 12-month prize proposition. Some operators have had such success with cameras that they now consider the boxes more of a winter than a summer item.

Profits in Films

Smart operators have augmented their profits by carrying an assortment of films for their prize cameras. In these cases the operator has made a tie-up with the camera and film manufacturer. When the operator has established himself as the source of supply in this field, the rough rolls in consistency.

In sections where camera lines are not readily available, direct sellers are finding them a top money-making item.

Many bingo operators are now using this profit-making item. In some instances, operators have made movies of their games and shown them before the numbers are called, to increase the demand. Not only has the demand for movie machines been upped, but crowds have been increased by the desire to "see yourself in the movies." All indications are that cameras will continue in their money-making tendencies.

Mono Glassware Big in Midwest

CHICAGO, Jan. 4.—Demand for mono-grammed glassware sets continues to increase in Midwestern territory served by wholesalers here, who report bingo and board ops pushing the numbers heavily.

The numbers that are clicking include cocktail sets of five pieces, smoking set consisting of large cigarette box and four ash trays; eight-piece bridge set of four sham-bottom tumblers and four coasters; matching ash trays in sets of four or eight, and the correct types of glassware for mixed drinks.

Long Island found ample opportunity to buy such items from pitchmen who offered them in Pennsylvania Station and bus depot.

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

The following is reprinted from The Advertiser's Digest:

Trade Card Deals

There is scarcely a retail grocery or drugstore that has not made use of trade cards within the past year. Furniture stores, gas stations, cigar stores, bakeries, and many other retail sales outlets are also using them.

So phenomenal has been the growth of trade-card traffic that various service organizations now devote their entire energies to this form of promotion. The trade card is an outgrowth of the purchase privilege premium—one where the consumer gets a \$2.50 table lamp for 59 cents and one or more box tops or coupons. In other words, customers enjoy the privilege of buying the offered premium at wholesale in return for buying the sponsor's product.

With the trade card customers have the privilege of purchasing the one or more items offered after a designated amount of purchases has been made in the store sponsoring the deal. As each purchase is made the amount is punched into spaces provided on the card.

Amounts required before the gift can be secured vary. Some cards call for as low as \$1 worth of purchases, while others range from \$5 and \$10 to \$25. The average is between \$2.50 and \$5.

Trade cards differ from other forms of premium promotion because they are restricted in use to retail deal outlets. The trade card is not confined to the large supplier. The small man, the independent merchant, can use it with profit on equality with the largest operators. It is therefore the little dealer's stand-by for increasing turnover. Dealers are supplied with trade card offers both by firms which use this kind of promotion to sell their own products and by concerns which sell the merchant his premiums for his own offers.

Dealers react favorably to trade card plans because, in addition to stimulating store-wide merchandise sales and maintaining customer loyalty, they may also make a profit on such promotion merchandise.

(See DEALS on page 53)

Noisemakers Good As Millions Watch 1941 Start Stretch

NEW YORK, Jan. 4.—Noisemakers brought streetmen in the Times Square area the largest sales in recent years when more than 1,000,000 people turned out in that section to welcome the New Year. Not only was there an increase in the quantity of items sold, but well-wishers bought a larger assortment.

Streetmen, some of them stationed several blocks north, west and south of the square, took their posts as early as 4 p.m., and did business until early morning hours Wednesday. Officials said it was the largest crowd in Times Square history to bid farewell to the old year, and veteran pitchmen were enthusiastic over the manner in which the cash flowed.

While metal and cardboard horns led the parade, there was a big demand for such items as rattlers, Bronx cheers, paper hats, Hawaiian leis, feather holoivotos, confetti, nose-bumping, snowcones, and smorters. Joke and trick items were sold in large quantities, and miscellaneous trick glasses, shooting books, handshakers, leaky perfume bottles, and trick pocket combs brought many laughs among the milling crowd. Computers going home to



By JOHN CARY

NOW is a good time to go back over past incidents and check on what has happened. From the letters that have been received at this desk, it seems that many operators make the mistake of trying to crowd the players into uncomfortable, badly lighted, and poorly ventilated spots. The supply of light and air should be the first consideration of an operator in selecting a location. There is hardly a town that doesn't have some sort of auditorium built to house a good proportion of the population. By all means, in starting a series of games, the operator should get a hall that will accommodate the crowd he will draw. If the games are patronized beyond facilities, then more games should be held.

When an operator fails to have the expected success with his games, he often overlooks the fact that he is not affording his players reasonable comfort. This is most important, and our experience has been that the successful operator sees to it that his players can sit in comfort for three hours. Even big league baseball games have the seventh-inning stretch.

REPORTS on Cincinnati bingo games for November, 1940, reveal that 286,163 people attended 233 parties. Receipts for the month totaled \$205,597.15. The average cost per person was figured at 54.4 cents, a record low for 1940.

THE DEFENSE program is reported helping bingo operators throughout the nation. Recently we had a long talk with a bingo equipment manufacturer, who said the game was going stronger than ever in the South and Middle West. The South is undergoing a building boom, as the government is establishing and improving training camps in that region. He also declared that carpenters and other laboring groups are working steady and drawing good wages and that this has had a definite influence on merchandise at games. The trend toward better merchandise is more evident than ever at this time. No matter how high the salaries go, people still enjoy a good bingo game. As the new year gets under way, serviceable items are in greater demand than ever, and it is our prediction that an even stronger demand will be felt during 1941. Wholesale merchandise supply houses report that stable orders indicate that alert bingo operators are recognizing this fact. More power to them.

with new merchandise stocks, ready to serve the increasing ranks.

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.

Fifth Corps Area

(Ohio, Indiana, Kentucky)

ACTIVITY	POST OFFICE	FREIGHT OFFICE
Bowman Field.....	Route 7, Louisville.....	Louisville
Port Columbus.....	Columbus, O.....	Columbus, O.
Columbus General Depot.....	Columbus, O.....	Columbus, O.
Erie Ordnance Depot.....	Lacarne, O.....	Lacarne, O.
Fairfield Air Depot.....	Fairfield, O.....	Osborn, O.
Goodman Field.....	Port Knox, Ky.....	Port Knox, Ky.
Port Benjamin Harrison.....	Port Benj. Harrison, Ind.....	Port Benj. Harrison, Ind.
Port Hayes.....	Port Hayes, Columbus, O.....	Columbus, O.
Jeffersonville Quartermaster Depot.....	Jeffersonville, Ind.....	Jeffersonville, Ind.
Port Knox.....	Port Knox, Ky.....	Port Knox, Ky.
Lunken Airport.....	Cincinnati.....	Cincinnati
Patterson Field.....	Fairfield, O.....	Osborn, O.
Schoen Field.....	Port Benj. Harrison, Ind.....	Port Benj. Harrison, Ind.
Stout Field Airport.....	R. B. No. 3, Indianapolis.....	Indianapolis
Port Thomas.....	Port Thomas, Ky.....	Newport, Ky.
Wright Field.....	Dayton, O.....	Dayton, O.

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.

Service Pin

According to the Gordon Manufacturing Company, agents, training camp workers, streamers, and badgeboard workers are finding big demand for the new service lapel pin. In the shape of a shield, pin bears the caption "Enrolled for Service—U. S. A." In the center is a red, white, and blue shield against a gold background. Pin has flash. It is designed for all men who have registered, which gives workers approximately 16,000,000 prospective customers. Prices that allow a good profit are available to the trade, the firm reports.

also obtainable in the miniature tag key chains. They have proved profitable and popular with workers. New low prices have been announced, allowing greater profits, it is reported.

Superman Balloons

Superman Balloons, report Oak Rubber Company officials, are proving exceptionally popular and indications are that 1941 will find the item among top money-makers. Licensed reproductions of the comic strip hero are authentic and available in tins-ups and prints. Firm reports that the line is exclusive and available at exceptionally low prices.

Lucky Charms

Lucky charms are again going strong. Epstein Novelty Company reports. Firm is offering an attractive variety of Ivoire charms, both colored and white. There are 36 styles packed five gross to the box. Individual charms, packed one gross to a box, are also available. Line includes elephants, lions, roosters, and horses. Indications are that the line will be more popular than ever in 1941, the firm reports.

License Key Chains

New and repeat orders are flowing in for the 1941 auto key chains, Irving Green and Frank Tomago report. With tag colors and numerals changed for the current year, motorists are securing new designs to keep abreast of the times. Initials and Social Security numbers are



Mystifying—Automatic PARKING "EYE"
Red Light Flashes on Dash When Car Gets Within 5 Inches of Curb
SENSATIONAL PITCH
WITH OR WITHOUT A CAR

DISTRIBUTORS AND AGENTS

Big money openings for distributors with credit and for agents who can sell on C. O. D. Basis. Four profits on the spot. We deliver and collect. Rush name fast if you want the quick, easy, top-gross profits.

A demonstration that is mysterious and spectacular shows auto drivers in dash how to prevent crashes, bumps, fender and scratch damage and both cases as well as how to fire. The "Eye" makes parking EASY! Clamps on—no drilling. Always use attach.

Sells fast in parking lots, service stations, on street, at fairs, tourist parks. Sell from car demonstration or from set mounted on dashboard and wired to small flash-light battery. Sell to truck fleets (big field) and to dealers for roads. Work a town and reap big profits.

Unlimited profit opportunities in this sensational, exclusive invention. Make as high as 195% profit over your cost on installed sets. Rush name and specify whether you want car or display board demonstration set. No money—just your name, that is quick for the drive. This is a one-time set-up.

PARKING EYE CO., Dept. P-431 Walnut Bldg., Des Moines, Iowa



WORLD'S FAIR VIEWERS
Complete with film. Large quantity on hand! Immediate deliveries. Rushing cleaning up! Selling like mad. **HOW CAN BE REIMATED AT 25¢ EACH.**
DOZEN \$1.75 GROSS \$18.00
Sample Printed 25¢

BENGOR PRODUCTS CO.
876 BROADWAY, NEW YORK, N. Y.



NEW NOVELTY "HOUSE BROKE PET" IS SENSATIONAL SELLER

This Liquid Extinguisher Ash Tray is smart and brightly of beautiful plastic construction and finished in four different colors. Made in the U. S. A. Packed 4 to a box. Each Ash Tray is furnished with a unique story of the origin. Cash in now. An ideal item for novelty stores, taverns, hotel news stands, cigar stores, salarobars and picnics.

No. B31V16—Per Doz. \$3.75. Per Gr. \$42.00.
2 Samples Postpaid for **\$1.00**

Catalog 402 of 684 pages of quality merchandise ideal for premiums, prizes and awards, concessions sent on request. Planize your business. We do not sell retail. Prices less 2% cash. 25% deposit on C. O. D.

JOSEPH HAGN COMPANY
"The World's Bargain House"
217 & 223 W. MADISON ST., CHICAGO, ILL.

ENGRAVING JEWELRY AND SUPPLIES AT PRICES YOU CAN'T BEAT

1,000 gr. Single Heart, Lz. Double Heart, Med. Double Heart, Maple Leaf, Single Heart, Horseshoe and Shield, all at \$3.75 gr. 1000 carat and cell, \$4.20 gr. 100 gr. set Men's, Ladies' and Misses' Bracelets, \$10.00 gr. bulk, carded and cell, \$11.00 gr. Millers' Bracelets and Lockets with official emblems, \$4.20 doz. All goods are polished, 14k solid plated and lacquered. All our customers are satisfied with price and quality, and you will be, too. Cat. ready about Feb. 1, with pictures and price of 100 numbers. All goods C. O. D., 20% with order.

DEXTER LACQUER & ENAMEL CO.
197 Harrison St., PROVIDENCE, R. I.

LEADING SELLERS IN FUR COATS

Better sellers than ever before. ALL GENUINE FUR—Coats, Scarfs, Capes, Jackets—all styles, sizes. Nothing was spared to obtain the most superb furs and quality! Satisfaction guaranteed or money refunded in 3 days. Prompt deliveries. Write for NEW FUR CATALOG with LOWEST! H. M. J. FUR CO.
150-B West 28th St., N. Y. C.

Send for **NEW 1941 CATALOG**
ELGIN—WALTHAM
GRUEN—BULOVA—HAMILTON
Wrist and Pocket Watches **\$2.95**
PRICES START... GUARANTEED LIKE NEW.
JOSEPH BROS., Inc.
51 E. MADISON STREET, CHICAGO

\$\$\$ FOR YOU

New! P. D. Q. AUTOMATIC PHOTO MACHINE
Today's Big Money Maker!

TAKES AND FINISHES BEAUTIFUL BLACK AND WHITE OR SEPIA PHOTOGRAPHS IN 1 MINUTE. NO EXPERIENCE REQUIRED
NO FILMS—NO DARK ROOM.
Direct Positive Photos, size 2 1/2 x 3 1/2 inches. NOT 1 IN TYPES.
Big attraction. Watch photos develop in daylight in one minute.
Easy to operate. Simple instructions show you how. P. D. Q. Photos are guaranteed NOT TO FADE.
About \$80 starts you in this interesting, BIG MONEY business. TAKE DIME photos—anywhere—indoors or outdoors. You will make BIG MONEY with the P. D. Q. A real "Portable Photo Machine" Write for it.
P. D. Q. CAMERA CO.
109 E. 35th St., Dept. B81 CHICAGO, ILL.

Extra Value! \$2.25 EACH

5 for \$10.50

No. BB 9583—Ladies' Bracelet Watch, Equivalently Styled 12 1/2 L. Chrome Cases in assorted engraved designs with beautiful link bracelet to match. Guaranteed jewel movement. Each in attractive gift case. An amazing Big Value and exclusive premium item. Save money NOW by ordering five Watches for \$10.50.
DEALERS, Write for Catalog.

ROHDE - SPENCER CO.
223 W. Madison St., Dept. "B", Chicago

FREE! WHOLESALE CATALOG

4000 OPPORTUNITIES

Household goods, display card items, starting capital, cosmetics, foods, jewelry and toys and a few of the thousands of articles shown in this exciting catalogue, for sale, return, agents and dealers.

300 PAGES
Check full of interesting money makers. Sales ideas that may increase your earnings \$2 to \$15 a day and thrilling values galore. Each and every item sold under a money back guarantee. Get your copy by sending for it today.

SPRIS CO., 1-41 Superior, La Crosse, Wis.

ELGIN, WALTHAM, BULOVA

Renewed Guaranteed **\$2.95** STARTS AT
MEN'S WRIST AND POCKET WATCHES
Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG.
LOUIS PERLOFF
720 Walnut St., Philadelphia, Pa.

THIS YEAR MAKE YOUR OWN RECORDS!

Sales of RECORDS!

SOMETHING Really NEW!

Next week we will announce a sensational NEW money-maker for you! Watch for our full page ad.

EVANS NOVELTY COMPANY
A Division of Premium Sales Company—Largest Direct Factory Representatives in the Premium World
800 WASHINGTON BLVD., CHICAGO, ILLINOIS

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

ATTENTION! LIVE WIRE OPERATORS!

A FLYING START FOR THE NEW YEAR. BE THE FIRST IN YOUR TERRITORY WITH THE LATEST, NEW NOVELTIES—NEW PREMIUMS—NEW SPECIALTIES. IT'S NEW—YOU CAN ALWAYS FIND IT AT ARMO. Write for Special Listing Today. Please state your Business.

1-day Service **ARMO PREMIUM SUPPLY CORP.**
3139 OLIVE ST., ST. LOUIS, MO.

WE CARRY EVERYTHING

For Wagon Jobbers, House Canvasers, Premium and Salesboard Operators. **BIG PROFITS** in Drug Items, Extracts, Lotions, Notions, Carded Goods, Knife, Pen Deals, Sideline Merchandise. Write for Free Catalog.

SCOOP! CHAMOIS SKIN
Full Size (Seconds). A REAL VALUE at 40¢ Each. Order... \$4.50
★PATRIOTIC BANNERS
METAL FLAG LABEL BUTTONS, 100 for 50¢. (Include Postage Deposit.)

CHAMPION SPECIALTY CO., 814-N Central St., Kansas City, Mo.

BINGO GAMES AND SUPPLIES CARNIVAL SUPPLIES... PREMIUMS NOISEMAKERS... HATS... BALLOONS WRITE FOR OUR NO. 50 CATALOG

BE SURE AND MENTION YOUR LINE OF BUSINESS!
MIDWEST MERCHANDISE CO. 1006 BROADWAY, KANSAS CITY, MO.

Hartmann's Broadcast

CINCINNATI

ON A RECENT afternoon Harry Drachman, who was the first American child born in Tucson, Ariz., made an address, designed especially for school children, over the radio there, and included in his message some very interesting things about the coming, the appearance, and the make-up of the circus, both before and after Tucson became accessible by rail. Thru the kindness of Jacob A. Wagner, of Des Moines, Ia., a director of the Circus Fans' Association, we received a copy of that portion of the address about the circus. Wagner happened to be in Tucson at the time, having gone there a few weeks ago because Iowa is a bit tough in the winter for those afflicted with neuritis, as he is. He plans to stay there until March 15, when he will return to Des Moines.

It was thru an item in the Tucson paper Jacobs learned that Drachman would speak to the school children, and knowing that Drachman was a prominent citizen, Wagner made it a point to listen to the broadcast. So pleased with and interested in what Drachman said about the early coming of the circus was Jacobs that he managed to get a copy of that part of the address and sent it to us in the hope that it would be found worthy of a place in *The Billboard*. We believe everybody engaged or interested in the circus will appreciate Drachman's remarks, the same as Wagner and we have, so we pass them along, in full, herewith:

"An event which was looked forward to not only by the youngsters but also by the grown-up folks of early Tucson was the Mexican circus from Sonora. This was long before the railroad reached Tucson. This circus usually remained in town for a couple of weeks. It was not shown under a tent. It was located in some large corral in the southern part of Tucson, most frequently in the large corral between Meyer and Main streets, in the rear of where Chinatown now is located. There was no menagerie with this circus and the acts consisted of acrobatic feats on the flying trapeze on the ground on horizontal bars with flying rings and horseback riding.

"The circus ring was not very large and was protected by a canvas carried on short wooden stakes. The clown carried on his antics which, of course, were in Spanish, and kept the crowd laughing.

"There was the daily parade led by a clown, made up just like the clowns are today, riding on a raw-boned horse with nothing but an old worn blanket for a saddle. He was followed by a stringed orchestra in a carriage. Then came the acrobats riding on rather the hungry-looking mads. They were dressed in red tights that looked like red flannel underwear, such as worn by mining prospectors and workmen in those days. Following the clowns on foot would be a crowd of Mexican boys and a few American boys. I was among them.

"The clown would announce the program to take place at the circus grounds. The announcement was in Spanish. Then he would say, 'No es verdad Muchachos,' meaning 'Is not this the truth, boys?' To which all of us answered 'Si' (yes). The clown's announcement of the program would always begin with the statement, 'Por ultimo function,' meaning 'for the last time this program will be shown.' It was always for the last time, tho the circus would be in town for a couple of weeks and the program was always the same. Around the ring seats were arranged like stens, not very high, something similar to the arrangement of the present-day circus seats, only they were not so comfortable. The seats were hardwood mesquite beams, set in forked uprights, with no foot rests. The price of admission varied according to the season of the year. If the circus was here in the summer time the price of admission was 50 cents on the shady side of the ring and 25 cents on the sunny side. If it were winter the sunny side was 50 cents and the shady side 25 cents. If you brought your own chair it would be 25 cents additional on either side.

"After the Southern Pacific Railroad reached Tucson in March, 1880, the first American circus to come to Tucson was Cole's Circus. I believe it was in September of 1881 or 1882. It was advertised for

a month or more before the date of its arrival.

Well, if you children could have seen an anxious lot of girls and boys you should have seen us. We could talk of nothing else. The day arrived. We had asked Frank Miltenberg, the baker, to awaken us at 8 o'clock in the morning, when he delivered the bread to our house, which was the custom in those days.

"My brothers Moses and Emanuel and I hurried to the depot to await the arrival of the circus train. Every time we saw a little puff of smoke in the distance toward the West we would jump with glee and say, 'Here it comes,' only to be disappointed for it would be a freight train, and so it went on all day. Most of the girls and boys did not leave the station for anything, fearing the circus train would come in while they were away. We three brothers remained there all day. We had neither lunch nor supper, and all we had had for breakfast were two buns apiece from the baker.

"Well, about 8 o'clock at night the circus train arrived. It was not to unload until late that night, so we had to go home. We boys often heard that you could get into the circus if you carried water to the elephants, so the next day, very early, we went to the circus grounds back of Levine's Park.

"The first thing we did was to get a job carrying water to the elephants so we could get in and see the circus, as we could not afford to pay the price of admission, which was 75 cents apiece. We completed our job of carrying water and were given tickets. We were the happiest boys in the world. First we went into the menagerie to see the lions, tigers, giraffes, elephants, polar bears, camels, and many other animals, none of which any of us had ever seen before. Then into the main tent for the performance, and our eyes just nearly bulged out—two rings, big lights, rows and rows of seats, high trapeze, etc. This was the greatest event of our lives, and we enjoyed every moment.

"The highly colored parade with its many clowns, cages of wild animals, and ending up with the callopo, was something to remember, and to this day, girls and boys, I can see that circus as tho I attended it last night, and that was nearly 60 years ago."

—Nat Green's—

The Crossroads

CHICAGO

NO ONE can predict with certainty what sort of entertainment the public will go for. But that the people are hungry for comedy was strikingly demonstrated in the Sonja Henie Ice Revue when it played the Chicago Stadium. Miss Henie gives a wonderful performance and is generously rewarded with applause, but the feature that gets far and away the most applause is the comedy skating of Fredy Tandler. Other comedy acts and bits in the show also get generous applause, even tho their comedy is weak. This demonstrates unmistakably that the public is comedy hungry.

WITH no slackening of his loyalty to the circus, Frank Braden is now heralding Walt Disney's new and revolutionary spectacle, *Fantasia*. Disney, a Chicago boy, has dreamed some magnificent dreams, but according to Braden—and he's sincere—this is his greatest. Chicago will see the show in February. Braden, just back from Hollywood, stopped off last week to set the stage for the Chi run and is off now to do the same in Detroit and Philadelphia. Ben Atwell will handle the show in Chicago.

IT'S too early to determine what Mike Todd's *Gay New Orleans* show, transplanted from the New York World's Fair to his new spot in the old Rainco Gardens location, will do in Chicago. But its first week has been phenomenally successful. Spot opened on Friday and

Showbiz for Showfolk!

IN A piece of legislation remarkable for its shortsightedness and, to come right out and say so, extreme lack of imagination, the National Showmen's Association reversed the old adage that charity begins at home and spread indelibly upon the record the fact that it is interested in charitable activities far removed from its own sphere and completely foreign to its accepted set-up.

The board of governors of the NSA pushed thru a bill to stage an affair for the celebration of the President's Birthday on January 30. Hundreds of similar functions will be held on that evening throughout the country, proceeds of which, as everyone knows, go to the Warm Springs Foundation to fight insane paralysis.

There is no more worthy cause in this great-hearted country of ours. We have seen these stricken children in many hospitals and have done our share for one of them thru the kindness of George Jessel and many other outstanding artists. We have seen the pitiful underpinnings of these poor kids and have watched them smile, in the inspiring way that kids have a habit of doing right thru the most horrible kind of adversity. On a second visit to one of these hospitals we missed one of the cheerful faces. He had succumbed to the curious combination of disease and deformity.

A few of our good friends also know how we employed the columns of this publication to heat the drum for the most famous case in the show business—"Colonel" Linard Jones, circus fan, who eventually became a victim of the dread disease at the Eiks' home for crippled children in Umatilla, Fla.

This is not intended as personal reminiscence calculated to put in a boast for our greatness of heart. It is intended to establish the fact that we are not prejudiced and at the same time prove that we know something about the terror which is cutting short the lives of helpless little humans as well as adults.

But the National Showmen's Association was established by showmen for showmen. It has always said so. It has always underscored that fact. And so

the following night more than 8,000 persons passed thru the gates and another thousand milled in the street trying to gain entrance. Mike gave up trying to handle the throng with his own force and called in Andy FRAIN's ushers, who had proved themselves adept at efficiently handling large crowds.

R. E. (BOB) HICKEY came thru his operation splendidly and is rapidly recovering. He'll be out of the hospital in another week. . . . Friends of L. S. Hogan will be sorry to learn that he had to return to Alexian Bros' Hospital and for a couple of days was kept in an oxygen tent. He has improved but probably will have to remain in the hospital for some time. . . . J. C. McCaffery returned from Florida in time to take in the Snowmen's League New Year's Eve party. He left late last week for California. J. C. (Tommy) Thomas also came in from the East for the doings. . . . A letter from James L. Malone reminds that the Florida State Fair is "coming up" and that we shouldn't miss Gasparrilla Day. "Better drop me a note telling me how many will be in your party," Jim writes. Thanks, pal; I'll speak to the boss!

ABOUT every branch of the outdoor amusement world was represented at the annual day before New Year gathering of the Atwell Luncheon Club. Hostess Ann Cuff saw to it that the Hotel Sherman Coffee Shop annex was reserved exclusively for the club, and Ruth Hunaker did an excellent job of

—Leonard Traube's—

Out in the Open

NEW YORK

It is important that the original intent remain unshattered by denatured ex-ample of thinking. If the organization is to use its roster and its facilities to raise funds for outside sources, however commendable, it will start a precedent from which there will be no appeal.

Many of us have our own pet charities. We could very well use the precedent as a basis for demanding recognition for such agencies of human betterment from the NSA. How could it turn down one while supporting another?

The Warm Springs Foundation does not need theoretical fraternities, with cares of their own, to raise money. The foundation has the benefit of a high-powered national campaign which has always been successful and will continue to remain so without the aid of such comparatively tiny organizations as those which exist in the outdoor show business.

If the National Showmen's Association desires to support the foundation, it should do so on a private basis. If it anticipates raising \$500 or \$600, let some of the more prosperous members raise it thru private subscription among themselves and thus divorce the activity from any official identification with the association which was established to help its own needy, its own indigent, and its own people who are called up by their Maker.

Let the NSA be for the NSA and such unaffiliated showfolk who are declared worthy for its help.

ORANGE Bowl Edition, Miami Sunday

News of December 29, gave a full page in its Rotomagazine section to *Andy Bros' Shows* Shrine Fair engagement. Cameraman Ernest Bennett did a brilliant job in catching action and color. Congrats to him and the Brothers Envy, Dave, and Ralph. . . . The "Zimmy" whose obit was recorded in November is apparently not the same "Zimmy" (Charles), the performing legless one, because "Zimmy" sends an Aloha from Honolulu, where he is appearing with E. K. Fernandez's show. . . . Talking of holiday greets, we were overjoyed to receive one from Henry Self, of England, prominent showman who piloted the midway at the New Zealand expo. We saw Henry last at the NY World's Fair and wondered ever since whether he got back safely to the laies. His Christmas card includes the following text: "Please understand there is no depression in this House; we are not interested in the possibilities of defeat; they do not exist." Them's cheering words. . . . Frank Wirth cards from Tampa and Doc Shean from Orlando, Fla., on the way to the city which will soon open its 26th annual Florida State Fair. Which reminds us that we must thank Publicity Chief Jim Malone for the invitation to attend. . . . In case anyone has been wondering about it, the rights used in the legit show *The Flying Gerardo*, were the creation of Morris I. Koban. . . . Don't be surprised if Arch Clair, carnival-park-roadhouse-musician man, gets an important post in North Carolina.

serving the 23 guests. At the tables were H. A. Atwell, Irv J. Polack, Frank Burke, John M. Duffield, Frank H. Condit, Frank Braden, J. J. Doonan, Harry Bert, Burt L. Wilson, J. C. (Tommy) Thomas, Al Sweeney, L. B. Greenhaw, G. L. (Mike) Wright, Harold Dabroe, Virgil Earl, Walter Featherstone, C. W. Finney, Louise Gayette, W. B. Naylor, Morris Hanauer, Sam Gluskin, "Pittsburgh" Egoif, and the Crossroads scribe.

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.

Bantley's Add Six Fairs

REYNOLDSVILLE, Pa., Jan. 4.—Six more fairs have been added to Bantley's All-American Shows 1941 Itinerary. General Agent L. C. (Ted) Miller reported at quarters here this week. List includes Luray (Va.) County Fair; Courier-Record Fair, Blackstone, Va.; Cherokee County Fair, Murphy, N. C.; Cherokee (N. C.) Indian Fair, Lancaster (S. C.) County Fair, and Newbery (S. C.) Fair.

McDaniels Goes to Wallace

JACKSON, Tenn., Jan. 4.—E. E. Farrow, manager of Wallace Bros.' Shows, announced in local quarters this week that he had signed Tressie G. McDaniels as shows' special agent for 1941.

PA. OPS' PROBLEMS

(Continued from page 40)

Reading. Speakers and their subjects will be Prof. H. C. Petteroff, chief of agricultural education, Department of Public Instruction, Vocational School Activities at County Fairs; Dr. F. F. Linniger, State College, 4-H Club Activities at County Fairs, with slides or motion pictures relative to 4-H Club activities by A. L. Baker, State College; Secretary of Agriculture John H. Light, and Frank L. Wiswall, executive vice-president and secretary of the United States Trotting Association, Albany, N. Y., Accomplishments of the USTA Since Organization. Committees will report, election of 1941 officers will be held, and David G. McDonald will show a new record of 1940 Allegheny County Fair, Pittsburgh.

