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The World's Foremost Amusement Weekly

JANUARY 18, 1941

15 Cents

Vol. 53. No. 3



JAN 15 1941

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The Billboard

Vol. 53
No. 3

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January 18,
1941

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66 "POSSIBILITIES" CLICK

NBC Leads With Toilet Goods, Total of 531 Recommendations Drugs in '40; CBS With Food Come Thru in 8-Year Period; Legit Takes Most During 1941

NEW YORK, Jan. 11.—Industrial classification summary of NBC and CBS gross billings for 1940 indicate that drugs and toilet goods accounted for top gross expenditure of \$16,932,687 on NBC, whereas CBS's top category was foods, with an expenditure of \$13,287,174. Total gross expenditures for all industrial classifications on NBC was \$50,663,000, as compared to \$45,244,354 last year, whereas CBS's figure came to \$41,925,549, as against \$34,533,555 the preceding year.

Industrial categories coming behind the lead of drugs and toilet goods on NBC, in respective positions, were food and food beverages, \$11,281,407; laundry soaps and housekeeping supplies, \$7,227,001; cigars, cigarettes, and tobacco, \$7,233,866; lubricants, petroleum products, and fuel, \$2,198,011; miscellaneous, \$1,846,856; house furniture and furnishings, \$1,084,842; confectionery, ice cream, and soft drinks, \$924,098; automotive, \$662,470; paints and hardware, \$285,656; travel and hotels, \$258,706; shoes and leather goods, \$238,882; clothing and dry goods, \$217,772; stationery and publishers, \$145,374; schools and correspondence courses, \$74,416; office equipment, \$34,112; financial and insurance, \$16,844.

Categories coming behind foods on CBS, in respective positions, were drugs, toilet goods, \$6,738,400; cigars, cigarettes, tobacco, \$6,511,469; soaps, housekeepers' supplies, \$3,923,407; lubricants, \$2,448,700; confectioneries, soft drinks, \$1,932,358; automotive, \$1,930,687; financial,

\$954,457; political, \$535,406; jewelry, silverware, \$302,000; stationery, publishers, \$231,403; building material, \$117,076; paints, \$34,129; radios, phonographs, \$32,595; miscellaneous, \$23,153; travel, hotels, \$17,707.

See Shortage Of Latin Acts

NEW YORK, Jan. 11.—The increasing number of clubs throughout the country using Latin entertainment has milked the well-dry of top South American acts, bookers, particularly those who have exclusive on Latin spots, are searching high and wide for new, strong turns.

Henri Glise, booker of Latin talent who claims he now has 27 acts working, states that the demand for south-of-the-border entertainers is only beginning and that it will become even stronger this year. He had a tough time lining up a new street show for La Compa here, and finds it equally difficult to supply demands from other accounts.

There is a lack of commercial acts in the South American countries suitable for American spots. The Latin countries either have good concert people or amateurs who need much development before it would pay an agent to bring them here, scouts say.

NEW YORK, Jan. 11.—The annual recapitulation of the Possibilities Department of *The Billboard* reveals that 65 of those recommended have clicked during 1940 either in fields in which they were recommended or in others closely allied. The current crop of Possibilities making good brings the total up to 531 out of a total of 1,434 submitted since this department was inaugurated eight years ago. The batting average, which was slightly under 36 per cent last year, is now 37 per cent.

The *Billboard's* "Possibilities" are gleaned by staff reporters and correspondents in key cities. They are made up of performers considered good enough to be nominated for fields in which they have never previously appeared.

As against 66 who came up to expectations in 1940, 65 made good in 1939, 86 in 1938, 94 in 1937, 85 in 1936, 64 in 1935, and a total of 101 for 1934 and 1933.

Figures for 1940 show that legit took up 25 "possibilities," among whom is included Carol Bruce, who was recommended in October, 1938, when she was an obscure singer in the opening show of NYO's *Midnight Sun*. Nan Rae was recommended for night clubs in 1939 and, as a double with Maude Davis, has

been seen in legit and radio commercials on Eddie Cantor and Kate Smith programs.

Films accounted for 15 "possibilities," including Desi Arnaz, recommended earlier ample time, since reports indicate the government would set against ASCAP first. However, it is said that the rush by broadcasters to get matter (See 66 Possibilities Click on page 55)

Henie Sets All-Time Chi Attendance Mark

CHICAGO, Jan. 11.—Sonja Henie and her *Hollywood Ice Revue* left Chicago Monday (8) for Detroit, leaving behind what is claimed as an all-time record for attendance and box-office receipts in the entertainment world. In 10 performances at the Chicago Stadium the revue pulled to 208,642 persons and to gross receipts of \$312,000. Thousands of people were turned away during the engagement, and mail orders totaling more than \$50,000 were returned.

During Miss Henie's engagement here 10 extra employees were kept busy filling mail orders received from 12 different Middle Western States. Five extra operators were required to handle inquiries and give ticket information.

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ASCAP Sets Unit for Road

NEW YORK, Jan. 11.—A band unit consisting of songwriter-members of the American Society of Composers, Authors, and Publishers has been organized to present ASCAP tunes in theaters. The only outsider is Michael Loring, baritone, who will emcee.

Cast includes Al Lewis (*Blueberry Hill*) doing vocals; Vincent Rose (*Are You Whispering, Linger Awhile*) and Larry Stock (*Umbrella Man*) at the pianos. The string section has Arthur Altman (*Play, Fiddle, Play*), Walter Kent (*Mamma I Wanna Make Rhythm*), and Irving Gordon (*Me, Myself, and I*). Slam Stewart (*Flat Foot Floogie*) will be at the bass; Eddie Edwards (*Tiger Rag*), Eddie Farley (*Music Goes Round and Round*), and Don Jacoby (*Freight Cat*), trumpets; Jimmy Mundy (*Springtime in the Rockies*), Guy Wood (*Shades of a Shade*), Buddy Kaye (*Shades of Twilight*), at the saxes. And Al Hoffman (*Little Man You've Had a Busy Day* and *Auf Wiedersehen*), guitar.

The unit broke in at the State Theater, Easton, Pa. William Morris Agency books.

"Story" Tulsa Sellout

TULSA, Okla., Jan. 11.—Katharine Hepburn and *The Philadelphia Story* filled every one of the 2,900 seats in Convention Hall New Year's Eve. A road show on New Year's Eve was an unusual treat for Tulsans, who paid a top of \$2.30 to see the much publicized Hepburn. However, after the opening applause the audience sat on its collective hands until the third act.

The play was presented in Tulsa by Mr. and Mrs. Robert Boice Carson and Billy Warren. Coming attractions include Tallulah Bankhead in *The Little Foxes*, January 29, and *Hellsboppin'*, February 20 and 21.

Radio Men Meet To Avert Gov't Suit; BMI License Change Seen; D of J Indicates No Stalling

By EDGAR JONES

WASHINGTON, Jan. 11.—Broadcasters met at the Mayflower Hotel for two days this week (7-8) to discuss measures to forestall Department of Justice plans to institute anti-trust action against radio and ASCAP alike. Appeasement was much the order of the day at the convention called by Neville Miller, proxy of National Association of Broadcasters and Broadcast Music, Inc.

Programs proposed in meeting followed along the lines advanced in *The Billboard's* exclusive story of last week, which stated that the BMI organization was being studied by radio men in the hope that a revision of its structures would appease the government. BMI license features, similar in many respects to those of ASCAP, had led federal authorities to the view that there is no great difference between the alleged monopolies. Now it is proposed that revenue systems be revised in a manner approved by Washington.

To ascertain other corrective steps to be taken, Neville Miller, Sydney Kaye, and Godfrey Goldmark visited Assistant Attorney General Thurman Arnold at the Department of Justice. The talk was inconclusive. One person approached declared: "You can't settle one of those things in 30 minutes."

Alarm in trade circles over the government's attitude was evidenced by the presence at the meeting of David Sarnoff, of RCA and NBC; Niles Trammel, NBC president; William J. Paley, president of CBS; and Theodore Sireber, vice president of Mutual. All were present to help in strategy.

Although the government had not yet filed its charges in federal court in Milwaukee, it was said here that the

Department still intends to appear there shortly. It was denied by Department spokesmen that negotiations with the broadcasters were delaying proceedings. To support this denial it was pointed out that a consent decree can be reached up to the time the first witness is put under oath. This would give broad-

(See RADIO MEN MEET on page 55)

BMI Mulls Change To Per Program or Optional Licenses

NEW YORK, Jan. 11.—BMI, queried here, admitted that revision of its structure was quite likely. This revision will be designed to purge the radio music company of elements which are allegedly similar to the ASCAP set-up, specifically to blanket license form of contract. BMI, at press time, stated details had not yet been worked out, but indicated that many broadcasting execs favored a fee system based on the per program method. An alternative to this would be an optional arrangement whereby broadcasters could choose either the blanket system or per program system.

Idea of option, offering blanket license to those who want, is in line with the opinion that many broadcasters have never been completely sold on the per program method, despite continual squawks on the part of some radio execs.

KAYCEE YEAR LOOKED GOOD

All Major Show Fields Did Well In '40; Further Gains Expected

KANSAS CITY, Mo., Jan. 11.—Amusement merchants in Kaycee closed their books last week, took one last backward glance at the old year, and then proclaimed their belief that 1941 will be a boom year.

All indications support this belief. Following a low ebb, reached about midway in 1939, fortunes have been on the upturn here, for 1940 approached the business of the plush years of the '30s.

Theaters felt most of the bill market for entertainment. S. Bernard (Barney) Joffe's Tower Theater led the parade, playing vaudeville 52 weeks out of the 52, to score consistently. Playing to a 25-cent top, this house grossed an average of \$6,000-\$8,500 every week.

Other theaters, which include Jerry Zigmund's Newman Theater, John MacManus's Loew's Midland, Lawrence Lehman's Orpheum, and Fox Midwest's Up-town and Revere, found themselves re-

sorting to frequent personal appearances of motion picture stars to satisfy the demand for stage material. In addition, the Newman embarked on a cautious stage policy, playing the Great Lester, magic act, during Halloween, and Cab Calloway's show during Christmas, as well as the Bob Hope show and a few others earlier in the season. Manager Zigmund reports a desire to use band talent early in the spring.

The Mainstreet Theater, Inc., was organized in the fall to operate the Mainstreet Theater with a vaude policy in February, making for two and maybe three vaude houses.

Burlesque was at a low ebb in Kaycee, plans to reopen the old Missouri Theater for the Mid-West Circuit never materializing and the Ollies continuing to operate independently.

The legitimate theater showed itself improved. At Jimmy Nixon's Muste Hall revenue was greater than for the corresponding period of last year, with most (See KAYCEE YEAR GOOD on page 55)

CBS Live Color Tele Satisfactory

NEW YORK, Jan. 11.—First demonstration of live pick-up for color television was held by the Columbia Broadcasting System yesterday. Presentation, which was transmitted from CBS's main building to a studio across the street via coaxial cable under the street, gave every indication that it will be a boon to advertisers as soon as it graduates from the laboratory. Inanimate objects fared better than did the human face and hand subjects. Smudges and blotchy effects, for example, did not compromise the complexion of the girl who modeled for the demonstration. Same conditions seemed to prevail when the human hand was before the camera. Display of colored fabrics was highly effective.

Demonstration was later repeated for members of the Institute of Radio Engineers conventioning here. Dr. Peter C. Goldmark, CBS's chief television engineer, operated the direct pick-up which was received both in a standard black and white machine and in a specially designed and constructed compact table model color receiver.

Technical developments which had not been ready for the first color experiment in September when demonstration used film, included, beside the all-important direct pick-up, synchronization of color disks, phasing of color disks, and new lighting methods. *Sylvia Weiss.*

BUDDY FISHER

(This Week's Cover Subject)

MAESTRO BUDDY FISHER, who decorates this week's front cover, has probably had as versatile a career as anyone in show business, before picking up the baton as a popular dance band leader.

At the age of 13, a rough 20 years ago, Buddy was touring the country as a vaudeville artist, engaging in sundry routines of singing, clowning, and playing several instruments. Still in his tender teens, he toured Europe with May Vernon, being billed as the "boy wonder."

His only deviation from show business was when he enrolled, at the age of 16, as the youngest medical student at the University of Michigan. He went back to his first love, however, and was, intermittently, an after-dinner speaker, vaude and burly performer, directed a Shubert musical with Walter Huston, later became a motion picture actor, and then a musical director at Chicago presentation houses.

Fisher's major hobby is children. In addition to having four of his own (two boys and two girls), he is the sponsor of a kids' safety club (Buddy Fisher's Right Club), which has 336,000 members. His club members have built three swimming pools for crippled children from funds raised at benefits.

Buddy and his band are currently at the Lovers Hotel, St. Paul. Frederick Brothers' Music Corporation manages the band.

Mass. Blue Laws May End

BOSTON, Jan. 11.—Liberalization of Massachusetts statutes to permit vaudeville and the legitimate theater to show on Sunday—but retaining the Sunday ban on burlesque—was sought in a bill filed with the Senate clerk Tuesday (7) by Senator Thomas J. Lane (D., Lawrence).

Possibilities



CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For FILMS

DICKIE VAN PATTEN—youthful actor who appeared recently in the short-lived *Lady Who Came to Stay*, drama, at Maxine Elliott's Theater, New York. Tho hardly in his teens, he's already a legit veteran, and has a long succession of fine acting jobs to his credit. In his last appearance he was called on to perform an extraordinarily difficult role—that of a youngster suffering from delusions—and did it so well that he carried the entire second act on his own young shoulders. Should screen well.

For LEGIT

MUSICAL

GARRETT PRICE—burlesque comic caught at the Tivoli Theater, Brooklyn, in his first appearance in the New York area. Impresses solidly with his neat handling of lines and situations, and turns in an exceptionally high quota of laughs, even when his material isn't very blue. A strong bet for a musical.

BOB RUSSELL—singing emcee caught recently at Jack Lynch's Walton Roof, Philadelphia. A robust baritone, he gives out equally well with lush ballads and dramatic ditties. Has a good speaking voice and an ingratiating personality, with looks and build to match the voice. In ripe for either a revue or a book show.

Unionism a la Mud

THE American Guild of Variety Artists was not born in holy wedlock. It seems to be paying the price today. As a matter of fact, the actor is paying the price. And a heavy one it is, too.

The Eager Young Men who wrecked the American Federation of Actors protested in vain during the summer of 1939 that it was not their intention to annihilate the organization that it took five years of blood to build up. They are still protesting in that vein, while others are jabbing poisoned needles into the ulcerated hide of the organization that was formed to fulfill the mission of a union that would truly represent the actor; that would be a credit to the profession.