The annual banquet will be served in the hotel Thursday at 7 p.m. Invocation will be delivered by Rev. Frank W. Ruth, State Senator of Berks County, Bernville. John S. Giles, Reading, will be toastmaster. Governor James and State Treasurer F. Clair Ross will address the group, and Con McCole, Wilkes-Barre, will be after-dinner speaker. Vaude acts, obtained thru courtesy of booking agencies, will appear. John Tomney and his orchestra will furnish music.

MAFA DELEGATES

(Continued from page 40)

by a quiz contest conducted by George H. Bean between two five-man teams, captained by Willard H. Pease and Robert P. Trask. Discussion of harness race pari-mutuel betting will be led by Ralph A. Jewell, Fairfield, Me., and Paul W. Foester, Great Barrington, will lead discussion of running race betting. Election of officers will follow.

Guests at the annual banquet on Tuesday night will be Eugene M. McSweeney, State commissioner of public safety; William Casey, State commissioner of agriculture, and Everett M. Stone, master of the Massachusetts State Grange. Acts will be furnished thru Paul N. Dentish, of George A. Hamid, Inc. Favors will be distributed by Henry Rapp, American Fireworks Company. Music will be by George Ventry and his band.

Conference session, open to all, will be held Wednesday. It will be followed by a report of the stone boat committee, led by Chairman Warren V. Bodurtha. Committee on grange exhibits will give its report thru Chairman Robert P. Trask. State Aid and Fair Statistics will be the subject of a discussion led by A. W. Lombard, Massachusetts Department of Agriculture, Boston. Ethel McLaughlin, Mansfield (Mass.) Fair, will talk on Hobby Shows at Fairs. Mark Golusha, director of livestock division of disease control, will speak on Tuberculosis and Blood-Testing Requirements at Fairs. Earle S. Carpenter, chairman of classifications committee, Amherst, Mass., will lead discussion on Cattle Classification at Small Fairs. It will be followed by installation of the new president and discussion of new business.

PROBLEM OF DAY

(Continued from page 42)

we must accept and our answer must be: "Ever better amusement parks."

Next in our national set-up we are faced with what many prefer to call a crisis. A crisis, because times are critical for America. We have had to choose and have now chosen our course thru these troubled times in international affairs. The lines are being drawn tighter each day. Yes, each hour, and likewise our course is becoming more positive. The people of America are united in this decision. The defense program is already well under way and increasing with an ever-rising tempo. All of this means that America is living under stress and tension that have never existed before.

Looking at Canada

How Dominion Events Shape Up on the American Scene

Eighteen exhibitions were reported to Alberta's Department of Agriculture in 1939. Of extreme interest are figures from the leading events—Calgary and Edmonton—for the years 1931-'39 inclusive:

	Calgary	Edmonton
Attendance	1,896,080	1,088,601
Income	\$1,326,897	\$238,768
Disbursements	950,038	101,761
For Amusements	116,983	71,388

Calgary's attendance high during that period was reached in 1939, with 240,035; low, 1932, 174,676. Edmonton's peak occurred in 1938, with 151,180, and its low in 1931, with 87,296.

K. C. MacDonald, Victoria, Minister of Agriculture for British Columbia, says that a good many of the province's fairs are not subsidized by the provincial government, and therefore his department does not possess figures. This is not strange—most agricultural departments in the States do not have pertinent information relating to their fairs. In 1940 62 events were staged. William J. Bonavia, Department of Agriculture, Victoria, is secretary of the British Columbia Fairs Association.

Altho there are approximately 80 events in the province of Manitoba, not all of them have been able to operate in recent years, especially since Canada's entry into the war. Prize money paid out is in varying amounts up to about \$7,000, not including the Provincial Exhibition. Fairs are divided into four distinct groups according to size and, hence, importance. In the last 10 years the greatest number of exhibitions reported was in 1931, with 68. The low was reached in 1933, with 26. In 1940 and the year previous 54 were conducted.

In Ontario there are A-B-C classifications. All fairs receive federal grants except Class A—Toronto, Ottawa, and London, but the federal department has also included Peterboro in the top class, hence these four, while not included in federal aid, receive grants from the province. Thirteen fairs receive Class B grants from the federal government. Total number of fairs held in 1940 was 13 less than in 1939. In majority of cases fairs were canceled because military authorities assumed control of properties for training purposes. A few small events were canceled for other reasons. Figures for 1940 follow:

	Class A	Class B	Class C
Average estimated attendance income.....	\$179,798	\$ 4,610	\$ 7, 12
Average estimated income.....	343,815	20,724	3,029
Average estimated disbursements.....	277,574	19,788	2,241

Fairs held in 1940 numbered 256.

Figures forwarded by the Director of Agricultural Extension, University of Saskatchewan, in the form of annual reports are illuminating. The province has three classes of exhibitions—Class A, embracing the big events, Saskatoon and Regina; Class B, medium-sized exhibitions held at eight points, and Class C, community fairs. Prior to 1930 the average number of exhibitions held in the province was 135. In 1925 there were 143. Boys' and girls' activities have grown to tremendous proportions even while the number of exhibitions diminished. Classes A, B, and C paid out \$9,434, \$3,461, and \$337 respectively in exhibit prizes in 1938. In 1939 the figures were \$10,657, \$3,655, and \$283.

In 1939 receipts from all sources were \$142,488, with disbursements of \$135,549. This covered 62 agricultural societies.

The tempo here, too, is increasing. And what does this mean to us in the amusement park business? Where do we come in? Where do we fit into the picture?

To Increase Investments

Again the question arises: Does the American public want amusement? Does the need increase or decrease? What have we to offer and, in fairness to ourselves, does the public want our product? The answer is: Yes. Not only does the public want amusement but they need it. It is an actual necessity. They need this escape and release from the ever-increasing stress and tension of these chaotic conditions and the pending disaster. I cannot emphasize too much this need for amusement under these conditions. It becomes a duty that we owe our country.

With an ever-increasing pay roll in industry, more and more men returning to work, with shorter work weeks, we will find more and more people with leisure and more money to spend during this leisure. We may complain to ourselves about the shorter work weeks as they affect our own employees, but in the long run it will work to our benefit. It makes thousands of potential customers. This is a condition to which we must adjust ourselves, for I feel certain there is no immediate prospect of a change on the horizon and so we might as well make the best of it.

In summing up these two points I would say: First, due to the increased tension we owe it to the public to make our parks give the maximum of pleasure and amusement.

Second, taking advantage of the increased pay roll and shorter work week, which means more money and more time in which to spend it. We should put our parks in a position to take advantage of these conditions, being careful at all times not to go beyond the safety point but, with increased revenue, now is the time to increase our capital investment with new features, new gardens, better parking facilities, better picnic areas as well as new devices and concessions. Even if a letdown follows this increased national spending, we will have these improvements paid for and our parks will be the better for it.

Meet Local Conditions

Now we come to the community. It is here that our parks are located and it is here that we must meet the local conditions. We have had and can expect even more competition from the national, State, and local governments. With camping grounds, recreational centers, such as tennis courts, golf links, swimming pools, picnic areas, and ball parks as competitors in the amusement field, we find many problems which we must conquer.

The question arises: Is it or is it not wise for us to enter into competition with the government? This question is debatable, but I say yes. If the government furnishes picnic areas, instead of being adamant, let us improve our picnic areas. Let us make them more inviting and with better facilities. Maybe we should introduce tennis courts, bad-

minion, shuffle board, bowling alleys, soft-ball grounds, horseshoe pitching grounds, yes, even checker and chess boards for the older folks so that we can furnish, as the service stations say, "A one-stop service." Thus we can offer the public a complete amusement value, a service they cannot get anywhere else. Here at one stop will be found sports, recreation, rest, dancing, dining, swimming, rides, and everything necessary for a good time.

Are we keeping abreast with our usual competition and is our commodity still salable? We are living in a modern age—a streamlined age. There is hardly a commodity that has not been touched by this finger of modern design. We live in modern homes, we work in modern offices, travel in streamlined trains, drive streamlined cars, our soap, coffee, perfume; in fact, all of our commodities are delivered in streamlined packages. Will the public accept amusement dished out in the old-fashioned package? No, we can't stand back and watch the parade of streamliners go by. If we don't keep up to date this parade will pass us by. World's fairs have set the design and architectural standard for each generation that followed, and these are nothing but glorified amusement parks.

Must Lead the Parade

Fairs and midways have always had a special license to go to the extreme in design and color. The public has been educated to expect this and now at this period when art and architecture are undergoing the most radical change in decades is the time the public will expect, more than ever, leadership from the amusement parks in this field.

We should lead the parade. Many of our concessions and rides, dance halls, and picnic areas can have their faces lifted and present a modern, streamlined front without great expense. If we don't do this we are bound to lose prestige and patronage. The public is not in the mood to get music from a streamlined radio, coffee from streamlined paper cups from modern bottles with modern labels, and then have its amusement dished out in the old package and on the old plate.

While we are putting a new face on our concessions it is worth while to consider the functional end of design. Are we to get the full value of our rides and concessions? Do we handle the maximum crowds with the minimum of effort? Do we have bottlenecks that stop the flow of crowds? Can our exits and entrances be placed to better advantage to facilitate the rapid handling of crowds? Maybe our present set-up handles the normal crowd but on big days when real money is to be made are we losing by not being able to handle people with dispatch? These are points that should not be overlooked in the modernizing of the amusement plant. Our problem is how to offer more, ever more, to the amusement-seeking public, for in this way we can not only meet competition but beat it.

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Unity

Something is now really being done in giving the industry a united front for future growth

The beginning of each new year is a good time to think of the subject of trade unity. The 1941 convention promises to demonstrate a general feeling of unity in the industry such as has not been seen in many years. The fact that so many phases of the incoming year look promising also helps our unity. It seems that every section of the industry will share in the promises of the new year, and that should promote a feeling of trade unity not otherwise common.

To get a proper text for unity perhaps it will be well to go outside the industry and draw on a lesson of world-wide importance. The best text for unity has been spoken by Adolf Hitler himself. If there is anybody who knows what disunity can do for otherwise intelligent people, it is Hitler. He is reliably reported to have said to one of his cohorts:

"Mental confusion, contradiction of feeling, indecisiveness, panic; these are our weapons."

All these aspects of a lack of unity have been present in all the free nations, and the enemies of mankind have capitalized on them. A few of the free peoples, such as Greece, England, Canada, Australia, and New Zealand, have been able to muster a surprising unity in time to prevent sudden collapse like that of France.

These are great object lessons that all can see and they have a meaning for members of a trade as well as a meaning for citizens of a great country. A lack of unity in an industry may be almost as dangerous as a lack of unity in a nation. No doubt the coin machine industry during the year 1941 will be called upon to share in the heavy responsibilities that come upon our country as a whole, and a united industry will be able to perform its duty and at the same time win honor and credit to itself. The coin machine industry needs a reputation, and trade unity in certain public attitudes will go a long way toward winning that reputation.

When the prosperity due to defense money promises to be so widespread, it is now certain that all sections of the industry will get increased business. The movement has already been felt in 1940 and unless the catastrophe of war comes upon us in the new year the increase of new locations and the bigger circulation of money will be more evident than ever. When business is good there is a good background for trade unity. It is a time for constructive ideas, and perhaps the sobering effects of world conditions will force the industry to think while at the same time enjoying good business.

There is sure to be much talk of taxes during the first half of 1941 and in some instances the industry may be divided against itself, due to unwise tax proposals that may bear unequally upon the different sections of the trade.

It is natural for legislators not acquainted with the industry to try to lump all coin-operated machines and tax them as a group. The trade as a whole must agree as an industry on a sound tax policy before it can expect outsiders to understand how a general tax might be unfair.

The problem of new taxes calls for real trade unity. We have suggested a general tax policy in our bulletin, "Suggestions on Legislation." The basic policy is that amusement games welcome a reasonable license which will also help to make more certain the legal rights of the games business. The music and the vending machine divisions are best considered, not as a subject of privilege licenses, but as a merchandising business in which the operator will be taxed with the same reason and consideration as shown to other small merchants. A tax on each machine in the music and vending fields is not in keeping with the general practice in taxing business enterprise.

City and State organizations have shown a new activity during 1940, and efforts to develop public relations activities are greater than ever in the history of the industry. These plans by local and State groups all count much toward the national unity of the industry. In this respect the industry is more united than ever before, altho there is no organization of operators that is national in scope. There are only a few local and State organizations that are trying to maintain a secretive policy, and some of them are being investigated by federal agents, so that organization may get a black eye. On the whole operators have had a very successful year in organized work.

There are three manufacturers' organizations which are naturally national in scope. These organizations are showing more effective and intelligent co-operation with operators than has ever been known before in the history of the trade. It is certain that these organizations will not be able to cope with all the legislative problems that come in the next six months, but the trade can be assured that far more constructive work is being done than had ever been thought possible, due to the many divisions that have always existed within the industry. Whatever problems may come in 1941, the trade is better organized than ever in its history to put up a good case for itself.

The hope is that all this unity will be made somewhat permanent and that it will somehow be used to gain a better public reputation for an industry that is now filling a real place in the business life of the nation. The support of each member of the industry is needed to make this trade unity count.



Cartoon by Platschke in The Chicago Herald-American December 30, 1940

Standard Sales in New Home; Recall Early Biz Interest

To the Editor:

Your local representative has suggested that we send you some photographs taken of our new home which we have recently opened.

We are now representing several lines. As well as being in the coin machine field, we are also interested in marine equipment, and have a large appliance department which is devoted exclusively to the wholesale trade.

In discussing the many helpful suggestions we have received thru the columns in *The Billboard* during the past several years, the subject of how long we have been reading the coin machine section of this magazine was mentioned. Your representative, Mr. Connelly, was very much surprised to hear the first column you started back in '30 or '31 was because of the correspondence you received from several parties throughout the United States, such as myself, who were interested in happenings in the coin machine field. At that time, we wrote you asking that you keep this column permanently in *The Billboard* for this business.

If you could check thru your files back to these first issues and find an extra copy of your first two or three columns, we would appreciate receiving them for our operators' room which is a separate display room in our new building.—H. D. Severn, Standard Sales Company, Spokane, Wash.

How To Recognize Counterfeit Coins

PHILADELPHIA, Jan. 4.—In view of the number of spurious coins and bills of various denominations being circulated in this territory, a warning to guard against the counterfeit pieces was sounded. The warning came from the office of the Secret Service Division of the Treasury Department. William A. Landright, supervising agent, gave the following advice to be followed on "How to Detect Counterfeit Coins":

1. Genuine coins are clear, bell-like ring, counterfeit dull.
2. Most counterfeit coins feel greasy.
3. Compare reading (corrugated outer edge). On genuine coins they are distinct and evenly spaced; on counterfeits the reading is poorly spaced and irregular.
4. Most counterfeits are soft, and may easily be cut with a knife.

5. Scratch surface of coin and apply a drop of silver test acid, which your druggist can prepare for a few cents. Acid will turn a counterfeit coin black, will not affect genuine coins.

Further advice stated that, "When a counterfeit note or coin is received, do not return it. If the passer is a stranger, delay him under pretext while you telephone the police immediately. Avoid argument. Write down a description of the passer if he leaves; take the license number of car if passer has one.

"Always compare a doubtful bill with another coin by ring, feel, weight, reading, and softness of metal."



PRESIDENT CARL HOELZEL (right) and Secretary-Treasurer Earl Witschner of the Missouri operators' association, known as Hobbies, Inc., pose with Duplex, Exhibit Supply Company's latest replay game. Duplex is distributed in Kansas City, Mo., by United Amusement Company, of which Hoelzel is president.

Biggest Eastern Representation Is Headed for 1941 Convention

By BILL GERSH

Byrde, Richard & Pound, New York

THE biggest crowd in all Eastern coin machine history is heading for the 1941 Coin Machine Show. A tour thruout Eastern and New England States has unearthed the fact that all leading operators, jobbers, and distributors are preparing to make this the biggest Eastern representation to ever attend any coin machine exhibition. Many of them have never made the show before. As far as New York, Newark, N. J., and the surrounding territory is concerned, for months the trade has been enthused. Almost every year the New York coinmen have attended the show in a large group. But never before have so many men definitely made reservations for attendance.



BILL GERSH

The past year was considered one of the best in Eastern coin machine history. Coinmen have enjoyed the profits from the work and now they are an enthusiastic and optimistic group of business men eagerly looking forward to the 1941 convention for new money-makers.

Many a jobber has aspirations to become a distributor and believes that the 1941 show will point the way for him. Many a distributor who enjoyed a great year is looking for that additional line to insure him just as great, if not a better year in 1941. He is going to the show in the hope that it will be there, some place, waiting for him. Some of the new jobbers and distributors who rose to high spots in the industry during 1940 are ready to wave the banner of their success at the 1941 show and tell the trade how great a job they can do.

Even the smallest of coin machine operators is eager to be present this year. Somehow it isn't like the shows of former years, when everyone came with just the thought in mind of what he will see that would make more money for him. This year there is an air of good-fellowship that wasn't present to such an extent at former conventions. Many are just coming along to meet with old friends, to talk over the past year, and to learn whether these friends agree that the next year will be just as great.

Pinball operators are happy over 1940 successes. They want to see whether the manufacturers will continue to give them the products which will make 1941 just as big a year. The music machines operators are calling the new year "the year of the wall boxes," and are looking forward to the show to see what the manufacturers will have on display that will be new, exciting, and different. The merchandise machine operators believe that many new products will be at the show that will solve many

problems for them in 1941.

From every division of the industry there is a feeling of confidence that the convention will be the answer to all problems. All the coinmen look to this show with good will and with optimism.

In all the years that I've been in this business I've never seen such spontaneity in the industry to be present at a convention. Formerly the members of the industry had to sell the men on the idea that it was worth the fare and room. This year these same men are keeping quiet. They're surprised. They just don't know what to say. Convention-bound operators come into their offices and ask them whether they will be present at the show.

And it's all more or less due to the fact that almost everyone has enjoyed a fine year. Members of the industry want a big "get together" party, where they can just be happy, look over the new equipment, and talk and laugh.

Lumber Use Continues Upward

WASHINGTON, Jan. 4.—Lumber activity in the week ended December 21 declined from the preceding period, but maintained gains over last year, the National Lumber Manufacturers' Association reports. Production was 11 per cent below the preceding week, shipments were 3 per cent lower and new business 16 per cent less.

Compared with a year ago production gained 6 per cent, shipments 35 per cent, and new business 8 per cent. The industry stood at 70 per cent of the seasonal weekly average of 1939 production and 105 per cent of average 1939 shipments.

Reported production for the 51 weeks of 1940 to date was 7 per cent above 1939, shipments were up 8 per cent and orders increased 10 per cent. Unfilled orders are now 41 per cent above a year ago and gross stocks 11 per cent lower.

THE GREAT GOD "I"

"I" is the most frequently used word in the language, because deep down EVERYONE is most interested in himself. Such fundamental human vanity is the reason for PHOTOMATIC's amazing year-in and year-out success... because people never lose interest in taking their own pictures on PHOTOMATIC, world's No. 1 coin machine investment!

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No greater musical thrill has ever been conceived! Here, rich and alive and vivid is *perfect* stereoscopic reproduction of sound as it was *originally recorded*. Does for tone quality what diffused lighting does for illumination. ROCK-OLA SPEC-TRAVOX TONECOLUMN is a masterful achievement of sound engineering and a glorious spectacle of scintillant color!

L E A D S A G A I N

MUSIC MERCHANDISING

Music Machines Become Sole Mass Outlet for Pop Tunes

ASCAP-radio breach now gives automatic music machines sole task of carrying on hits that are barred from the networks

NEW YORK, Jan. 4.—Now that the music battle between the American Society of Composers, Authors, and Publishers and the radio industry has reached the final stages of a struggle hold on songs which automatic music machine operators have been playing in the past year, music publishers, songwriters, and recording companies are looking toward the phonograph operator more than ever to give life to songs whose careers have been cut short in reaching the masses of the American public via the radio outlet. The music machine network, ever important to the

operator, is now assumed an even greater importance as the key holder to the public outlet which is still desirous of listening to tunes like *Only Forever* and *Ferryboat Serenade*. Coin phono operators can now anticipate a greater influx of nickels because the public is now aware of the importance of paying for the privilege of hearing the pop songs of the day.

Closed to radio performance are songs like *A Nightingale Sang in Berkeley Square*, *Down Argentine Way*, *We Three*, *Along the Santa Fe Trail*, *Maybe, Beat Me Daddy*, *Five O'Clock Whistle*, *Dream Valley*, *The Last Time I Saw Paris*, and *Two Dreams Met*.

These songs are endeared to the public and are still being hummed by them, sung by them, and danced to by them. Consequently, the listening public is going to seek out those songs. With this expectancy, a richer revenue is in the wind for phono operators with their ear to the public musical pulse.

This makes the coin machine the No. 1 make appeal outlet for the music industry. True, other outlets are cited like night clubs, theaters, and ballrooms, but analyzing the situation, the music machine is still the greatest single medium of music exploitation.

So with the battle of radio versus music in the stages of white heat, the music machine operator cannot only make increased profits from his machines but will also serve the public as a cultural medium for both the pop tunes whose avenues of performance have been closed on radio and for the light classical music of the Victor Herbert variety that the public still wants to hear.

Modern Plans Top Record Section

NEW YORK, Jan. 4.—Under the able direction of Lillian Schoenberg, head of the record department of Modern Vending Company, the new, enlarged record department planned for Modern's new headquarters at 455 West 45th Street, promises to be the most complete and modern set-up of its kind in the country.

"A large stock of all makes and types of records will be carried," says Miss Schoenberg. "Operators will be able to get all the records they need without waiting. We will have a number of comfortable private listening rooms for the convenience of the operator in selecting the records."

The enlarged record department is only one of the many extra services Modern Vending Company will offer music operators in its new quarters to be occupied by the firm January 6.

Seeburg automatic music equipment will also be offered operators, with every possible effort being made to be of help to the operator in making more money from his Seeburg operation.

"Seeburg telephone music is causing the biggest sensation in the music industry," says Modern executives. "In all our years in the business we have never seen such tremendous response to a new idea. It's very much like the excited, enthusiastic beginnings of a completely new and more profitable field in automatic music."

Song Pluggers Turn to Phonos

BOSTON, Jan. 4.—With four of Boston's eight radio stations paying strict heed to the ASCAP blackout and with only one of the four independents having signed up with ASCAP, song pluggers this week turned their attention to the music operators and began to concentrate on them.

Contact men from the leading publishers have put music operators on their visiting lists, and are making a great point of seeing them regularly. Operators who have telephone music installations out are being wooed strenuously by the pluggers.

BMI at present has no contact man in this section. It is generally expected that nothing will be done by the broadcasters at least insofar as the machines are concerned, because the general feeling is that BMI tunes will be placed on locations if they prove worth while, and that no amount of visiting will convince ops to spot BMI tunes simply because they are BMI.

Some publishers have diminished their representation in this section as a result of the feud, but the men remaining here have strict orders to make friends with the operators.

Dade Co. Ops Granted Charter

MIAMI, Jan. 4.—Dade County Music Operators' Association was granted a State charter this week by Judge Richard H. Hunt.

C. M. Deale is president of the new group, Charles L. Youllie, vice-president, and S. B. Feldman, secretary-treasurer.

A Record Year, Says Pfanstiehl

CHICAGO, Jan. 4.—"It's been a record year," reports Bill Hemminger, sales manager of the Pfanstiehl Chemical Company, as he discussed sales on the 4,000-play Pfanstiehl needle.

"During 1940 the sales on the regular 4,000-play automatic phonograph needle increased consistently every month. New distributors were appointed and territory after territory conquered. It was also during this year that the successful Pfanstiehl home needle was introduced and widely accepted by music stores throughout the country.

"We're proud to have been able to offer the trade so many fine qualities in a phonograph needle. Features that have meant economy, high fidelity re-

production, and dependable service. "Plans for 1941 call for an extended sales and advertising program on both the coin machine and home needles."

Minneapolis-St. Paul

MINNEAPOLIS, Jan. 4.—Bill (Sphinx) Cohen, of Silent Sales Company, reports holiday business has been good, despite the fact that most of the populace was busy spending money for gifts. He closes 1940 in good shape, as do most of the local operators, he said. Bill reports Davalls Club and Ace have arrived and are doing well. Five-ball free plays, he said, are getting a heavy play.

Bob Henderson, of Moose Lake, couldn't keep the news to himself too long, so he came up to the Twin Cities to buy merchandise—and announce to all and sundry that there is a new little operator at his home—an eight-pound boy.

Back from a visit to his folks in Elgin, Ill., and to coin machine manufacturers in Chicago is Ben Friedman, of Silent Sales Company.

Percy Hunter, of Aiken, Minn., and Kelly Diederich, of Chaska, were among the visitors to the Twin Cities the past few days.

Ted Bush, of Acme Novelty Company, reports business good, with the Acme staff preparing for National Wurlitzer Days to be observed at both the Minneapolis and Milwaukee Acme offices January 5-6, when the new Wurlitzer line will be unveiled. Bush, who is further expanding his Wurlitzer coverage—his now takes care of over four States—said operators are showing great enthusiasm in behalf of the new models and are looking forward to a good Wurlitzer season in 1941.

Sorrow enveloped the coin machine trade this week at the news of the death of Ben Moses, 45, who passed away suddenly December 29. Operator of Crombie's Bar, Ben was the brother of Philip and Max Moses, Minneapolis operators.

From Tom Crosby, of Paribault, president of the Minnesota Amusement Games Association, comes word that in his section of the State collections have been a bit off. Unseasonable weather, too, has hampered business to some extent, Tom said.

Herman Paster, of Mayfield Novelty Company, was happy as a lark this week because the first two Panorams had arrived and were being installed at the St. Paul Hotel, St. Paul, and the Nicolet Hotel, Minneapolis. The two jobs got here just in time to take in the New Year's Eve celebrations at the two hostilities. They are expected to do a land-office business.

Fred Bolter, Baldwin, Wis.; Carol Cassebeer, St. Peter; Morris Johnson; Wally Schanz, Alton, Minn.; and Doc Hall, Spencer, Ia., were among the out-of-town coinmen who came to the Twin Cities to do a bit of looking around and a bit of buying preparatory for the new year.

Another visitor to the city was Charles Brendel, of Phillips, Wis., who bought up considerable equipment while here.

At Hy-G Amusement Company business has been quite satisfactory, with machines moving out at a quick pace. Samples of Gottlieb's latest game have arrived and it looks like a winner. Hy-G has been having good luck with Seeburg equipment, with the wall boxes getting plenty of play.

More Twin City visitors were Tom Crosby, of Paribault, and Harold Havner, of Eleva, Wis.

Bill Larson, of B. & L. Sales Company, St. Paul, is looking over Seeburg wired remote control equipment with an eye to installing units at his locations.

Buckley Releases New Wall Boxes

CHICAGO, Jan. 4.—New developments in bar and wall boxes just released from the Buckley factory have been very well received by music men throughout the country, it is reported.

The new illuminated gold, red, and chrome boxes are already being stocked by all Buckley distributors. It is reported that many of the best locations already have been fixed up with the new Buckley music systems.

"With the new lumiarith plastic these installations make an attractive, illuminated appearance," declared Harold Perkins, Buckley official. "The finish on the gold and red box is hammered gold. On each side there is a red lumiarith plastic panel, and the selector panel is also made of the same material. It, as well as the sides, is attractively illuminated."

"Heretofore, we have concentrated on the development of tone in building speakers, which are a very important unit in a complete music system. Now the same acoustic qualities are maintained with the addition of plastic panels backed up by lights. The contrasting or second color in the lighting scheme is finished with colored indirect lighting. The concert grand model speaker cabinet is of the organ type finished in a gold blended on a cream wash-brown background.

"The music system has now reached an established position in the music field. In reaching this stage of development it means that locations are wanting music systems for patrons, entertainment, and for profits. Location owners use the best in interior decorations so that they want music systems that will add to the general appearance of their place of business."



TYPICAL OF THE LOCATIONS which have installed Seeburg Music systems is this diner in Providence, R. I. Seeburg operator I. Wisel advises that this diner is one of the most popular spots in the city and attributes much of its favor with the younger set to the remote-control Seeburg installation.

Wurlitzer Announces Victory Phonographs in Its 1941 Line

NORTH TONAWANDA, N. Y., Jan. 6.—Rudolph Wurlitzer Company celebrated National Wurlitzer Days January 5 and 6 by introducing its new line of phonographs, known as Victory Models. It was reported that the new models met with a sensational reception in the 60 showings held in many market centers from Coast to Coast.

The complete line consists of three console models and two counter models, all designed by Paul M. Fuller, noted Wurlitzer designer. "In military terms," said M. G. Hammergren, Wurlitzer general sales manager, "the new creations are another Wurlitzer victory. I can say without reservation that the Victory Models are the most beautiful phonographs ever to bear the Wurlitzer nameplate. With the new line we are confident that 1941 will be a great year for Wurlitzer music merchants."

Top machine in the line is the Victory Model 850 featuring Polaroid illumination announced as "one of the most sensational contributions of science to spectacular lighting effects." It was stated that Wurlitzer holds the sole license in the automatic phonograph industry for this new idea in illumination.

A de luxe musical instrument in every sense of the word, the Model 850 makes liberal use of light and animation. Sweeping plastic plasters glow with varicolored light. The polished metal grille gracefully terminates with twin tubes of gay dancing bubble illumination. Coin slides, nameplate, program holder, and record changer compartment are brilliantly illuminated. Yet despite this profusion of light and color the center of eye appeal is purposely placed on the peacock panel with its Polaroid illumination.

According to Hamnergren: "It is on this panel that Polaroid color has full play and the result is one of the most startling, eye-arresting displays ever introduced on any phonograph."

"Every feather on the peacocks, every leaf and flower in the background becomes a perpetual parade of ever-changing, eye-challenging hues. Hardly believable is the fact that all the gorgeous tints and hues are taken from ordinary electric light, but this is the magic of Polaroid film."

"Shining thru twin revolving disks of Polaroid film, then thru the peacock pattern built up of tiny pieces of colorless cellophane in varying sizes and layers—and finally thru a second Polaroid film into the peacock design, pure white light is transformed into the myriad of colors that give the peacock panel its amazing color effects."

Standard on the Victory Model 850, available at extra cost on Wurlitzer's other console models, is an electric selector offering patrons absolute protection for the selections they make.

Each of the 24 push buttons on Wurlitzer's new eye-line selector is brilliantly illuminated and directly opposite the program slip. When a number is selected that button light goes out and remains dark until the record is played.

By this feature a patron approaching the phonograph can readily see what

numbers have already been selected. He must deposit a coin to make additional selections. He cannot change any selection already made, whether at the phonograph or from any wall or bar box.

Said Hamnergren: "The big advantage of the electric selector is obvious. Each patron gets the plays he pays for. No opportunity for lost plays that mean a disappointed customer and not infrequently result in arguments and requests for refunds."

The Victory Model 750 is the second console model in the new line. In referring to this new model Hamnergren emphasized its distinctive beauty obtained with brilliant plastic plasters, illuminated basketweave plastic grille, blue plastic panels in the coin slide unit, and champagne bubble illumination in curved tubes that flank the coin slide assembly.

"Again," he said, "Wurlitzer has broken with tradition by introducing costly veneers and glowing plastics in a novel



COMPLETE KEENEY INSTALLATION of remote-control equipment in the Holland Mill, Akron, O. The installation was made by the Ed George Novelty Company.

design on the Model 750. Its ultra-smart oval styling combining colorful plastics with beautiful cabinet woods and artistic polished metal trim is distinctly new in this industry. We look for it to set a new standard for standard model phonographs."

Introduced in November but now incorporated into the Wurlitzer Victory Line is the Colonial Model 780. This instrument was designed to meet the demand for an automatic phonograph of conservative beauty to harmonize with the furnishings and appointments of the high class, hard-to-get location.

Its design is Early American in treatment and includes a Governor Winthrop cabinet top, pewter-finished hardware, a spinning-wheel grille with patchwork background, and butterfly peg construction.

Said Hamnergren: "The Colonial has met with a ready acceptance in hotels, private clubs, night clubs, high-class restaurants, and cocktail lounges that have formerly been aloof to any automatic phonograph."

"Welcome news to music merchants is the fact that new and untried mechanical features are missing on the new Victory Model Wurlitzers. For the most part with minor refinements, Wurlitzer's tried and proven mechanical parts are retained.

"Rigid, rugged coin slides that guard against trash are retained from last year. Also Wurlitzer's magnetic coin selector that offers accurate sizing of coins and is practically sludgeproof.

"The now famous Wurlitzer motor-drive coin switch is standard on all console models. This unit with its freedom from butterfly switches affords positive power-driven, foolproof action. Developed and patented by Wurlitzer it has been in successful operation for a year on thousands of Wurlitzer phonographs.

"Another proven feature included on the 1941 models is the magazine switch. It requires no transformer or lights. It operates on any voltage variation encountered in the United States. It consumes a minimum of power.

"Improved bass range on all Wurlitzer Victory Models results from inverse feed-back circuits in amplifiers." Providing a much wider range of low frequency reproduction, Wurlitzer engineers claim that it overcomes the tendency of phonographs to over-accent certain bass notes.

On all Victory Models normal speaker vibration is prevented from reaching the cabinet by vibration-absorbing rubber-in-shear mounts. This application of the same principle as automotive floating power is a Wurlitzer innovation which eliminates tone distortions due to cabinet vibration.

On all 1941 Models, Wurlitzer retains its simplified factory sealed magnetic pick-up, its time-tested record changer, and its time and money-saving front door service accessibility.

Rounding out the 1941 line of phonographs are two counter model Wurlitzers, the Victory Model 81, featuring a cabinet design of highly figured Oriental

Real Service

The 1941 Coin Machine Show will close January 18. On January 22 The Billboard will be available all over the country with a complete editorial review, news, and pictures of the annual convention.

The editorial review of the convention is the most complete, thorough and interpretative story of the annual convention that can be had anywhere. It tells what is really happening in the industry. The issue of The Billboard that will contain the complete story of the 1941 Coin Machine Show will be dated January 25.

Victory Phonographs, Wurlitzer also has a new line of remote control equipment, such as wall boxes, bar boxes, portable unit, speakers. For eye appeal and mechanical perfection, these are guaranteed to measure up to the high standard set by Wurlitzer phonographs.

In summing up Wurlitzer Victory Models for 1941 and Wurlitzer's new remote control equipment, Vice-President Carl Johnson stated: "It's the greatest opportunity Wurlitzer has ever offered music merchants to extend their operations and increase their profits. We fully expect 1941 to prove a record year for every Wurlitzer music merchant in America."

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For Every Make and Size Machine
No. 4 Adjustable Pad—Accommodates all make and sizes \$10.25 each
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Who is thoroughly familiar with wireless remote control, can overhaul pickables, and is thoroughly familiar with repair pertaining to an operating business. Give complete information about yourself in letter, and list of references.

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COIN MACHINE
SHOW
SHERMAN HOTEL
CHICAGO
JANUARY 13-16, 1941

REGISTRATION BLANK IN THIS ISSUE

REGISTER NOW!!!

On the Records

This column is designed to aid music machine operators in the selection of records for their machines. It gives a descriptive appraisal of the latest releases and an evaluation of their potential commercial value to phonograph operators.

(CONTINUED FROM PAGE 12)

LANNY ROSS (Victor)

The Last Time I Saw Paris—V. High on a Windy Hill—V.

The meeting of a tenor voice like Ross's and the music and lyric of a song like the Jerome Kern-Oscar Hammerstein lullaby makes for a fine three minutes of enjoyable listening, which is precisely what happens on the A side here. The nostalgic, wistful melody and wordage of *Paris* can easily be ruined with improper handling. Ross's treatment is anything but improper, and he rates a bow for a very good, and a little different, version of a song that will unquestionably turn into a light classic with the passing of time. Orchestral backing is likewise fine, particularly the fiddle work. Performance of singer and band maintains par on the reverse, but the heavy phonicness of the song is tough to combat.

THE JESTERS (Decca)

It's a Great Day for the Irish—V. Who Threw the Overalls in Mrs. Murphy's Choultry—V.

It's a great record for the Irish music machine locations, and that's about all. From an artistic standpoint, if undistinguished harmonizing such as this can be called artistic, it presents nothing at all to the general record-buying public, but its worth to coin phones in locations with Gaelic leanings is undeniable.

BENNY GOODMAN (Columbia)

Frenesi—FT. Hard To Get—FT. VC.

Goodman takes the lovely melody of the Mexican hit, *Frenesi*, and plays it in a medium fast tempo and an unimpaired arrangement that adds up to the poorest version of the number so far waxed. Naturally, there's plenty of Goodman clarinet, but even that lacks its customary kick, possibly because of the lis-

tenor's subconscious mental return to the magic spell woven by Artie Shaw's heroic stick on his original disk of this melody, wherein Shaw musically said everything there was to say about *Frenesi*. Plattermate here is distinguished by Alec Pila trumpeting, George Auld sax tooting, and Goodman clarinetting, with Helen Forrest for the warbling.

LES BROWN (Okeh)

Let's Be Buddies—FT. VC. Three at a Table For Two—FT. VC.

Brown won't find it too easy a task attracting the disk buyers if he holds to the obvious Glenn Miller reed stylings displayed on this platter, inasmuch as they can get the real thing in the same form and at the same price. Nand here has a nice beat on both sides, and in toto the tunes are scored well, except for the ill-advised similarity (at times with a capital B) to the Miller style. Doris Day delivers two better-than-average vocals.

LARRY CLINTON (Bluebird)

Moonlight and Tears—FT. VC. You Forgot About Me—FT. VC.

Side A contains a song from the forthcoming Warner picture, *Four Mothers*, which, if this corner's musical memory is not at fault, is based upon the hauntingly lovely melody used in one form or another thru the previous Warner films in this "four" series. Clinton lends it his erudite, careful arranging ability, especially in the brass and bass bit at the end. Reverse is lackluster, with Terry Allen taking up half the side with an emervated vocal.

BUDDY CLARK (Okeh)

The Stars Remain—V. A Fellow and a Girl—V.

Clark is hitting his vocal stride a bit better on these sides after a debut



THERE'S ALWAYS MUSIC WITHIN reaching distance in the Bonfanti Buffet, St. Louis. Public Sound Systems has installed Keeney wall boxes at frequent intervals on the walls and bar.

on the Okeh label a couple of weeks ago that was anything but auspicious. On the A side here he injects a humming interlude that is novel, and that has the added grace of being done well. A hummed passage can sound pretty ridiculous unless the hummer knows what he's doing. Clark does, and this side adds up to pretty nice listening. Singer could have gotten more humor out of his delineation of the cute lyric and melody that make up *A Fellow and a Girl*, and this side is only fair as a result.

DINAH SHORE (Bluebird)

My Man—V. Somebody Loves Me—V.

The always satisfying Miss Shore is shrewdly being given songs that not only suit her velvety, intimate style to perfection but that also have the advantage of being well-established, familiar melodies that the average public likes to hear from his singing favorites, rather than fly-by-night and inept pop tunes that mean nothing. *My Man* is a natural for Dinah, and she makes the most of it, with the Gershwin tune on the reverse taken straight and with fewer tricks.

BUNNY BERIGAN (Victor)

Peg o' My Heart—FT. Night Song—FT.

The notable Berigan trumpet and some good solid, driving yet unforced swing make this recording attractive, but it's unlikely that the attraction is great enough to extend to the average disk-buying relatives of John Q. Public. Swing enthusiasts will, of course, be interested here, but 100 per cent commercialism is absent, despite the excellence of the performance itself.

XAVIER CUGAT (Victor)

Agua Azul—Bumba; VC. Visit Panama—Bumba.

Victor releases of sides cut by Cugat will undoubtedly continue to be issued for some time, altho this band has been waxing for Columbia since October. This latest Victor release exhibits more of the lovely Cugat Latin American shadings, particularly on the Cole Porter *Panama* *Battle* song on side B. Etta Boney contributes a highly colored vocal to the companion piece, taking the lyric in English. Even if the words couldn't be understood, the singer's inflections would make the implications just as clear.

LAWRENCE WELK (Okeh)

Daddy's Lullaby—Waltz; VC. Maria Elena—Waltz; VC.

The champagne music of Welk bubbles thru these two waltzes in sweet, flowing, danceable style, which makes up in easy listening what it may lack in spectacular flash. Jayne Walton and Farnell Grina doo nicely on the A side vocal, with Miss Walton distinguishing herself further by carrying seven-eighths of the second side in the original Spanish lyric. The young lady does a good job both in a lighal and a vocal way.

JOHNNY HODGES (Okeh)

Your Love Has Faded—FT. Moon Romance—FT.

Hodges, the Duke Ellington sax star, takes himself and a small combination thru some very pretty jazz passages here. Both sides are slow, and in addition to

Johnny's reed tootings, some fine piano and growl trumpeting stand out on the second side. Again, great for swingophiles, but little general commercial appeal.

HORACE HEIDT (Columbia)

America, I Love You—FT. VC. The Bill of Rights—FT. VC.

Heidt adds to his already substantial repertoire of flag-waving numbers with these two, which at least have the advantage of being a bit unusual. The song on the first side was used in the current *Tin Pan Alky* picture, a revival of a patriotic aria with a surprisingly good melody that could easily stand a pop song lyric. Plattermate is a production number from the revue, *Meet the People*, new in New York after a long run on the Coast. It's an ensemble vocal thesis on what the Bill of Rights means to Americans, and it's definitely something new in the way of patriotic songs.

EDDY HOWARD (Columbia)

Mean to Me—V. Or Haze It—V.

Howard's nice, clean-cut ballad vocalizing comes thru again on an oldie and a new one, which add up to no better nor no worse a singing job than this artist customarily does. Lou Adrian's instrumental background, especially his strings, help in the dissemination of good songs, done well enough if not in a particularly outstanding style.

BING CROSBY (Decca)

Cos Cow Blues—FT. Dry Bones—FT. VC.

Crosby rocks side A back and forth from blues to swing, featuring a lot of fine Jess Stacy piano along the way. Reverse has been done several times before, and the treatment given it here adds little or nothing to the number, which hasn't too very much to start with. A curious impression engendered by some of these Crosby disks is one of high-minded ambitiousness that somehow falls to pieces under the weight of handling less efficacious than it ought to be.

MILLS BROTHERS with BENNY CARTER (Decca)

By the Watermelon Vine, Lindy Lou—FT. VC. I've Been in Love Before—FT. VC.

Decca here combines the Mills quartet and Benny Carter's band on one side, letting Carter have the companion piece to himself. Poor tune selection handicaps the disk from the beginning, and Mills's fans will be disappointed in the exit of their favorite foursome after just one chorus on the first side. Reverse is just another ballad with no scoring stunts and a fair Roy Felton vocal.

ORRIN TUCKER (Columbia)

The Yogi Who Lost His Will Power—FT. VC. The Moon and I—FT. VC.

Jerry Colonna aids and abets the A side here, spitting up the lyrics with Tucker, who, surprisingly enough despite the competition, does one of his best vocal jobs to date, lending humor and personality to a novelty number used in his Paramount film, due for release soon. (See ON THE RECORDS on page 64)

RECORD POLL--LAST CHANCE!

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 my territory were:

First by
Second by
Third by

Most popular recording artists for the same period:

First
Second
Third

This vote is based on our records covering an operation of machines.

Name
Company
Street
City and State

Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

By SAM HONIGBERG

News Notes

Dolores O'Neill is featured vocalist with Paul Whiteman's new band. . . . Yvette, who has secured a renewal on her Victor contract, has landed two jolly jobs: a four-week engagement at the Waldorf-Astoria, New York, starting January 11, and the singing assignment on the new Camel radio show beginning January 9 and featuring Xavier Cugat's band. . . . Marie Frye, singer, has been added to the Tommy Dorsey band. . . . With Marian Hutton out of the Glenn Miller band to await the stork, Miller is after the services of Dorothy Claire, current vocalist with Bobby Byrne and formerly with Bob Crosby.

Will Osborne, who recently had a Victory contract, disbanded his outfit in St. Louis last week to turn movie producer in Hollywood. . . . Mary Martin has landed a starring role in the screen version of "Kiss the Boys Goodbye." . . . Ida James is Enkline Hawkins' new singer, replacing Dolores Brown, who married and left the business. . . . Hal Kemp's band is still without a permanent leader since the maestro's lamented death. Skinny Ennis is temporarily doubling as leader between his own and his former employer's outfits. . . . Carmen Miranda has been shipped to New York to rehearse for a new Shubert musical.

Denver Goes Latin

RUMBAS and congas, among other Latin strains, are gaining new strides in popularity in and around Denver, local operators report. Frank Maxzone, of Modern Music Company, for one, claims the Latin trend in some of his locations is so sharp that he finds it necessary to place several rumba and conga recordings in one machine. Three-fourths of his locations are good markets for the south of the border fare. The top leader on these records is Xavier Cugat, Maxzone says.

Shaw Is Forgiven

THE unfavorable publicity given Artie Shaw as a result of his varied anti-littering comments nearly a year ago has apparently been forgotten and the demand for his recordings is heavy once again. From several territories operators have written in "all is forgiven" letters and claim that Shaw with his new band is regaining all of his lost popularity.

From Buffalo, Charles Bucco, service manager of the Royal Operating Company, who comes in close contact with location owners and music machine fans, states that Shaw's records are bringing in plenty of nickels.

"Particularly appealing," writes Bucco,

"is Shaw's 'Frenes' which is one of the hottest records of the day. Also very promising are his versions of 'Summit Ridge Drive' and 'Stardust,' which we predict will attain national prominence soon."

Behind "Berkeley Square"

THE latest member in the Going Strong family of The Billboard's Record Buying Guide, *A Nightingale Sang in Berkeley Square*, was written by Eric Maschwitz, an Englishman, and Manning Sherwood, an American, both working in London. It is part of the musical score of London's current revue *New Faces* and caught on strongly immediately after its publication by the Peter Maurice Music Company in England. Maschwitz wrote the lyrics for *Those Foolish Things* and until a year ago was connected with the British Broadcasting Company. Sherwood wrote the music.

This and That

HORACE HEIDT is now using a vocal male trio billed as the Don Juans on his Columbia records. They are currently featured in *A Pretty Girl Milking Her Cow* and *Because of You*. . . . Victor's foreign department is previewing *Cannibal Polka*, *Come Along to Hoboken*, and *My Guitar and I* at the colophon's convention in Chicago next week. . . . Romo Vincent has recorded his first two numbers for Decca, *Half of Me* and *I Got a Letter From My Ma in Oklahoma*. Years ago when Dave Kapp, Decca executive, was a radio tenor in Chicago, Vincent was a boy singer on the same station.

Territorial Favorites

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

CHICAGO:

Daddy's Lullaby. Lawrence Welk.
A favorite artist in the Midwest doing extremely well with one of his latest releases. New interest in the Welk records is the direct result of his recent theater tour, stopping in key cities where operators co-operated to promote his recordings. His recent appearance on the Pitch Sundae radio program is expected to boost his stock nationally.

MILWAUKEE:

Rock and Rye Polka. Harry's Tavern Band.
Re-coated letters from operators indi-



OUT ON MAIN STREET in Salinas, Calif., another Tiny's Waffle Shop serves Rock-Ola music to appreciative patrons. The manager reports that receipts have risen since installation of Rock-Ola's Dial-a-Tune system.

cate that there is a scarcity in strong tavern songs and when a good prospect comes along it is milked on locations as long as possible. The above-mentioned polka goes big in beer halls. Operators see a greater demand for similar tunes if recorded by name artists.

PHILADELPHIA:

Stardust. Tommy Dorsey. Redskin Rumba. Charlie Barnet.

An old favorite showing new signs of life via the Tommy Dorsey arrangement. This standard tune is figured to do equally as well almost anywhere. Many operators put it on their machines periodically and reap comparatively good profits. Redskin Rumba is going up fast, the popularity of Barnet's band speeding its way to a profitable showing.

BUFFALO:

Summit Ridge Drive. Artie Shaw.

Operators here are displaying renewed interest in Shaw and in his latest release (such as the one above and *Frenes*), which is his strongest of the current bunch). The main reason is the favorable comment given his new band. And, too, his appearance in *Second Chorus* with Fred Astaire is getting him abundant publicity nationally.

DETROIT:

Mean to Me. Andrews Sisters.

A well-known tune interpreted by a well-known recording trio. Operators predict national acceptance of this record, claiming that it has both entertainment value and a nice dance tempo suitable for roadhouses. The second picture

made by the Andrews Sisters (*Buck Private*) is scheduled for release next month.

CANTON, O.:

You're the One. Orrin Tucker.

One of the first cities to report success with the title song of Tucker's first picture for Paramount. Altho the picture has not been released at this writing, the publicity given it and the featured songs in it promise a good play for his recordings throught the country. Bonnie Baker is the vocalist. Another good recording of the above number was made by the late Hal Kemp.

Radio's Leading Songs

Here is a comparative list of 10 songs broadcast most often during the week ended January 3 and the week before, ended December 27. The songs are those heard over the networks and major New York stations, based on information supplied by Accurate Reporting Service. (Note: All songs published by ASCAP are banned by the stations which have not renewed their contracts with this royalty collecting agency.)

This Week	Last Week
1—Frenes	1
2—I Give You My Word	4
3—I Hear a Rhapsody	5
4—So You're the One	2
5—There I Go	3
6—You Walk By	9
7—Tonight	6
8—Same Old Story	7
9—May I Never Love Again	—
10—Practice Makes Perfect	8

SEE IT AT THE SHOW

No Break-In Period . . . No Break Point . . . Needle Must Never be Turned . . . Round Point, Truer Tone.

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COIN MACHINE Needle

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DEMAND Commercial Records of These Two Songs From Your Favorite Record Manufacturer

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ORCHESTRA LEADER WILL BRADLEY (center) takes a look at the Mills phonographs in the George Ponsler showrooms. Hosts were Jack Mitnick (center) and George Ponsler.

MONEY MAKERS FOR YOUR MACHINE



Victrola AND Bluebird RECORDS



VICTOR "POPULAR" RELEASE—No. 405

LIST PRICE 50c

- 27280 America, I Love You
Dear Old Pal of Mine
Barry Wood, Baritone, with Orch.
- 27261 'You're the One
'I Can't Remember To Forget'
Hal Kemp
- 27262 'The Sidewalk Serenade
'Until Tomorrow
Singing and Dooey with Sammy Kaye
- 27283 Hello, 'Babe' I Done It Again
How Did It Get So Late So Early?
Bela Wain, Vocal, with Orch.
- 27264 Wine, Woman and Song—Waltz
That Naughty Waltz—Waltz
Wayne King

BLUEBIRD "POPULAR" RELEASE—No. 311

LIST PRICE 35c

- B-10990 'Alexander the Sincere
'Little Slippy Head
Art Kassel and his Kassel-in-the-Air
- B-10991 Memphis Blues
Somewhere
Dinah Shore, Vocal, with Orch.
- B-10992 'Oh! How I Hate To Get Up in the
Morning
Musical Rambler
Abe Lyman and his Californians
- B-10993 'Eddie
Scarf Dance
Gray Gordon and his Tie-Too Rhythm
- B-10994 'Frenesi
My Blue Heaven
Glenn Miller and his Orch.
- B-10995 'I'd Feel at Home if They'd Let Me
Join the Army
'Toss Only an Irishman's Dream
Dilly Murray with Harry's Tavern Band
- B-10996 'I'm Nuts About the Good Old U.S.A.
'Lily—Hot From Chile—Rumba
Mitchell Ayres & his Fashions-in-Music
- B-10997 'The Last Round-Up
'Accident'ly on Purpose
Vaughn Monroe
- B-10998 'Cocktails for Two
'Takin' My Time
Benny Carter

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Record Buying Guide

An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators



GOING STRONG

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country. Recordings listed without an explanation are those that have appeared under this heading for one week or more and have thus become such established successes that they require no further explanation.

Dream Valley. Having followed a pretty straightforward clear-cut course ever since its debut in these columns, this Nick Kenny ballad finally hurdles the last obstacle and lands among the blue-ribbon winners. It's not the strongest hit that ever bounced into this section, but its popularity is pretty solidly established in a widespread way. SAMMY KAYE*, WOODY HERMAN*, and FRANKIE MASTERS* split up the honors on it.

Ferryboat Serenade. (11th week) ANDREWS SISTERS, KAY KYSER*, and GRAY GORDON*.

We Three. (10th week) INK SPOTS, TOMMY DORSEY*.

Beat Me Daddy, Eight to a Bar. (8th week) ANDREWS SISTERS, GLENN MILLER*, WILL BRADLEY*.

There I Go. (6th week) VAUGHN MONROE, WILL BRADLEY, TOMMY TUCKER*.

The Five o'Clock Whistle. (5th week) GLENN MILLER*, ELLA FITZGERALD*, KRISKINE HAWKINS*.

Down Argentine Way. (4th week) BOB CROSBY*, SHEP FIELD*, LEO REISMAN*, GENE KRUPA*.

A Nightingale Sang in Berkeley Square. (2d week) GUY LOMBARDO*, GLENN MILLER*, RAY NOBLE*.

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.

Frenesi. Going great guns is this lovely Mexican number, gaining each week in popularity to such an extent that it's more than likely that it will continue to be considered a top phone smash in another week or two. Curiously enough, two widely dissimilar records are the only two popular in the machines, ARTIE SHAW and WOODY HERMAN*, the first an elaborate instrumental arrangement, the second done simply and mostly vocally. Both are doing equally well in carrying this song to the heights.

Along the Santa Fe Trail. Progressing nicely if not as rapidly or as sensationally as Frenesi, this appealing ballad with Western leanings seems to be headed for the top, but it's taking a little more time to get there. However, even if it doesn't quite make it (and there is no indication now that it can't or won't) it's a worth-while item for operators right at the moment. SAMMY KAY*, DICK JURGENS*, and KATE SMITH do the honors here.

Stardust. Glimbing pretty quickly is this TOMMY DORSEY* version of the well-known Hoagy Carmichael standard. Dorsey is alone in the picture here, and the present and potential success of this disk is less because of the song, of which there are many recorded versions, old and new, than it is because of the Dorsey duplication of the formula that made his version of 'I'll Never Smile Again' practically immortal among music machine hits.

You've Got Me This Way. Back again to this listing comes this tune from the score of Kay Kyser's movie, 'You'll Plead Out.' This is one of those numbers that seem to play around the fringe of success without ever quite making it. But enough reports mention it this week to make its reappearance here mandatory. KAY KYSER* and GLENN MILLER* are reported best on it.

The Last Time I Saw Paris. Mentioned in "Possibilities" a couple of weeks ago, this Jerome Kern-Oscar Hammerstein song is beginning to bear out the predictions made for it. The song, a wistful, bitter-sweet, nostalgic ode to the Paris that was before the collapse of France last summer (an odd theme for a pop song), aroused much talk and has received much publicity. KATH SMITH's record is now starting to capitalize on all that's in the boxes.

A Handful of Stars. An about-face this week puts this one in reverse instead of the forward direction it had been enjoying. It may go up again, but at the moment it's one of the weakest of the songs making an assault on record heights. GLENN MILLER* is alone here.

He's My Uncle. Hitting the chutes is this patriotic ditty, which never really amounted to very much at any time in its career. ABE LYMAN and KAY KYSER* did poorly by it, but their efforts weren't enough to make the song catch on in any sort of universal way.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which are still being mentioned in enough reports to warrant their inclusion in the Guide, even tho' they most probably will never climb into "Going Strong."
Falling Leaves. (9th week) Not much longer. GLENN MILLER, JIMMY DORSEY.

Two Dreams Met. (8th week) Weakening. MITCHELL AYRES*, TOMMY 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.

Scrub Me, Mama, with a Boogie Beat. The ANDREWS SISTERS' recording of this follow-up to 'Beat Me Doodly' is beginning to attract attention along the phono network. Ops would do well to note the progress of this one; it looks good.

San Antonio Rose. A hillbilly tune that now appears in popular form via GRAY GORDON* and DICK JURGENS*' records. This possesses that certain intangible something that may result in a disk click of sizable proportions.

I Hear a Rhapsody. A BMI item that seems to stand out among the plethora of BMI numbers around today, and it may do the same thing on the music machines. There are several others put out by BMI that also look good. Namely, 'You Walk By, I Give You My Word,' and 'High on a Windy Hill.' Because of the ASCAP-radio battle, with its ban of all ASCAP tunes from the air, these and other BMI-ers are being plugged constantly and several are bound to hit in the phonoos.

* Indicates a vocal chorus is included

Double-meaning records are purposely listed from both columns

ON THE RECORDS

(Continued from page 62)

Colonna is, of course, Colonna, which means a lot of laughs for a lot of people. This side is sheer novelty, with dancing going way entirely to listening. Other side is a weak ballad, conventional in its handling.

ARTIE SHAW (Victor)

You Forget About Me—PT. VC. Whispers in the Night—PT. VC.

A long Anita Boyer vocal (also a good one) and the usual Shaw clarinet wisardry occupy most of the first side, but it's on the flip-over that Artie really demonstrates some of the virtuosity for which he's noted. He pulls a few stunts near the end that are thrill-inspiring. There's also a good use of strings on this side, something that is rapidly becoming a matter of course on Shaw's records.

SAMMY KAYE (Victor)

I Gotta See a Dream About a Girl—PT. VC. A Cathedral in Rio—PT. VC.

One of the best Kaye disks since he once more took up pressing them for the Victor label. Contrast is present in a goodly amount, with side A a cute, appealing little ditty, done lightly and lightheartedly, and with side B a lovely melody, sung well by Arthur Wright backed by choir warbling, and with the proper mood set at the outset by chiming bells. All in all, a very good job of listenable, danceable record-making.

FRANKIE MASTERS (Okeh)

Not So Long Ago—PT. VC. My Gal—PT. VC.

Soft, sweet, and subdued playing marks the A side number, which calls for that type of handling. Marion Francis' vocal is not always what it should be, but on the whole the side is a nice enough example of restrained ballad interpretation. Contrast is supplied on the backing in the guise of a little little number that unfortunately is treated a bit shabbily in the bandmen's vocal interpolations: in the Tommy Dorsey Maria arrangement, the unoriginality hurting the general impression evoked by the rest of the side.

BING CROSBY (Decca)

When I Lost You—V. When You're a Long, Long Way From Home—V.

Crosby's choice of song material of late has not been as judicious as it might be. With the vast reservoir of old and new ballads, rhythm tunes, and what not, it's a waste of Bing's superb talents to put them to work on weak tear-jerkers like these two. As always, tho', the Crosby performance is flawless.