AGVA is a blot on the show business. AGVA is a shrine of hypocrisy. It is a temple of morons and nincompoops; of spineless creatures who call themselves human beings but know deep down in their hearts that they lie. It is a long step back to the darkest ages of theatrical unionism. It is an abortion. It is a mockery. Unless all the systems of logic ever promulgated by man are a fake the AGVA cannot possibly continue to go along as it is. It will have to bust up sooner or later within our time. With only one factor in mind—the welfare of the actor who has been disgraced and victimized by the AGVA—we insist that the bust-up, the reformation, the clean-up—call it whatever pleases you best—must take place at once.

THE AGVA is not altogether bad. Its leaders are not altogether dumb and insincere. But the men who would run it down to the ground and have been doing a swell job of the preliminaries are in the saddle. They must be driven out. Since felonies are not involved the law cannot do anything about it. It is not the function of a trade paper to do anything about it other than to point the way to those who can and who, we feel certain, will do something once they are aroused. We intend to arouse them. We intend thru the medium of The Billboard's news and editorial columns to educate them to what is going on in their union only because of their apathy and their unwillingness to apply themselves seriously to the problems of an organization that is the backbone of the well-being of several industries and their own economic health. We are talking about the rank-and-file actors. We are talking about the boys and girls who have plenty on the ball when it comes to singing in the knocking chorus but who are never present when the roll is called at a meeting; who haven't yet had driven into their minds and hearts that awful truth that whatever bad happens to the actor is his own fault and whatever good happens to him must be of his own making.

IT IS within the power of the Four A's to clean out AGVA as thoroughly as a surgical wound. AGVA is being run—on paper anyway—by the

Four A's thru the representatives of the Four A's on AGVA's executive board. The Four A's representatives are guilty of crimes of omission. Terribly guilty. They have permitted things to happen that would make a comic opera librettist turn green with envy. But this is not funny for the actors who pay dues to AGVA, for the many others who would gladly pay dues to AGVA if the organization made a favorable impression on them, and to all actors who can't understand why their organization should not be as strong as that of the bricklayers, carpenters, buttonhole makers, and janitors. It is mighty sad and sadder still when one considers how the actor killed his AFA to elope with a slut like the AGVA. We imagine that the average actor is slightly ashamed of himself. He has good cause to be.

The actor who is ashamed of AGVA can do something about it outside of talking his head off in furnished rooms, bars, hotel lobbies, and precious few dressing rooms. His device can be a very simple and incomparably effective one. All he need do is to attend meetings; to demand that meetings be called; take part in these meetings; use his noodle to interpret what is going on at the meetings. And when he finally sees the point he will roll up his sleeves and with a heave ho he will throw out the counterfeit patriots who are now representing him. The betrayal of France is a dirty, stenchy blot on world history. In our smaller world of the theater the betrayal of the actor by AGVA is far more disgusting.

AGVA has not rectified a single one of the evils read into the testimony at the trial of the AFA. It has accumulated many evils that its detractors would not have dared to connect with the AFA. It might well be agreed that the AFA was infected by the virus of too rapid growth for which it had to be sacrificed on the block by the Four A's, which was fearful of its power. No fear of the Four A's stabbing AGVA in the back at this time. One doesn't annihilate debtors. The monstrosity that has evolved from the baby christened AGVA is a terrific pain to the Four A's. It is a terrific pain to us, too, because it shows the actor up in a very poor light. It is a shining example of the theory that has often been advanced that the actor cannot handle his own affairs.

AGVA's five-year contract with the major circuits might look good on paper but represents only a hollow victory for the actor. The actor should be told in precise detail how it came about that such a contract was signed. The recital should be made at a meeting of AGVA with the SRO sign posted outside the meeting room. That's what should be. We doubt that it will happen. The actor should also be told the inside of how its executive secretary is being hamstrung to such an extent that his usefulness to the AGVA is practically nil. The actor should be told the whole story of the AGVA's decadence. There are men high up in the councils of AGVA who are ready and willing to tell that story. But the actor has failed to respond to calls for meetings. He has failed to assert himself and he probably should not be pitted as much as we pity him here.

The Billboard will train its spotlight of news and editorial type on the AGVA situation. It will expose what it believes to be wrong. It will call a spade a spade, but at the proper time and when the frankness will do the actor the most good. The Billboard held no brief for the AFA. It gave the AFA its due, pinning laurels on the brow of its leaders when

(See UNIONISM A LA MUD on page 6)

Paris Showbusiness, Swept Away by Blitz, Still Weak

Little chance of activities recommencing soon—two vaude houses and a fifth of film spots now open—wholesale managerial exodus before occupation of city

PARIS, Dec. 1 (Delayed by censor).—Amusement in France has become nonexistent in many categories. With war's back-wash all theaters closed and picture houses shuttered. Today, following five months of German occupation, about 20 per cent of the flicker houses are projecting and the Paris that was recalled by the operating Concert Mayol and Mitty Goldin's ABC, both opened under new management. Perhaps no organized industry ever collapsed in its entirety without number shuttered between two stars. Many managers, directors, and high officials endeavored to reach distant places and now await war's final score outside. Booking and theatrical agents, determined to keep in close touch with the moguls, went in advance or followed. Direction was much less important than distance. Several producers of the aborted season's successes are at present negotiating thru friends for reopening. Among (See Paris Showbusiness on page 55)

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"Hellza" Tours Mich. One-Nighters

DETROIT, Jan. 11.—Hellzapoppin', which has been at the Cass Theater here, goes on the road for a string of one and two-nighters for the W. S. Butterfield Theater in up-State Michigan towns, opening January 13. Bookings are Capitol, Flint, two nights; Temple, Saginaw, one; Strand, Lansing, one; Keith's, Grand Rapids, two, and State, Kalamazoo, two.

Miami Sets George, Lewis

MIAMI, Jan. 11.—Grace George will play the lead in *Kind Lady*, first presentation this season of the Gant Gaither Theater, Miami Beach. Supporting players will include Stiano Braggioni, Elfrida Derwent, and Clarence Derwent. Production will be staged by Bertram Harrison, who has been signed to direct all eight plays to be presented this season. Sinclair Lewis will play the lead in a revised version of *Angels in 32*, which will be the second production. Title role will be carried by Marcella Powers. Reports are that the revised play, if well received here, will be taken to New York.

"Story's" Atlanta Competish

ATLANTA, Jan. 11.—This city's second legitimate show of the season will play January 25 and 26 at the Erlanger Theater when Katharine Hepburn and Van Heflin come in *The Philadelphia Story*. Advance sale has been good, Manager Winecoff announced.

The Paramount Theater, one of Lucas & Jenkins downtown motion picture houses, has announced that Ted Lewis's band will be a stage attraction the same week that Hepburn is due here and the movie of *Philadelphia Story* is expected around the same date.

Center Boasts Record Gross

NEW YORK, Jan. 11.—Management of the Center Theater reports that both performances New Year's Eve of *It Happens on 34th* grossed \$14,000 with box office scaled from 75 cents to \$2.75. House has 3,059 seats. In addition a total of 215 standees paid \$1.10.

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Cleveland Heights, Ohio

Boston Legit Grosses OK But Dark Spot Looms

BOSTON, Jan. 11.—The Talley Method, S. N. Behrman opus with Philip Merivale and Ira Claire, which presents here tonight, looks like the last legit offering for some time. Merivale replaces John Halliday, forced out of the company by illness. Altho the New York cast of *Male Animal* is scheduled to open at the Wilbur next Monday, Talley Method is the last pre-Broadway show now booked. *Animal* is the last booking for a while, and according to present indications the Hub's legit row will be dark for at least a month.

Grosses continued to pile up during the past few weeks, with the Gertrude Lawrence hit, *Lady in the Dark*, with book by Moss Hart and music by Ira Gershwin and Kurt Weill, leading the parade. *Battle of Angels* closed Saturday and may be rewritten, but it is expected that it will be completely withdrawn. *Crazy With the Heat* moved on to New York after a three-week stand.

Ads announcing "final weeks" are appearing for *Life With Father*, now in its 16th week. Probably will move to Philadelphia in another three weeks. A special showing for the press is scheduled for next Monday (20).

The following are the grosses of the past few weeks:

Lady in the Dark (Colonial, 1,643, \$3.50 top). Standaes at every performance. Sock \$26,000 and \$27,000 for \$53,000 in two weeks.

Life With Father (Repertory, 1,000, \$2.75 top). Consistent \$15,000 for past three weeks. Season total now well over \$225,000.

Battle of Angels (Wilbur, 1,227, \$2.75 top). First week \$11,200. Second week, with threats of city ban, did \$12,000, \$23,250 for two weeks.

Crazy With the Heat (Shubert, 1,390, \$3.30 top). Built slowly despite mixed notices. \$10,500, \$11,500, \$12,000 for \$34,000 in three weeks.

A list of army camps is being published in the Wholesale Merchandise Department. This week's list is for the Sixth (Illinois, Michigan, Wisconsin, Missouri) Corps Area. It can be found on page 56.

Buffalo Grosses Fair

BUFFALO, Jan. 11.—The Erlanger Theater has fallen only slightly below last season in number of plays presented so far and in grosses attained with them.

After a good take of \$6,500 for a three-day stand of *Ladies in Retirement* during early December the Erlanger didn't follow thru quite as strong with *The Male Animal*, December 16, 17, and 18. With scale at the same \$1.10 to \$2.75 level, box office tallied only \$4,500 in four performances.

Latest Queen City show, Gladys George in *Ladies in Waiting*, which played here December 30, 31, and January 1, did not gain much by New Year. The gross was a fairish \$4,200, with plenty of seats to spare at each of the four performances. Scale was the same.

RKO-Schine Rents Syracuse Empire; Sets Legit Shows

SYRACUSE, N. Y., Jan. 13.—With rumors flying concerning the local Empire Theater, Harry Unterfort, city RKO-Schine manager, announced today that the house had been leased by Schine. The status of the theater had been speculated upon here for several weeks, since it was closed recently by Charles Martina. At the time Martina took over he is reported to have spent \$10,000 on the theater in remodeling. It had previously played Class B pictures and bingo.

At the same time Unterfort stated that roadshows would return to Syracuse with the opening of the Empire.

SYRACUSE, N. Y., Jan. 13.—University of Pennsylvania's "Ma" and "Wa" made its appearance in Syracuse January 2 and played to a capacity of 1,500 at the Empire. Take was estimated at \$3,500. Show had previously played to capacity at the Eastman, Rochester, for \$3,600.



NEW twist on 52d Street is hilarious. To avoid being embarrassed by the ribald ribs of White, Harrington, and Byers, gal patrons sneak out of the Club 18, cross the street, and slip into the Powder Room at Leon & Eddie's. The Republic Theater, which houses burlesque but can't advertise it as such, was miffed last week when the marquee next door shouted "Burlesque"—a revival of the film. Billy Rose is suffering from the kind of headache I wish you—a headache amounting to \$1,008,000 in cold cash laying off in the Chemical National Bank. . . . A note from Carl Erbe (who started the stunt of paying patrons' cab fares to the Riviera) advises us that it's only 3,256 minutes by cab from Times Square to Ben Marden's Colonial Inn at Hallandale, Fla. Hey, taxi! . . . One of the actors who still carries around a bum night club check refers to his salary as "IP money"—the I. P. standing for "Insufficient Funds."

BENNY LEONARD claims the reason he and so many other tight champs opened restaurants is because they have to diet so much while at the height of their careers. They want to spend the rest of their lives practically living in a kitchen. Benny swears he grew a full inch in height after his retirement, but failed to admit he also grew a foot in width! We nominate George Skouras, as the world's No. 1 diplomat—for retaining harmony with three secretaries—a Greek, a Jewess, and an Italian! . . . Ben Yost's press agent, Lyn Duddy, is the only p. a. who works in a uniform—doubling as a member of the Variety Eight. . . . George White, chinning with Leon Lee about the black and blue marks the reviewers gave him, said, "I don't mind if the critics pan the show, but they shouldn't put it in the papers!"

THOSE unique lighting fixtures adorning Rogers' Corners are a tribute to Joe Rogers' ingenuity. Joe took Jack Dempsey's old candleabra, turned them upside down, and boom—became an architectural genius. . . . (P. S. He also saved himself \$0.00!) . . . Archie Robbins' twin-jim routine, with Stan Ross at the Torch Club, in which Robbins matches the voices of celebs timed to Ross's facial mimicry, is one of the year's hy-lites. . . . The Park Department stationery still plugs the World of Tomorrow. . . . Laugh of the year is the famous comedian whose wife hired a shapely maid to revive interest in herself via remote emotion. Her psychology worked so well the comic consulted a psychiatrist, who visited the patient's home, took one sweeping glance at the gal's gorgeous gams and Motor Parkway curves, and married her himself!

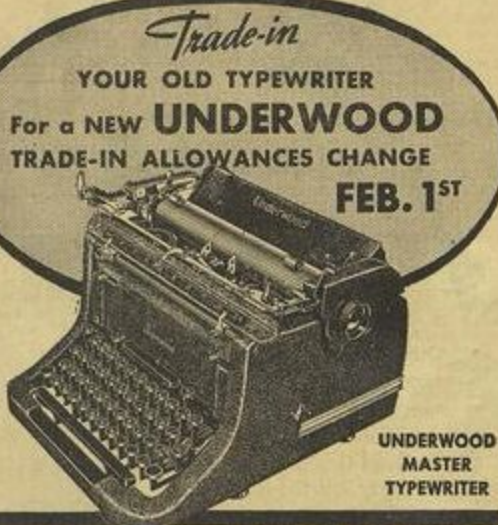
A GROUP of press agents, including Sid Garfield, Les Zimmerman, Art Franklin, Sam Gelson, and Ed Aeronoff, have chipped in to rent a cabin at Pearl River, N. Y.—christening it "The Overcast" so they'll all feel at home. . . . Eddie Delaney will be the first band to play the Famous Door in a "Band of the Week" policy on the 21st. . . . That youngster embracing George Raft on Broadway was his grandson! . . . Bob Reid is still G. Garbo's favorite New Yorker. . . . Overheard at Toots Shor's, the Wivel, at Dan Healy's Village Barn opening, at the Hurricane, the Benchcomber, or Lum Fong's Oyster Bar: "We're going to Arizona for a vacation." "Which Arizona, Tucson or Phoenix?"

Unionism a la Mud

(Continued from page 4)

they did well, castigating them with equal vehemence when they failed to serve the interests of the actor. The Billboard assumes the same attitude toward AGVA. Up until now editorial comment has been sparse because of The Billboard's desire to give AGVA's leaders the benefit of every doubt. The situation has progressed far enough to permit us to enter the picture and speak up for the actor who has shown up until now his inability to speak for himself.