EDDY DUCHIN (Columbia)

It All Comes Back to Me Now—PT. VC. The Old Jalousy—PT. VC.

One of Duchin's most ineffectual efforts of recent months is contained on the first side here, which perhaps is more the fault of an aimless ballad than it is that of the band or Eddy himself. Neither the leader nor his men seem to care much, and they're not to be blamed at that, considering the weakness of the material. Reverse is pepper, with a good vocal from the Barbersbers, and a lot of nice Duchin piano in and around the arrangement, but the song here hinders things also, being an amateurish attempt at a clever, humorous novelty.

Tip your TAKE with these LATEST HITS by

WOODY HERMAN

AND HIS ORCHESTRA
The band that plays the blues

FRENESI (3427)
THERE I GO (3454)
STARS REMAIN (3544)

ON DECCA RECORDS

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Program -- NATD Convention
(Palmer House, Chicago, January 15 to 18)

Cig Sales in Latin America Up 12%

NEW YORK, Jan. 4.—Cigarette exports are running about 25 per cent below prewar levels, while tobacco exports show a 62 per cent decline, the New York Journal of Commerce relates. "Cigarette exports have been bolstered somewhat by Latin American purchases, which have increased about 12 per cent in the past year," the financial paper adds.

"Latin American market is believed to have good potentialities, as there is a preference in those countries for American brands and import duties are being lowered in some instances. Exports of cigarettes to Latin America in the four months ended October 31, 1940, amounted to 473,000,000, compared with 420,000,000 in the corresponding period a year ago. Aggregate tobacco shipments continue to be adversely affected by British Empire restrictions on purchases here. Principal American export markets for cigarettes is to the Philippines, accounting for about two-thirds of the total."

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VENDORS	1-cb Sweet-Mfg.
1c Peanut, 1 lb. cap. . . \$1.00	Potatoes, 5 lb. 53.95
1c Hershey, 50 bar cap. . . 1.00	1c Ever Ready, 4 set., cap. 12 lb. . . 3.00
1c Ball Gum, 250 balls cap. . . 1.45	1c Robins 2-1, New Model . . . 4.00
1c Tom Thumb, 2 lb. . . 2.45	1c Log Cabin Syrup . . . 7.45
1c King of, 2 lb. 2.30	1c Snacks, 3 doz. 7.95
1c Stick Gum, 2 doz. . . 2.05	1c Totaline . . . 9.95
1c Silver King, 5 lb. 3.00	1c Challenge . . . 11.95
1c Dep., Bal. C. O. D.	A.B.T. Model F. . . 6.05
	Complete price list sent upon request.

ASCO, 140 ASTOR ST., NEWARK, N. J.

CHICAGO, Jan. 4.—Program for the ninth annual convention and exhibit of the National Association of Tobacco Distributors, Palmer House, Chicago, January 15 to 18 has been released. Show officials describe it as bigger and better in every way.

The program has been divided into two sections, business and entertainment. Coin machine men will be interested in the show, inasmuch as its dates overlap that of the 1941 Coin Machine Show, also to be held in Chicago at the Sherman Hotel from January 13 to 16. In previous years registration at either show has admitted members of both industries to both shows.

Here is the program for the NATD show:

- BUSINESS**
- The Model Tobacco Distributing House
 - A completely equipped and stocked wholesale establishment in actual operation.
 - Daily Model House sessions demonstrating every phase of wholesale operation.
 - Main Convention Sessions
 - The Distributor's Position in the National Defense Program.
 - Federal and State Tobacco Taxation.
 - Fair Labor Standards Act.
 - Does the Distributor Discharge His Function Efficiently and Economically?
 - Symposium on Fair Trade Laws.
 - Changing Trends in Tobacco Distribution, Etc.
 - Round Table Conferences
 - Twelve conferences on different vital topics—six each on Friday and Saturday.
 - Young Executives' Division of NATD
 - Two sessions—Friday and Saturday.
 - Symposium on Tobacco Taxes.
 - Debate between three young executives and Secretary Kolodny.
 - Addresses by trade and government leaders.

Cigarettes Yield Over 46 Millions In Month's Taxes

WASHINGTON, Jan. 4. — November's revenue on cigarettes reached a total of \$46,635,997.47, compared with \$43,385,910.67 collected on that product in November, 1939, according to figures released by the Internal Revenue Bureau of the Treasury Department.

Tax receipts on all types of tobacco during November reached \$53,199,642.32 as compared with \$49,978,098.58 in the same month of 1939.

Coming Events

- 1941 Coin Machine Show and Convention, Hotel Sherman, Chicago, January 12, 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. March 25 and 26, 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.
- 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.

- Several nationwide broadcasts will originate by special arrangement with their sponsors at the NATD Convention.
 - "Vox Pop" (Courtesy Penn Tobacco Company)
 - "Plantation Party" (Courtesy Brown & Williamson Tobacco Corporation)
 - "Scattergood Baines" (Courtesy William Wrigley Jr. Company)
- Exhibitor's Night (Wednesday)
- Night of Nights (An evening of surprises—with the collaboration of the NATD Club for Women—Thursday)
- Amateur Night (Friday)
- Quiz Contest (Saturday afternoon)
- Annual Banquet (Saturday evening) (Note: The advance ticket sale indicates the banquet will be "sold out" shortly. Make your reservation now!)
- NATD Club for Women
A full program of entertainment, sight-seeing, and surprises.
- Prizes—More than 50 valuable and worth-while prizes to be drawn or awarded during the convention.

Corretta Shows New Mint Vender

CLEVELAND, Jan. 4.—Andrew Corretta & Company, Cleveland, makers of merchandise vending machines the past 15 years, announce their new mint machine, the Tastee Mint Penny Vender, a novel merchandising unit which takes advantage of plastic tubes to show the full contents of the machine. It already has proved a profitable operating machine, according to the maker.

"With a capacity of 160 mints, it offers placement possibilities in many types of stores and is simple to operate, with nothing to get out of order," officials say. Colors available are white, green, blue, onyx, and marble.

The Andrew Corretta Company is also engaged in making parts for Corretta cigarette venders.

OPERATORS!

A SENSATION THAT'S SWEEPING THE COUNTRY LIKE WILDFIRE

Northwestern
39 BELL



★ BIGGER PROFITS
★ PEP UP LOCATIONS
★ SMASH COMPETITION

Whatever you do—don't pass up the hottest bulk vending field has ever known. Locations everywhere are demanding this free play sensation. Here is your chance to really clean up — to get new locations—smash competition. But you must act right now! Write for our free trial offer today and see for yourself!

THE NORTHWESTERN CORPORATION
605 E. Armstrong St., MORRIS, ILLINOIS

THE FULL NORTHWESTERN LINE

- ★ Recommended
- ★ Guaranteed
- ★ Distributed
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TORR 2047 A-50. 68 PHILA., PA.

TRADE IN YOUR OLD MACHINES FOR THESE NEW MONEY-MAKERS

Northwestern SPECIAL

Introductory Offer
One Vender, 6 Boxes Ball Gum, 1 Box Paste Gum

\$7.30

Ball Gum Machines make money! Let us show you how. Free literature with each machine. (Ball Gum at attractive prices.) Send for literature and prices on complete line of bulk vendors.

Model 33 Ball Gum **\$6.15**

In Lots of 100 or More. SAMPLE \$6.40

1/3 Deposit With Order, Balance C.O.D.

7 South 22nd St., PHILA., PA.

RAKE

Cigarette Firms Say Particulars Are Insufficient

WASHINGTON, Jan. 4.—Cigarette manufacturers charged by the Justice Department with violation of the anti-trust law filed objections to the government's bill of particulars in Federal Court in Lexington, Ky., last week, Washington sources report.

All defendants except the British-American Tobacco Company filed motions which were almost identical and which claimed that the government's bill is not in compliance with the court's order. The motions seek to have the bill declared insufficient by the court.

Previously the court had ordered the Justice Department to supply 13 items of particulars. These were filed by the government on December 2 and constitute the bill to which cigarette manufacturers object.

On January 6 defendants will be given an opportunity to support their contentions in oral arguments when government attorneys also will defend the sufficiency of their bill. Judge Ford will then decide whether additional information is justified. As yet, however, there are no indications as to whether he will rule from the bench or hand down a written opinion later.

The Justice Department's anti-trust division is hopeful that the case will go to trial during the coming session of the court in late January or early February.

DuGrenier at Coin And Tobacco Shows

NEW YORK, Jan. 4.—Arthur H. DuGrenier, inc. pioneer manufacturer of automatic merchandisers, will again display products at both the 1941 Coin Machine Show at the Sherman Hotel and the National Association of Tobacco Distributors Show at the Palmer House. For the past several years DuGrenier has followed the policy. Larger spaces have been taken at both shows, and DuGrenier executives have authorized the construction of outstanding display settings.

Frank C. DuGrenier, president of the firm; Blanche E. Bouchard, treasurer, and Burnhardt (Hlp) Glassgold, vice-president, will be present at both shows to greet old acquaintances and meet those who have entered the fields since the last shows.

C. A. Blake, D. W. Hartzell, Wally Sipple, Joseph Snow, Ralph Littlefield, H. Feinberg, James H. Martin, and Robert Kline, District representatives, will be at both shows. These men are veterans of many shows and can give first-time visitors many tips on how to enjoy the annual conventions.

Displayed in the DuGrenier booths will be the Champion cigarette merchandiser, the DuGrenier 5-cent candy bar machine, and other Du Grenier products.

Photomatic Hit At Photo School Party

NEW YORK, Jan. 4.—As reported by The New York World-Telegram, a Photomatic machine was the big attraction at the annual Christmas party of the School of Modern Photography.

The news story read, in part: "Probably you have seen those fancy machines which take, develop, wash, frame, and deliver a picture in 45 seconds. You just sit in the booth and look into the little mirror image. Also there is a fascinating little safe-lighted peephole through which you can observe the development, bleaching, reversal, and washing of the small print. Everybody had to get in on this, of course, and the damp results were compared with yelps of delight. If only those machines were available in amateur form they'd go big. All the processing done automatically while you peep."

"Then there was one of those headless cardboard figures (Photomatic special masks) over which you chin yourself, producing your face and an 1890 sort of body. A set of notables of the photographic world were photographed in this Coney Island manner at the party, and the results are even now going through the school's darkrooms."

EASTERN FLASHES

NEW YORK, Jan. 4.—After a banner holiday season Eastern coinmen settled down to some serious business, which included plans to attend the coin machine show in Hotel Sherman, Chicago. Crowds along Broadway were the largest in history, and some of the men in the trade said this was a good criterion that business would exceed all expectations in 1941.

AROUND THE TOWN

Morris Hankin, of Atlanta, was in town to visit Bill Rabkin, of International Microscope Reel Company, Inc., and other friends. Hankin is looking to 1941 as one of the biggest years in coin business. . . . Lou Wolcher, of Advance Automatic Sales Company, San Francisco, crossed the nation to visit International Microscope. His comment on the reason of the long trek was: "Just came to see if the same street corners are around." . . . Charley Rosen, of Ohio Specialty Company, Louisville, Ky., was in Gotham and was seen at Benny Leonard's new restaurant with Bill Gersh and Doc Eaton. Rosen related tall tales of his early years around New York. He's a native New Yorker and the drawl was acquired down Louisville way. . . . Eddie Corriotti, of Pallasades Novelty Company, told the boys at Benny Leonard's that his firm is leading in automatics and added that he's doing a bang-up job with Bally machines. . . . Irving Mitchell, of I. L. Mitchell, Brooklyn, cut his holiday activities short to take care of increased business. . . . Benny Leonard is seriously thinking of attending the coin machine show again this year to extend a personal invitation to the boys to visit his new restaurant.

Eddie Lane's latest song, *Let's Dream This One Out*, is heard on Columbia by Eddy Duchin; Okeh, Frankie Masters, and Bluebird, Tony Pastor. Eddy is highly pleased with the reception coinmen have given his song. . . . Bert and Eleanor Lane finally got away for the Grossinger in Ferndale with complete skiing, ice skating, and snow equipment and ran into the warmest days in months. "Can't even get a good vacation when I do finally get a chance to take it," wails Bert. They finally ended up in Atlantic City. . . . Fred Iverson and Sandy Warner, of Seaboard Sales, have convinced themselves that Fred's new Buick will make the 110 m. p. h. the speedometer indicates. . . . George Ponsler is one of the busiest men in New York and says his used games department is setting new records. New machines are moving fast; he declares, as are Packard wall boxes. "With Mills' Panoram on its way to town for a showing, Ponsler says he doesn't think he'll get off to Miami before the show."

MEN AND MACHINES

Al Simon, of Savoy, continues busy, hopping from one phone to another. Says he's even tried burying himself in the office, but it's no use. "Chicago Coin games are the reason," he says. . . . Mike Munves and his organization are kept on the boys' Report. It is declared that new courier skill game is in the making. . . . Phonorision is getting set for the show to bring the boys the newest in this line. . . . Jack Fitzgibbons, suffering a slight touch of the grippe, manages to find time during a rush for games to get home for a hot cup of tea. . . . Tony Gasparro, of Weston Distributing Company, Inc., returned from Chi all hepped up over the coming show. He invites the boys to visit him at "Exciter's" booth, where, he says, there will be some real surprises. . . . The new Ultratone speaker of Tri-Ways Products Company, Brooklyn, clicked solidly with the trade at a preview. Speaker is gold finished with perfect illumination and contains the flash and appeal of Ultratone plus light.

PAST FLASHES

Sam Sachs, of Acme Sales Company, says he is pleased at the response to his new rework parts, and the crane phone operators have showered on his newest remodeling job. "Looks like even a bigger year for Acme than the one we just passed," he adds. . . . Dave Firestone, of Cent-a-Mint Sales Corporation, says he's pepped up over the way the boys are going for the firm's vendors. He believes the machines will steal the show. . . . Miss A. M. Strong, of G. V. Corporation, is getting ready for those four hectic days at the coin machine

show, where she'll talk to many of the firm's customers. . . . Ben Haskel is now affiliated with a new coin machine enterprise as adviser and general counsel. . . . Charley Aronson and Bill Alberg intend to arrive in Chicago a few days in advance of the show crowd to visit many of the manufacturers to see what's what. . . . Nat Cohn, of Modern Vending Company, with Abe Lyman, popular orchestra leader, will plane to Chicago, where Cohn has reserved the Governor's Suite at the Sherman during the show. Along with entertaining the firm's firm's friends and seeing the displays, Cohn will be pretty busy. . . . Joe Hirsch is still receiving thank-yous from the many operators who attended the Hotel Delmonico affair. . . . Willie (Little Napoleon) Blatt says he has a special deal for operators who want to make Buckley Music System installations. He quotes photo operators who have heard it as saying, "This is the kind of deal that insures the operator of earning big, steady profits."

JERSEY JOYNTING

Talk in New Jersey about the coming show is that many of the boys are getting together to take the General on the Pennsylvania to Chicago. En route, they're looking forward to meeting the fellow from Philadelphia and Pittsburgh. The Commodore Vanderbilt of the New York Central will also have a coin machine section for the boys. Many have already made reservations with Frank McAuliffe, general representative of the railroad. . . . Ivy Morris, of George Ponsler Company, is in receipt of hundreds of Chinese, English, Canadian, and good old U. S. A. coppers following the pocket-knife gift he sent out. He's gone in for collecting the pennies. . . . S. Cohen, of Acme Newark, who has done a remarkable job this past year with merchandisers, got a big order from Alaska. He tells his friends this brought him enough profit to allow him to leave for the show on January 6. . . . Irv Orenstein, of Hercules, is so busy these days he forgets to return telephone calls. . . . Dave Stern phones that a crowd, including Bill Ehrenberg, Tom Burke, Abe Green, Doc Eaton, Bill Gersh, and Barney Sugarman and their wives were at the Top Hat in Union City New Year's Eve. . . . Jack Kay, of Ace Vending, Newark, says his business has started off 1941 with a terrific bang.

FROM HERE AND THERE

Roy McGinnis, of Baltimore, reports that he is doing a whale of a business. . . . Art Nyberg, of Calvert, Baltimore, says he's enthusiastic over the great Bally line of games and is telling the operators that the line will be even greater this year. . . . Joe Ash claims that if 1941 is half as good as 1940 he'll be satisfied. "In fact," says Joe, "I'm willing to settle for 45 per cent right now." . . . Joe Elson, of Manhattan Distributing, returned from a short stay in Miami for the Wurliizer showing of the 1941 phones. Jerry Thorner, of Manhattan, worked with Joe in installing the displays. . . . Ben Becker, of Weston Distributors, is home for the holidays but will attend the CMI show. . . . Earle C. Backe, of National Novelty Company, Merrick, L. I., N. Y., was encouraged to come to Canada and do some selling there. "But it just can't be done anymore," Earle laments. . . . Dave Robbins is enthusiastic over his Hole-in-One skill counter game and is looking forward to some great sales. . . . Hymie Budna said he enjoyed the holidays—he had a chance to recuperate. But, he adds, games continue to run short as more and more operators from over the country come in for them.

Mason Mint Vender Clicks With Munves

NEW YORK, Jan. 4.—Mike Munves Corporation is enjoying a good business with the new 1-cent Mason Mint Vender, Joe Munves reports. Prediction is that the merchandiser will prove one of the biggest items in 1941, and the firm is conducting a drive to see that operators have a supply of the machine.

"The Mason 1-cent Mint Vender clicked with our customers from the first day we featured it," said Munves. "Value of the popular Mason Mints was noted immediately and it was agreed that this nationally acclaimed product was sure to sell in this attractive machine. We've been selling them at a steady pace. Operators who have made sample tests have sent in repeat orders."

"We are arranging a deal with our

Ohio Cig Outlets To Maintain Fair Trade Cig Prices

CLEVELAND, Jan. 4.—Ohio's 37,000 independent retail cigarette dealers, including 4,000 in Cleveland, will attempt to maintain the price of popular brands of cigarettes at 15 cents a package—vending machine operators at 17 cents—it was announced by Samuel L. Abrams, secretary of the Ohio State Tobacco Association.

Abrams said appeals from court decisions granted to the Weinberger Drug Company of Cleveland and the Lane Drug Company of Toledo—decisions up-setting the Ohio fair trade committee schedule of prices—were being prepared for filing in the Ohio Supreme Court.

Fight To Finish

If the appeals fail, Abrams said independent dealers are prepared to lobby in the next session of the Legislature for passage of an unfair trade practices law designed to prohibit sale of "loss leader" items of all types in Ohio. Eighteen States now have such laws, he said.

Abrams charged that the price schedule announced Thursday by Weinberger—14 cents a single pack, \$1.29 a carton—definitely places the firm's cigarette business in the "loss leader" category when overhead, free matches and \$25 annual license fee costs are figured.

"Wholesalers and chain operators who buy direct from manufacturers pay 8 to 12 cents a carton," Abrams said. "The wholesaler is entitled to a profit, of course, and his price to the retailer under the committee schedule is \$1.40 a carton, one cent more than the retail price now charged by some chain stores."

Hits Small Retailer

"To meet such competition the small retailer not only would have to sell at less than cost price, but also would be saddled with the \$25 yearly license fee and the cost of free matches, with nothing to apply against overhead."

Injunctions were obtained by Weinberger's and the Lane Drug Company last September when the new schedule was announced by the fair trade committee following addition of a half-cent-a-package boost in federal cigarette taxes for national defense costs.

Officials of the Standard Drug Company, Marshall Drug Company, and A&P food stores yesterday announced price cuts similar to those of Weinberger's.

customers which should appeal to every man who wants to enter the automatic merchandising division of the industry. The Mason Mint Vender offers a great opportunity to the average operator—it affords a chance to get extra profits from everyone who visits his locations. No matter the type of location, this vender brings in extra profits."

BIGGER AND BETTER THAN EVER BEFORE!

JANUARY

15

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

Dick Todd and Gray Gordon at Celeb's Lunch

CHICAGO, Jan. 4.—Among the large group of celebrities who will be in attendance at the 1941 Coin Machine Show are two prominent persons in the record world, Gray Gordon and Dick Todd. Both will appear at the Celebrities Luncheon at the Hotel Sherman on the opening day of the convention, January 13.

Todd needs no introduction to coin machine operators, his records having been favorites many times on the thousands of music machines throughout the country. Todd flew in from New York today. He has been busy making records in New York the last few weeks.

Gray Gordon, likewise, needs no introduction. His tie-toe rhythm is as familiar on the automatic phonographs as it is on the airwaves. Gordon and his band will arrive in Chicago January 10 to begin an engagement at the State-Lake Theater.

Both Todd and Gordon will also appear at the Mills Novelty Company's Fiesta to be held at the plant during convention week.

Banner Appoints Walter Salesman

PHILADELPHIA, Jan. 4.—Fred Walter has been named to succeed Lew London as salesman for Banner Specialty Company, I. H. (Izz) Rothstein, president, announced today. Walter has been associated with Banner for some years.

Rothstein was high in his praise of Walter. He said that Walter is highly experienced in the coin machine field and well known among Pennsylvania operators.

"I know that I am stepping into the shoes of one of the finest salesmen this industry has ever known," Walter said. "I want to tell operators in our territory that I'm going to do my very best to satisfy their every wish. Of course, the policies of Banner Specialty Company that have helped to make so many operators prosperous will be continued and I just want an opportunity to show my firm that I know the business."

Speaking of London, who has not yet announced his future plans, Rothstein said, "He is well known to operators and to the industry generally. Our parting was extremely friendly. I wish Lew all the luck in whatever venture he may enter. I believe Lew will be just as successful in whatever line he enters as he was with our organization."

View-a-Scope, New Still Pix Device

CHICAGO, Jan. 4.—Automatic Games, Chicago manufacturers of vending machines and amusement games, are now introducing a new machine called View-a-Scope. It is described as offering "true still movies in the fascinating life-



JENNINGS PERSONNEL AND OFFICIALS have a big time at the Christmas party held at the Jennings plant on the afternoon of December 24.

like third dimension."

H. F. Burt, official of the firm, declares: "They are so real they almost come to life when you look at them. No other machines has the legal protection or public appeal possessed by View-a-Scope. There is no competition or legal worries. If the operator's route is composed of phonographs, pin games, counter games, or other devices, the combination of such machines and a View-a-Scope will up every location's returns."

"There is a choice of 330 films available and View-a-Scope can be placed anywhere. The machine may be had with either a penny or a nickel coin chute. Films are ordinarily changed once a week.

"View-a-Scope is designed in modern streamlined style. It is strongly built. The operating mechanism has a single dry-cell battery which furnishes all power and light necessary. For operators wishing to use the machines away from counters, we have a floor model available."

Dave Robbins Set For Chicago Show

BROOKLYN, Jan. 4.—D. Robbins & Company, Brooklyn, are set to exhibit at the 1941 Coin Machine Show and will be in booth No. 112, according to Dave Robbins, head of the firm. In the booth Robbins will have several products, one of which will be the Double Value Phone.

Robbins is enthusiastic about the possibilities of this machine and reports that his enthusiasm is backed by proven location reports. The machine has been on location in New York spots the past seven months.

Dave will be on hand at the Coin Machine Show to demonstrate the Double Value Phone and says he will give operators full particulars on how to earn a steady income with a route of these machines.

Daval Distribs Click With Cub and Ace

CHICAGO, Jan. 4.—Officials of the Daval Company, Chicago, report they have completed a survey among their distributors to learn about sales on the new counter games Cub and Ace. Daval officials find that the demand is very strong and declare that the only problem is production.

According to Dave Helfenbein: "There is no question about the success our distributors are enjoying with Cub and Ace. The take per week on Cub and Ace is greater than on any other non-token payout counter games that we have ever produced."

"The factory volume on Cub and Ace is increasing daily. Within a very short time they will have reached a new record on production. At the same time," he reports, "sales of American Eagle and Marvel continue at a satisfying pace. We believe that these two token payout counter games are going to sell for many months. They have all the essentials for being the greatest token payout counter games ever manufactured."

Banner Reports on Sales

PHILADELPHIA, Jan. 4.—I. H. (Izz) Rothstein, of Banner Specialty Company, reports that he checked with the firm's salesmen to learn whether more sales of Cubs or Aces were being made. He discovered that sales are about even all around.

"But," he reports, "we did learn that in every case the purchaser of either of these machines is tremendously impressed by their money-making power. We haven't as yet failed to receive a repeat order on both Cub and Ace and believe as the weeks go by that these orders are going to continue to increase."

Torr Offers Part-Payment Plan

PHILADELPHIA, Jan. 4.—Roy Torr is offering his accounts 10-months' time payment on Daval's Cub and Ace. It is reported.

According to Torr: "These are the kind of machines on which all credit plans are based. Not only is the issuer of the credit sure of his product but he also realizes that the machines will take care of whatever risk he cares to undergo."

"We are inviting operators everywhere to take advantage of our 10-month time payment plan for we know that with such games as Cub and Ace they are assured 100 per cent profits so that they can meet the payments on time."

Beg Your Pardon

On page 74 of The Billboard, January 4 issue, in a feature news item concerning advance registrations for the 1941 Coin Machine Show, an error was made in making comparisons. The statement should have read that the advance registrations at that time were 4,000 more than had ever been received in a comparative period of time.

On January 4 James A. Gilmore, convention manager, stated that the advance registrations had passed the 4,000 mark, which apparently is a record for all advance convention registrations in the coin machine industry.

Al Koplo Takes Seven Grand Agency

CHICAGO, Jan. 4.—Al Koplo, head of Koplo Sales & Supply Company, has announced that his firm has taken over the executive distribution of Seven Grand, manufactured by the Withey Manufacturing Company, Chicago. Koplo also reported that he would show the counter game at the 1941 Coin Machine Show.

Koplo will also have on display his well-known Roll-a-Cent, penny counter game. Other items on display will consist of his line of jar deals, phonograph supplies, and varied items which he distributes.

Koplo recently moved his business into a new location, a larger space being required because of expanding business. The move to larger quarters came only a few months after establishing his quarters, which at the time were designed for future expansion.

He reports that the influx of coinmen into Chicago for the show has already been felt and that he is extending a welcome to all coinmen to pay him a visit while at the show.

Milwaukee Coin Plans To Enlarge

MILWAUKEE, Jan. 4.—Sam London, of Milwaukee Coin Machine Company, reports that his firm has enjoyed one of its greatest years during 1940 and attributes a big share of the success to the Seeburg line. Sam also reports that due to the larger volume of business which the firm is now doing it is contemplating moving to new and larger quarters.

"We are going to move to new and larger quarters which will be the most outstanding in this territory. We will have enough room to do business with every operator in the Middle West. We will have fine showrooms and offices, as well as repair, supply, and parts department."

Charley and Bill Have 29 for '41

BROOKLYN, Jan. 4.—"We are starting off 1941," report Charley Aronson and Bill Alberg, of Brooklyn Amusement Machine Company, "with one of the greatest organizations in the East. We now have 29 employees covering this territory."

"It's 29 for '41—and we hope to make it 41 for '41 before '41 is much older," say Charley and Bill. "Our 29 employees cover a huge operation for us plus handling our office, service, and supply departments. Our personnel is well known to operators for its efficiency and knowledge of the industry."

"We believe our organization is capable of handling the finest lines for '41. Not only that but our own operation assures instant coverage of this territory. We feel that our personnel, which took years to build, will prove perfect for any product that we take on this year."



W. F. STRUBY, secretary and assistant general manager of the Packard Manufacturing Corporation, Indianapolis. Struby first became associated with coin machine ventures in 1927, and has held key positions with various concerns since that time.

SLACKERS WON'T WORK MONARCH MACHINES WILL

BUY NOW! CLOSETOUT PRICES! RECONDITIONED FREE PLAY GAMES

Kenney Speed	\$42.50	Gettlib Gold Star	\$69.50	Chicago Coin Fox	\$69.50
Demon	\$42.50	Chicago Coin Dial	62.50	Munt	69.50
Bally Fleet	\$7.50	Bally Cassaline	59.50	Gettlib Three Score	44.50
Scop	\$19.50	Fantasy	\$17.50	Leo-Snook	\$14.50
Triumph	18.50	Chubbie	13.50	Leo-Fox	14.50
Ernstson	17.50	Brooks	12.50	Saver Six	24.50
C. O. D.	17.50	Hold Tight	12.50	Six Six	18.50
Vogue	17.50	Newspaper	17.50	Super Charger	19.50
Andy	16.50	Keeney	14.50	Thriller	17.50
Cher-on	14.50	Jumpin'	17.50	Up & Up	14.50
Pix-Em	14.50	Liberty	9.50	Lites-Card	31.50
				High Life	14.50
				Triple Play	14.50
				Bangs	19.50
				Natural	19.50
				Rebound	17.50
				Rink	14.50
				Dary Jones	14.50

AUTOMATIC PAYOUT CONSOLES

Mills Jumbo Parade	\$84.50	Kenney Pastime	\$139.50	ExhibitionChamps	\$39.50
Mills Souper Bell	69.50	Kenney Souper Trick		Baker Pace, A.P.	178.50
Bally Royal Flush	89.50	Time	109.50	Jennings Mult. Racer	69.50
Pace Starline, 1940	89.50	Kenney 1938 Trick		Jennings Cubes	49.50
Pace Starline, 1939	79.50	Time	82.50	Bally Saffire Club	34.50
Africa Get Y. Club	89.50	Kenney Kentucky Club	43.50	Bally Tesser	17.50
Head	89.50	Mills Rio	17.50	Flashing Three	39.50

Groeschen Columbia—Cigarette Reels—Gold Award—Like New \$84.50

Wire, Phone or Call for List of New Games at Closetout Prices.

Terms: 1/3 Deposit, Balance Sight Draft or C. O. D.

MONARCH COIN MACHINE CO.
1545 NORTH FAIRFIELD AVE. (Phone: Armitage 1434) CHICAGO, ILL.

Monarch Set for Business Spurt

CHICAGO, Jan. 4.—Al Stern, Monarch Coin Machine Company, has announced that all is in readiness for an expected spurt in business. Stern believes that the sales which will be rung up by his firm will overshadow all previous Monarch sales records.

"We've been preparing for it for weeks," said Stern. "The many coinmen with whom we have had such pleasant dealings during the past year will be happy to know that we have increased our buying connections and will be able to provide not only the finest in reconditioned money-making equipment but will be in position to supply the best of the new games."

"That this will be a really great year for the coin machine industry we at Monarch have no doubts. It has been most difficult to build up a supply of equipment due to the increasingly growing need among operators for good games. The general upward economic trend, the release of money in larger pay rolls, have had much to do with the present good condition of operating, and we at Monarch are ready to meet the demands of 1941."

Kirk Firm Tie-Up With Success Co.

CHICAGO, Jan. 4.—Claude R. Kirk, head of C. R. Kirk & Company, has announced the affiliation of his organization with the Success Manufacturing Corporation as official sales agent for Success products.

"The line of the Success products is Night Bomber, machine-gun game, which will be officially introduced at a private distributors' showing January 13," stated Kirk. "We will also exhibit new models in the Kirk scale line and several new ideas in pin games developed by Success engineers."

"The establishment of the Success Manufacturing Corporation will always be a bright spot," continued Kirk. "Ambitious plans are in process of execution which involve not only the creation, production, and marketing of original ideas in games and equipment but also the building of a new factory. As a matter of fact, architects' drawings are being inspected now, and when finally accepted will be the groundwork for one of the biggest and most efficient plants in the industry."

"Although new in name, the Success organization already has a background of experience second to none. We have succeeded in getting together a group of men whose names are bywords in the industry."

"I am proud to count many years of work in various fields of the coin machine business—sales, production, engineering, and creative endeavor. The new chief engineer is Bruno Radtke."



O. H. (JACK) FEINBERG has recently joined the sales staff of Arthur H. DuGrenier, Inc. He is known to operators from Coast to Coast and is an old hand at the vending machine business. Jack will be at the DuGrenier booths at the CMI and NATD shows in Chicago.



SUCCESS MANUFACTURING CORPORATION department heads confer on plans for a new game. Left to right are Dick McKeon, layout superintendent; Frank Mowers, chief electrical engineer, and Nick Nelson, production manager.

Production manager is Nick Nelson, who achieved popularity and skill in his long association with various manufacturers. Chief Electrical Engineer Frank Mowers and Layout Superintendent Dick McKeon are also men of wide experience in the production of coin games.

Show Fever On at Grand National

CHICAGO, Jan. 4.—"The show fever is beginning to catch on," according to Mac Churvis, of Grand National Sales. "We've received many registration requests, and if this is any criterion, the show is already a roaring success."

"It's A-B-C-simple for both early comers and last-minute Johnny's—all they have to do is send us their registration slips. We do the rest. We'll have their badges printed and waiting for them at the registration desk in the Sherman Hotel."

Churvis and Al Sebring, head of Grand National, are sending out special appeals so that there won't be wasted time in late registrations. Mac and Al will be at booth 206 to greet their friends.

Bally To Show Many New Models

CHICAGO, Jan. 4.—Discussing plans for the 1941 Coin Machine Show, which opens at the Sherman Hotel January 13, Ray Moloney, president of Bally Manufacturing Company, stated that his company will display the largest, most complete, and varied line in its history.

"Bally engineers," Moloney stated, "have been working day and night all fall preparing a line of machines that will insure a dominating position in '41 to all Bally distributors and operators. "In addition to the sensational Bally Defender machine gun, volume delivery of which begins just before the show starts, Bally will present an array of novelty replay games, pay tables, consoles, and counter games. We will also have a product of special interest to music operators."

"To accommodate the big Bally line and enable the trade to inspect the new machines in comfort, we are using the largest display space we have ever used—the entire north end of the Main Hall. My tip to operators, jobbers, and distributors is this—whatever you do, plan to spend plenty of time in Booths 18, 17, 18, 49, 50, and 51, and see Bally's big show."

Atlas Remodeling Almost Complete

CHICAGO, Jan. 4.—Remodeling at the Atlas Novelty Company, Chicago, is almost completed, with the new and enlarged quarters rapidly assuming a finished appearance. Atlas is providing enlarged display space for free-play games, consoles, pay tables, phonographs, and other equipment. They expect to have the remodeling completely finished in

Buckley To Show 1941 Track Odds

CHICAGO, Jan. 4.—The 1941 model Buckley Daily Double Track Odds and Buckley Track Odds will be displayed for the first time at the Coin Machine Show next week. With the new improvements the 1941 models contain about all of the appeal features used in coin machine construction.

In presenting these new models officials of the Buckley Manufacturing Company said: "We want every experienced operator in the country to see our demonstration of the new model. Our present customers know about the Track Odds and know that it has the features that make up a machine with the greatest money-making capacity. Track Odds has an outstanding reputation for having a seven-way coin chute that has real service and that is positive in action, whether for coin or for check play. There is no doubt but what a seven-way coin chute has the ability to attract and handle the greatest number of players at one time. The competition of several players playing a machine alongside of each other in itself stimulates the play and means the greatest profits for operators."

Keeney Air Raider Popularity Soaring

BOSTON, Jan. 4.—"Air Raider, Keeney gun hit, has been growing increasingly popular," reports David S. Bond, chief of Trimount Coin Machine Company. "The glowing statements of Air Raider earnings which operators have forwarded to us indicate constantly rising earnings. Air Raider has more to offer in playing thrills and reliability than any other kind of equipment now available."

RICHMOND, Va., Jan. 4.—H. F. Moseley, head of Moseley Vending Machine Exchange, Inc., reports that the holiday season saw a heavy increase in the number of locations featuring Air Raider, J. H. Keeney & Company machine gun game.

"The money-making ability of Air Raider, well demonstrated throughout Virginia, West Virginia, and North Carolina during recent weeks, has so impressed operators that they are making sure of a good start in 1941 by sewing up as many locations as possible with Air Raiders," reports Moseley.

time for the 1941 Coin Machine Show and the usual influx of visitors to the Atlas home.

Morris and Eddie Ginsburg assure that everything has been done to create an inviting atmosphere of friendliness. Everyone will be made welcome and taken on a tour thru the various departments of the firm's large quarters. Both assert that the latching is out and that the mat with large welcome letters on it is already in place.

The remodeling program gives Atlas a completely rearranged office as well as new display rooms, service and repair departments, and storerooms.

Strat-o-Liner Flying High

CHICAGO, Jan. 4.—"The heights to which Chicago Coin's present replay game, Strat-o-Liner, is reaching in sales and earning records justifies our choice of its name," said Samuel Gensburg, Chicago official in tracing the popularity of the game.

"After weeks of production our lines are still 100 per cent devoted to making Strat-o-Liners to meet an undiminished demand from Coast to Coast. It has proved to be the top game of the 1940 season and its sustained earning power has given operators a fine start into 1941."

Samuel Wolberg, co-official, was hearty in his praise of the support Chicago Coin has received during the past year from distributors and operators. "The success of Chicago Coin games has been a fine example of co-operation and faith between the manufacturer and the trade," he stated. "We, as producers, have made no compromise with quality and originality, and our reward has been unswerving loyalty from operators and distributors. The truly sensational success of Strat-o-Liner is convincing proof, and Chicago Coin pledges all its resources to a continuation of that policy."



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 8 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. 1888—Tel. COLUMBIA 2770
Cable address "WATLINGITE," Chicago

Western's Deluxe

MAJOR LEAGUE BASEBALL

Profitable for Years—
Not Just Weeks!

Western Products, Inc.

925 W. North Ave., Chicago, Illinois

WANTED MAN

To buy Used Photograph Records from operators. Must know records well. Travel continuously. Large car necessary.
Box 207, care The Billboard, 1564 B'way, N. Y.

Associations Report Good Progress During Past Year

PHILADELPHIA, Jan. 4.—As the amusement machine operators in this territory embark upon a new year, an auspicious fact is that 1941 will round out an even dozen years in the existence of the Philadelphia Amusement Machine Association. Historically, it was October 27, 1940, that made it 12 years of an organized front, for it was on that day in 1928 that a group of men met at the Benjamin Franklin Hotel. It was as a result of that meeting that the newly spawned coin machine operators, searching for a place in modern business, banded together as the then known Philadelphia Coin Machine Operators' Association.

It all began inauspiciously with Samuel Klein the guiding spirit in founding the association and serving as its first president. Sam Pinkowitz, Irving Newman, and Jack Brandt were

among those present at the Benjamin Franklin Hotel who are still active today and Brandt was made the first secretary-treasurer. It was one of the first organized units in the coin machine industry.

It was the day of penny games, with AHT Targets and Pee Whirlwinds setting the pace. But the association carried on its missionary work for the industry, getting its first real impetus not until three years later with the appearance of Bingo and Baffle Ball, and more so the year after in 1932, when the pinball machine really came into its own with the appearance of Five Star Final and Belly-Boo. Much had been going on in and out of the industry in those early years, and it wasn't until 1934, after serving six successive terms, the most trying of the association's existence, that founder Samuel Klein relinquished the president's chair to Michael Schoenfeld, with Cy Clickman taking over the following year.

Change Association Name

On January 9, 1940, with the industry and the local association now deeply rooted, that the organization, changing its title to the Philadelphia Amusement Machine Association, and now meeting every Tuesday evening at the Majestic Hotel, re-elected Martin Mitnick as president for his current fifth successive term. Attesting to the leadership of President Mitnick is the unanimous desire to keep him in the president's post.

At the 1940 election two of the operators who were present at the first meeting 12 years previous in the Benjamin Franklin Hotel were also unanimously re-elected to administrative positions, Samuel Pinkowitz continuing as vice-president and Jack Brandt still keeper of the secretary's book of minutes.

The association, in its 12 years' history, faced many a situation that threatened the stability and security of the industry and it was only the fact that there was a united front in Philadelphia that the permanency and future assured the operators today was secured. Going back to the depression years, when an increasing demand for amusement games was manifest by the American public, Operator Ben Witt, association historian, explains how the association weathered the storm and played such an important role in building the amusement machine into "the national pastime."

"A hurly-burly condition, much akin to the California gold rush, soon affected the operating field," wrote Ben Witt of the 1932 year. "New blood entered the business flowing from the choked arteries of a depressed commerce, resulting in wildcat activities harmful to everyone. Recruiting new members was a slow and tedious process. A motley crew without morals or scruples endeavored to conduct business in unprincipled fashion with the result that a constant turnover of operators followed. It took grit and determination by the Philadelphia Coin Machine Operators' Association adherents, sparse as they were,

to keep the business clean and to sell that gospel to others.

"However, a threat arose to pin game operators that accomplished more to persuade them to become organization-minded than all the efforts exerted by PCMOA members. A racketeering element, a residue of bootlegging days, demanding toll or the alternative of having pin games mutilated or destroyed. A general meeting was called to combat this baleful evil and the response brought most of the independents to join forces with the organization members. Quick to foresee the need for a united front to fight all impending difficulties, the independents enlisted with the organization and thereby tripled the strength of the group. A committee working in co-operation with the Public Safety Department scotched the racket before it had grown to serious proportions.

Code of Ethics

"With the increase in membership, an opportunity to approach the fundamental problem facing operators, the need of a code of ethics, came about. It was an arduous task, converting men drawn from the streams of varied commercial enterprises and mixed in the leaven of a new industry, to forsake the philosophy of 'grab all you can, it won't last forever.' However, by the dint of persistent efforts, by the men who founded the organization, order slowly emerged where chaos formerly existed. The scheme of things was not enduring, for there were still many who saw the pin game as a will-o'-the-wisp, soon to follow many other popular fancies to the limbo of forgotten memories."

With much new "blood" coming into the association in the past year or two, it is little wonder that President Mitnick looked forward to 1940 with a greater degree of optimism. Significantly, he said, "We have made pretty good progress during the past year, but with several new men on the board of directors and as officers, the association will benefit materially by the exchange of ideas these new men will bring to the administration. Moreover, these new men will bring with them new ideas. For the first time they will be able to have the opportunity to show the capabilities which I knew they always had. With this admixture of the old and the new, I feel quite certain that we shall be able to forge ahead to put the Philadelphia Amusement Operators' Association on a streamlined business basis."

It was on March 12, 1939, at the 10th annual banquet of the association at Benny the Bum's cafe that Harry H. Wexelblatt, head of the Amusement Machine Operators' Association of Pennsylvania, characterized the local association as the strongest organization in the State. And it is no secret that President Mitnick's fondest desire and hope is to build the Philadelphia Amusement Machines Association into the strongest unit of operators in the United States.

Automatic Amusement Association of N. E., Inc.

In November, 1938, the Automatic Music Association of Massachusetts was formed by a few wide-awake operators

in and around Boston. There are always leaders in every line of endeavor and such men as Phil Swartz, Arthur Stugs, and John Pirure were then leaders in the coin machine business in this district.

They could see that the coin machine business was in a bad shape, with machines moving from location to location, a steady advance in commissions being paid to the locations, and a very bad general condition.

So they got together and formed the association, with the total number of machines represented being less than 500—yet it was a step in the right direction. They met in members' stores and offices, drawing up bylaws and working to set the coin machine business up on a profitable level. As time went on, new members came in and, finally, quarters for the association were secured.

As the membership grew it became necessary to secure someone to care for the business of the association. At a subsequent meeting it was voted to hire a business manager in the interest of acquiring more members. The membership from that time on grew until it became necessary to secure a full-time secretary to care for the office work. Larger office space and a male investigator were also secured. The investigator acted as a trouble-shooter and an arbiter in settling the little problems that arose.

Aid Other Groups

"We have now reached the stage where operators in other States have become interested in our association and have asked us to help them to form an association or a chapter of our association in their city or State," reports an association official.

"The officers of this association aided in the forming of a chapter in Connecticut. The first unit was in New Haven with about 20 members joining. This association's business manager stayed with the new association for a short time in order to help them organize. Later the same committee went to Rhode Island, where another chapter was formed in Providence with about 16 members.

"We now had three chapters in Massachusetts, Connecticut, and Rhode Island. However, the name of the association only indicated Massachusetts affiliation, so it was decided to elect a new name. The new name was Automatic Music Association of New England, Inc. At the same time a label was adopted to be used on all photographs operated by members."

"With the added size of the organiza-



COLUMBIA GOLD AWARD CIGARETTE BELL

With Optional Front Drawer or Back Door Payout System Will Open Your Territory.



COLUMBIA JACKPOT BELL

Convertible From Nickels to Dimes, Quarters, Pennies. Best Bell Buy for Your Money.

Also Larger Club Model and Chrome Bell.

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130 N. UNION CHICAGO

COUNTER GAMES		Each
(A-1 Reconditioned)		
3 SPARKS	\$19.50
2 IMP'S (1/2 Cigarette Reel)	7.00
1 SERQUITY (1/2 Cigarette Reel)	15.00
2 GREEN VEST POCKET BELLS	27.50
2 REEL "21"	3.00
3 SELECT 'EM	4.00
3 MARVELS (1/2)	15.00
USED FREE PLAY		Each
(Sold "As Is")		
3 CONQUESTS	9.00
2 SUREXAS	20.00
1 SUREXAS	13.00
3 HEADLINERS	12.00
1 LITE-O-CARD	20.00
4 SNOOKS	9.00
1 ZIP	7.00
1 STOP & GO	7.50
1 TAPP	7.50
1/3 Deposit, Balance C. O. D.		

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THE THREE MUSKETEERS being welcomed home after a successful day of duck hunting on Corpus Christi Bay in Texas. Left to right: Smitty Smith, Alf Dunaway, and Mrs. Ed Stern. The welcomeers are Ed Stern and Morris Leo Decker.

GET a CASE of CUB and ACE from JOE FRANK



CUB

3 Reel — Cigarette or Fruit or Nougats. Play 100 Automatic Coin Dollars and 2 Bonus. Jack bonus 1/2 or 3/4 or 10/10. Stacked. Bonus 1/2 Deposit. Billed U.S.A.

SAMPLE 13.95
Case of 6 \$75.00



ACE

3 Reel Straight Poker or Joker Wild or Joker Play with Automatic Coin Dollars and 2 Bonus. Cash Bonus 1/2 or 3/4 or 10/10. Stacked. Bonus 1/2 Deposit. Billed U.S.A.

SAMPLE 14.95
Case of 6 \$80.00

AUTOMATIC SALES CO.
416A BROAD ST., NASHVILLE, TENN.

tion it became necessary to secure larger quarters. Consequently, the association selected rooms for offices, smoking, and card rooms. We also have a large meeting room which is well furnished. Each member has a key so that he can come and go as he wishes.

"With each chapter working more or less on its own, it was decided to coordinate activities by forming a board of governors consisting of three members from each chapter. This group meets once a month and provides a cross-section view of what is going on in all three States. Ordinary business is taken up in round-table discussions from which all gather ideas for use in their own respective areas.

14,000 Machines Represented

"The association has grown so well that instead of the less than 500 machines originally represented, it is estimated that over 14,000 machines are now represented. At present we are forming a new chapter in Maine. We hope to eventually have organizations in each of the New England States.

Eventually we hope to tie in with the tri-State group of Pennsylvania, New Jersey, and New York by having discussions with this group in a representative assembly similar to our present board of governors. This would give an association organization from Pennsylvania to Maine. It would be more profitable, informative, and tend to stabilize this business in the East.

Our offices are at 22 Huntington Avenue, Boston. Our business manager, Lloyd F. Tuttle, will be glad to see any and all operators and exchange views with other associations at any time.

Vending Machine Operators' Association of Chicago

"The Vending Machine Operators' Association of Chicago during recent years has functioned for mutual benefit of its members and has leaned rather to the conservative in its course thru 1940, co-operating with local authorities to preserve proper decorum, and conforming to the laws existing and extant regarding the operation of the vending and service machines which largely make up the holdings of its members.

"In national affairs we aim to support any and all moves that are constructive and modeled to function for the general welfare of all within this industry. A co-operative group, thru our membership we are represented or hold membership in other organizations thru which our members have ready access to information, advice, and counsel. In short, the



STANDARD SALES COMPANY, SPOKANE, WASH., has built this fine-looking display building shown in the lower picture. Above the display rooms is space for warehousing and other offices. Standard is handling several lines besides coin machines. In the upper picture is the personnel of the firm.

aim is to lighten the load of any and all of our members.

"Regular meetings are held monthly and known members of the craft are always welcome to attend. Since the tearing down of the Great Northern Hotel, Chicago, we are holding our meetings in the gypsy mood; pick the spot, pull in, and camp for the night. December meeting was at the New Parkway Cafe."

W. F. CONSIDINE, Secretary.

Newark Coin Marks First Anniversary

NEWARK, N. J., Jan. 4.—A large crowd of operators, jobbers, and distributors was on hand here recently to attend the party given by Jack Berger and his staff at Newark Coino Distributors, marking the firm's first anniversary. A feature of the event was the distribution of Christmas presents by Berger to all who attended.

Speaking of the event, Berger said: "It certainly was a swell sight. So many of the leaders in the business came around to wish us well. We have enjoyed a big year and we look forward to 1941 being even bigger."

Among those attending were George Fousner, Irv Morris, Bill Gerah, Eddie Corriam, Dave Stern, Tom Burke, Harold Hansen, Al Gathwohl, Philip Aronowitz, Dave Braun, Barney Sugarman, L. Reichman, F. T. Flynn, Tom Foley, R. Pund, Al Howard, Joe Frimkin, Herb Reutch, Arthur Dadda, Sam Goldner, Irving Gurvitch, William Hillberg, Lee Server, Tony and Dick Sta, Pat Valino, Irving Simon, Frank Russo, Louis Halperin, John Hylick, Charley Hull, Joe Jernick, Seymour Rodman, W. J. Fauble, Nathan Marks, Harold Hillon, Joe Zanulla, Alex. Johnston, Edward Florio, Morris Sigel, Jack Sigel, Peter Mollis, Milton Nuss, Manny and Jimmy Poscarella, Jack Parr, Morris Prince, Joe Prince, Leo Ringler, Irv Orenstein, Leo Sigel, Al Barkin, Herman Dadda, Bob Server, Max Spreckman, Irving Wolfe, S. Klein, Irving Levy, Leo Wisotzky, Leo Waldor, Sam Waldor, Billy Ehrenberg, and Lucky Lutz.

Coinman Elected Head Of Canadian Legion

AMHERST, N. S., Jan. 4.—At the annual meeting of the Amherst, N. S., branch of the Canadian Legion, P. J. Elliott, veteran coin machine distributor, was elected president. He had been vice-president for several years and has been long an active member, having served with the Canadian Expeditionary Force in 1914-'18.

He has been in the coin machine field 25 years, with his base in Amherst and distributing thru Nova Scotia, New Brunswick, and Prince Edward Island. Incidentally, he was the first to introduce coin machines on the isolated Magdalen Islands and the islands of St. Pierre and Miquelon, the latter group a French possession off Newfoundland.

Dallas

DALLAS, Jan. 4.—Among out-of-town visitors to the Cotton Bowl football game was Dave Gottlieb, Chicago coin machine manufacturer. Dave left a busy factory in Chicago to make a combination business and pleasure trip to Texas. In his party to view the A. & M.-Fordham game Wednesday were Arthur Pike and Murray Gottlieb.

Gottlieb was enthusiastic in his praise

of the 1941 Coin Machine Show. With the main exhibit hall space sold out and more than 25 per cent of the new annex space already booked by exhibitors, Gottlieb said the 1941 show would not only present the best exhibit in the history of the coin machine show but that it would be the best attended show the manufacturers have ever sponsored.

Charley Snyder, road man for Mills Novelty Company, was in Dallas to attend the Texas A. & M.-Fordham football game New Year's Day.

Dallas coin machine men are being urged to assist in and are getting behind a city-wide plan to advertise Dallas' 100th birthday party in 1941. One means of advertising the city's centennial celebration is the co-operative distribution of an attractive folder which gives pictorial layout to the city's places of amusement. Wherever people are con-

gregated coin-operated machines are sure to be a part of their amusement and there is every reason why the local coin machine industry should help advertise the Dallas Centennial.

On a recent trip to South Texas, Mr. and Mrs. Ed Stern were the guests of Morris Lee Decker, owner of the Corpus Christi Novelty Company, on a duck-hunting expedition in Corpus Christi Bay. From reports reaching this column Mrs. Stern got the lion's share in the day's bagging of ducks.

Buffalo

BUFFALO, Jan. 4.—Harry Winfield, who announces that he will be a visitor at the Chicago show for at least two days, despite a pressing amount of work, has moved a few doors to 1018 Main Street. He now has twice as much floor space. At the official opening today and tomorrow Winfield is introducing the new 1941 Wurlitzer line of phonographs and wallboxes to Western New York operators.

Low Wolfe, Rex Amusement, and his service manager, Bill Flascchetti, spent New Year's in Utica, N. Y., visiting the family.

While many new games have appeared on the pinball market, Attention is still selling well. Steiner's Sara Sany isn't at all bad, and Goner's Seven Up is doing fine.

With continually expanding business, Rex Amusement has just added a fourth service man to its mechanical department. He is Don Kolmar.

ONLY \$54.50
for Keeney's
SPEED-DEMON!
5-BALL FREE PLAY
Wire or Phone—
Supply Limited!

VISIT ATLAS
BOOTHS 155-156-157
AT THE SHOW
Post-Inventory Sale!
HOLDOVER \$64.50
THREE SCORE 49.50
DOUBLE FEATURE 54.50
SPEEDWAY 42.50
Send For Complete
ATLAS Bargain Guide!

EXCLUSIVE DISTRIBUTORS

SEVEN GRAND
2 Games in 1
\$25 Top Payout or Clarette Award.
5 to 1 Coin Division—2 Cash Bases.
\$36.50
F. O. B. Chicago
1/3 Dep., Bal. C. O. D.

ROLL-A-CENT
STILL GOING STRONG
Separate Cash Box for Winning Pennies.
\$9.95
F. O. B. Chicago
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JAR DEALS—REFILLS—PADS—TICKETS
BOXES AND HOLDERS—PHONOGRAPH SUPPLIES
Koplo Sales & Supply Co.
3315-B Milwaukee Ave., CHICAGO, ILL.
Phone 4-1111
YES! We'll be in Booth 83 at the Show

PHONOGRAPHS
REBERG'S
Model C—12 Records \$ 32.50
Castro—29, 29 Records 133.50
Class—1935, Marshall, 49.50
Crown—5x, 50 Records 144.50
Gon—1935, 20 Records 119.50
Regal—2x, 20 Records 129.50
Rock—1935, 20 Records 44.50
ROCKOLA'S
1939 Console Model \$59.50
DeLuxe—39, 20 Records 139.50
Standard Luxury Lightup 129.50
WURLITZER'S
P-12—12 Records \$24.50
51—1938 Console Mod. 54.25
600—32 Records, Key \$ 147.50
604—24 Rec's \$ 159.50
616—16 Records 59.00
MILLS'
Studio—1935, 20 Records 59.50
SPECIAL STRIPS—40¢ Per 2,000
LAVAL CLEANER—\$2.00. Gd.
Special Discount on All Parts.

CONSOLES
Dorcy Day, Flat Top \$24.50
Millie Kroger Ball 69.50
Pace Lines, Brown Cab. 94.50
Suzanna (Face) 70.50
Suzi Time (281) 82.50
Taitelan 29.50
Track Time, 1938 82.50

PAYTABLES
Gold Medal \$54.50
Grandstand 72.50
Grand National 72.50
Hawthorn 59.50
Pacemaker 89.50
Sport Page 58.50
Thunderbolt 62.50
Tut Champ 17.90

BELLS
Mills 5¢ Melon Bell \$52.50
Mills 1¢ Blue Front 44.50
Mills 5¢ Double Finish, 42.50
Mills 25¢ Blue Front 42.50

TERMS: 1/3 Deposit, Balance C. O. D.

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The House of Friendly Personal Service
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2 SENSATIONAL 1c SKILL GAMES!
HOLE IN ONE
ORIGINAL NOVEL!
EXCITING!
A ball of gum is vended in front of a realistic golf machine who holds a swinging club controlled by the player. Genuine skill is required to make "Hole in One." All skillful hits are rewarded. Requires only 1¢ of gum. 8000 balls. All skillful hits are rewarded.
OPERATOR'S PRICE \$17.50
DISPLAYED AT BOOTH L.L.E. COIN MACHINE SHOW

SPITFIRE
SPITFIRE has a MOVING Aeroplane controlled by the player. A ball of gum is vended into the plane. 8000 is required to sink the battleship by releasing the ball into one of the ten holes. Requires 10000 balls. All skillful hits are rewarded.
OPERATOR'S PRICE \$17.50
D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

Special Show Trains Ready

Invasion of Chicago by biggest delegations in conclave history foreseen

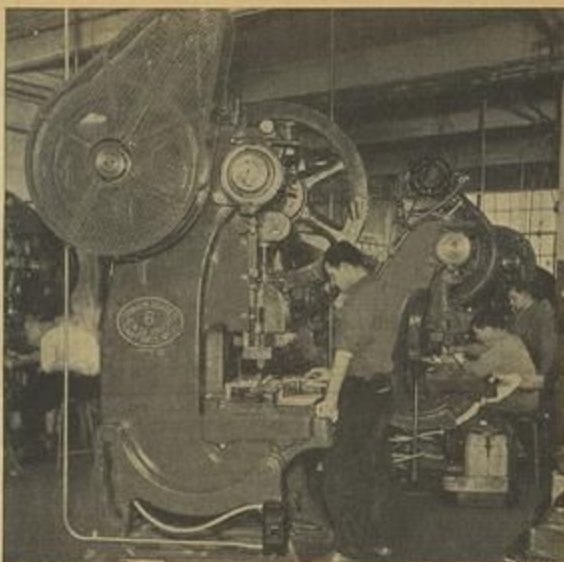
OTTAWA, Jan. 4.—Ontario Amusement Machine Association has made arrangements with the Canadian Pacific Railway for a special rate to Chicago for Canadian coinmen. Association officials report that private Pullmans will be provided for coinmen.

ST. PAUL, Jan. 4.—The Northwestern "400" has been chosen by the Minnesota Amusement Games Association as the official train for movement of Northwest operators and jobbers to Chicago for the annual coin machine show. Special cars have been set aside for use of coinmen on Sunday, January 12. The "400" will leave Minneapolis at 2:30 p.m. and St. Paul at 3 p.m., and will arrive in Chicago at 9:15 p.m.

Special arrangements have been made to accommodate members from Southern and Western Minnesota. Coinmen from these sectors will join the "400" group at Weyerville, Wis., at 5:30 p.m. Trains leaving the following points will connect with the "400": Mankato at 12:45 p.m., Waseca at 1:27 p.m., Osatona at 1:45 p.m., Rochester at 2:40 p.m., and Winona at 3:45 p.m.

Tom Crosby, president of the association, reports that these are the finest accommodations available, the "400" being one of the line's new streamliners. Special rates for coinmen will prevail.