The movement to improve conditions of the performer in variety, night club, and allied fields has been strangled and raped because actors who, thru some hellish trick of the gods, have taken over control of AGVA are too busy fighting among themselves, chasing the spotlight, and ingratiating themselves with employers to pay any attention to their responsibility in the union movement. In short, AGVA is in the hands of the wrong people. We would rather not insist upon this. We would prefer that the actor find this out for himself, but thus far he has not and he shows no signs of stirring. Again we remind him that the only way to do that is to take an active part in AGVA, ask questions and demand that they be answered, demand that the officers of AGVA give an account of their stewardship and demand that the Four A's apply the same torture treatment to AGVA that it did to the AFA. The treatment killed the AFA. It wouldn't be a bad idea if the same thing happened to AGVA. If this is the organization he is destined to have in roulette game of the atricial unionism he would be far better off staying out of the casino.



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NETS' AGENCY BILLINGS

15 Top Agencies Total 66 Million On CBS and NBC

NEW YORK, Jan. 11.—Billings of 15 leading agencies in 1940 reached a total of \$66,052,843, figuring placements upon both Columbia Broadcasting System and National Broadcasting Company. This figure is an increase in 16.1 per cent over the 1939 figures of the same agencies, and accounts for about two-thirds of the CBS and NBC gross income from time sales. Fifteen leading agencies are listed in chart below, which also indicates comparative figures for 1940 and 1939 upon both CBS and NBC.

First 15 top agencies on NBC accounted for billings of \$37,402,206, as compared to \$32,741,800 placed by same agencies in 1939.

First 15 agencies on CBS placed \$31,407,139, compared to \$32,741,800 in 1939.

Top 10 agencies on Mutual totaled \$2,995,367, an increase of 65 per cent over the \$1,811,214 placed by same agencies in 1939.

Blackett-Sample-Hummert led all agencies with \$11,524,022 on both major nets. In addition, agency's total on Mutual was \$584,769.

Following B-S-H in combined CBS and NBC billings for 1940, in their respective order, are: Benton & Bowles, with \$7,678,574; Young & Rubicam, \$6,497,166; Ruthrauff & Ryan, \$6,173,659; Compton Advertising, Inc., \$5,282,502; J. Walter Thompson Co., \$4,305,258; Lord & Thomas, \$3,728,914; Newell-Emmett Co., Inc., \$3,526,349; Ward Wheelock, \$3,344,475; Batten, Barton, Durstine & Osborn, Inc., \$3,227,546; Pedlar & Ryan, \$2,880,022; William Esty, \$2,558,540; Russell M. Seeds, \$1,920,143; Biow, \$1,802,145; and H. W. Kastor, \$1,603,328.

Respective positions of the agencies, with respect to extent of combined CBS and NBC billings, changed. Benton & Bowles fourth in 1939, moved to second place; Young & Rubicam, third in 1940, was second in 1939; Ruthrauff & Ryan moved from fifth to fourth; Compton moved from seventh to fifth; J. Walter Thompson dropped from third to sixth; Lord & Thomas from sixth to seventh; Newell-Emmett, 11th in 1939, moved to eighth; Ward Wheelock remained in ninth, and BBDOA in 10th slots; Pedlar & Ryan dropped from eighth to 11th; William Esty remained in 12th position; Russell M. Seeds moved from 15th to 13th; Biow from 18th to 14th, and Kastor dropped from 13th to 18th.

"Prof. Quiz" and E. C. Hill Broadcasting From Miami

MIAMI, Jan. 11.—Two network presentations will originate from Miami next week. Lew Valentine, as Dr. J. Q., brings his candy-sponsored quiz here for a six-week period, first broadcast to be next Monday. Show will originate from the Olympia Theater, a Paramount house, and will go to the web thru WIOD.

Erwin C. Hill will broadcast from the Taton Hotel over CBS in the next four weeks. News and broadcast wires have been installed in his suite, WQAM will feed.

Only other regular show originating from Miami at present is Walter Winchell's Sunday night stanzas, which will be heard from Miami for the balance of the winter season.

Fond! Bashful Announcer

PHILADELPHIA, Jan. 11.—After 15 years in the business, WCAU program director, Stan Lee Brons, nearly died at the shock of discovering a self-effacing announcer the other day. Querying mikesman Charles Arlington as to why he failed to use the standard WCAU program close cue, he was told, "I don't like to use my name."

Leading Agencies on CBS, NBC, and MBS in 1940 Combined Agency Billings on CBS and NBC 15 Leading Agencies on NBC

NOTE: Top 15 agencies are listed in the order of their standing in 1940. Parenthesized figures in last column give standing of the agencies the previous year.

Agency:	Billings:		
	1940	1939	
Blackett-Sample-Hummert, Inc.	\$11,524,022	\$10,713,088	(1)
Benton & Bowles	7,678,574	5,376,358	(4)
Young & Rubicam, Inc.	6,497,166	6,348,344	(2)
Ruthrauff & Ryan, Inc.	6,173,659	4,371,832	(5)
Compton Advertising, Inc.	5,282,502	3,811,128	(7)
J. Walter Thompson Co.	4,305,258	6,319,308	(3)
Lord & Thomas	3,728,914	3,891,308	(6)
Newell-Emmett Co., Inc.	3,526,349	1,987,252	(11)
Ward Wheelock, Inc.	3,344,475	2,595,270	(9)
Batten, Barton, Durstine & Osborn, Inc.	3,227,546	2,268,563	(10)
Pedlar & Ryan, Inc.	2,880,022	2,902,570	(8)
William Esty & Co., Inc.	2,558,540	1,852,529	(12)
Russell M. Seeds Co., Inc.	1,920,143	1,920,435	(15)
The Biow Co., Inc.	1,802,145	1,077,486	(18)
H. W. Kastor & Sons Advertising Co.	1,603,328	1,732,120	(13)
Total	\$66,052,843	\$56,847,189	

15 Leading Agencies on CBS

Agency:	Billings:		
	1940	1939	
Benton & Bowles	\$5,928,983	\$4,176,815	
Ruthrauff & Ryan, Inc.	4,569,183	4,546,452	
Young & Rubicam, Inc.	4,362,245	4,052,207	
Ward Wheelock Co.	3,344,475	2,595,270	
Batten, Barton, Durstine & Osborn, Inc.	2,053,012	1,762,488	
Blackett-Sample-Hummert, Inc.	1,959,603	2,044,458	
Newell-Emmett Co., Inc.	1,569,339	945,610	
William Esty & Co., Inc.	1,515,550	1,547,388	
J. Walter Thompson Co.	1,333,142	1,587,139	
Lord & Thomas	1,274,855	1,484,834	
Biow Co., Inc.	1,094,199	487,470	
Pedlar & Ryan, Inc.	929,819	880,522	
Compton Advertising, Inc.	889,947	738,236	
H. W. Kastor & Sons Advertising Co.	613,183	569,034	
Russell M. Seeds Co., Inc.		64,050	
Total	\$31,407,139	\$27,478,073	14.5%

Ala. Station Tangles With Wage-Hour Law

BIRMINGHAM, Ala., Jan. 11.—Suit has been filed under the Fair Standards Act of 1938 against the Capital Broadcasting Company, Inc., Montgomery, operator of radio station WCOV. According to Robert T. Amis, regional director of the wage-hour division, the station failed to comply with the minimum wage and overtime provisions of the act. In addition company is charged with having failed to keep proper records of the wages paid to and hours worked by its employees. It was the basis against a radio station in Alabama, Amis said.

Philly Locals Wanna Grow

PHILADELPHIA, Jan. 11.—The "smaller station" distinction may yet fade out of the local radio picture. First of the part-timers to get an FCC hearing for permission to grow up is WTEL, skedded to plead its case February 24 on application to up power from 100 to 250 watts and a change of frequency to allow for full-time application. Similar application still pending for WHAT and suburban WIBG, recently upped to the 1,000-watt class and now seeking full-time strength so that it can go thru with its plans to move into the city. Middle of February will find new transmitter ready for WPN, going from 1,000 to 5,000 watts, which is a higher power than one of the local network stations.

50,000 Watts for WKBY

BUFFALO, N. Y., Jan. 11.—On or about July 1, WKBY, CBS outlet, increases its power to 50,000 watts day and night and receives an FCC designation as a clear channel station in the Class 1 group. This increased power is 10 times the station's current power. In July, too, station will become the exclusive CBS outlet, with the exception of a few hours Sunday over WOR.

L. R. Lounsbury is general manager.

NOTE: Parenthesized figures in last column give standing of agencies the previous year.

Agency:	Amount		
	1940	1939	
Blackett-Sample-Hummert, Inc.	\$9,564,419	\$8,666,030	(1)
Compton Advertising Co.	4,302,555	3,072,892	(3)
J. Walter Thompson Co.	2,972,116	4,792,169	(2)
Lord & Thomas	2,454,050	2,406,474	(4)
Young & Rubicam, Inc.	2,154,521	2,296,137	(5)
Pedlar & Ryan, Inc.	1,950,563	2,028,498	(6)
Newell-Emmett Co., Inc.	1,936,810	1,041,742	(13)
Russell M. Seeds Co., Inc.	1,920,143	1,336,303	(7)
Benton & Bowles, Inc.	1,199,743	1,199,743	(11)
Ruthrauff & Ryan, Inc.	1,004,674	1,024,880	(14)
Lennen & Mitchell, Inc.	1,560,537	1,254,172	(9)
Stack-Goble Advertising Agency	1,460,784	1,294,410	(8)
Wade Advertising Agency	1,393,262	1,236,254	(10)
Batten, Barton, Durstine & Osborn, Inc.	1,144,584	508,165	(24)
Knox Reeves Advertising, Inc.	1,162,878	649,701	(17)
Total	\$37,402,206	\$32,741,800	14.2%

10 Leading Agencies on Mutual

Agency:	Billings:		
	1940	1939	
Blackett-Sample-Hummert, Inc.	\$484,766	\$1,410	
Ivey & Ellington	510,949	521,814	
R. H. Alber	421,421	304,651	
Erwin Wasey	270,831	228,265	
J. Walter Thompson	266,977	22,960	
Federal Advertising Agency, Inc.	237,564		
Sherman K. Ellis	221,672		
B. B. D. & O.	184,221	212,733	
Ruthrauff & Ryan	169,520	420,016	
Kelly, Stuhlman & Zahradt	127,465	99,563	
Total	\$2,995,367	\$1,811,214	

Figure for 1940 is an increase of 65.3 per cent over 1939.

Advertisers, Agencies, Stations

NEW YORK:

J. WALTER THOMPSON'S John Reber to the Coast. . . . A. K. Spenser, chief of radio production at JWT, father of a girl, Brand new. . . . Bill Thomas, of Young & Rubicam, back from the Coast in a few days. . . . Jerome Hill has been replaced by George R. Dunham Jr. as promotion supervisor in New York for CBS-operated stations. Dunham comes from WBBB, Boston. Hill is now in charge of CBS' Station Service Division. . . . Sylvia Kleinberg, of WHN, married Hans Fisher, non-professional, last week. . . . Pepsi-Cola has contracted for 100 15-second transcriptions weekly, Monday thru Sunday, over WINS, for 52 weeks. Set by Newell-Emmett. . . . Frank O'Connor and Robert F. Mosher, of JWT, to Kansas City last week to make trial spots employing the new Sonovox technique. . . . Mrs. Hester Hunter, formerly of J. Walter Thompson, in Chicago, has joined Sherman & Marquette. . . . Cities Service has renewed its concert series over the NBC Red network for the 15th consecutive year. . . . Diffusion of Radio the Classroom, by NBC's Dr. Franklin Dunham, will be used by the Horace Mann school. McGraw-Hill will publish it in the spring. . . . WNEF has planned a series of six 15-minute programs in the next three weeks for the President's Birthday Ball. Tommy Dix, author of last year's March of Dimes, will sing the theme song for each show.

PHILADELPHIA:

WFLA handed all permanent station employees a \$30 bonus check for the new year. . . . Carrie Lee, WHAT yodeler, doing a personal at the Totem Ranch, Maple Shade, N. J. . . . Bonnie Stuart gets a Thursday afternoon NBC spot for her singing with the Carlton-Wayne piano duo out of KYW, not carried locally. . . . Charles Wood resigned from the WCAU announcing staff to devote his

time to two commercial programs on the station. Charles Arlington fills the vacancy. . . . John Kollmann, WHAT sports commentator, on the sidelines due to a broken foot sustained in an auto mishap. . . . Paul Kane has resigned from the WIP sales staff. . . . Albert E. Morgan upped to a vice-president's desk at Richard A. Foley ad agency. . . . Irv Eney, KYW engineer, marks 12 years service with Westinghouse Electric this week. . . . WFLA and Union local talent for NBC's Hidden Stars program. . . . Excite Reporter renews for another 52 weeks on KYW. . . . Lonny Star, WPNB announcer, bedded as a result of falling down a flight of stairs.

Parks Leaves GAC; Opens Own Office

CHICAGO, Jan. 11.—James Parks resigned as head of General Amusement Corporation's radio department here the first of the year to establish his own agency, the James Parks Company. While with GAC Parks sold Quiz Kids to Albee Seltzer and Arch Oboler's Everyman's Theater to Procter & Gamble. Both properties transferred to the new office, a settlement having been made with GAC.

Lou Cowan, Chi p. a. and originator of Quiz Kids, has an interest in the new firm. Assistant to Parks is Carol Bowers, until recently assistant to Bernice Judas, of WNEF, New York, and previously connected with Benton & Bowles and Blackett-Sample-Hummert agencies. Newest acquisition is the exclusive radio rights on J. P. McEvoy, whose Dixie Dugan, which has appeared as a mag serial, a Zigfield show, two Universal pixs, and a comic strip, has been prepared as a five-a-week strip show. McEvoy is writing the scripts.

Radio Talent

New York By JERRY LESSER

PHIL LORD'S idea of glorifying the cops instead of the gangsters on his current *Gangbusters* series is a good one. . . . **DWIGHT WREST**, actor and announcer, is putting the finishing touches to his first attempt at a Broadway play. . . . **SARAH BURTON**, English actress, last seen in *Set to Music* with **BEATRICE LELLIE**, is now playing Mrs. Lawrence, the second lead in the Wheatena Playhouse production of *The Citadel*. . . . **LOUIS SORIN** is making his radio comeback with the role of Sammy's "father-in-law-to-be" on *The Goldbergs*.

IT HAS been the practice in the theater to recognize ability and give performers billing. Radio has been too lax in this respect, with the result that it has not built up any of its own stars. They are coming around to it, tho, with the starring of **ALICE FROST** and **MARTIN GABEL** in *Big Sister*, **JOAN BLAINE** in *Valiant Lady*, **BESS JOHNSON** in *Millot House*, and **JAY JOSTYN** in *Mr. District Attorney*.