BUFFALO, Jan. 4.—Lew Wolfe, head of Rex Amusement Company, has made arrangements for coinmen from Buffalo and surrounding cities to take the trip to



NEW GIANT PUNCH PRESS recently installed in Bally Manufacturing Company factory as part of Bally's expansion program to increase capacity in 1941.

the Windy city in a private car. The crowd will leave Buffalo Sunday night, January 12, in a coach hitched to the Commodore Vanderbilt streamliner. Wolfe reports there is still room for a few more coinmen in the private car.

FORT WORTH, Tex., Jan. 4.—Present indications point to the largest Southwestern delegation ever to attend an annual coin machine show. The spe-

cial delegation from Texas will travel over the Katy-Frisco Railroad into St. Louis and then over the C. & E. I. from St. Louis to Chicago. Arrangements have been made to take coinmen straight thru to Chicago without changing cars. Reservations are pouring in from Houston, San Antonio, Waco, Austin, Beaumont, Galveston, Corpus Christi, Wichita Falls, El Paso, Abilene, Dallas, Temple, and other Texas cities. Two special agents of the Katy-Frisco line will make the trip to Chicago to see that everything goes off ok.

MUSKOGEE, Okla., Jan. 4.—Eastern Oklahoma coinmen will join the Texas crowd at McAlester and Muskogee, Okla. Reservations for the Katy-Frisco special cars already have been made by many Eastern Oklahoma operators and jobbers.

OKLAHOMA CITY, Jan. 4.—Plans are under way for a delegation to embark from this city for the annual conclave in Chicago Sunday January 12. Coinmen

from this section of Oklahoma will travel over the Santa Fe Railroad.

NEW ORLEANS, Jan. 4.—From New Orleans a large delegation will leave Sunday, January 12, for the 1941 Coin Machine Show. Coinmen from Eastern Texas will join the New Orleans delegation, as will Arkansas operators, jobbers, and distributors.

ALBUQUERQUE, N. M., Jan. 4.—Coinmen from this area who will make the trek to Chicago for the industry conclave will join the Texas delegation at Dallas January 11. A goodly number are expected to make the trip from this State.

CLEVELAND, Jan. 4.—Dan Hawley, manager of Modern Automatic Exchange, Inc., is rounding up coinmen to attend the convention. Hawley has arranged for a special car to leave Cleveland Sunday January 12. Reservations are being accepted by Hawley, and he asks that they be made as soon as possible.

NEW YORK, Jan. 4.—Indications are that many coinmen from the East Coast will fly to the Windy City for the 1941 Coin Machine Show. Many are so busy that they will be unable to get away from pressing duties until the last minute. Meanwhile, many groups of coinmen are arranging for special rates on a number of trains leaving here on regular schedule.

LOS ANGELES, Jan. 4.—Some coinmen not yet recovered from the strenuous days of the recent West Coast show are already packing their grips for Chicago and the 1941 Coin Machine Show. Largest representation will be of distributors and jobbers, with a goodly sprinkling of operators. Some will wing their way to Chi.

SEATTLE, Wash., Jan. 4.—Inveterate coin machine showgoers here are gathering in small groups to entrain for the show in Chicago. As far as can be learned, no definite train has been designated as the official train of the delegation.

YES!

YOU HAVE COMPLETE CONTROL OVER THE GOLD AWARD ON THE AMERICAN EAGLE

MYSTERY PAYOUT GOLD AWARD MODEL

★That's WHY more and more operators are now buying MYSTERY PAYOUT GOLD AWARD MODEL AMERICAN EAGLE. To play can award as high as \$5.00 on Gold Award token. To play can award as high as \$25.00 on Gold Award token. Cash in NOW by rubbing your order to your nearest Daval Distributor TODAY!!

DAVAL, 2043 CARROLL AVE., CHICAGO

Pacific Coast: MAC MOHR CO - 2916 W. PICO BLVD - LOS ANGELES, CALIF.

1941 Coin Machine Show Program

MONDAY, JANUARY 13
HOME-COMING LUNCHEON—
12 noon to 2 p.m.

James Conzelmann, coach of the Chicago Cardinals, pro football team, will be the main speaker. High-class musical entertainment will be provided.

EXHIBIT HOURS—2 p.m. to 10 p.m.

TUESDAY, JANUARY 14
EXHIBIT HOURS—10 a.m. to 9 p.m.

WEDNESDAY, JANUARY 15
EXHIBIT HOURS—10 a.m. to 9 p.m.

ASSOCIATION MEETINGS

Entire day, until 6 p.m., reserved for meetings of Operator, Jobber and Distributor associations. Facilities will be furnished by Coin Machine Industries, Inc. Association officials are invited to make arrangements with James A. Gilmore, Secretary-Manager.

ASSOCIATION EXECUTIVES' DINNER

6 P.M. TO 8 P.M.
Good Fellowship Dinner to the Presidents and Acting Secretaries of Associations of the Coin Machine Industry, given by the Officers and Directors of Coin Machine Industries, Inc.

THURSDAY, JANUARY 16
EXHIBIT HOURS—10 a.m. to 3 p.m.

ANNUAL BANQUET—7 P.M.
FOLLOWED BY A MAGNIFICENT FLOOR SHOW AND DANCING

FIRST BIG SALE OF FREE PLAY GAMES FOR '41!!

Bally Beauty \$19.00	Jolly ... \$19.00
Bandwagon 50.00	Landlady ... 30.00
Big Chief 60.00	Leader ... 68.00
Big League 19.00	Nippy ... 18.00
Big Show 19.00	O'Boy ... 18.00
Big Trees 18.00	Polo ... 42.00
Blonde ... 30.00	Powerhouse 40.00
Brite Spot 27.00	Punch ... 15.00
Cadillac 48.00	Pines ... 32.50
Commodore 17.00	Red Hot ... 14.00
Cross Line 50.00	Rotation ... 24.00
Dick 48.00	Roxy ... 24.00
Dble. Feature 22.50	Sane Card 19.00
Drum Major 32.00	Score-Line 37.50
Fleet 18.00	Speed Demon 30.00
Gude Ranch 39.00	Sporty ... 30.00
Harmony 56.50	Super Six ... 15.00
Hot Hand 35.00	Three Score 25.00
Glamour ... 30.00	Thriller ... 12.00
Gold Star 65.00	Vacation ... 30.00
Hold Over 27.50	Wings 32.50
Home Run 19.00	Yacht Club 30.00

TERMS 1/3 Deposit With All Orders—We Ship Balance C. O. D. WRITE FOR OUR NEW COMPLETE LIST & NEW PENNY ARCADE CATALOG!

MIKE MUNVES CORP.
593 TENTH AVENUE, NEW YORK

CUB and ACE

3 Reel • Cigarette • Fruit or Numbers Play with Coin Dividers and 2 Separate Cash Boxes, 14 or 25 or 10¢.

5 Reel Poker or Joker Wild Play with Coin Dividers and 2 Separate Cash Boxes, 14 or 25 or 10¢.

Sample .. \$13.95 Sample .. \$14.95
CASE OF 6... \$75.00 CASE OF 6... \$80.00

THE GENERAL VENDING SERVICE CO. 306 NO. GAY ST. BALTIMORE, MD.

Exclusive
NEW ENGLAND DISTRIBUTORS OF JENNINGS TELEPHONE WIRED MUSIC

Automatic Coin Machine Corporation
340 Chestnut St., SPRINGFIELD, MASS.

PONSER PARADE OF VALUES!

Landlady	\$35.00	Commodore	\$18.00	Every Game reconditioned so that it looks and works like new, regardless of price. Buy from Ponser With Confidence.
Cross Line	54.50	Jolly	20.00	
Rotation	38.00	Drum Major	32.50	
Brite Spot	32.50	O'Boy	17.50	
Dick	47.50	Three Score	27.50	
Doble Feature	27.50	Roxy	23.00	

George Ponser Co., 11-15 E. Runyon St., Newark, N. J.

"PHOTETTE"

PICTURE MACHINE, 10¢ PLAY
Picture can be taken immediately after exposure. It is not necessary to wait until film is ready has been developed and delivered in a frame.
\$220.00

MAYFLOWER NOVELTY COMPANY
2218 University Ave., ST. PAUL, MINN.

here's
SUCCESS!



BRUNO RÄDTKE
Chief Engineer



C. R. KIRK
Managing Dir. of Sales



NICK NELSON
Production Manager

Today the Coin Machine Industry welcomes a new member, geared to the tempo of progress and dedicated to the production of original, profitable equipment for America's operators. It is new in name only, for the sparkling array of talented staff members brings to the Success Manufacturing Corporation the kind of experience that can be achieved only by years of service. In the production of newer, finer money-making machines, the Success Manufacturing Corporation will spare no expense. Already a line of equipment is available . . . a thrilling new machine gun game—new pin games—the famous, dependable Kirk Scales . . . all thrillingly different . . . mechanically perfect . . . profit tested. Distributors and jobbers are cordially invited to visit the display rooms of the Success Manufacturing Corporation during the week of January 13 for a private showing.

Success MANUFACTURING CORPORATION
2626 W. WASHINGTON BLVD., CHICAGO, ILLINOIS

NOTHING SUCCEEDS LIKE SUCCESS

More Fun in 1941

*Spectacular Banquet Entertainment
Ready for 1941 Coin Machine Show*

By R. W. HOOD, President
H. C. Evans & Company

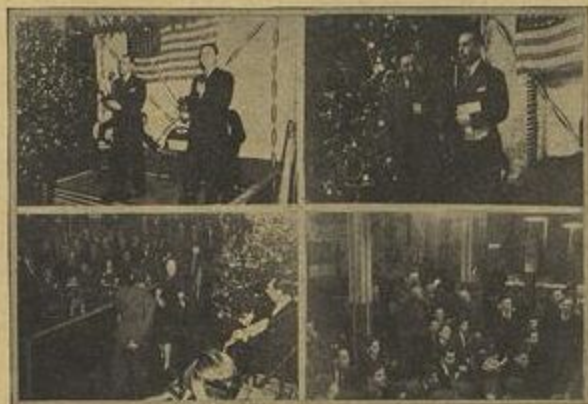
"**BIGGER** and better than ever before" is the slogan of the 1941 Coin Machine Show, to be held at the Sherman Hotel, Chicago, January 13-16. And all signs point to a 100 per cent fulfillment of this slogan. Sales of display space to date have already topped the sales record for this time last year. Advance registrations are pouring in daily, indicating attendance far in excess of 1940, which broke all previous records. The new products which exhibitors are getting ready to spring in January will, from all reports, insure a year of unprecedented prosperity. And, last but not least, the banquet show is guaranteed to be bigger and better than ever.

By bigger I do not mean a greater number of acts. In fact, the general feeling has been that more time should be allowed for dancing after the entertainment, and this we plan to do next week. However, the acts which have been selected will provide such a high concentration of laughs and thrills that every man and woman at the banquet will agree that, great as banquet shows have been in the past, the 1941 show is, indeed, bigger and better than ever before.

Comedy, Thrills, Beauty

Harold Baker, Meyer Genaburg, and the writer, who comprise the entertainment committee, have combed the field of stage and night club entertainment, checking innumerable acts, rejecting all but the tops. We are sure that the series of acts finally selected provides just the right proportion of comedy, thrills, music, and feminine beauty. We are

sure that every man and woman who comes to the banquet will have more fun in '41 than ever before!



MUTOSCOPE GIVES CHRISTMAS and New Year's party to 350 employees. The firm's 1940 successes, including the famous *Photomatic* and *Skyfighter*, were equally gratifying to employees and executives. Earl Winters, *Mutoscope* sales manager, is shown (top left) emceeding the party while a contest prize winner looks on. Winters (top right) is shown introducing Bill Rabkin, president (left), whose announcement of substantial bonuses for employees met with enthusiastic cheers and applause. A *Skyfighter* department member and one from *Photomatic* department (lower left) team up to do a prize winning rumba. Bill Rabkin (lower right) shoots candid pictures of entertainers and audience.

Detroit

DETROIT, Jan. 4.—United Music Operators held their first annual Christmas party at Carl's Bar, with an attendance of around 100 members and guests. Buffet lunch was served and dancing and entertainment followed.

Committee for the event was headed by President James Ashley, and included Joseph Brilliant, Lou Hellbronner, James A. Passanante, Harry De Schryver, Chris Hornbeck, Frank Alluvot, and Phil Bertram.

William Glaseman, manager of the

Decca Distributing Company, was busy taking annual inventory of the stock in the new Detroit store over the New Year holidays.

George Maurodis, whose headquarters are on Saint Aubin Street, is the latest addition to the rolls of local cigarette venter operators. Maurodis is using National Venders.

American Novelty Company is holding open house for three days starting today (4). Manager James Ashley is introducing new *Bunkley* products to Michigan operators.

V. Christopher, partner in the Ajax Novelty Company, has gone to Hot Springs, Ark., from Florida, and will remain there until the second week of January, when he plans to go to Chicago for the coin machine show.

Mississippi

NATCHEZ, Miss., Jan. 4.—With the passing of New Year's there has been the usual after-holiday lull in the amusement machine business in this section, but the let-up has not been as serious as in past years.

Joe Ring, former service man of *Seramac* and *La-Ark-Tex* companies, now located in Tampa, where he is employed on a government defense program job, spent the holidays here with his wife and daughter.

During the holidays Bill Edt, local op, enjoyed several hunting outings and says he bagged plenty of game.

J. O. Modisette and Lee Delaney are the only operators in this area who have wall boxes and they declare that their lone wall box location is paying big dividends.

Despite cold weather, beverage machines have been doing a fine business. Also doing well are weighing and cigarette machines.

Exhibitors — 1941 Coin Machine Show

A. B. T. Mfg. Corp., Chicago.
Acme Nov. & Mfg. Co., Chicago.
Advance Machine Co., Chicago.
American Products Co., St. Louis.
Alibi Novelty Co., Chicago.
Automatic Age, Chicago.
Automatic Games, Chicago.
Automatic Products Co., Pittsburgh.
Baker Novelty Co., Chicago.
Bally Mfg. Co., Chicago.
Beare Mfg. Co., Chicago.
Bell Lock Distrib., Grand Rapids, Mich.
The Billboard, Cincinnati.
Blackhawk Mfg. Co., Chicago.
Block Marble Co., Philadelphia.
Brand Auto. Cashier Co., Watertown, Wis.
Broadcast Music, New York.
Brooklyn Music System, Inc., Chicago.
Central Die Casting & Mfg. Co., Chicago.
Chicago Coin Mach. Mfg. Co., Chicago.
Chicago Lock Co., Chicago.
Coan-Sletteland Co., Madison, Wis.
Coin Machine Revolver, Los Angeles.
Columbia Recording Corp., Bridgeport.
Cent-a-Mint Sales Corp., New York.
Central Stand & Cabinet Co., Chicago.
Champion Specialty Mfg. Co., Brooklyn.
Comar Electric Co., Chicago.

Container Mfg. Corp., St. Louis.
Coin Machine Journal, Chicago.
The Daval Co., Chicago.
Decca Distributing Corp., Chicago.
Arthur Du Grenier, Inc., Haverhill, Mass.
DeVry Corp., Chicago.
A. B. Dick Co., Chicago.
Dura-Tess Corp., Kalamazoo, Mich.
Eilman & Zuckerman, Chicago.
H. C. Evans & Co., Chicago.
Exhibit Supply Co., Chicago.
Elliot Addressing Mach. Co., Chicago.
Electric Sign Receptor & Mfg. Co., St. Louis.
Etching Co. of America, Chicago.
Evans Novelty Co., Chicago.
Exhibit Sales Co., Philadelphia.
Philip Florin, Inc., New York.
Frigidrink Corp., New York.
Gam Sales Co., Peoria, Ill.
Gardner & Co., Chicago.
Gay Games, Inc., Muncie, Ind.
Genco Mfg. Co., Chicago.
General Electric Co., Chicago.
John N. Gersack, Detroit.
D. Gottlieb & Co., Chicago.
Grand National Sales Co., Chicago.
Groetschen Tool Co., Chicago.
Guarantee Electric Mfg. Co., Chicago.
Jos. Hagn Co., Chicago.
Harlick Mfg. Co., Chicago.
Holly Mfg. Co., Detroit.
Ideal Dairy Dispenser Co., Bloomington, Illinois.

Illinois Lock Co., Chicago.
Independent Lock Co., Chicago.
Int'l Mutoscope Reel Co., Long Island City, N. Y.
Jacobs Novelty Co., Stevens Point, Wis.
O. D. Jennings & Co., Chicago.
Walter H. Johnson Candy Co., Chicago.
Koplo Sales & Supply Co., Chicago.
Kelley Mennes Mfg. Co., Rockford, Ill.
Kellogg Machine Co., Cincinnati.
Abe Lyman Enterprise, New York.
Mastercraft Equipment Co., Denver.
Malkin-Illion Corp., Newark, N. J.
Matchless Electric Co., Chicago.
Metropolitan Amuse. Co., Yonkers, N. Y.
Miraben Co., Chicago.
Monarch Coin Machine Co., Chicago.
National Sign Receptors, Inc., St. Louis.
National Vendors, Inc., St. Louis.
New York Spec. & Supply Co., New York.
Hecht Nielsen, Chicago.
Northwestern Corp., Morris, Ill.
Ops, Chicago.
D. A. Pachter Co., Chicago.
Packard Mfg. Corp., Indianapolis.
Pan Confections, Chicago.
Parano Products Corp., Chicago.
Fratstehle Chemical Co., Waukegan, Ill.
Pool-Bowling Mfg. Co., Steger, Ill.
Pik-Pik Vend. Mach. Co., Chicago.
Porta-Server, Inc., Chicago.



DRIV-O GOLF, manufactured by Mastercraft Equipment Company, Inc., Denver, will be exhibited at the 1941 Coin Machine Show. Driv-O Golf is a coin-operated golf driving machine which gives the player a real golf swing and accurately measures the distance of the drive. It also indicates any errors in driving, such as hook, slice, or loft.

Singing Towers, Chicago.
Soundies Distrib. Corp., Hollywood.
Stewart Merchandisers, Inc., New York.
Stoner Corp., Aurora, Ill.
Superior Products, Chicago.
Tech Equipment, Chicago.
Terry Candy Co., Elizabeth, N. J.
Undabar Cooler Corp., St. Louis.
U-Need-a-Pak Products Corp., Brooklyn.
Universal Mfg. Co., Kansas City, Mo.
Visograph Corp. of America, Los Angeles.
Thomas A. Walsh Mfg. Co., Omaha.
W. W. Wilcox Mfg. Co., Chicago.
Walling Mfg. Co., Chicago.
Zenobia Co., Inc., New York.

Ideal Novelty To New Location

ST. LOUIS, Jan. 4.—Due to increase in business the Ideal Novelty Company and Ideal Sales, Inc., will move to new and larger quarters at 2823 Locust Street January 7. They are installing an efficiency system to give better service to their customers, they report.

All the latest pin games will be on display plus a complete display of the latest Rock-Ola phonographs and scales and Northwestern peanut vendors. They will carry a complete line of parts for the machines. The entire force will be on hand to welcome old friends and extend greetings to new acquaintances in the coin machine business.

The firms will have their annual showing of Rock-Ola phonographs, scales, Music Music, and wired music February 14. The Rock-Ola Leadership Girl will be present, as will Rock-Ola executives and service men. Refreshments will be served in the Carl Trippie style.

Correction

In January 4, 1941, issue, ad of Savoy Vending Company, Brooklyn, free-play games appear on Special as Double Feature and Fox Hunt. This should have been Double Feature and Britie Spot.

BADGER'S BARGAINS

FIVE-BALL FREE PLAYS
Gold Cups \$49.50
Vocalists 44.50
14-30 39.50
Daughboys 39.50
Bally Beauty 39.50
Short Shot 39.50
Arrowheads 18.50

PROGRESS... 89.50
Playmates... 49.50
Sweeney... 22.50
Oh Johnny... 39.50
Super Stars... 22.50
Triumph... 16.50

PHONOGRAPHS
Seabro 1930 Console... \$189.50
Rock-Ola 1938 De Luxe, Late Mod. 139.50
Seabro Game... 139.50
Rock-Ola Ribbon... 29.50

CONSOLES
Mills Late Model '40 Jumbo Parade... \$79.50
Free Plays... 89.50
Jennico Fast Times... 89.50
Pack 1939 Saratoga... 79.50

AUTOMATIC PAYOUTS
Grand National... 89.50
Thrillorama... 59.50
Bally Entry... 19.50

LEGAL MACHINES
Bally Bull's Eye... \$49.50
Chicken Bump, with Base... 39.50
Rock-Ola Ten Pins... 39.50
Bally Alley, Late Model... 19.50
Exhibit Bowling Alley... 19.50

Our New 1941 Catalog Just Off the Press! Thirty-Two Pages. Contains Hundreds of Reproductions of the latest machines, chins, supplies, accessories, and parts. Most Complete Coin Machine Catalog Ever Offered. Don't Let Us Send for Your Free Copy Today.

BADGER NOVELTY CO.

2546 N. 30th St., MILWAUKEE, WIS.

RECONDITIONED

LEGAL EQUIPMENT
Rapid Fire Gun... \$109.50
Chicago League... 109.50
Woyal Typar... 85.00
Deluxe Baseball... 79.50
Seabro Jockey Gun... 79.50
Seabro Chicken Sam... 49.50
Kentley Aircraft Gun... 49.50
Roll in The Stars... 49.50
Owl-Nice-Ballista, F.P... 49.50
Evans Ten Strike... 42.50
Rockola Ten Pins... 40.00
Ske Ball... 36.00
Vitalizer... 29.50
Jennico Little Dip... 29.50
Bally Lucky Strike... 29.50
Bally Alley... 25.00
Exhibit Bowling... 19.50
David Bunker Bowling... 17.50

PHONOGRAPHS
'39 Rockola Standard \$145.00
Wurlitzer 616, Grilles
Marketed... 89.50
Rockola Monarch... 70.00
Wurlitzer 616... 59.50
Wurlitzer 718... 59.50
Rockola 16 Grand... 49.50
Mills De Re Mi... 26.00
De Luxe Dance Master... 22.50
Rockola 12 Grand... 22.50
Wurlitzer P-12... 20.00
Gabel Jr... 20.00
Jennico Symphonite... 19.50
Mills Dance Master... 19.50

PAYOUT TABLES
Santa Anita, F.S... \$195.00
Grand National... 89.50
Spinning Reels... 89.50
Hawthorne... 48.50
Ran of War... 40.50
Gold Medal... 40.00
Jennico Sportsman... 29.50
Arrowheads... 22.50
Derby Time Mink... 22.50
One-Two-Three... 22.50
Hot Day... 19.50
Multiple Races... 17.50
Kendy... 17.50
Erie... 17.50
Fluctuat... 17.50
Feed Bag... 17.50
Time Up... 17.50
Big Race... 15.00
Stone Champ... 15.00
East End (Multi)... 15.00
Blue Bird... 15.00
Dandy Day... 15.00

FREE PLAY GAMES
Bally Free-Play... \$109.50
High Flyer... 95.00
Gottlieb Big Show... 82.50
Sewer Champ... 79.50
Champion... 77.50
Vegas... 77.50
Super Star... 72.50
Triumph... 22.50
Topper... 22.50
Big Hit... 22.50
Super Charger... 20.00
Chief... 19.50
Cannon... 19.50
All Baba... 17.50
Golden Gate... 17.50
Seward March... 16.00
Snooks... 16.00
Fitch Bowling... 15.00
C. O. D... 15.00
Flash... 15.00
Ragtime... 15.00
Flight... 15.00
Contact... 15.00
Cowboy... 15.00
Airway... 15.00
Pac-Fire-Bit... 15.00
Seaform... 15.00
Tribble... 15.00
Rebound... 12.50
Bally Royal... 12.50
Volley... 12.50
Jumper... 12.50
Liberty... 12.50
The Pack... 12.50
Day Jinx... 12.50
Fantasy... 12.50
Clippa... 12.50
Bang... 12.50
Chevron... 12.50
Cannon... 12.50
Ritz... 12.50
Super Zeta... 12.50
Zeta... 10.00

CONSOLES
Mills Four Balls... \$229.50
Track Odds, Late Mod... 149.50
Fishing Fories, Late Mod... 149.50
Model... 149.50
1039 Bang Yall... 119.50
Jumbo Parson, F. P... 109.50
Jennico Parade, F. P... 109.50
1938 Gallopino Domino... 99.50
1940 Saratoga, Sr... 80.00
1940 Saratoga, Jr... 80.00
1939 Rollette Jr... 80.00
1939 Saratoga, Sr, S.P... 79.50

CONSOLES
1939 Saratoga, 104... \$75.00
Square Ball... 69.50
1939 Saratoga... 69.50
Good Luck... 39.50
Rays Track... 39.50
1938 Rollette... 17.50
Favorite... 17.50
Derby Day... 17.50
Mills Bill... 17.50
Deluxe Ball... 12.50
Bally Ball... 12.50
Ransom... 12.50

COUNTER GAMES
Sparks—Champion... \$27.50
Marvel... 19.50
Liberty... 19.50
Manury... 19.50
A.B.T. Target, Mod. F... 12.50
Ginger (Base)... 12.50
Blow Grand (Taken... 10.00
Pay... 10.00
A.B.T. Target... 9.00
Grandstand... 8.50
Blaschke... 7.50
Seven Grand... 7.50
Ginger... 7.00
Laphy... 7.00
Cant a Pack... 6.50
Imp... 6.00
Track Reel... 6.00
Empire... 6.00
The Pack... 6.00
Cent a Smoke (Base)... 6.00
G. Man Gripper... 6.00
March Vendor... 5.00
Cowboy Domino... 5.00
Mittot Rakes... 5.00
Pence Smoak... 5.00
Reel Spot... 4.00
Gem... 4.00
Reel 21... 3.50
Ball Gun... 3.50
Twenty-One... 3.50
Penny King... 3.50
21 Vendor... 3.50
Spark Plug... 3.50
Gutter... 3.50
Waters... 3.50
Buck Shot... 3.00
Punch... 2.50
Tickets... 2.50

1/3 Deposit With Order, Balance C. O. D. Are Ready for Delivery.

Mayflower Novelty Company

MAYFLOWER BUILDING, 2218 UNIVERSITY AVENUE, ST. PAUL, MINNESOTA

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 1940. 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

QUESTION:
"WHAT ABOUT ME?..."

**"DON'T NEGLECT THIS MAN
 MR. ADVERTISER"**

HE IS one of the thousands of coin machine operators who will not be able to attend the Annual CMI Trade Show at the Sherman Hotel. He is one of the thousands of operators who will be anxiously awaiting *The Billboard* to see what you are going to announce at the show.

Don't pull your punches on him while spending thousands of dollars on the lucky operators that are going to be at the show. Tell this man exactly what you have to sell to him. He is just as anxious and just as able to buy a great number of your new machines.

The message on the opposite page tells what *The Billboard* is going to do for the operators at home. We are going to tell them everything that happens at the show. But we can't tell your story the way you can tell it. All we can do is see that the message you do tell reaches every operator that does not attend the show. This we assure you is going to be done.

**HURRY! WRITE, WIRE OR 'PHONE YOUR
 MESSAGE TODAY!
 FORMS CLOSE FRI-
 DAY, JANUARY 10.**



I CAN'T GO TO THE CONVENTION"

ANSWER:

POSITIVELY EVERYTHING THAT HAPPENS AT THE CONVENTION . . . EVERY MACHINE DISPLAYED . . . WILL BE DESCRIBED, ILLUSTRATED OR REPORTED IN THE NEXT TWO ISSUES OF THE BILLBOARD.

True, we can't reproduce the beautiful exhibits that will be at the show. We can't arrange it so you can try each and every new machine. We can't bring the marvelous convention entertainment into your home or place of business. So again we say, "If at all possible GO to the big show at the Sherman Hotel, Chicago."

But we are going to publish the biggest, most complete convention issue ever published. It will be a veritable yearbook for the coin machine industry—packed full of interesting stories, figures, polls, and reports. You have never seen anything like it before.

And the issue following the Convention Special will contain a complete description of every machine announced as well as detailed reports of all the meetings. It will also have pages and pages of photographs.

These two issues are going to be so big and so full of interesting stories and advertisements that we have made arrangements with our circulation manager to mail an EXTRA free copy of each issue to you. There is no catch. It won't cost you a cent. You see we give free copies to every operator who attends the convention, and this year we intend to do the same for you who do not attend, because we know your absence is through no fault of your own. Here is all you have to do. Fill out the coupon and mail it TODAY. If you are already a subscriber we will send you an extra copy in the same mail as your subscription copy. If you usually buy your Billboard from a newsstand dealer, we will send your extra copy via mail direct to your home. Regardless, you will have an extra copy of these important issues. One to keep at home and read at your leisure—the other to keep on your desk for quick reference purposes.

★ MAIL THIS COUPON TODAY! IT COSTS NOTHING! ★

THE BILLBOARD
25 OPERA PLACE
CINCINNATI, OHIO ★

Gentlemen:

Without charge to me please mail an extra copy of your January 18 CMI Special Issue and your January 25 Convention Report Issue. I want these extra copies to keep at home and thoroughly read during my leisure time.

(Please check one of the spaces below)

- I am a weekly subscriber.
 I buy my *Billboard* every week from a newsstand dealer.

(Your letterhead or business card must be enclosed with this coupon.)

NAME

ADDRESS

CITY, STATE

SEE

1941 BUCKLEY DAILY DOUBLE TRACK ODDS

The King of all De Luxe Machines!
INVENTED - DESIGNED - MANUFACTURED BY

BUCKLEY MANUFACTURING CO.
4223 W. LAKE ST. - CHICAGO - ILL.

SEE OUR DISPLAY
SHERMAN HOTEL, CHICAGO, ILL.
JANUARY 13, 14, 15, 16, 1941
BOOTH 253 · 254 · 255 · SUITE 1111

Minneapolis Fares Better in December Than Anticipated

MINNEAPOLIS, Jan. 4.—Despite December being a holiday month, business held up well, with collections coming in better than the column had anticipated. Business as a whole was the highest since 1929. Bank deposits and loans were at new post-depression highs. Farmers' cash incomes were greatly in excess of the corresponding month last year.

Minnesota manufacturing employment was at its highest level in seven years. In its monthly review of agricultural and business conditions in the Northwest, the Minneapolis Federal Reserve Bank painted a rosy picture for this area. The report said: "The volume of business in the ninth district as measured by our seasonally adjusted indexes rose sharply and was at the highest level since 1929." The ninth district includes Minnesota, the Dakotas, Montana, Northwestern Michigan, and Upper Wisconsin.

Bank debits index in 94 cities advanced seven points to 88 per cent of the 1929-1931 average, and the index of debits at farming centers rose to the highest point since October, 1929, the report continued. The coin machine business did exceptionally well. Collections were good, especially in the Twin City area. In the country districts, however, it was reported that money was not coming in as readily.

The past month saw five-ball free-play games move along at a good pace, with photos holding up in fine shape. At month's end Panoram and Spinnings made their debut to attract considerable attention. Ray target guns, long a favorite in this area, continued to get a good share of attention. Used equipment of all sorts was being moved by the distributors in good fashion.

Ohio Solons To Get Bill Aimed At Slug Makers

CANTON, O., Jan. 4.—Legislation slated to put teeth into the present laws

pertaining to manufacture, sale, and possession of slugs will be introduced into the next session of the State Legislature, according to S. L. Abrams, secretary of the Ohio Cigarette Vendors' Association, Cleveland.

William Schwartz, counsel for the group, has prepared the bill which will make manufacture, sale, and possession of slugs prima facie evidence of intent to cheat or defraud. The group is also active in federal anti-slug legislation.

Meanwhile more arrests of sluggers are being reported in every section of the State.



BAKER'S PACERS Aristocrat of Consoles!

A proven money-maker for operators who demand high-class games for consistent profits! Streamlined, modern, 1940 features, absolutely unequalled!

7-Color Play!
Equipped with Flashing Odds.

THE BAKER
NOVELTY CO., Inc.
2626 Washington Blvd., Chicago

JANUARY 1941
COIN MACHINE SHOW
GRAND HOTEL, CHICAGO
13 14 15 16
SEE OUR DISPLAY

PAGE

Cleveland Coin Machine Exchange at Hotel Sherman during the SHOW if you are interested in buying, selling or trading. We guarantee you a better deal.

CONSOLES		FREE PLAYS		ONE BALL AUTOMATIC	
9 '88 Track Times	\$75.00	2 Jennings Paddock Clubs	\$42.50	Fairgrounds, Converted	\$39.50
4 Kentucky Clubs	42.50	2 Jockey Clubs	22.50	Akron, Converted	42.50
4 St. Baraboo, Skill	70.00	1 Fishing Thru	22.50	Chicago	35.00
6 St. Mitts Square Balls	60.00	1 Evans Keno	22.50	Prokess, Converted	22.50
4 Tenpins	22.50			Anting, Converted	22.50
6 Jennings Derby Days	22.50			Across the Board, Converted	27.50
3 Rosemonts	18.00	Sport Specials	\$105.00	Bureau	32.50
3 Teasers	18.00	Gold Duce	80.00	Derby Day, Converted	32.50
3 Nile	22.50	1-2-3, Top Hat	52.00	Rover, Converted	22.50
2 Jennings Pickems	42.50	1-2-3, 1940 Model	105.00	Victory	52.50
2 Jennings Parlay Rates	42.50	1-2-3, Converted	27.50		

Write for our complete list offering Free Play Novelties, Consoles, Vending Machines, Counter Games, Slots, Arcade Equipment—3 complete floors of coin operated equipment. HALF DEP. BAL. O. O. D.

CLEVELAND COIN MACHINE EXCHANGE
2021 PROSPECT AVENUE, CLEVELAND, OHIO

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.

MORRIE

EDDIE

"BUY 'EM BY THE CASE!"

"CUB" BY DAVAL

3-Reel 3-Way Play With Coin Divider and 2 Separate Cash Boxes.

Sample Case of "6 CUBS" \$13.95

Buy 'Em by the Case. Case of "6 CUBS" \$75

"ACE"

5 Reel Poker Play With Coin Divider and 2 Separate Cash Boxes.

Sample Case of "6 ACES" \$14.95

Buy 'Em by the Case. Case of "6 ACES" \$80

ATLAS NOVELTY CO. 2200 N. Western Ave., Chicago, Ill.

ASSOC. OFFICES: ATLAS AUTOMATIC MUSIC CO., 3939 GRAND BIVERAVE., DETROIT; ATLAS NOVELTY CO., 1901 FIFTH AVE., PITTSBURGH

FREE PLAY GAMES

"GOLD CUP" \$47.50	"MILLS 1-2-3" (1940) . . \$100.00
------------------------------	-----------------------------------

LEGAL EQUIPMENT

SEEBURG "SHOOT THE CHUTES" \$85.00	ROCK-OLA "TEN PIN" \$39.50
SEEBURG "CHICKEN SAM" . 45.00	EVANS' "TEN STRIKE" 39.50

PHONOGRAPHS

SEEBURG "REGALS" \$130.00	WURLITZER 616 \$49.50
	WURLITZER 412 \$22.50

SHAFFER MUSIC CO.

514 S. HIGH ST. COLUMBUS, OHIO

Look To The GENERAL For LEADERSHIP!

BIG SHOW \$25.50	ON DECK BIRDIE . . . \$45.00	NOW COMPLETELY SET UP IN OUR NEW AND LARGER QUARTERS! FULLY EQUIPPED TO SERVE YOU MORE QUICKLY AND BETTER THAN EVER WITH A FULL NEW STOCK OF FINE RECONDITIONED GAMES!
BIG SIX 15.00	RED HOT 22.00	
BLONDIE 42.50	ROYALTY 45.50	
BRITISH SPOT 35.00	ROXY 27.00	
ODD BALL 42.50	SHORT STOP 27.50	
DOUBLEDOWN 39.50	SUMMERTIME 27.50	
DUDE RANCH 40.50	THREE SCORE 38.50	
GOLD STAR 65.50	MILLS HI-BOY 22.50	

Quality Reconditioning on Every Game. Write for Complete List Enclose 1/3 Cash With Order. We Ship Balance C. O. D.

THE GENERAL VENDING SERVICE CO.

306 NO. GAY ST. BALTIMORE, MD.

START 1941 RIGHT

PHONOGRAPHS

Wurlitzer 412.....	\$ 29.50
" 400.....	29.50
" 616.....	49.50
" 616 ill. grill	54.50
" 416 marblglo	69.50
" 24 marblglo with keyboard..	119.50

Mills 1939 Model Throne of Music	149.50
Rock-Ola Monarch...	79.50

MISCELLANEOUS

Rotary Merch.....	\$79.50
De Luxe Diggers.....	89.50
Vitalizers.....	49.50
Astrascopes.....	79.50
Kirk Scales.....	99.50
Chicken Sams.....	54.50
Convict Gun.....	69.50
Anti Aircraft (brown).....	79.50
Skeeballette.....	69.50

1/3 Deposit With Order

GERBER & GLASS

914 Diversey Blvd., Chicago



COME AND GET 'EM FROM HARRY PAYNE!



CUB

2 Red-Cigarette Fruit or Number Play with Color Dividers and 2 Separate Cash Boxes, 1c or 5c or 10c.

Sample \$13.95
Case of 6 \$75.00

ACE

5 Red Poker or Joker Wild Play with Color Dividers and 2 Separate Cash Boxes, 1c or 5c or 10c.

Sample \$14.95
Case of 6 \$80.00



H. G. PAYNE CO.

312-314 Broadway, Nashville, Tenn.

WHILE THEY LAST! Radio Rifles, \$29.50 Each Unstrated

Simplest and Best Gun of All. Operates on All Currents, A-1 Condition. Film Included, 1/3 Down.

CROWN MACHINE CO. 2028N. Kenneth CHICAGO

"Full Speed Ahead" Is Gottlieb Motto

CHICAGO, Jan. 4.—"Forward for 1941 is the feeling behind the big rush of business at our new plant," says Dave Gottlieb, of D. Gottlieb & Company. "Our new equipment, which permits new, last-minute production methods, is a marvel of efficiency."

"Leading the Gottlieb scoring parade for this year will be Champ and the old reliable Grip Scale—first to go on the production lines."

"Just stop in and see the new Gottlieb sensations at the convention. We'll be at the old stand, ready and waiting to give you a hearty welcome and the hottest news in the business. Join us at Booths 3, 4, and 5 for a real old Gottlieb get-together."

143 Million Coins Made by Denver Mint During 1940

DENVER, Jan. 4.—During 1940 the Denver branch of the United States mint has made enough pennies, nickels, and dimes to furnish one coin each to every man, woman, and child in the country, according to the mint superintendent.

Breaking all former production records, the mint coinage department has operated 24 hours a day, seven days a week for several months. The year's output has amounted to 143,989,000 coins, as compared with 54,197,000 coins in 1939. The 1940 coins include 77,740,000 pennies, 45,074,000 nickels, 20,378,000 dimes, and 2,797,000 quarters.



An Immediate Hit! . . . AMERICA'S FINEST ELECTRICAL KIT!

Plenty of everything you need to repair even the latest games . . . contact levers, silver points, insulators, rivets, bushings, etc. . . all standard as used by original manufacturers! Absolutely no obsolete parts! A real time and money saver! Order now!

#KB14, kit complete . . . \$6.50

Sensational Spring Kit!

Every type of spring used on the latest games . . . gates, bumpers, slide springs, fringe springs, extensions, reboards, clutches, etc. . . Worth twice the price! Be prepared! Order now!

#KB16, kit complete . . . \$3.50

New! Bulb & Fuse Kit

Practically every type of bulb and fuse you need for all your games! Worth twice the price! Perfect for service calls! Always carry this kit with you!

#KB20, kit complete . . . \$7.50

MIRABEN COMPANY

2041 Carroll Ave. Telephone CHICAGO HAYmarket 2883

FACTORY RECONDITIONED BELLS LIKE NEW • GUARANTEED MILLS

Blue Front—Sluggfoot	\$49.50
Brown Front, 5c-10c-25c	60.50
Bonus, 5c	69.50
Melon Bell, 5c	62.50
Cherry Bell	59.50
Blue Front, 5c-10c-25c	77.50
O. T. Bell	32.50
Fatality	29.50
Vest Pocket Bell	27.50

JENNINGS

Sluggfoot Bell	\$69.50
Pace Console, 5c	44.50
All Star Console	37.50
Pace Kitty	32.50
Pace Banquet	19.00

Silver Chief—Sluggfoot	\$70.00
Triple X	39.50
Drive Bell	38.50
Chief	29.50
Little Duke, 1c	16.00
BALLY BELL	45.50
WATLING ROTATOR, 5c-10c-25c	24.50
COLUMBIAS—LATE	39.95
A. G. BELL	27.50

MAYFLOWER NOVELTY CO.

2218 University Ave., St. Paul, Minnesota

ARMADA

READY NOW

\$104.50

Stoner Corp.
AURORA, ILLINOIS

Better Buy BUDIN'S Better Buys!

BRITE SPOT.....	\$32.50	GOLD STAR.....	\$40.00
LANDSLIDE.....	40.00	CROSS LINE.....	\$5.00
ROTATION.....	41.00		

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)



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.

ATTENTION! . . . OPERATORS

COUNTER GAMES—IMPS, 6 for \$60.00.
Write for quantity prices on LIBERTY BELLS, MERCURYS, and SPARKS CHAMPION, 8LOTS
Write for prices on used Future Play Slots, Melons, Blue and Red Fronts, and Vest Pocket Bells.
USED PHONOGRAPHS IN EXCELLENT CONDITION

412 WURLITZER.....	\$30.00	Each F. O. B. Roanoke, Va.
9-12 WURLITZER.....	\$25.00	Each F. O. B. Roanoke, Va.
MILLS DO-RE-MI.....	\$26.00	Each F. O. B. Roanoke, Va.

Terms: 1/3 Deposit, Balance C. O. D.
ALL USED MACHINES ARE OFFERED SUBJECT TO PRIOR SALE.

ROANOKE VENDING MACHINE EXCHANGE, INC.
583 CENTER AVENUE, N. W., ROANOKE, VIRGINIA

EXHIBIT SUPPLY CO.

Celebrates Its 40th Birthday

This Year

By Having on Display

at the 1941 COIN MACHINE SHOW

The Greatest Display
of COIN OPERATED AMUSEMENT MACHINES

In Their HISTORY.

YOU ARE CORDIALLY INVITED
TO VISIT US AT OUR BOOTHS

NOS. 227-228-229-230-231-232

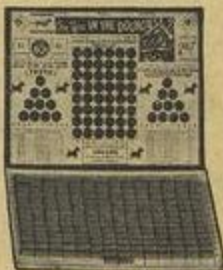
SAME LOCATION AS LAST YEAR

SHERMAN HOTEL—JAN. 13-14-15-16th

SIXTEEN BRAND NEW HITS!! THE GREATEST ARRAY OF ROOKIE ALL STARS EVER PRODUCED!!!

FIRST TIME SHOWN
COIN MACHINE SHOW
Sherman Hotel, Chicago
JAN. 13, 14, 15, 16
Booths No. 147-148
MEET US ALL!!
"IT'S A LU-LU"

"WONDER BAR"
"BIG JACK"
"BELLS OF FREEDOM"
"KING OF COINS"
"DOUBLE FEATURE"
"WORLD OF SPORTS"
"YANKEE DOODLE"
"SKY FIGHTERS"



WILL PUT NEW LIFE
AND PEP INTO
YOUR LOCATIONS!!

ARE YOU IN THE
DOGHOUSE
Takes in 918 Tickets
@ 5c \$45.90
Pays Out (Average) 28.36

Profit (Average) \$17.54
A "UNIVERSAL" THAT'S
BIGGER AND BETTER
THAN EVER BEFORE!!

"HIT THE PILL"
"LET FREEDOM RING"
"IFS, AMDS & BUTTS"
"SKY RAIDERS"
"E-Z WINNING"

Write For Special Factory Prices!!!

UNIVERSAL MANUFACTURING COMPANY

405 E. 5TH STREET

"We Manufacture Only"

KANSAS CITY, MISSOURI

YEAR END CLOSEOUTS

PHONOGRAPHS
3 Seaburg Classic (Marbletop) \$169.00
3 Seaburg Voice (Marbletop) 144.00
3 Wurlitzer 600, Keyboard 124.00
3 Wurlitzer 600, Push 112.00
These 16 phonographs have been thoroughly re-conditioned and have the appearance of new machines.

MISCELLANEOUS
Kramer's Air Raiders (Write for Price)
Evans' Ten Strikes 44.00
Evans' 911 Bulbs 89.00
Kenny's Ace-Around's Guns (Bam. Cab.) 89.00
Kirby's Air Defense 89.00
Evans' Duck Pin Alley 629.00

ROBINSON SALES CO.

3100 GRAND RIVER, DETROIT, MICH.

SPECIAL

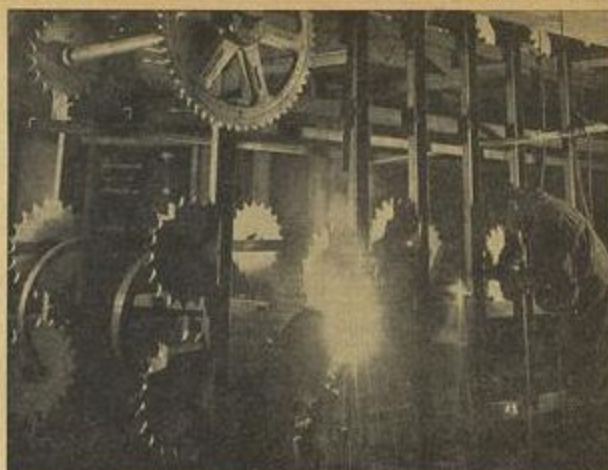
HOLD OVER \$25.00 EACH
DOUBLE FEATURE \$25.00 EACH
THREE SCORE \$25.00 EACH

Get it at the

LEHIGH SPECIALTY CO.

N. W. COR. 2ND & GREEN STS.

PHILADELPHIA, PA.



SH-H-H! IT'S A DEEP, DARK, SECRET. What this new machinery is destined to do is not foretold by Rock-Ola officials, but they state that it will be used in one of the surprise introductions at the 1941 Coin Machine Show. This machinery is being installed in the rapidly growing new addition to the Rock-Ola factory in Chicago.

Stoner Releases

New Game—Armada

AUROBA, Ill., Jan. 4.—"It was just too good to keep," declares C. R. Adelberg, sales manager of the Stoner Corporation, in speaking of the firm's new game, Armada.

"Instead of waiting until the coin machine show to announce Armada, we have decided to release it now and give operators an opportunity to cash in on it right away.

"Right in step with the universal interest in military activities, the playing field is a realistic portrayal of actual war scenes on the high seas with battleships and airplanes.

"The game has a number of interesting ways to win, including the ever-popular high score. From all indications Armada will be tops in 1941."

Super Bomber News Claiming Interest

NEW YORK, Jan. 4.—News that Super Bomber, a new game soon to be manufactured by Champion Specialty Company, Inc., will be shown at the Coin Machine Show in Hotel Sherman is said to be creating much interest among the trade. Game is scheduled to go into production following the Chicago premiere.

Additional interest is being manifested in Super Bomber because it was designed by Harry Levinson, well known in coin machine fields. Game is reported to give the player the feeling that he is sitting in a plane dropping bombs on moving targets such as battleships. Both bomber and battleship are said to be realistic in design. Set-up includes cabinet 6 feet high, 20 inches deep, and 36 inches wide.

January Show To Start Boom Year

"The 1941 Coin Machine Show," says Dave Gottlieb, president of Coin Machine Industries, Inc., "will raise the curtain on one of the most prosperous years the industry has ever known. Experts agree that 1941 will be a year of tremendous industrial activity, with defense industries stimulating all other industries. Since the greater part of defense expenditures will ultimately be spread out in the form of wages, there is sure to be accelerated activity in the retail fields in which coin machines are operated. In other words, the coin machine industry cannot fail to get a generous share of the 1941 prosperity.

"The 1941 Coin Machine Show will be New Year for the industry. Be sure to be there to celebrate—Sherman Hotel, Chicago, January 13, 14, 15, and 16, 1941."

ALLIED APPROVED RECONDITIONED COIN MACHINES

FREE PLAY GAMES

Mills 1-2-3, F.P. \$50.00	Score Champ \$39.50
Fleet \$75.00	Big Show 36.50
Dble. Feature \$42.50	Galley 36.50
Three Score 42.50	Commodore 34.50
Speed Demon 44.50	Oh Boy 34.50
Booby Way 42.50	Score Card 34.50
Doughnut 28.50	Key 34.50

WRITE FOR FREE PLAY LIST

Grand Natl. \$92.50	Throttledown \$59.50
Pace Maker 87.50	Gold Medal 64.50
Grand Stand 72.50	Scout Page 52.50
Hawthorne 67.50	Prizekiss 47.50

WE HAVE 'EM!
ACE AND CUB
Sample \$14.00 Sample \$12.00
Case of 6 \$80.00 Case of 6 \$76.00
SAVE DELAY—ORDER TODAY
FROM "ALLIED"

CONSOLES

Band Tails, 1938, Walnut Cabinet \$47.50
Traffic, 1938 52.50
Salience, 1938 61.00
Wurlitzer 616, 16 Record 69.00
Yachman 69.00
Derby Day Flat Top 24.50

PHONOGRAPHS

Wurlitzer 500, Like New \$140.50
Wurlitzer 600A, Silver Front 137.50
Wurlitzer 616, 16 Record 64.50
Wurlitzer 716, 16 Record 64.50
Seaburg Classic, 1938 \$169.00
Seaburg Gem 117.50
Seaburg Royals 82.50
Seaburg Model "M" 81.50
Rookola DeLuxe, 1939 \$199.50
Rookola Standard, 1939 Model 127.50
Rookola 1939 Commem. Model 87.50
Rookola Windsor, 1938 Model 84.50

TEN STRIKES, GUNS, ETC.
Seaburg Shoot the Chutes \$107.50
Kenny's Anti-Aircraft's Gun 62.50
Evans' Ten Strikes 62.50
Rookola's Ten Pins 49.50
A-B-T, Target, Model F, Blue Cab. 16.50
Terms: 1/3 Deposit, Balance C. O. D.
F. J. O. B. Chicago.

Allied
NOVELTY COMPANY
Phone: Capital 4747
3520 W. Fullerton Ave., CHICAGO, ILL.

END OF YEAR CLEARANCE!

All Babas \$20.00	Merry-Go-Round \$46.00
Big Six 12.50	Miami 17.50
Box Score 12.50	Pavement 12.50
Bordertown 50.00	Pylon 47.50
Rockytop 17.50	Rebound 20.00
Clapper 15.00	Rustles 50.00
Davy Jones 15.00	Rink 25.00
Golden Gate 17.50	Red Hot 25.00
Flash 17.50	Smart Stop 42.50
Headline 17.50	Side Kick 12.50
Face-Five-Git 17.50	Ste. Barrel 25.00
Hot Over 42.50	Super Charger 20.00
Jumpin' 17.50	Zip 15.00
Lucky Strike, 22.50	Thriller 17.50
T-2 Mercury 20.00	Wally Ally 22.00

All in Working Condition
PEERLESS DISTRIBUTING CO.
301 W. 6th St., KANSAS CITY, MO.

First Again With "CUB"

3 REEL-3 WAY PLAY WITH
AUTOMATIC COIN DIVIDERS

★ A REAL OPERATOR'S MACHINE! 2

Separate Cash Boxes and Davie's famous
Coin Dividers, Standard
and Divisor Model 75-3,
20¢. Also available in
50¢-20¢ model. Take
your choice of Charvotie,
Fruit or
Number
Rental
ORDER
QUICK!!



SAMPLE
\$1395
CASE OF 6
\$75.00
Size Just 6 1/2" x 8" x 11"

"ACE"

5 REEL POKER PLAY WITH
AUTOMATIC COIN DIVIDERS

★ Eliminate need for meters. Cut down

service. BIG CASH BOX FOR OPERATOR. 60¢
Vendor. Metal
windows cover
roll when not
being played.
If 50¢ or 10¢
play. REEL
PUSH
PLAY



SAMPLE
\$1495
CASE OF 6
\$80.00
Size Just 6 1/2" x 8" x 11"

AMERICAN EAGLE

World's Smallest
Fruit Symbol Ball
With Automatic
Token Award.

SAMPLE
\$32.50
10 for \$275

Gold Award Model
\$1.50 Extra
Ball Gum Model
\$2.00 Extra



BALL GUM

15¢ Per Box, 100 Pieces. Case of
100 Boxes, \$12.75.

1/3 Deposit, Balance C. O. D.

SICKING, INC.

1401 Central Pkwy., Cincinnati, O.



UNCLE SAM'S MEN practice
marksmanship on a coin-operated
anti-aircraft machine gun in the
Canal Zone, Panama. The soldiers
are in a recreational hall at Fort
Randolph. R. M. Blair, manager of
the Panama Supply Company, for-
wards this picture with the comment
that he had great difficulty in trying
to place these machines at first.
"However, army commanders saw the
advantages in marksmanship train-
ing and were only too glad to have
them placed in all recreation halls
in the numerous army posts," de-
clares Blair.

Eaton Host To Distributors

NEW YORK, Jan. 4.—DeWitt (Doc)
Eaton, Eastern regional director for
Buckley Music System, Inc., gave a party
for his distributors at the Terrace Room
of the Hotel New Yorker December 28.

Present were Mr. and Mrs. Mike Bond,
Bond Sales Company, Boston; Mr. and
Mrs. William (Little Napoleon) Blatt,
Supreme Vending Company, Brooklyn;
Mr. and Mrs. Arthur L. Pockras, Univer-
sal Amusement Company, Philadelphia;
Mr. and Mrs. Barnet Sugerman, Royal
Sales Company, Newark, N. J.; Mr. and
Mrs. Bill Gersh, Byrde, Richard & Pound;
and Peter Schenone, sound engineer for
Buckley Music System.

The party was a happy holiday event
to climax the first year's work of the
Buckley Music System Eastern offices.
"This party is more than just a holiday
affair," Doc Eaton stated. "It is a victory
celebration for the great work which
has been accomplished in the East by
our distributors. In New York, New
Jersey, Pennsylvania, and New England
Buckley Music System has taken the
lead and is going ahead. All of us
gathered here feel certain that we will
go even farther ahead in 1941, for the
new products which will be presented
at the Buckley Music System booths at
the 1941 coin machine convention are
going to take the automatic music trade
by storm."

ANNOUNCING

on and after

January 9th, we will
be located in our
NEW FACTORY

6630 S. ASHLAND AVE.

All Phones HEMlock 5500

★

OPEN HOUSE

Monday through Friday
January 13 to 17

J. H. KEENEY & CO.

NOT INC.

6630 SOUTH ASHLAND AVENUE
CHICAGO



POWERFUL FAST PLAY

OPERATORS! YOU'LL NEED A BUSHEL BASKET
TO GATHER IN THE PROFITS

720 Holes Takes in \$36.00.
Pays Out \$18.42 Gross Profit \$17.58.

SEE US IN BOOTH No. 99

Coin Machine Show, Hotel Sherman, Jan. 13-16.

ACME NOV. & MFG. CO.

1329 W. Monroe St., CHICAGO, ILL.

SPECIAL TERRITORIES OPEN FOR MEN TO SELL ACME BOARDS TO OPERATORS—WRITE US.

SAVE MONEY! IN OUR FIRST SALE FOR '41

FREE PLAYS

White Boot \$28.00
Cross Line \$1.00
Dial \$4.00
Dial Feature \$2.00
Gold Star \$5.00
Landslide \$2.00
Rotation \$2.00
Roxie \$2.00
Held Over \$2.00

Skyline \$33.00
Vacation \$2.00
Three Score \$0.00
Ten Strike, 1940 \$0.00
Model \$4.00
Evans 841 Ball \$4.50
Evans In-the-Barrel \$9.50
Chicken Sank \$9.50
1/3 With Orders, Balance
C. O. D.

PHONOGRAPHS

Wurlitzer 616A \$45.00
Wurlitzer 24 \$5.00
Wurlitzer 500 \$44.00

BROOKLYN AMUSEMENT MACHINE CO.
660 BROADWAY, BROOKLYN, N. Y. (All Phones: Evergreen 8-4732)

You can ALWAYS depend on JOE ASH—ALL WAYS

MAKE '41 AN "ACTIVE" YEAR WITH THESE BUYS!

CHAMPION \$14.50
DOUBLE FEATURE 24.50
HOLD-OVER 29.50
HOME RUN 22.50
MILLS 1-2-3, F.P. 34.50
MASCOT 24.50
ROTATION \$37.50
SCORE CARD 22.50
SCORE CHAMP 17.50
SUPER SIX 14.00
SUPERCHARGER 12.50
THREE SCORE 27.50
1/3 DEPOSIT WITH ALL ORDERS. WE SHIP BALANCE C. O. D.



ACTIVE AMUSEMENT MACHINES CORP.
900 North Franklin Street, Philadelphia, Pa. Phone: Market 2656.



I. L. MITCHELL & CO.

RESOLVED!

Give Operators Thruout 1941

1. Best Conditioned Machines
2. Best Prices
3. Best Service

WRITE FOR OUR LIST OF USED PIN GAMES

PHONE: GLENMORE 2-5450

1070 Broadway, BROOKLYN, N. Y.



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.
Disk \$52.50
Pistol 47.50
Just Four Hitings among many now included in the latest "National's Illustrated Newsletter". Free on request. Write for it now! 5% off for full cash with order. (Money Order, Certified or Cashier's Check Only.)
Limelight \$39.50
Landscape 39.50
Rotation 39.50
Free on request.
NATIONAL NOVELTY CO., Merriek, L. I., N. Y.

NOW READY FOR DELIVERY!

CHAMP

CLASS — APPEAL — EARNINGS!

Beats 'Em All

WAY OUT IN FRONT—NO COMPETITION!

New Jackpot Innovation!

\$104.50

IMMEDIATE DELIVERY

JANUARY 1941
COIN MACHINE SHOW
CHICAGO
12-14-15-16
SEE OUR DISPLAY

THANK YOU!

Your patronage has made it possible for us to build the newest and most modern coin machine factory in the world. Let me extend to you my warmest personal thanks!

DAVE GOTTLIEB

D. GOTTLIEB & CO.

Our New Factory

1140-1150 N. KOSTNER AVE., CHICAGO

*Hi-lite of the Convention***10 ACTS of VAUDEVILLE 10**

SPONSORED BY

SUPERIOR PRODUCTSTUESDAY, JANUARY 14th
9-12 P. M.