WITH all of radio fretting over the outcome of the ASCAP-BMI music fight, the move of **TONY MARTIN'S** sponsors in switching from drama to music was greeted with amazement. But the program's producers had made their plans well. Thirteen weeks of fully tested songs have already been mapped out. . . . Guests on *Mutual's Show of the Week* for the next month are January 12, **COLONEL STOOPNAGLE**; January 19, **LIONEL STANDER**; January 26, **PICK AND PAT**; February 2, **ROY ATWELL**, and February 9, the **RADIO ROGUES**. . . . **JAMES MONKS** has been added to the cast of *Charlie and Jessie*, WABC serial, in the role of **Lee Croy**. . . . **CHARLES STAIK** and his wife, **MARIE**, have inaugurated a husband-wife announcing team on the CBS daily, *Howe of the Brave*. . . . **LUCILLE MANNERS**, of NBC's Friday night concert, will open the

Newspaper Photographers' Ball at the Hotel Astor February 14, singing *The Star-Spangled Banner*.

FEARFUL that he will catch cold because he always works in his shirt-sleeves, musicians in **DON VOORHEES'** orchestra bought him a sweater. Now **VOORHEES** wears it until the program rehearsals start, takes it off while working, then dons it again when rehearsal is over. . . . Watch for several sponsors trying to get shows similar to the *Aldrich Family*, now that the series is rated sixth among all programs on the air in the popularity surveys. . . . **HOWARD PHILLIPS**, whose songs were highlights on CBS shows a couple of seasons back, plans a comeback via NBC. . . . That's actually **FRED ALLEN'S** voice (recorded) that serves to introduce **THE MARTINS**, quartet on his air show, during their two-week stand at the Roxy. . . . **LADDIE SEAMAN** is the new helper to **CARLO DEANGELO**, director of *Hilltop House*. **LADDIE** will double from the mike.

HORACE BRAHAM, of *Big Sister*, tells a story of a trip he took a number of years ago to South Africa. Noticing a Zulu tribesman wearing a handsome blue necklace, **BRAHAM** decided to buy it, but figured the Zulu would have to be dickered with in sign language. He held up five fingers, indicating five shillings. The Zulu shook his head. He held up 10 fingers, but still got "No" for an answer. Finally he muttered, "Why in Heaven's name won't you sell that necklace?" The Zulu replied in perfect English, "Because my best girl gave it to me." . . . Little publicized is one "Bunky" . . . a jovial **CANTOR** side-drummer, whose association with the comic dates back to **EDDIE'S** start in the profession. **BUNNY** gave **EDDIE** his first job as an entertainer. . . . There'll be no more *Speak Up America* on the air. Contract has been canceled.

Chicago

By NORMAN MODELL

GEORGE STELLMAN is now continuity editor at WBBM. . . . **BOB DOYLE** has replaced **GRACE DONAHUE** at WGN's continuity department. **CYRIL WAGNER** has taken Bob's place in publicity. . . . Now that Paramount has put the Quiz Kids on celluloid and got them an invitation to the White House, the next move, which we understand is already under consideration, is to revamp bright-eyed, brainy **GERARD DARROW** into a featured juvenile. . . . **LES DAMON** rushed here from New York presumably to co-star with **LESLEY WOOD** on *Kickerbocker Playhouse*, but much more likely to be near **GINOIR JONES**, whose engagement to Les was announced this week. . . . **EMILIA ROSSLEY** is playing the new part of *Frances Scott in Helen Frost*. . . . Last Tuesday (7) represented the 12th anniversary of WBBM's *Musical Clock*, with **HALLO-WEEN MARTIN** a veteran from the first broadcast. . . . **EMMETT JACKSON**, of the WHIP staff, will join WIBC, Indianapolis, as writer-announcer January 18.

will start doing live shows Wednesday (15) on a four-station NBC-Blue network. . . . **CAPT. E. D. C. HERNE** started airing for a new sponsor Monday (13)—*Studebaker Corporation*. . . . **SARAJANE WELLS** is now writing song lyrics. . . . **HELEN VAN TUIJL** has been assigned the role of *Quicha in Thunder Over Paradise*. . . . **WILLIAM RATH** joined the cast of *Jack Armstrong* as *Kah-Rang*. . . . **NBC Breakfast Club** is vacationing en masse, with **NANCY MARTIN** leaving for West Virginia, **JACK BAKER** traipsing off to Louisiana, and **DON McNEILL** just going where there are no mikés. **BOB BROWN**, **JANETTE**, and **ROBERT THOMAS** will pinch-hit.

CBS, NBC in Talks With 802 on Scale

NEW YORK, Jan. 11.—Local 802, American Federation of Musicians, this week opened negotiations with the National Broadcasting Company and Columbia Broadcasting System relative to a new contract covering house musicians at the network's New York outlets. Present agreement expires Wednesday (15). Current scale is \$110 per man on sustaining programs, and \$150 on commercials. Jack Rosenberg, president of Local 802, stated that the union wanted to increase the sustaining scale to \$120.

Currently, major networks in New York employ 140 musicians, with clause in present contract stipulating that at least 115 be employed. New agreement sought by union will attempt to retain the same condition, stipulating minimum number employed, in addition to increase in sustaining scale.

172 MBS Stations

NEW YORK, Jan. 11.—By Wednesday (15), Mutual's affiliated stations will number 172. The latest addition will be **WPAY**, Portsmouth, O. On Sunday (12) **WYANN**, station joined. They are **KOHO**, Little Rock; **KWFC**, Hot Springs, and **KOTN**, Pine Bluff.

AFM Cuts Wax Lab License Term; Trade Wonders; 802 Investigates

NEW YORK, Jan. 11.—Local waxeries received something of a jolt this week when reports became current that the American Federation of Musicians would soon embark on a clean-up of wax fields. Report followed closely on disclosure that the AFM national office, in passing out licenses to recording laboratories this month, set-marked all such licenses to expire in six months (June 30) instead of the customary 12 months.

Jack Rosenberg, newly re-elected president of Local 802, AFM, stated the union had lately been receiving squawks on the general wax situation, chief complaint being on the old angle that off-the-air recordings were being put to illegal uses. According to Rosenberg, script and talk on these recordings are blocked out, and music used for commercial purposes. National Association of Performing Artists has also kept its eye on this phase of the business. Rosenberg stated his staff men were preparing a report on the entire mechanical field. As yet, no definite cases of undercutting are scheduled for investigation.

As for the new six-month licenses for recording laboratories, trade wonders whether the expiration date of June 30

is an indication that the Federation may cover the field with new legislation passed at the AFM's annual convention scheduled to start June 10. James C. Petrillo, AFM proxy, stated he felt the licenses should not exceed a six-month period; that the licenses would probably be renewed for another six months after the additional term, but that the AFM might make changes in the licensing form.

AFRA Washes Up Agent Biz; New Chisel Clamp Set

NEW YORK, Jan. 11.—Up to press time, 155 agents had been licensed by the American Federation of Radio Artists, according to Mrs. Emily Holt, executive secretary. The remaining 150 or so, she said, will have been disposed of by next Thursday (16), at which time a complete list of licensees will be issued. None of the licenses granted contained waivers either as regards the contract or rulings.

As a result of some of the applications for waivers, however, union has added rules which would never have materialized had not the agents, inadvertently, brought the subject up. Among outstanding examples is regulation which now prohibits an agent from chiseling down the price on contract renewals. First salary figures must be maintained. Union had not considered the matter until one of the applicants asked for permission to pick up an option at a figure lower than the original contract called for. As a result of a remark made by one of the agents to another during conferences with the union execs, regulations now state that neither the producer nor the agent for the producer may take contracts on package shows. Original draft had only referred to the producer, which would have left an out for the agencies.

WMCA, Youth Org To Check School Kids' Listening Habits

NEW YORK, Jan. 11.—WMCA and Youthbuilders, Inc., which also a kids' forum show on the station, will shortly start a survey of listening habits of school children in local public schools, high schools, and junior high schools. Survey, to extend over a period of one month, is believed to be the first of its kind, and will be based on a preliminary test method carried out some months ago. Method, rather than asking what programs are being listened to, or what programs have the listeners heard, will ask kids what shows they will listen to on the day of the questionnaire. Kids will receive questionnaires in morning at schools. Claimed that this method of contacting thru the classroom, with cooperation of school authorities, has the value of getting 100 per cent response and catching kids in an environment where they are likely to be free of parents' suggestions.

In the preliminary testing to determine the survey method some interesting results were forthcoming, also survey authorities regard them as inconclusive. Five favorite programs of 608 girl and boy respondents between ages of 10 and 16 were listed as **Jack Benny**, *Luz Radio Theater*, *Good News*, *Charlie McCarthy*, and *Big Tom*. A majority of those quizzed listened to five or more shows nightly, with middle of week offering greatest juvenile listening audience. Saturday listening point for 12-year-old boys claimed to be about one and three-quarter hours nightly; 10-year boys, two-and-one-half hours; 12-year girls, two-and-one-half; 10-year girls, two hours, and three-and-one-quarter hours respectively for 16 and 15-year-old girls.

Interesting result in the preliminary test method was obtained at *Wedgley High School*, where 95 girls of 15 years of age were tested on five top-ranking programs for the entire week. *Martin Block's Make-Believe Ballroom* took the nod here, coming out above expensive network shows.

Army Finds a Way

DETROIT, Jan. 11.—By-product of the ASCAP-BMI feud developed at Fort Custer, Mich., this week. The 10th Infantry Band was scheduled to welcome a new contingent of conscripts, and in the absence of arrangements for band to use ASCAP music, the station carried BMI music. Military reception tunes selected were *We Are All Americans*, *You Made a Touchdown*, *Military Maestro*, and *Temple of Peace*.

Eastland Subs for Gunn

CHICAGO, Jan. 11.—Richard Eastland, production man in J. Walter Thompson's New York office, took over **Buckingham Gunn's** duties as radio director of the agency's Chi branch. Gunn was stricken seriously ill recently and is expected to be absent from four to six months.

WCAU, Philco Ogle Philly Tele Plums

PHILADELPHIA, Jan. 11.—Altho the FCC has still to pass on WCAU's application to construct a tele station, the CBS outlet has already entered into a struggle with **Philco Radio & Television Corporation** for supremacy in the field here. WCAU has put out feelers to grab the tele rights for the University of Pennsylvania's football games next season. Philco telecast the past season's games and almost took it for granted that it would have them again for 1941 over W3XE.

Situation came out in the open when WCAU submitted its contract to the college officials, calling for a renewal of rights to radio broadcasts of the game, Atlantic Refining Company sponsoring. However, contract called for WCAU to get television and short-wave rights as well as the radio exclusive. No quibbling over short-waving. Tele rights, however, in view of the heavy expenditures made by Philco last season, puts the university officials on the spot.

Dr. Leon Levy, WCAU proxy and an illustrious alumnus of Penn., is believed to have the edge over Philco. Meanwhile, WCAU is proceeding to get its television set-up in order so that activity can start the minute the FCC gives the proper word. In that direction, **Kenneth A. Simons**, former RCA television engineer, joined the staff this week as general engineer. Station also shopping around for a tele program director.

No Squawks on ASCAP Situations in Neb., Ia.

OMAHA, Jan. 11.—ASCAP-BMI situation in Nebraska and Western Iowa is very quiet and the fact that old favorites are getting heavy work-outs by the Nebraska stations has brought no protest from listeners so far, according to a check-up of the State's four major stations, **KOWH**, **KOIL**, and **WOW**, Omaha, and **KFAB**, Lincoln.

Most Nebraska stations are using only music that bears the official BMI stamp.

Wishful Thinking?

LINCOLN, Neb., Jan. 13.—Not alone was the birth of 1941 celebrated in the music library of **KFAB** and **KPOR** here, but the birth of another babe as well.

During this entire month, a bit of crepe adorns the entrance to the library, and under it rides this message:

"Died in childbirth, ASCAP. Baby BMI doing nicely."

Heavy Baseball Diet Assured in Philly; CBS's Indecision

PHILADELPHIA, Jan. 11.—Altho CBS is negotiating with key stations on a plan calling for retrenchment of radio play-by-plays of daily baseball games in favor of half-hour sketches and variety shows of general interest, especially to women listeners, it's a certainty that local listeners are going to get a steady diet of baseball next season. WCAU, local CBS station, which has an exclusive on the Phillies' games and a hold on the Athletics' radio rights on a swap arrangement with Atlantic Refining Company, which has the A's rights, has made no decision as to its plans.

General belief is that WCAU will not follow the lead of the mother station, and carry the ball clubs next season. However, should station decide not to go thru with the play-by-plays, arrangements will be made by WCAU to transfer the games to another local station.

WCAU has four more years of a five-year contract remaining with the Phillies. The station reportedly purchased the broadcasting rights for that period for \$72,500. Atlantic Refining has two more years of a three-year contract remaining of its right to broadcast the A's home games. In permitting Atlantic to sponsor the Phillies' games over WIP, which fed the play-by-plays to an improvised regional network, WCAU was able to carry the A's games. Last season, WCAU split the sponsorship of the games between Socony Vacuum Oil Company and General Mills, each bankroller taking three days a week. General Mills has already optioned the 1941 broadcasting of the Phillies' games via WCAU.

WDAS, Licensee of ASCAP, Plugs BMI

PHILADELPHIA, Jan. 11.—Altho WDAS went into the ASCAP camp, station is routing for BMI. Opposed to the Society in its fight, station signed with ASCAP because of economic circumstances, finding it could not afford the expense of checking its music library for copyrights. Pointing out that WDAS was one of the first stations to link with BMI in the early stages of the fight and is plugging the BMI music more than ever now, Pat Stanton, station vice-president and general manager, said, "We take ASCAP for protection—and pray every night before we go to bed that BMI will lick 'em!"

Stanton added, "We have never been able to broadcast Gershwin's *Rhapsody in Blue* without getting special permission beforehand and then paying an extra charge for the release. For years, he said, ASCAP has restricted most of the desirable output of the very composers they are boasting about.

WNEW New Biz

NEW YORK, Jan. 11.—New business on WNEW includes Lewis-Howe Company, *Pot o' Gold*, 52-weeks, Stack-Goble Agency; Rapid Distributing Corporation, *Make Believe Ballroom*, three weekly, Redfield-Johnstone, Inc., 52 weeks; Christian Polignone Brewing Company, three weekly, 52 weeks; *Make Believe Ballroom*, E. T. Howard, Inc.; *Sals Bros.*, three weekly; *Make Believe Ballroom*, eight weeks; S. R. Leon, Inc.; Pepsi-Cola Company, 30 announcements weekly, 13 weeks; Newell-Rimmett Company, Inc., and Martin Firearms Company, six announcements weekly, 13 weeks; Craven Hendrick, Inc. Renewals include Arkellian, Inc. Firestone Advertising Service, Feminine Products, Inc.

Last week WNEW inked Juley Beech Nut contract calling for one and one-half hours weekly for 52 weeks on *Dance Parade*.

Gordon Upped at WNOE

NEW ORLEANS, La., Jan. 11.—James E. Gordon, formerly of the advertising staff of WNOE, has been named vice-president and general manager of that station. Gordon succeeds Ray Huff, resigned to join the army. The station re-arranged its personnel January 1 when it became a member of the Mutual Network. Hubert Grant remains a program director; Benet Cain, assistant manager, and Jack Botzger, John Duffy, Wally Dunlap, and Walter Brodman, announcers,

Program Reviews

EDST Unless Otherwise Indicated

"Xavier Cugat"

Reviewed Thursday, 7:30-8 p.m.
Style—Music. Sponsor—R. J. Reynolds. Agency—William Ely. Station—WEAF (NBC-Red network).

Xavier Cugat and his sponsor are both fortunate in this program, Cugat because his library includes plenty of music free of ASCAP control, and R. J. Reynolds because the program had a definite edge over other musical shows struggling under the current radio-music war. Program also has a peculiarly topical and timely factor. In view of present trend toward good-neighbor relations with Latin American countries.

Debut show off to a fast start, with musicianship of Cugat band solid and colorful. Numbers included *Perfidia*, *Frenesí*, *Amapolta*, and others introduced to the United States by Cugat plus such older standards as *Peanut Vendor*. Midway, program went off on a change of pace with band doing a gypsy medley, including *La Golondrina* and *Play, Midge*. Cugat. For special effects and background Cugat has a mixed chorus of nine voices. This choir is used sparingly and is very effective. Bandmen occasionally step forward for specialties. Entire aggregation is tops throughout.

Also on show are Yvette and Emsee Bert Parks. Yvette comes to the show after about one year of preparation on NBC sustaining time. She warbles in party fashion, introducing her numbers with gab with Emsee Parks. Gab could be improved.

Commercials for Camel stress quality, coolness, mildness, and small nicotine content. Ackerman.

"Lawyer Q-Skull Busters"

Reviewed Tuesday, 7:15-7:30 p.m.
Style—Quiz. Sponsor—P. Lorillard Company. Agency—Lennox & Mitchell. Station—WOR (New York).

This is the first live talent package show sold by Aaron Steiner under the new set-up at World Broadcasting System, where Steiner heads a program bureau.

Basically, show has a happy idea. The entertainment value of the program lies in presenting funny legal quirks and just legal oddities. Lawyer Q, the quizmaster, alternated narratives of queer court decisions with questions of law based on adjudications. The latter was directed at contestants who received \$2 for correct answers, and a gift of tobacco for misses. The narratives were for the most part funny, but the show lapsed during the question and answer portions. Also the stakes are pretty low for the effort.

Material will have to be more consistently lively to gain a steady audience. If Lawyer Q's post as quizmaster were a bit more flexible, allowing him to inject an appropriate quip or two before and after he poses his questions, show would seem less stilted. Lawyer Q is the southern-accented Malcolm Easterlin, an attorney.

Al Helfer, sportscaster, handled the announcements and dipped into a bit of dialog every now and then with Lawyer Q to keep things humming. Weiss.

"Pot o' Gold"

Reviewed Wednesday, 8:30-9 p.m.
Style—Money giveaway and music. Sponsor—Lewis-Howe (Tums). Agency—Stack-Goble. Stations—WMCA, WNEW and WHN (New York).

This is New York's own *Pot o' Gold* program, aired over a three-station hook-up following a survey indicating that nobody in the Greater New York area had as yet received the prize money offered on the Thursday Coast-to-Coast show.

Program is similar to the big *Pot o' Gold*, giving away \$500 instead of \$1,000. Telephone number selected by a wheel, with emcee Bush Hughes giving the gimmick a good build-up.

Music is by Tommy Tucker band, with Amy Arnell doing chief vocal chores, occasionally aided by Don Brown. Tucker's music is lively, and the band plays plenty of it—the actual telephone and award business taking little time. Program's musical strength is additionally abetted by fact that the three outlets carrying the show are all signed with ASCAP, Tucker thus being assured of a library

with more popular appeal than most network musical shows. Vocals by Miss Arnell and Brown mostly on the schmaltz side and could be better.

Hughes very good, bluffs being crisp, clear, and—in his conversation with the taker of the award—clever.

Tommy Dorsey guested on the opener, coming over from the Paramount Theater to spin the wheel.

Commercials not at all bashful, including straight blurring and testimonials. Ackerman.

"Song at Twilight"

Reviewed Thursday, 4:30-4:45 p.m.
Style—Voice and organ. Sustaining on WPEN (Philadelphia).

Sneaking in between a mess of recorded and foreign language shows, this daily sustainer blossoms forth with a vocal find that makes you look up at the dial to see how come a network show is coming thru on that spot.

It's the rich and warm tenor pipes of Jack Barkley, new comer to the local airwaves, but no novice when it comes to singing semi-classic and folk songs. Rocco Stanco, staff organist, sets the background at the Hammond electric. Voice sells it like a million. Definitely a nugget. Moreover, it's polished.

Orodenker.

"Inner Sanctum Mysteries"

Reviewed Tuesday, 9:35-10 p.m.
Style—Murder-mystery. Sponsor—Carter Products, Inc. Agency—Street & Finney. Station—WJZ (New York, NBC-Blue network).

Producer Himan Brown has whipped up what seems a promising series of thrillers for Carter's Little Liver Pills. Debut show had Raymond Edward Johnson playing host to listening audience; but Johnson's hosting is not straight stuff, but a cynical, ghostly kind which does not permit the listener to become sleepily relaxed.

Yarn opened with a telephone call, pistol shots, cries for help, and the usual bevy of detectives speeding to the scene of the crime. Not new in theme, but nevertheless given a fresh slant in treatment. Two chief sleuths were House Jameson and Everett Sloane. Jameson playing a straight role, with Sloane a typical gop detective. Latter's role seemed farfetched in conception, altho in line with popular belief. Jameson solid.

Plan of Brown is to rotate talent lineup each week, with exception of Johnson, who will host each session. Jameson and Sloane will be used every fourth or fifth week. Ackerman.

"Georgia Mae"

Reviewed Tuesday, 12:10-12:25 p.m.
Style—Singing and yodeling. Sustaining on WBZ (Boston).

Here's a gal with hillbilly stuff to peddle, and she does a thoro job.

Coming at midday, when she can get both housewives and kids home from school for lunch, Georgia Mae has terrific appeal. Strength of her draw was pointed out by the letters she received in one day on a gift offer. Gal got a horse for Christmas and has offered a hand-carved model of the animal to the person sending in the best name for the equine. On the first day, 1,615 pieces of mail poured in.

Has an uncommonly good voice as far as straight singing is concerned, and the yodeling is by far the best that our local West Boston cowboys can offer.

Announcements are a bit too stilted. Kaplan.

"Brain Battle"

Reviewed Monday, 6:30-7 p.m. CST.
Style—Quiz. Sponsor—Noctema Shaving Cream. Agency—Ruthrauff & Ryan, N. Y. Station—WBMM (Chicago).

This is the ultimate in quiz twists. Applying the spelling-bee technique to the quiz give-away idea, it inoculates the monotonous questionnaires with the element of conflict. Not content with a plain pitched battle, the programmers have chosen to oppose Chicago's North Side against her South Side, between which there has been a mock rivalry for decades. Contesting teams are interviewed in separate studios, one by Tommy Bartlett, the other by Tom

CHAB Men to the War

REGINA, Sask., Jan. 11.—All male members of the staff of CHAB, Moose Jaw, Sask., have volunteered their services to the King's Own Rifles of Canada, machine gun battalion.

H. Carson Buchanan, station manager, is a captain and is on the reserve officers' list. Sales manager Louis Bourgeois and his assistant, Gordon Walker, accepted commissions with the battalion as second lieutenants. Others are Sid Boyling, program manager; Charles Witney and Mervin Pickford, engineers; Louis Lewy, news editor; Glen Turner and Robert McLean.

Shaw's Three-Year Renewal

NEW YORK, Jan. 11.—Stan Shaw and his *Milkman's Matinee* have been re-signed for three years on WNEW. Contract renewal will bring program's age up to nine years, *Matinee* having started August, 1935. According to the station, Shaw receives an average of 300 telegrams a night.

Grombach Asks 75Gs

NEW ORLEANS, La., Jan. 11.—WWL Development Company, Inc., operator of WWL, was directed Monday in Civil District Court to show cause on January 10 "why it should not be enjoined from broadcasting a transcribed program allegedly in violation of contract rights of the Grombach Productions, Inc., New York." The Grombach company asked judgment for \$75,000 as damages against the Chilean Nitrate Sales Corporation, and an in solido judgment against the firm and Station WWL as damages for using a program to which the plaintiff lays claim.

Price, Hart's WNEW Posts

NEW YORK, Jan. 11.—Two additions have been made to WNEW's personnel. Irving Price, replacing Halsey Barrett, is the station's new promotion manager. Maurice Hart, formerly with WMCA, is a new staff announcer.

First Honors for WNEW

NEW YORK, Jan. 11.—Airing of the local *Pot o' Gold* program over three local stations, WNEW, WMCA, and WHN, has resulted in a keen battle to grab off publicity breaks. Show aired from WMCA. First honors were grabbed by WNEW, station contacting the first winner Wednesday night and bringing him David Lov's program Thursday, 12:30 p.m., to tell all about it. Winner, the first in the New York area, was John Brodd.

WIND Adds ASCAP to BMI

CHICAGO, Jan. 11.—WIND has signed an ASCAP contract in addition to the one it has with BMI. Ralph L. Adams, station prexy, explained that move was made in order to facilitate broadcasting of foreign language programs, since ASCAP has exclusive agreements with almost all the important music licensing agencies in Europe.

NEW YORK, Jan. 11.—American Rescue Ship Mission, chairman by Helen Koller, has recorded a 14-minute drama recounting the experiences of Spanish refugees in French concentration camps. Record, with material contributed by Louis Bromfield, Sherwood Anderson, Ring Lardner Jr., Norman Corwin, and Arch Oboler, is being submitted to WMCA and WOR for presentation in committee's campaign to raise \$300,000 for rescue ship.

Moore, neither side able to hear the other's answers. Questions incorrectly answered by one team are given the other.

Method of scoring is a bit complicated. Each of the four members of both teams are given one round of three questions, five points for the first, 10 for the second, and 20 for the third. Third question pays \$5; if answered incorrectly, money goes into a team jackpot, which at the end of the program is awarded to the opposition provided any member can answer a final question. In addition, each contestant is given \$5 before he's quizzed. On program caught, contesting teams were members of the North Side's Cubs baseball club and the South Side's White Sox organization.

Chief merit of the show is the lively ensembling of Messrs. Bartlett and Moore. Program's format encounters the action thru the complexity of its scoring and its double studio set-up. Commercials are handled by Art Mercier. Modell.

SONG PLUGGERS OPPOSE BMI

No Embryo Gershwins or Kerns In BMI Unearthing of Supposed Wealth of Hidden Music Talent

By DANIEL RICHMAN

ONE of the points made by the radio industry in its epic struggle with that part of the music world bearing the ASCAP imprint concerns the allegedly complete strangulation of new composing and lyric writing talent thru the also allegedly closed-shop tactics of the American Society of Composers, Authors, and Publishers and its publishing members. Radio and its offspring, Broadcast Music, Inc., have endeavored to sway public (and trade) opinion to their way of thinking by hammering home time after time the fact—not altogether unsubstantiated—that it is practically impossible for a newcomer to songwriting, no matter how talented, to crash the sacrosanct halls of Tin Pan Alley.

Radio, thru the BMI publishing facilities it has brought about, is admittedly endeavoring to rectify the condition that keeps the musical output of this country in the hands of the comparatively few Tin Pan Alley "regulars," to the exclusion of all the worth-while tunesmithing ability that is supposed to be available in abundance, just waiting for the chance to be discovered. This, of course, is only one of the facets of the situation that now exists because of the networks-ASCAP fracas, but it is one that radio has made much of lately. Ideologically, it is an important point: new talent in any field should be encouraged and fostered, because, as radio's supporters righteously ask, weren't the Gershwins, the Kerns, the Berlins, and the Porters new talent once?

Actually, there are few writers who aren't newcomers or "undiscovered" talent to whom BMI can turn for the amount of song and material it needs to amass, and quickly, the catalog to fill the void left by the removal of ASCAP melodies from the air. The majority of songwriters who produce the majority of pop, film, and show tunes and hits comprises the ASCAP membership rolls. BMI is possibly sincere in its high-minded purpose of developing the new talent until now supposedly denied the necessary break from ASCAP publishers, but it is a fact that this new and previously unheard-of songwriting faction is the only source BMI can tap in its search for all the acceptable material it needs.

To Date, What?

IN the past several months, the situation being what it is, that source has been tapped time and again by BMI. New songs by new writers—some comely, others a little more experienced but with only a string of rebukes from ASCAP firms to show for it—have appeared over the BMI imprimatur in profusion, receiving every possible big-time break in the way of plugging, exploitation, printing, and distribution. The succession of BMI tunes within recent weeks has emanated from just the type of rebuffed, unsuccessful amateur and semi-amateur—rebuffed, unsuccessful, and amateur because of the supposed ASCAP barriers—that has supplied one of the first and foremost points of attack on the Society and its publisher members by anti-ASCAPers.

What have these newcomers done with their heaven-sent opportunity? Have they borne out the promise that was predicted for them, if only they might be given the chance? Are the Gershwins, the Rodgers, the Haris, the Youmans of the next decade discernible in the output thus far of these tyros?

There have been two outstanding BMI hits since the inception of the organization, and currently, with ASCAP music entirely banned from the networks, several other songs are well on their way to the heights. *Practice Makes Perfect* and *There I Go* have carried the BMI standard high in music machines, and over sheet music and record counters. The first was probably the most puerile music-and-lyric effort of the season. Its jingly rhythm and old-hat melody were dismissed, artistically, by band leaders and musicians generally as unutterably corny. It was largely conceded to bear more resemblance to a high school production song than to a representative popular song hit.

There I Go was indubitably the opposite. This was (still is, for that matter) a really excellent example of Tin Pan Alley ballad writing. Perhaps a veteran of the Alley would have considered it in such a way as to eliminate some of the cumbersome eighth-notes that made it a bit more difficult to play and sing than most commercial songs, but that's quibbling in the face of a definitely good pop ballad that stacks up with most ASCAP items of its type.