LOUIS XVI ROOM SHERMAN HOTEL

BE SURE TO VISIT BOOTH 125

IT'S NEW**\$4.80 EXTRA FOR YOU**

Plenty of Winners. An attractive Deal using the popular Red, White and Blue Tickets.

EACH \$1.00 (without jar)
Jar 25c Extra

WISCONSIN DE LUXE CORPORATION

AMERICAN EAGLE JAR DEAL

**IT'S NEW**

96 Tickets Free. You get 1946 Tickets instead of the usual —1850—

96 Extra Tickets, giving you \$4.80 more profit.

Takes in . . . \$97.30

Pays Out . . . \$72.00

Definite profit of \$25.30

EACH (in lots of 12) 90c

1902 N. 3d Street
Milwaukee, Wis.

Seven Up by Genco Approved

CHICAGO, Jan. 4.—"Seven Up is surprising even us," declares Meyer Genco, of Genco Manufacturing Company, Chicago. He comments on reports that the new game has been accepted enthusiastically by operators, jobbers, and distributors in all parts of the country.

"Our rigid tests on locations convinced us," he continued, "before Seven Up was released that we had a game that would get the play. This prediction was good and now we're at our wits end trying to meet demands for the game. Riding the crest of the wave that has been created by the incomparable string of Genco hits of the past year, Seven Up was ordered in advance in greater quantities than any Genco game before.

"Seven Up is a formation-type game that is a bigger thriller and money-maker than even that terrific hit, Formation. It possesses six ways to gain replays, including the popular 1-to-7 Formation feature that has thrilled players from Coast to Coast. Also a super special replay award whereby player can get 20, 40, 60, or 77 replays."

Bert Lane, head of Seaboard Sales, Eastern factory distributor for Genco, declares: "It's bet dollars to doughnuts that Seven Up will be the biggest Genco hit of all time—and that's saying a lot in view of the terrific hits Genco has been turning out time after time."

Soundie Showing

DES MOINES, Ia., Jan. 4.—Des Moines Vendors' Craft Company, organized by Jack Lazarus and Paul M. Phillips, presented an open-house with the first Panorama Soundie machine in this territory, with city officials and coin machine operators in attendance.

The Des Moines Vendors' Craft have a franchise for Central Iowa for operations of the machine.

COIN MACHINE SHOW SPECIALS!

5-BALL FREE-PLAY GAMES

GOTTLIB:	GENCO:
Rock-Ola . . . \$65.00	Baroque . . . \$89.50
Score-A-Line . . . 50.00	Dufe Ranch . . . 52.50
Three Score . . . 45.00	Biodia . . . 49.50
Big Show . . . 32.50	Condit . . . 47.50
Bowling Alley . . . 32.50	Big Town . . . 32.50
Score Card . . . 35.00	Follies of '40 . . . 32.50
Let's Fish . . . 19.50	Punch . . . 27.50
BALLY:	Mr. Chips . . . 20.00
Beauty . . . \$35.00	EXHIBIT:
Muscat . . . 24.50	Landside . . . \$49.50
Limelight . . . 39.00	Shuttle . . . 39.00
Variety . . . 15.00	Lancer . . . 32.50
Scop . . . 15.00	Flagship . . . 25.50
Triumph . . . 18.00	Comet . . . 21.00
Pickin' . . . 15.00	KEENEY:
Viper . . . 15.00	Score Champ . . . \$34.50
Champion . . . 20.00	Speedee . . . 48.50
CHICAGO:	Red Hot . . . 32.50
Roy . . . \$37.50	Super Six . . . 24.00
Fox Hunt . . . 52.50	Big Six . . . 16.50
Commodore . . . 32.50	Supercharger . . . 22.00
Nipor . . . 24.00	STONER:
Lucky . . . 24.50	Rotation . . . \$49.50
Jack . . . 35.50	Brite Book . . . 42.50
Yacht Club . . . 39.50	

PHONOGRAPHS

Rock-Ola '39 De Luxe	\$145.00
Rock-Ola '39 Standard	127.50
Rock-Ola '32 Record	29.00
Wurlitzer 500 Piano, Keyboard . . .	129.00
Wurlitzer 500 Piano, Keyboard . . .	145.00
Seaburg K-20, Rock-Ola Finish . . .	85.00

PAYOUTS

Mills 1-2-3, Bally Payout Units . . .	\$24.50
Sport Pages	\$4.00

CONSOLES

Track Time '38	\$75.00
Track Time, Red Heads	40.00
Kentucky Club	48.00
Ray's Track	55.00
Knight Longhairs, F.P.	35.00

MISCELLANEOUS LEGAL GAMES

Bally Royal Pines	\$139.00
Chicken Game	45.50
Jail Birds	74.50
Shoot-the-Bulls	54.50
Bally Allys	24.50
Rock-Ola Ten Pins	48.50
New Score-Ball-Elites	75.00
Rock-Ola World Series	39.00

TERMS: 1/2 Down, Balance C. O. D.
F. O. B. Chicago.

NATIONAL COIN MACHINE EXCHANGE

1411-13 Diversey Blvd., CHICAGO, ILL.



THEY'RE SWEETHEARTS!!

CUB

3 Reel — Character or Fruit or Numbers. Play with Automatic Coin Dividers and Two Separate Cash Boxes, 1c or 5c or 10c Play. Standard Divider 75¢-2.5¢ (also 50¢-20¢ model). Specify which wanted!

ACE

5 Reel Straight Poker or Joker Wild Poker Play with Automatic Coin Dividers and Two Separate Cash Boxes, 1c or 5c or 10c Play. Standard Divider 75¢-2.5¢ (also 50¢-20¢ model). Specify which wanted!



Rush Us Your Order Today!

BANNER SPECIALTY COMPANY

1530-32 PARRISH ST., PHILADELPHIA, PA. • 1508 FIFTH AVE., PITTSBURGH, PA.



A NEW CATALOG OF SALESBOARDS AND MERCHANDISE DEALS—AT LOWEST PRICES

SEND FOR YOUR FREE COPY OF CATALOG NO. 55

Salesboard Operators and Jobbers! If you want to enjoy real property—send for your Free Copy of this money-making Catalog! It's chock full of the Season's newest Salesboards and Salesboard Merchandise Arrangements . . . 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.

QUALITY SPEAKS FOR ITSELF

FREE PLAY 1-BALL	FREE PLAY	FREE PLAY
Mills 1-2-3, F.P.	Triumph	Roy
Fairgrounds, F.P.	Cowboy	Commodore
Comet, F.P.	Big Six	O'Ray
Mills 1-2-3, Record F.P.	Twinkle	Vaguet
Arrowhead, F.P.	Smoke	Variety
Ariford, F.P.	Pyramid	Pick Em
Across-the-Board, F.P.	Compost	Royal Draw
Princess, F.P.	Big Top	Mills 1-2-3
Exhibit Bonus Game	Majors	Across-the-Board
Sport Page, F.P.	Bubbles	
Bally Alley		

MODERN AUTOMATIC EXCHANGE, INC.

2018 CARNEGIE AVENUE.

CLEVELAND, OHIO

WELCOME AND FREE ADMISSION TO EVERY OPERATOR

MILLS SOUTH AMERICAN

Fiesta

(OPEN HOUSE)

"Have your picture taken with a celebrity"

AT MILLS FACTORY

4100 FULLERTON AVENUE, CHICAGO

ALL FOUR DAYS • JANUARY 13, 14, 15, 16

MILLS NOVELTY COMPANY, 4100 FULLERTON AVE., CHICAGO

WELCOME AND FREE ADMISSION TO EVERY OPERATOR

Panoram SOUNDIES

"The New Mills-Roosevelt Coin Operated Movies"

FIRST CHICAGO SHOWING

GREY and ROSE ROOMS • HOTEL SHERMAN

JANUARY 13, 14, 15, 16



GUY NOEL
Says:
We are now manufacturing **UNION MADE SALESBOARDS** in our own plant and can supply our Operator and Jobber friends with Money Boards and Salesboards in addition to our Coupon Games. **WRITE US YOUR NEEDS.**

WE ARE MANUFACTURERS OF 100% UNION MADE COUPON GAMES WITH ALLIED PRINTING UNION LABEL, Mrs. of Largest Variety Line of Jar Games—Whirling Derby Games—Baseball Daily and Weekly Series—Tip & Jack Pot Games—Sales Cards—Penny Parade Games.

GAY GAMES, INC.
DEPT. BB-12-A, MUNCIE, INDIANA

Bally Grand Nationals	\$89.50
Bally Pocomakers	79.50
Mills Spinning Reels	59.50
Bally Santa Anita's	129.00
Mills 1-2-3, Cash Payoff	29.50
Kenny 1938 Skill Time	79.50
Kenny 1938 Track Time	81.50
Kenny Triple Entry	115.00
Mills Squares Ball	89.50
Jennings Good Luck, Latest Model	49.50
Evans Lucky Loop	129.50
Jennings Multiple Race	49.50
Buckley Track Odds, Late, Practically New, Blank Heads	139.50
Pare Saratoga, Combination Payoff-Free Play, Slip-Proof	129.50
Bally Gold Cup, Free Play	67.50
Mills 1-2-3, Free Play	44.50
Mills Junior Parade, 1940, Free Play	89.50
50 Mills Blue Fronts, D.J.-O.A.	29.50

Closing Out 75 Used Free Play Novelty Tables, White.
Certified 1/3 Deposit—Balance C. O. D.
JONES SALES CO.
1930-32 Trade Ave., HICKORY, N. C.

MILLS PHONOGRAPHS
Distributor CONSOLES
BELLS
TABLES

KEYSTONE NOVELTY & MFG. CO.
26th & Huntington Sts., Philadelphia, Pa.
Baltimore Office: Baltimore, Md.
515 Cathedral St., Baltimore, Md.

1940 Was Banner Year, Says Baker

CHICAGO, Jan. 4.—"The year of 1940," stated Carl Huppert, sales manager of the Baker Novelty Company, "has been a banner year for the Baker firm. It has been our best year and we are grateful to all who have helped us."

Huppert also announced that the Baker-Built line for 1941 will be more complete than ever. "Our motto will be 'Always First With the Best,'" he declared.

"We are now in our eighth week of production on our latest five-ball novelty game, Defense, with no sign of let-up and the proof of the pudding is in re-orders, and we have certainly received them on this number.


"Our Baker's Pacers console is still the leader for this class of equipment and this, together with pin ball novelty tables and counter games, affords our distributors a wide range of merchandise to meet all territorial requirements.

Allied Ready For Big Business

CHICAGO, Jan. 4.—"Free-play games, pay tables, consoles, miscellaneous machines—a most unusual stock of every type and description will be displayed at Allied Novelty's display rooms during the show," said Sam Kleinman, official of the company.

"For weeks we have been on a buying rampage. As a result, our floors are loaded with a huge stock. Every machine is in perfect shape, completely reconditioned with Allied approved reconditioning, ready to go on location. Visitors will be sure of a wide choice for immediate shipment.

"During the show," Sam continued, "Allied will have open house for visitors, both at our offices and at the Sherman Hotel. We extend a cordial invitation to the coin machine industry to stop in while in Chicago."



N. F. MOSELEY
Pres.-Treas.

CLOSEOUTS

FREE PLAY

1 Bally Scoop	\$19.50
1 Bally Triumph	14.50
2 Bally Dandy	12.50
1 Bally Fifth Ending	12.50
1 Bally Pick-Em	12.50
1 Bally Chevron	10.00
1 Chicago Coin Dile	52.50
1 Chicago Coin Buckaroo	19.50
1 Exhibit Pylon	24.50
2 Exhibit Jumper	12.50
1 Kenny Speedway	42.50
1 Kenny Big Six	12.50
1 Steer Chubbie	14.50

CONSOLE & FREE PLAY

3 Mills Junior Parade	\$94.50
CONSOLE & AUTOMATIC PAY	
2 Baker Pacer Deluxe, 25¢ Cash	\$105.00
3 Baker Pacer Deluxe, 5¢ Cash	137.50
1 Baker Pacer Deluxe, 5¢ Clock Sp.	197.50

8LOTS

1 Mills Melon Bell, 25¢, #432052	\$65.00
1 Mills Melon Bell, 10¢, #432088	52.50
2 Mills Melon Bell, 5¢, #432972-428647	45.00
5 Mills Blue Front, 5¢	29.50
2 Mills Blue Front, 5¢, #433928-3932619	37.50
3 Mills Future Pay, 5¢	25.00
1 Mills Blue Front Future Pay, #433171	69.50
1 Mills Melon Bell, 5¢, #288485 to	30.00
1 Mills Future Pay, 5¢	35.50

The above machines are slightly used and offered subject to prior sale. Prices are effective January 11, 1941. All orders must be accompanied by 1/3 certified deposit, balance C. O. D. Write us for your price on any new coin operated games available.

MOSELEY VENDING MACHINE EX., INC.
80 BROAD STREET, RICHMOND, VA.
Day Phone 9-5511, Night Phone 9-5328

BUY "CUB" and "ACE"



ORDER TODAY!

SAMPLE \$13.95	SAMPLE \$14.95
Case of 6 \$75.00	Case of 6 \$80.00

1/2 With From U.S. C. O. D. Buy a Case Now.

KENTUCKY SPRINGLESS SCALE CO., INC.
514-516-518 SOUTH SECOND STREET, LOUISVILLE, KY.

DON'T MISS THE Bally SHOW

BOOTHS 16-17-18-49-50-51

ENTIRE NORTH END OF MAIN HALL

See the greatest array of new money-makers ever created by one manufacturer. New novelty games. New pay-tables. New consoles. New counter games. Bally's great new DEFENDER machine-gun. Machines for every territory, every type of location, every operating condition. See the big Bally display or write for complete information.

MUSIC OPERATORS!

Bally will present a sensational new product of special interest to Music Operators. Be sure to see Bally at the Show—or write to factory for complete information. It means money in your pocket!



BALLY MANUFACTURING COMPANY 2640 BELMONT AVENUE
CHICAGO • ILLINOIS

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 \$23.05
Also made for 10c Play

Get Ring stars in action now! Write for new folder NC-21.

Meet us at Booth 94 at the Coin Machine Show on January 12th to 16th

HARLICH MFG. CO. 1413 JACKSON BLVD. CHICAGO, ILL.

National Coin Extends Welcome

CHICAGO, Jan. 4.—"With the big coin machine show at hand, we want all coinmen to know that the latchstring is on the door and the most cordial welcome awaits them," declares Harry Helman, sales manager of National Coin Machine Exchange, Chicago.

"We want them to feel free to make our offices their headquarters. All modern facilities for transacting business are at their disposal."

Joe Schwartz, president of the company, added: "In addition to a display second to none of reconditioned late equipment, we will be showing all late releases, so that buyers will find a galaxy of profit producers ready for their inspection and purchase. Our entire staff will be on tiptoe to serve them and make their stay here a pleasant and profitable one. So drop in, boys, and let us renew our acquaintance."

SHOW SPECIALS

FREE PLAY PIN GAMES

MILLS	WESTERN
1-2-3 Free Play	CHICAGO 0019
Lite Mod. \$49.50	Nash \$19.50
Softball 10.00	BAKER
GOTTLEE	Twinkle \$15.00
Keena-Bill \$15.00	4-6-8 15.00
Lite-o-Card 35.00	Congo \$25.00
Bull. Game 15.00	Zip 19.50
GENCO	Robson 18.50
Bans \$15.00	Boeing/Alley 24.50
DAVAL	Short Stop 44.50
Gun Club \$10.00	Bursty 10.50
Gum 19.50	Airring 19.00
Liberty 10.00	Golden Gate 29.50
Fellow Up 10.00	BALLY
High Lite 19.50	Eureka, Single
STONER	Orin \$24.50
Baseball \$25.00	Spotted 10.00
Chubbie 15.00	Gold Cup 45.50
KEENEY	Dandy 10.00
Red Hot \$25.50	Cresline 89.50
Super Six \$4.50	Triumph 19.50
Speedway 49.50	Paramount 10.00

We Are Distributors for
DAVAL "ACE" and DAVAL "CUB"
713 Depot, Balance C. O. D.

MILWAUKEE
COIN MACHINE COMPANY
1455 W. Fond du Lac Ave., Milwaukee, Wis.

ILL., MO., IND. OPERATORS

Investigate Ideal Operating Co.'s
EXCLUSIVE FRANCHISE PLAN

See Carl Tripp or Jack Rose during Convention at Hotel Sherman, Room 1765, or write 2323 Locust St., St. Louis, Mo. Give full particulars about yourself and territory in first letter.

THE FRANCHISE FOR YOUR TERRITORY MAY STILL BE OPEN—
ACT NOW!

OPERATORS, WRITE...

H. C. PAYNE COMPANY
212-214 Broadway, NASHVILLE, TENN.
For Weekly Margins List, Most Complete Stock of New and Used Coin Machines in the South.

YOU NEED CUB AND ACE

CUB SAMPLE \$13.95
CASE OF 6—\$75.00

ACE SAMPLE 14.95
CASE \$80.00
OF 6

BALL GUM \$3.75 Per Case of 4250 Balls

TIME PAYMENTS TO THE DESERVING!!

TORR, 2047A So. 68th St., Phila., Pa.



AN OPERATOR OF 1952 is young Master Haussman, son of Julius Haussman, operator of Hazelton, Pa. The picture was taken when Haussman and son stopped in at Kooky Glen Park, site of Benjamin Sterling Jr.'s office and display room. The bearded animal in the coin machine shipping box is Sterling's prize goat.

Chicago Coin's

THE BEST GAME ON THE MARKET TODAY!

STRAT-O-LINER



SEE US AT THE SHOW
IN BOOTHS
25 - 26 - 41 - 42

PRE-CONVENTION SPECIALS

<p>★ Anti Aircraft, Ill. Cab. \$59.50 Anti Aircraft, Br. Cab. 79.50 Bally Alleys 24.50 Wurlitzer #16A 52.50 Seeburg Rex 74.50</p>	<p>LEGAL EQUIPMENT Chicken Game \$64.50 Ten Strikes 49.50 Skeeballities 49.50 Bull's Eye 67.50</p>	<p>★ Western Baseball, Comb. F.P. & P.O. \$64.50 1939 Throne of Music 149.50 World Series 42.50</p>
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<p>★ Grandstands \$72.50 Grand Nationals 87.50</p>	<p>PAYTABLE VALUES Nashornas \$64.50 Tilt-Upovers 84.50</p>	<p>★ One-Two-Three \$92.50 Pacemakers 579.50</p>
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WRITE TODAY FOR OUR COMPLETE LIST OF PRE-CONVENTION BARGAINS
Visit Our Booth—No. 206 at the Coin Machine Show.
GRAND NATIONAL SALES COMPANY
2300-08 W. ARMITAGE AVE., CHICAGO, ILLINOIS

RECONDITIONED—GUARANTEED USED GAMES

<p>Keeney Anti Aircraft, Brown ... \$ 67.50 Bally Submarine ... 109.50 Kirk Aeroplane ... 74.50 Mills Jumbo, F.P. ... 79.50</p>	<p>Exhibit Congo, 1 or 5 Balls \$29.50 Bally Alleys 17.50 Bally Triumph 19.50 Bally Scoops 16.50 Cottlieb Oh Johnny 36.50 One-Third Deposit</p>	<p>Exhibit Loader ... \$55.00 Groetchen Zoom ... 12.50 Exhibit Conquest ... 17.50 Bally Vogue, Nov. ... 10.00 Bally Variety, Nov. ... 10.00 Bally Dandy, F.P. ... 9.50</p>
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AJAX NOVELTY CO.

2707 WOODWARD AVE., DETROIT, MICH.

SAVOY'S WEEKLY SPECIALS RECONDITIONED and GUARANTEED

<p>FREE PLAYS JOLLY \$19.50 RED HOT 17.50 SHORT STOP 19.50 ROXY 24.50 TRIUMPH 14.50 COMMODORE 17.50 DIXIE 47.50 LANDSLIDE 37.50 SKYLINE 39.50 FOLLIES 17.50 CROSS LINE 57.00 NOTATION 32.50 VACATION 32.50</p>	<p>SPECIAL!! DOUBLE FEATURE... \$27.50 BRITE SPOT..... 26.50</p>	<p>FREE PLAYS BLONDIE \$32.50 BIG SHOW 27.50 TWINKLE 12.50 C. O. D. 22.50 HOME RUN 24.50 FOX HUNT 42.50 DRUM MAJOR 39.50 LEADER 64.50 YACHT CLUB 39.50 PUNCH 17.50 SCORE-A-LINE 44.50 POLO 47.50 SPORTY 29.50</p>
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SAVOY VENDING CO. 651 ATLANTIC AVE. BROOKLYN, N.Y.

Evans TEN STRIKE

FREE PLAY or CASH RESERVE



JANUARY 1941
COIN MACHINE SHOW
SHERMAN HOTEL, CHICAGO
12 14 15 16
SEE OUR DISPLAY

SENSATIONAL new FREE PLAY or CASH RESERVE model

... now adds the magic of juicy high awards to the unequalled appeal of manikin-play bowling! Cumulative feature awards total Free Plays for each game! Cash Reserve provides big, tempting awards! Refinements... improvements... stepped-up speed and action! Proving a profit producer beyond compare!

Immediate Delivery

TIME PAYMENT PLAN
Pay for it fast, out of earnings, by our new Time Payment Plan! Small down payment. Write or wire for details!

FREE PLAY or CASH RESERVE
\$175.00

Patent No. 2,100,000
APR. 22, 1938
C. H. EVANS
INC., CHICAGO
MFG. CO. 1938
MFG. CO. 1938
MFG. CO. 1938

H. C. EVANS & CO., 1520-1530 W. Adams St., CHICAGO

**GENCO
HIT PARADE OF 1940**

FOUR ROSES • METRO • BIG CHIEF • BANDWAGON • FORMATION • POWERHOUSE • CADILLAC • BLONDIE • BIG LEAGUE • FOLLIES OF 1940

IN 1941... GO GENCO AGAIN!

**SEE US AT THE SHOW
... WE'VE GOT GREAT
THINGS TO SHOW YOU!
BOOTHS 23, 24, 43, 44**

**FOR 1941..
MORE THAN EVER
BEFORE WE SAY--
"OUR BUSINESS IS
BUILT ON YOUR
CONFIDENCE IN US"**



IRV MORRIS
Mgr. Newark Offices



GEORGE PONSLER
President

• New enlarged quarters and finer facilities, including the sensational "Cementization" process for rebuilding used machines now available. • Finest stock of new and used machines in America at the most favorable prices! 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!

Be Convinced! Get Our New 1941 Price List TODAY!!

GEORGE PONSLER CO.
519 WEST 47TH ST. **MEMBER** 11-15 E. RUNYON ST. **ALLIED**
NEW YORK CITY **NEWARK, N. J.**

**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.

TOT
TOKEN
PAYOUT
COUNTER
GAME

\$24.95

BALL
CUM
VENDER
\$2 EXTRA

**WRITE FOR OUR LIST
OF FREE PLAY GAMES**

THE CALVERT NOVELTY CO., 708 N. Howard St., Baltimore, Md.

Jennings Staff Holds Annual Party

CHICAGO, Jan. 4.—Jennings executives and office staff held their annual Christmas party December 24. The party started about noon and ran far into the afternoon, and from all reports, it was the most successful one for Jennings employees in years. Turkey with all the fixings and Christmas presents for all helped to liven the affair. Everybody had a grand time and was reluctant to leave when the time came.

"The company prides itself on being one big closely knit family, and occasions like this, when the office force and the executives get together for an afternoon of good fellowship, happen quite often, with the annual Christmas dinner bringing everything to a climax," declared one official.

American Coin Busy; Showbound

ROCHESTER, N. Y., Jan. 4.—Jerry Kertman, owner and manager of the American Coin Machine Company, is finding business so good these days that he and employees have to work almost every night to make prompt delivery on used machines to operators who have sent in orders from all parts of the country, it is reported.

Kertman will attend the 1941 Coin Machine Show and promises his customers that while there he will arrange for prompt delivery on all of the latest and new coin machines shown.

WANTED TO BUY

100 Single Jack Mills Blue Fronts, Brown Fronts, and Chrome Fronts.

BOX D-15

The Billboard Cincinnati, O.



**BERT
LANE
Says:**

**"...PLEASSED TO
MEETCHA AT
THE SHOW!"**

SEABOARD SALES, INC.

619 Tenth Ave., New York

Phone, Wisconsin 7-5688

BE WISE!
Familiarize Yourself
With
Coin Operated

JANUARY 1941

COIN MACHINE SHOW
SUNSHINE HOTEL, CHICAGO
12-14-15-16

SEE OUR DISPLAY

**POOL
BOWLING**

Acclaimed the outstanding achievement of the industry • 100 legal • 5c or 10c play
POOL BOWLING MFG. CORP., STEGER, ILL.
Chicago Phone: Intercoast 9760 (direct to factory)

Hottest Coin-Getter in years...

New Unrivalled
Irresistible Appeal



5 feet long, 6 inches high, weighs 90 pounds—a REAL machine!

**Provides Full-swing—Full-force
Golf drive in space 9 ft. by 10 ft.**

(ordinary ceiling)

Measures distance of drive *Accurately!*

Measures Hook, Slice, Loft!

Provides—Fun... Thrills... Competition

and **BIG CASH TAKE!**

Drive-O GOLF

In Resorts, Hotels, Taverns, Pool Rooms,
Tourist Camps, Golf Courses

See It At Chicago Show

Millions of Golfers—and millions who never touched a golf club—play Drive-O Golf on sight and *keep playing!* Instant, accurate measure of distance provides competition and thrills unknown on outdoor driving courses. Solo play to correct hook or slice and get more distance *fascinates for hours!* Has every advantage of outdoor driving, and many appeals that are impossible out of doors. Puts your coin-slot driving course right where the crowds and sports and spenders gather. It's the hottest coin-getter in years. Be sure to see it at the Chicago Show.

COIN-SLOT OPERATED

Mastercraft Equipment Company, Inc.

Symes Building—Denver, Colo.

JANUARY 1941

COIN MACHINE SHOW
SHERMAN HOTEL CHICAGO

13 14 15 16

SEE OUR DISPLAY

AMERICA'S GREATEST LIST OF STANDS BEHIND

DENVER DISTRIBUTING CO.
1856-58 Arapahoe Street
Denver, Colo.

ELECTRO-BALL COMPANY
1200 Camp Street, Dallas, Texas
1706 Fannin Street, Houston, Texas

DONALD FIELDING & CO.
1106 Hall Ave., Windsor, Ontario, Canada
Distributors for Ontario and Quebec

The General Vending Service Co.
2320 N. Monroe Street
Baltimore, Md.

GERBER & GLASS
914 Diversey Boulevard
Chicago, Ill.

HANKIN MUSIC CO.
258 Pryor Street, S. W.
Atlanta, Ga.

IDEAL NOVELTY CO.
Carl Trippe
1518 Market St., St. Louis, Mo.

K. C. NOVELTY CO.
419 Market St., Philadelphia, Pa.
Phone: Market 4641—Market 9953

B. D. LAZAR COMPANY
1635-37 Fifth Avenue
Pittsburgh, Pa.

SKY FIGHTER

MUTOSCOPE
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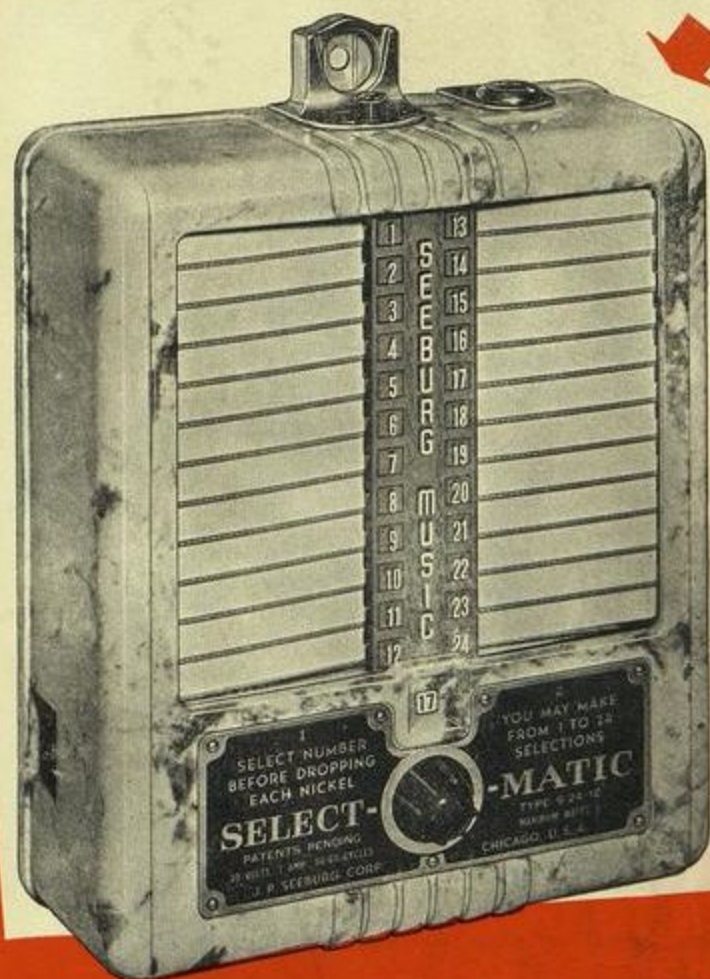
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