Inspirational Lack

MOST of the BMI titles thus far have possessed the same ingredient—one that is pretty generally made up of an apparent desire to use either familiar phrases or to effect a play on words or thoughts, a trick that is most often undertaken by amateurs. Titles such as *Practice Makes Perfect*, *The Same Old Story*, *I Give You My Word*, *Accidentally on Purpose*, *It All Comes Back to Me Now*, *To Be Continued*, and even *There I Go* illustrate the first of these clichés—the usage of an expression common to everyone. The twist of words or thoughts, particularly when ineptly and amateurishly done, is looked upon with scorn as corn by ASCAP practitioners, and their derision is justified by embarrassingly trite variations such as *Keep an Eye on Your Heart*, *Let's Dream This One Out*, *I Can't Remember to Forget*, *Calling All Hearts*, and *May I Never Love Again*, all among BMI's latest output.

Titles like these are the hallmark of the unskilled, unimaginative amateur, who can never hope to grove up into writing the sort of popular songs that are the musical backbone of this country. If, when the well is new and fresh, and long before it has dried up, this is the best that can come out of it, the quality of later works, as ideas become scarcer, can be accurately prognosticated.

On the titular credit side of the BMI ledger are songs like *You Walk By*, *I Hear a Rhapsody*, *High on a Windy Hill*, *I Look at You*, and to a lesser extent *We Could Make Such Beautiful Music*. None of them are brilliant, but they are all more or less capable, workmanlike, and attractive, in varying degrees. On the whole, BMI lyrics have been fair; some have been cloyingly romantic, others have been pretty straightforwardly sincere, some have been spine-chillingly cute, and some have been average Tin Pan Alley effusions. The mystical aura of the *Windy Hill* words and the simple disarming quality of the *You Walk By* lines seem, at least to this observer, to be the best wordage of the lot.

Melodically Speaking

AS FOR melodies, there, too, the newly discovered contributors to American light music culture have fallen down not only on their jobs but on their mission to prove that ASCAP publishers have kept their light hidden under bushels of barred doors. *There I Go* was fine, yes; *You Walk By* is sweet, melodic, and hitting. But *I Hear a Rhapsody* is possessed only of an excellent first two bars that wander unfortunately into lackluster, stereotyped channels; (See NO EMBRYO GERSHWINS OR KERNS on page 14)

Backward Movement

NEW YORK, Jan. 11. — Meeting held Monday (8) by the MPCE, song pluggers' union was running slightly over the four-hour mark with little relief in the air.

One of the contact men cited that the reason for the hot air fuse going at full blast was because there are so many ex-comedians now earning their living as song pluggers, and when they have an audience of more than 50 people they think they're back on the Gus Sun Circuit.

Music Firms Purge N. Y. Contact Men; Chi Also Affected

NEW YORK, Jan. 11.—Despite repeated denials that the music publishing industry was remaining calm in the face of the American Society of Composers, Authors and Publishers' radio battle, first wave of layoffs in music houses began to break last week with a purging of the professional staff of the Dreyfus Music Firms (Crawford, Chappell, and T. B. Harms). Crawford was swept clean with the exception of the professional manager, Sid Lorraine, and one piano player, Billy Bruce. These two were sent over to operate in the offices of Chappell, and Crawford shut its doors.

About 10 members of the professional department were left jobless, in addition to all of the office help which was let out. At Chappell, the entire professional department was put on four-weeks' notice with full pay, or another alternative of eight weeks at half-salary. Those accepting the half-salary deal are assured full-time jobs if the industry fracas between radio and ASCAP is settled in that period. Those taking the four weeks are taking their chances.

In spite of the trade talk on these moves, which has swept up and down Tin Pan Alley, Max Dreyfus, owner of the three houses and one of the oldest publishers in the music game, telegraphed denials that his "music firm had laid off a number of contact men." Dreyfus said that it will "merely necessitate some changes in our methods."

Feeling is running high in music circles over Dreyfus's constant denials, by the people who felt the ax fall on their necks.

The Dreyfus firms had the most wholesale purging of the lot, but Bregman-Vocco-Corn and Mercer-Morris also have professional men on notice. In the case of Mercer-Morris, no discharges have been fully effected, but at B-V-C four men were let out last week.

Of these four, Rocco-Vocco secured jobs for two, Murray Lazar and Harry Bernie, with ASCAP, to check on in- (See Music Firms Purge on page 14)

MPCE Members To Probe BMI Contact Methods

NEW YORK, Jan. 11.—The fury engendered by the knockdown-drag-out battle of music being currently indulged in by radio industry and the American Society of Composers, Authors, and Publishers has finally overflowed into the ranks of the song pluggers with threats of wholesale layoffs, firings, and pay cuts, in some instances already put thru.

Being alarmed by what might turn into a declination of song plugging jobs, the Music Publishers' Contact Employees' Union, called its members to the colors last Monday (8) night, and held the largest and perhaps the most tumultuous meeting in its history. Of 200 members in New York, 170 turned up at the meeting.

While everybody expected the pay cuts and layoffs to be the issue of prime importance, because of the pink slips which found their way around to some people last week-end, the problem of the "common enemy"—BMI (Broadcast Music, Inc.) was the most discussed and fought-over topic at the meeting.

Subject was keynoted by Harry Link, general manager of Leo Feist, Inc., who was the most voluble in pointing out the necessity of the union fighting BMI. Up to this time, BMI contact men had been viewed merely as members, with no axe to grind except keeping their jobs and collecting their salaries. BMI is also signed up with the union.

Anti-BMI move, however, was adopted. It gives power to the union council to form a committee to investigate the tactics of BMI contact men with the band leaders. All sorts of accusations, from bribery, pressure, and high-handed methods on down, were strewn about the meeting. It was also stated that (See Pluggers Oppose BMI on page 14)

New Ork and Act Booking Agency Formed in Denver

DENVER, Jan. 11.—A new booking agency has been organized here called National Enterprises. Norman Rosen and Marvin Goldfarb, both of whom have been active in dance promotions in this region, and Al Yobe, long prominent in the entertainment world here as manager of the ballroom at Lakeside Park, are associated in the new enterprise.

Bookings will be handled for the entire Rocky Mountain West and, altho the mainstay of the organization will be its orchestra handlings, hotels and night clubs are also being lined up with regard to act bookings. Several spots as well as bands and acts are already under the wing of the newly formed outfit.



GLENN MILLER signs a new three-year contract to record for RCA Victor's Bluebird label at a substantial increase in price over his previous pact. Seated (left to right) are Leonard W. Joy, Victor Walker, RCA vice-president in charge of recording, and Miller. Standing (left to right) are Mike Nidorf, of General Amusement Corporation, Miller's booking office, and David Mackay, Miller attorney.



The Billboard

WEEK ENDING
JANUARY 10, 1941

MUSIC POPULARITY CHART

LEADING MUSIC MACHINE RECORDS

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

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

GOING STRONG

WE THREE. (11th Week) Ink Spots, Tommy Dorsey.

BEAT ME DADDY (EIGHT TO A BAR). (9th Week) Andrews Sisters, Glenn Miller, Will Bradley.

THERE I GO. (6th Week) Vaughn Monroe, Will Bradley, Tommy Tucker, Woody Herman.

DOWN ARGENTINE WAY. (5th Week) Bob Crosby, Shep Fields, Leo Reisman, Gene Krupa.

A NIGHTINGALE SANG IN BERKELEY SQUARE. (3d Week) Guy Lombardo, Glenn Miller, Ray Noble.

DREAM VALLEY. (2d Week) Sammy Kaye, Woody Herman, Frankie Masters.

FRENESI. (1st Week) Artie Shaw, Woody Herman.

COMING UP

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

STARDUST. Tommy Dorsey, Artie Shaw.

YES, MY DARLING DAUGHTER. Dinah Shore, Glenn Miller.

I HEAR A RHAPSODY. Charlie Barnet, Jimmy Dorsey

THE LAST TIME I SAW PARIS. Kato Smith.

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

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; Bloombold Music Shop; Liberty Music Shop; Varsity Music Shop; Galey Music Shop. Boston: Boston Music Co.; The Melody Shop; Mosher Music Co., Inc. Buffalo: Whiteman Song Shop; Broadway Music Shop. Pittsburgh: Volkwein Bros., Inc. Philadelphia: Ted Burke, Inc.; Wayman Co.; Co-Operative Music Co. Washington: George's Radio Co., Inc. Denver: Wells Music Co.; The May Co.; The Record Shop; Charles B. Wells Music Co. Salt Lake City: Z. C. M. I. Record Dept. Portland, Ore.: Meier and Frank Co., J. K. Gill Co. Los Angeles: Hirsch-Richardson; Southern California Music Co.; Hollywood Home of Music. San Francisco: Schwabacher-Frey; Quarg Music Co. Chicago: Sears, Roebuck & Co.; Marshall Field; Wurlitzer's; Lyon and Healy; Garrick Music Shop; Goldblatt Bros. Cincinnati: Song Shop; Willis Music Co.; Harold Wurlitzer Co.; Steinberg's, Inc.; Milwaukee: Schuster's; Record Library (824 Dram); Broadway House of Music; J. B. Bradford Piano Co. Des Moines: Des Moines Music House; Davidson Co. Detroit: Wurlitzer'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: Nolen's Radio Service Shop. E. S. Forbes & Son; Monarch Sales Co.; Louis Pittis Dry Goods Co. Atlanta: Cox Prescription Shop. Raleigh, N. C.: James E. Thiers; C. H. Stephenson Music Co. Miami: Richards Store Co.; Burnett's, Inc. New Orleans: Louis Grunwald Co., Inc.; G. Schirmer, Inc. Fort Worth, Tex.: McCrory's; Kemble Bros. Furniture Co. San Antonio: Thomas Acuna; Alamo Piano Co.; San Antonio Music Co.

NATIONAL		EAST		WEST COAST	
POSITION Last This Wk. Wk.		POSITION Last This Wk. Wk.		POSITION Last This Wk. Wk.	
1	1. FRENESI —ARTIE SHAW	1	1. Frenesi —Artie Shaw	1	1. Frenesi —Artie Shaw
2	2. A NIGHTINGALE SANG IN BERKELEY SQUARE —GLENN MILLER	2	2. I Hear a Rhapsody —Vaughn Monroe	2	2. I Hear a Rhapsody —Charlie Barnet
3	3. I HEAR A RHAPSODY —CHARLIE BARNET	3	3. There I Go —Will Bradley	3	3. A Nightingale Sang in Berkeley Square —Glenn Miller
4	4. SCRUB ME MAMA —WILL BRADLEY	4	4. Yes, My Darling Daughter —Dinah Shore	4	4. Down the Road Apiece —Will Bradley
5	5. THERE I GO —VAUGHN MONROE	5	5. Five o'Clock Whistle —Glenn Miller	5	5. Stardust —Artie Shaw
6	6. STARDUST —ARTIE SHAW	6	6. Along the Santa Fe Trail —Glenn Miller	6	6. Along the Santa Fe Trail —Glenn Miller
7	7. ALONG THE SANTA FE TRAIL —GLENN MILLER	7	7. You Forget About Me —Bob Crosby	7	7. Scrub Me Mama —Will Bradley
8	8. FIVE O'CLOCK WHISTLE —GLENN MILLER	8	8. Stardust —Artie Shaw	8	8. Ferryboat Serenade —Glenn Miller
9	9. DOWN ARGENTINE WAY —BOB CROSBY	9	9. I Hear a Rhapsody —Charlie Barnet	9	9. San Antonio Rose —Bob Willis
10	10. I HEAR A RHAPSODY JIMMY DORSEY	10	10. A Nightingale Sang in Berkeley Square —Sammy Kaye	10	10. Trade Winds —Bing Crosby

MIDWEST		SOUTH	
POSITION Last This Wk. Wk.		POSITION Last This Wk. Wk.	
1	1. Frenesi —Artie Shaw	1	1. Frenesi —Artie Shaw
2	2. I Hear a Rhapsody —Charlie Barnet	2	2. There I Go —Vaughn Monroe
3	3. There I Go —Will Bradley	3	3. I Hear a Rhapsody —Charlie Barnet
4	4. Scrub Me Mama —Will Bradley	4	4. A Nightingale Sang in Berkeley Square —Glenn Miller
5	5. A Nightingale Sang in Berkeley Square —Glenn Miller	5	5. Only Forever —Bing Crosby
6	6. Five o'Clock Whistle —Glenn Miller	6	6. Scrub Me Mama —Will Bradley
7	7. I Give You My Word —Jack Leonard	7	7. Along the Santa Fe Trail —Glenn Miller
8	8. Down Argentine Way —Bob Crosby	8	8. Ferryboat Serenade —Glenn Miller
9	9. Anvil Chorus —Glenn Miller	9	9. Down Argentine Way —Leo Reisman
10	10. Yes, My Darling Daughter —Dinah Shore		

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 notes of the past week. New York City: Music Dealers' Service, Inc.; Ashley Music Supply Co. Pittsburgh: Volkwein Brothers, Inc. San Francisco: Pacific Coast Music Jobbers; Sherman, Clay & Co. Los Angeles: Morse M. Freeman, Inc.; Seattle: Capitol Music Co. Portland, Ore.: Hillside Music Co. Chicago: Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Co.; A. C. McClure. St. Louis: St. Louis Music Supply Co. Kansas City, Mo.: Jenkins Music Co. Detroit: Grimm Brothers. San Antonio: Southern Music Co. Fort Worth, Tex.: Adult 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.		POSITION Last This Wk. Wk.		POSITION Last This Wk. Wk.	
1	1. FRENESI	1	1. Frenesi	1	1. Frenesi
2	2. A NIGHTINGALE SANG IN BERKELEY SQUARE	2	2. A Nightingale Sang in Berkeley Square	2	2. Down Argentine Way
3	3. THERE I GO	3	3. There I Go	3	3. A Nightingale Sang in Berkeley Square
4	4. I HEAR A RHAPSODY	4	4. I Hear a Rhapsody	4	4. Ferryboat Serenade
5	5. WE THREE	5	5. We Three	5	5. There I Go
6	6. FERRYBOAT SERENADE	6	6. Down Argentine Way	6	6. So You're the One
7	7. DOWN ARGENTINE WAY	7	7. I Give You My Word	7	7. We Three
8	8. SO YOU'RE THE ONE	8	8. So You're the One	8	8. I Hear a Rhapsody
9	9. ONLY FOREVER	9	9. Only Forever	9	9. Along the Santa Fe Trail
10	10. I HEAR A RHAPSODY	10	10. Ferryboat Serenade	10	10. Tonight
11	11. ALONG THE SANTA FE TRAIL	11	11. Along the Santa Fe Trail	11	11. Trade Winds
12	12. THE LAST TIME I SAW PARIS	12	12. The Last Time I Saw Paris	12	12. Only Forever
13	13. YOU'VE GOT ME THIS WAY	13	13. You've Got Me This Way	13	13. God Bless America
14	14. TRADE WINDS	14	14. Trade Winds	14	14. Blueberry Hill
15	15. YOU WALK BY	15	15. You Walk By	15	15. I Give You My Word

MIDWEST		SOUTH	
POSITION Last This Wk. Wk.		POSITION Last This Wk. Wk.	
1	1. Ferryboat Serenade	1	1. Frenesi
2	2. A Nightingale Sang in Berkeley Square	2	2. A Nightingale Sang in Berkeley Square
3	3. Frenesi	3	3. Ferryboat Serenade
4	4. I Hear a Rhapsody	4	4. You've Got Me This Way
5	5. Down Argentine Way	5	5. Down Argentine Way
6	6. There I Go	6	6. There I Go
7	7. We Three	7	7. Only Forever
8	8. Only Forever	8	8. We Three
9	9. Along the Santa Fe Trail	9	9. Along the Santa Fe Trail
10	10. Only Forever	10	10. Trade Winds
11	11. Dream Valley	11	11. Blueberry Hill
12	12. So You're the One	12	12. Two Dreams Met
13	13. Trade Winds	13	13. Dream Valley
14	14. Blueberry Hill	14	14. Five o'Clock Whistle
15	15. God Bless America	15	15. So You're the One

SONGS WITH MOST RADIO PLUGS

The following are the 20 leading songs on the basis of the largest number of network plugs (WJZ, WEAP, WABC) between 3 p.m.-1 a.m. weekdays and 3 a.m.-1 a.m. Sundays for the week ending Friday, January 10. Independent plugs are those recorded on Blue, WNYW, WMDA, WJLN. Film tunes are designated as "M." musical production numbers as "M."

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

Position Last This Wk. Wk.	Title	Publisher	Plugs
1	1. I HEAR A RHAPSODY.....	BMI	35 9
2	2. SO YOU'RE THE ONE.....	BMI	35 6
3	3. YOU WALK BY.....	BMI	33 4
4	4. I GIVE YOU MY WORD.....	BMI	33 10
5	5. THERE I GO.....	BMI	30 3
6	6. FRENESI.....	Southern	24 14
7	7. MAY I NEVER LOVE AGAIN	BMI	20 4
8	8. TONIGHT.....	Southern	16 1
9	9. HIGH ON A WINDY HILL.....	BMI	14 6
10	10. SAME OLD STORY.....	BMI	14 2
11	11. ACCIDENTALLY ON PURPOSE	BMI	14 —
12	12. LET'S DREAM THIS ONE OUT	BMI	13 5
13	13. THERE'LL BE SOME CHANGES MADE.....	E. B. Marks	13 3
14	14. WISE OLD OWL.....	BMI	13 2
15	15. IT ALL COMES BACK TO ME NOW.....	BMI	12 4
16	16. PRACTICE MAKES PERFECT.	BMI	11 5
17	17. KEEP AN EYE ON YOUR HEART.....	BMI	10 2
18	18. WE COULD MAKE SUCH BEAUTIFUL MUSIC.....	BMI	9 4
19	19. I CAN'T REMEMBER TO FOR- GET.....	BMI	7 4
20	20. SLUMBER SONG.....	BMI	7 1

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

ARTIE SHAW (Victor)

Concerto for Clarinet—Parts 1 and 2.

THE clarinet virtuosity of the amazing and unpredictable Shaw is allowed its widest latitude on a recording for the first time. Here Artie gets his initial 12-inch disk, and with all thoughts of commercialism, pop tunes, strict dance tempo, and the limitations of a three-minute arrangement thrown out of the nearest window, he embarks on a musical holiday of almost 10 minutes' duration that becomes a pleasure jaunt not only for Shaw himself but for all his admirers and for every lover of fine jazz finely played. With this platter-retailing at 75 cents, and with the opus contained on it featured in the Paramount picture Shaw made with Fred Astaire, Second Chorus (shortly due for general release), commercialism isn't entirely out of the question. The high-sounding "concerto" of the title and the non-pop song angle may turn part of the general disk buying public away, and the 12 inches obviate usage of the record in music machines, but the sheer quality of the pressing, the added prestige value for Shaw, and the widespread interest among discophiles that the record will engender, all make up for what the platter may lack in universal sales appeal. Artie's work on the disk is little short of sensational; it's full to the brim with all the incredible mastery of his instrument that has always distinguished his efforts. The first side is only the warm-up for him; a rumble of other instrumental solos, particularly a fine piano bit, share honors with him there, all backed by an exciting, pulsating, and unusual beat. On side B he really gets going—first on the moody, sultry blues he does so well, then weaving an intricate, imaginative melodic pattern over the tom-tom beat toward which he has always been partial, and finally winding up in a non-tempo, strictly solo display of his remarkable tone on high notes that aren't quite believable despite what one hears coming out of the speaker. It's Artie's masterpiece to date, a personal triumph of his instrumental ability, even if the merit of what he plays here doesn't always measure up to the ambitiousness of its writing.

BENNY GOODMAN (Columbia)

Benny Rides Again—FT. The Man I Love—FT. VC.

THE great Goodman also has a 12-inch chance to exhibit the musicianship that has made him one of the immortals of jazz. It's not the first time for Benny, however, but it is his initial large disk on the Columbia label, and it's also the first of a series of similar Columbia pressings of top band specials retailing at 75 cents. Goodman attacks the 12-inch heights in a different way than Shaw; while the latter's record strives for classical proportions in its concerto structure, Benny breaks up this disk with the contrast of a regular tempo jazz classic and a slow, almost all vocal version of the Gershwin standard. Side A features a powerful drive in ensembles and solos, some passages that are weird, original, and fascinating, and others that are pedestrian and slightly drabby. The ordinary quality of parts of the arrangement is perhaps pointed up by the finely imaginative scoring and instrumentation of the other parts, and mentioning the weaker passages is being capricious in the face of some of the most effective jazz in recent months. Goodman and Cootie Williams (the latter not in the line-up on the B side) are the stars of Benny Rides Again. The disk has more commercialism than Shaw's, because of the average record buyer as well as the collector or swing addict can understand and appreciate. The side spotlights Helen Forrest practically to the exclusion of everyone else, except for a straight Goodman clarinet interlude between choruses, plus some excellent, clean brass work. It's Miss Forrest all the way with particularly good voicing and phrasing. Over the whole thing, on this side and the reverse, is an aura of loving care and thought, and a display of intelligent musical knowledge so often lacking in the majority of record offerings.

VAUGHN MONROE (Bluebird)

The Last Round-Up—FT. VC. Accidently on Purpose—FT. VC.

Monroe gives Round-Up curious treatment by swinging all the plaintiveness out of it. There are some songs that just don't lend themselves to jazz, and this is one of them, not only because of its type of melody but also because of the ethereal quality of the words. Monroe's baritone thunders thru them at express train speed, and it's a good vocal, except that it doesn't belong in this tempo. Reverse is played easily and litely, with Johnny Turnbull making his record debut as a Monroe vocalist. Singer has a nice voice that isn't outstanding in any way.

BENNY CARTER (Bluebird)

Cocktails for Two—FT. Takin' My Time—FT.

This has a great deal more appeal in a general sense than many of the sides previously recorded by this colored band. Cocktails is a familiar hit of another year, and it's not decried by the usual wild and unrecognizable swing treatment customarily accorded tunes like this. Carter's alto sax and Sonny White's piano are listenable in the extreme, and the whole side, rhythmically and instrumentally, has a finesse that's unusual for this type of disk. Companion piece is a Carter original that also is highly effective. An excellent swing riff is taken in toe-tapping tempo and given the benefit of some nice scoring ideas.

RANNY WEEKS (Okeh)

Dancing in the Dark—FT. VC. Way Down—FT.

Weeks uses contrast nicely here in his combination of a polished musical show tune of several years ago and a swing number. The band hasn't the musical aplomb to carry it off too successfully in every bar, and also Dancing in the Dark is smooth and danceable and Way Down rides easily enough, a

lack of distinction hovers over both sides. The riff tune has traces of Stompin' at the Sassy that don't do it much good. Shading at the end is nice, and Weeks' vocal on Dark displays an all-right baritone. (See ON THE RECORDS on page 92)

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

Guy Lombardo

(Hotel Roosevelt, New York City, Mutual Network, Wednesday (8), 10:30-11 p.m.)

THE SWEET music of the Lombardo's Trian is up to snuff on its late evening hook-up, one of the few band remotes that retains its identifying theme song. It happens to be *And I Love My*, a public domainer that has been the Lombardo tag for many years. Band identity comes in without any extra effort.

The Lombardo sax work is still very much a part of emphasis on the broadcast, taking its turn on a selection of tunes ranging from the new pop order to Latin ticklers. There wasn't one classic swing in the half-hour. The vocal work of Kenny Gardner and Carmen Lombardo is interspersed evenly for a balanced musical dish.

Woody Herman

(Hotel New Yorker, New York City, NBC Blue Network, Wednesday (8), 11:15-11:30 p.m.)

WOODY HERMAN'S tribe of musical woodpeckers is still one of the very good reasons that listeners will keep tuned in to their radios, despite the absence of favorite band standards. A

Rex Alexander and the Royalist Orchestra

(Reviewed at McAllister's, Philadelphia)

THESE lads have been banging together for some six years and are still comparatively youngsters, but they've been causing excitement in the immediate territory, and still are waiting to be discovered. Youthful enthusiasm is quite apparent in the set-up of the band and syncos dispensed.

Leader man, Alexander, is a good-looking lad whose forte is in creating the heart interest singing the sweet songs, band devoted mostly to the heavier rhythmic pattern. Spliffs and lyrics with Betty Williams, who gets a "Jeante With the Light Brown Hair" billing. Gal fits in nicely with the band and handles the rhythm ditties most adequately.

Instrumentation takes in four saxes, two trumpets, two trombones, piano, bass, and drums. Sax section and a sweet-toned trombonist are outstanding. Reads add color to the harmonies, blowing clarinets into megaphones for the sub-tone effect. Arrangements are youthful and varied, with the stomp-eroos getting the dandier delivery. Give standard treatment to the pops. No tricky tooting or catch phrases other than billing for chantages, which is on the showmanly side. Band geared to the dance tempo, and it's thoroughly danceable.

Make a nice appearance on stand. In keeping with the regal character of the band, the O. Soglow comic strip king character graces each music stand.

Jack Kirk

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

FROM the Champaign-Urbana (Ill.) country, after plenty of playdates for the studs and co-eds, Kirk still hasn't assembled the stuff to take the measure of patronage afield. He's a local boy in over his depth in a strange land. And not the least of his trouble can be tagged on George Lane, the vocalist, committer of musical mayhem. As a tune-toter, she isn't.

Kirk's delivery reminds of a jam session. It's sedid, under ordinary impulsion, that the whole group plays together. Arnold Sackermann's drums seem to be always in the background, but aside from that he may be alone with Lincoln Chayes, at the piano; or Kirk, and one or two of the four reeds; or Lenny Michelson, of the brass trio.

club and ballroom locations and one-nighters. Reviews are based upon the present or potential commercial value of the band, as well as its musical quality.

Together, with a fast tune, the product is passably good. Then only.

Kirk's full name is Kirkpatrick, and he's at home around the University of Illinois. Band doesn't have any evidence of try and under ordinary circumstances is full of musical holes. To borrow a phrase—united, with every man at his pipes, hides, or string, the outfit might stand; but divided, it's a flop.

Oldfield.

Hal Howard

(Reviewed at the Rainbow Ballroom, Denver)

THIS is the first move eastward this California outfit has taken, and it has done a nice job of satisfying dancing demands here, a definite sign that it is putting out a nice brand of rhythmic tempo. Howard shows the results of good seasoning in his fronting; and his baton waving and chatter, combined with a smooth appearance, are excellent. Altho currently using a single piano, Howard usually uses a double keyboard set-up, and his sitting in proves he really knows how to make the ivories move.

Jerry Wilson, a blonde who wouldn't have to warble a single tune to be an attraction, has an appealing style that works well in both live and sweet. Sammy Conover, working covey gets-ups in his novelty singing, gets over in a big way. Steve Stevenson heads the male ballad department, and turns in some commendable work.

Instrumentation of three reeds, four brass, and three rhythm works solidly most of the time in a straight commercial style. Dixieland variations are used on the hep tunes, but even these are kept commercial. While the outfit is not sensational in any particular field, its offerings are well balanced in all, a smooth dancing tempo is kept going at all times, and well done describes most any of its offerings.

Trackman.

Lilburn Koch

(Reviewed at Eddie Ott's Broadmoor, Denver)

WITH experience gained in the East, Koch, who has been working around these parts for some time, has formed his own outfit, and with seven weeks at this spot behind him and prospects of an indefinite stay ahead, seems to have hit upon a salable combination. He handles tenor, clarinet, and flute as well as most of the vocal.

Jack Phipps and Frank Berg handle the ivory work, with Berg doubling on organ. Homer Schmidt, who played with Lawrence Welk, is in charge of percussion. Trumpet, melophone, bass, and trombone complete the roster. The outfit capably runs the gamut from Viennese waltzes to jive, the latter on the modulated side. All tempos are kept moderate, the nearest to swing being a modified Dixieland. Trumpets and clarinet are used for Dixieland; melophone, trombone, and tenor for sweet; melophone and flute for contrast in sweet.

Phipps and Gibson do the arranging for the outfit. Altho the crew is comparatively small, versatility of the men makes for a varied offering, and the boys are able to meet all demands, both in taste and tempo.

Trackman.

Gerry Morton

(Reviewed at the Cafe Pierre, New York)

A SOCIETY band composed of six young boys, talented musically and okeh on showmanship. They sell to the patrons at all times, and play waltzes, fox trots, and Latin rhythms with equal force.

The leader is at the piano, a young, personable maestro. The instrumentation, in addition, includes a violin, accordion, sax, drums, and bass. Tempos are modified to keep pace with the smart atmosphere of this intimate society spot. Artie Young, violinist, handles the vocals with a nice enough tenor.

Honigberg.

Canadian-Bound Bands —Take Notice

CLEVELAND, Jan. 11.—Band leaders thinking of crossing the border to play dates in Canada had better check up on the citizenship papers and so forth of their musicians. Emerson Gill had an experience Christmas Day on his way to do a one-nighter at Brant Inn, Burlington, Ont., from which bands Canada-bound may profit.

Joe Konkoly, Gill's first sax man and a U. S. citizen born in Budapest, was not allowed to enter the Dominion with the rest of the orchestra because he didn't have his citizenship papers with him. And even if they had permitted him to enter, the U. S. wouldn't have allowed him to get back in again without the papers. So Gill was forced to use a Canadian toutler for the date.

Recordings Crux of Stokowski Feud With Philly Symph Board

PHILADELPHIA, Jan. 11.—An agreement on symphonic recordings and not concert fees alone appears to be the crux of the negotiations that will decide whether Leopold Stokowski returns to the Philadelphia Orchestra as conductor for the 1941-42 season. The Philadelphia Orchestra, it was said, last year sold 640,000 Victor Red Seals at an average retail price of \$2 each. Two things have happened since then, however. The price of classical recordings has been reduced from 40 to 50 per cent, and Stokowski, on his own, has made eight or nine recordings for the competing Columbia label with his All-American Youth Orchestra, which he assembled last summer for a Pan-American tour.

Some of the Columbia platters duplicate major works in the Philadelphia Orchestra's catalog of some 200 recordings made over the last 10 years. At least partially as a result, the symphony faces a \$35,000 deficit this year on a total budget of about \$725,000, as compared to its feat of almost breaking even last year, when it lost only \$2,000.

Last year Stokowski and the orchestra divided record royalties of about \$120,000. Symphony cork board is still uncertain what effect on total sales the price reduction will have on this year's royalties. Most important, it was learned, cork board, before signing up Stokowski again, was said to want some assurance from Stokowski as to what he will record with his youth orchestra, which he re-assembles next spring.

Likely Victor Loss

Board is nettled plenty since Stokowski signed with Columbia before consulting it. It thought that after their 20 years of business dealings, during which time it is estimated they paid him \$2,000,000, he should have at least have conferred before signing with a competitor in the record field. Further burn is that not only has he made the Columbia contract at this expense but that he used key players from the Philadelphia Orchestra on his Columbia recording sessions.

Should Stokowski bow out of the Philadelphia Orchestra picture entirely, his loss would also be a terrific blow to RCA-Victor, combination of the maestro and orchestra making the Red Seal's biggest seller over the years. It is agreed that the name of the Philadelphia Orchestra on the record label without Stokowski would be akin to a Tommy Dorsey recording without Tommy's trombone. As a result it was learned that the RCA-Victor camp is preparing itself for any eventuality by optioning practically every available symphony orchestra of note.

2,700 for Louis Armstrong

CHATTANOOGA, Tenn., Jan. 11.—Louis Armstrong drew 2,700 to the Memorial Auditorium here New Year's Eve (9). With 200 colored paying 75 cents and dancing and 700 whites paying 50 cents to hear and see, the draw was considered satisfactory, according to Tommy Thompson, manager of the auditorium and promoter of the event. Heavy competition of parties and rainy weather had its effects on the sale of quats.

Orchestra Notes

By DANIEL RICHMAN

New York Nocturne

THE FAMOUS DOOR, 52d Street's most noted citadel of swing, is endeavoring to return the street (and itself) to the high position in jazz that is formerly enjoyed . . . starting January 21, the Door launches a "carnival of bands," during which a top swing aggregation will be presented every Tuesday eve. . . . EDDIE DE LANGER leads off, with BUNNY BERIGAN for the follow-up. . . . JOHN KIRBY is going out on a road tour with his own outfit for the first time since his six-piece combo started in to make swing history as one of the greatest small groups ever put together. . . . MAXINE SULLIVAN, Mrs. Kirby, will accompany the band for the week on a jaunt of ballrooms and theaters that will keep them out for several months. . . . January 25 is the starting date. . . . JERRY WAYNE leaves an NBC sustaining spot to replace Jimmy Palmer with the Bobby Byrne band . . . there's no replacement for Dorothy Claire as yet, however. . . . TED NICHOLAS is no longer holding down his managerial post with the Lyric Theater. . . . he left the band to form an advertising agency in Indianapolis, where he formerly managed the Lyric Theater. . . . SONNY KENDIE has turned down an offer from the Beachcomber in Miami to fill out a full season (his fifth) at the Stock Club in New York. . . . BOBBY SARAFF, trumpeter from Pittsburgh who entered the Johnny Lane ranks with much fanfare, returns to the Smoky City, leaving H. L. Shoemaker, recently of George Hall's orchestra, in his brass chair. . . . PETER KARA, just out of Roseland, supplies the relief ditties at the Beachcomber and the Copacabana Mondays and Tuesdays respectively.

Midwestern Murmurs

WAYNE KING is set for the Edgewater Beach in Chicago, following Ray Herbeck, February 15 . . . the maestro presently holding down the Monday night relief assignment at the Edgewater Beach, GAY CLARIDGE, claims that this month's bookings will give him a total of 17, more than any band so far. . . . WEEMS, INC., is now booking HENRY SENNE and MARK RUSSELL. . . . NILES SNEYD'S NOTE-ABLES have upped business considerably at The Buttery in the Ambassador West, Chicago. . . . TED VIO RITO took his "skynline music" into the Windy City's Blackhawk Cafe Wednesday (8) for an indefinite stay. . . . BILL MUNDY gets a return engagement at the Greystone Ballroom, Detroit, January 29 week. . . . EDDY BOGARD will be held over at the Schroeder Hotel, Milwaukee, until CECIL GOWRY takes the stand January 25. . . . LARRY FUNK plays a couple of one-nighters at the Peabody Hotel, Memphis, January 31 and February 1. . . . BUDDY FISHER starts a three-weeker at the Rainbow Ballroom in Denver as of January 18. . . . COLONEL MANNY PRAGER set for a January 21 bow at the Loken House, Covington, Ky. . . . PAUL PAGE opens at the Washburn and Yourie Hotel, Shreveport, La., January 14. . . . CAL Green, sax man formerly with Art Kassel, is new in the Page crew.

Of Maestri and Men

LEONARD JOY, Victor-Bluebird recording head, presented JOAN MERRILL with a new Bluebird contract, calling for six sides. . . . Decca renamed HILDEGARDE'S pact under which she will be assured of at least two albums and four individual disks a year. . . . VAL OLMAN opens Sunday (12) at the Drum in Coral Gables, Fla., on a four-weeker with options. . . . DEL COURTNEY makes it the Club Trocadero in Henderson, Ky., February 1 for two weeks. . . . January 31 starts a six-week stretch for BILL ROBERTS at the Olympic Hotel in Seattle, Wash. . . . three new men in the COUNT BASIE line-up are KERMIT SCOTT, replacing Lester Young on tenor sax; ED CUFFE, in for Vic Dickenson's third trombone duties, and TAB SMITH, making a new addition on fifth sax (alto). . . . VAUGHN MONROE current at the Statler Hotel, Boston, plays his first New York stand at the Paramount Theater May 7 for three weeks. . . . The FOUR SENSATORS close an eight-week run at the Hollywood, Bridgeport, Conn., the 12th, succeeded at the spot by the NOVELAIRES, Cbi outfit. . . . The Senators return to the Pelican Club, Palm Beach, Fla., on the 17th for their second season. . . . DEAN HUDSON follows his Bisc Gardens, Armonk, N. Y., run with a

stay at the New Kenmore Hotel, Albany, N. Y., opening Monday (13). . . . CARMEN CAVALLERO began a Carlton Hotel, GAVALLERON, run Friday (10).

Cecil Golly OK With 1,030; Don Hughes' 835 Only Fair

BRIDGEPORT, Conn., Jan. 11.—Cecil Golly, in for a one-nighter at the Ritz Ballroom here December 22, his second appearance here this season, did okay, with 1,030 paid customers filing past the wicket. With the ducats priced at 65 cents, the gross reached \$669.50. On his first appearance he drew 1,150 persons.

On Christmas night Don Hughes made his first appearance here, and as he was a new name around these parts his gross was only fair, 835 persons. Admitted was scaled at 85 cents, netting a take of \$547.75. Hughes is the new cognomen for Sam Donahue, who recently took over Sonny Burke's band.

BRIDGEPORT, Conn., Jan. 11.—The McFarland Twins, in for a one-nighter at the Ritz Ballroom here December 22, did okay considering the strong competition they encountered from Jimmy Dorsey, playing a one-day engagement at the Loew-Poll-Lyric Theater. Fourteen hundred and twenty-eight cash customers each plunked down 75 cents, making a gross of \$1,071. This was their second date here this season. November 28 they drew a crowd of 2,348, second largest attendance of the season, Jimmy Dorsey on September 15 having pulled 2,700. Last Sunday (8) Everett Hoagland drew 930 persons. Ducats priced at 75 cents made for a fair gross of \$697.50, not bad considering the extra strong competition of Benny Goodman at the Loew-Poll-Lyric Theater.

Young's \$305 in Lincoln

LINCOLN, Neb., Jan. 11.—Eddie Young, first time here, ran into cold weather, and drew only so-so at the Turnpike Casino, R. H. Pauley's place, with \$305 on two nights (4-5). Price was 45 and 50 cents, with a 30-cent "beat the clock" arrangement (5).

Gus Arnsheim drew the call for the first Governor's Inaugural Ball in years (9), held in the Coliseum here, and Dick Barrie followed in for three days (10-12) at the Turnpike for the major local bookings.

AFM Locals Elect

TRENTON, N. J., Jan. 11.—Trenton Musical Association, Local 62, AFM, installed new officers as follows: John E. Curry, president; George Butler, vice-president; Alvin R. Cook, secretary; Frank L. Cook, treasurer; Peter William Radice, business agent, and executive board consisting of William Groom, Peter Heberling, Samuel Kirkham, J. Vincent Gavigan, and Stanley Kennedy.

ANTIGO, Wis., Jan. 11.—Musicians' Protective Association, Local 638, elected Elmer R. Luebeck president; Miss Blahnik, vice-president; Lee E. Herman, financial secretary, treasurer, and business agent; Melvin Blahnik, conductor; Joseph Kressel, sergeant at arms, and Frank Pinkner, Norman Weber, and Edward Blahnik, directors.

SAN FRANCISCO, Jan. 11.—Elmer M. Hubbard was re-elected president of Musicians' Union, Local 8, AFM, receiving 829 votes against 487 for Walter A. Weber, former president.

Clarence H. King, financial secretary, and Eddie B. Love, secretary, both returned without opposition. Also re-elected were Elmer Vincent, secretary for San Mateo County, and William Fabris, sergeant at arms.

WILKES-BARRE, Pa., Jan. 11.—In one of the most spirited elections in a decade Phil Cusick was re-elected president of Local 140, AFM, for his third term. Frank Magalski defeated George F. Moore, incumbent, as business agent. Other officers elected are Robert Knecht, vice-president; Charles E. Tite, recording secretary; Charles E. Williams, financial secretary; Peter J. Kleinkauf, treasurer; William Christian, Helme Kleinkauf, Delmar Hufemist, Joseph Buryrak, executive board; Edward Venzel, Leo Jacobs, William Gilbert, examination board; John Bauer, Byron Barney, Chester Eddy, trustees.

READING, Pa., Jan. 11.—Local musicians' union this week installed Frank L. Diefendorfer as proxy for his 21st term; George W. Snyder, another union vet, was inducted for his 12th term as treasurer. Other officers elected are George S. Haller, vice-president; Edward A. Gieker, secretary; George A. Mack, assistant secretary, and George J. Haller, sergeant at arms.

WATERTOWN, Wis., Jan. 11.—Louis Sliagy is now featuring Saturday night dances at his Carlton Hotel here, with Jig Brynd's orchestra doing the musical honors.



PERSONAL MANAGEMENT GALE, INC. • 48 WEST 48th ST.

JANUARY 8, 1941.

THE 4 INKSPOTS
GALE, INC.,
N. Y. C.

LOVE AND KISSES TO YOUR DECCA RECORD-
ING OF "JAVA JIVE".

WALTER WINCHELL

NO. 3432 — BACKED BY "DO I WORRY"

Byrne Vs. Miller Litigation Begun

NEW YORK, Jan. 11.—Bobby Byrne's threatened \$25,000 damage suit against Glenn Miller commenced yesterday (10) when Byrne's attorney, Edward Moskowitz, turned the papers over to the process server to be slipped on Miller. Moskowitz said the entire suit had been prepared, and that Miller would undoubtedly be served with the papers at the Hotel Pennsylvania, where he is playing, last night.

Action will be aired in New York State Supreme Court after actual service on Miller is made. Attorney for Byrne threatened Miller with the suit over Miller's alleged inducing Dorothy Claire to break her contract with Byrne and join the Miller band as vocalist at a reported salary of \$250 per week. Miss Claire joined Miller January 9, but didn't begin her singing duties for two days. Moskowitz said that papers were drawn up after she began singing.

Miss Claire isn't legally liable in the action because of her status as a minor, although her two-year contract with Byrne was countersigned by her mother. As a result, Byrne is suing Miller for alleged "coercion and intimidation."

SPRINGFIELD, Mass., Jan. 11.—Ernie Weaver and his orchestra have opened at the Wayside Food Shoppe, West Springfield night club.

Boomerang

PHILADELPHIA, Jan. 11.—Altho the station has signed with ASCAP, program department at WDAJ still has a music problem to cope with. It may be fine for BMI to afford recognition to embryo songwriters, but the WDAJ staffers are only developing a headache over it and sorry the whole thing ever started. For weeks before signing with ASCAP, station had been plugging the BMI ditties with a heavy bang, impressing the listener with the fact that radio's new organization gives to novices an opportunity to dispose of their musical brain-children.

As a result, the station is being availed with all sorts of characters, each clutching a manuscript and each demanding an instant airing for his songs. Many even demand money in advance of publication. They heard it on the radio and they know their rights, the would-be songwriters all say.

Andrews Renew With Decca

HOLLYWOOD, Jan. 11.—Andrews Sisters have been renewed for three years on Decca by President Jack Kapp here this week. They recorded a set last week while winding up their second Universal set, Buck Prizes, and will return in March to start on another picture, following a 10-week vaude tour.

No Embryo Gershwins or Kerns

(Continued from page 10)

High on a Windy Hill is pompous, ponderous, and sombre in a pseudo-Wagnerian vein not particularly adaptable to a pop tune; *Practice Makes Perfect* is nice enough but unadaptable; *So You're the One*, lively rhythmic, probably no worse than some Tin Pan Alley product, is certainly, however, not the work of an incipient Gershwin; *Calling All Hearts*, forced, strained, gets out of breath from the melodic contortions of its main theme; and *Accidently on Purpose* is 1925 musical comedy in tune and rhythm.

Something that the amateur, kicked from music pub pillar to post, and his champions have always failed to realize is the horrible fear of plagiarism suits held by reputable publishers. It is the all-consuming passion to avoid being hauled into court for releasing something that sounds like four other songs that keeps unsolicited manuscripts sealed in their envelopes and that tucks up a "don't disturb" sign on the door of a professional manager within hailing distance of an amateur.

The average music man knows that he can depend to a pretty large extent on the experienced songwriting craftsman to keep him out of plagiarism trouble; at least if the veteran aims a nucleus of music he's apt to disguise it sufficiently to cover up the theft. And veteran feelings don't offend as readily as amateurs' do if they're requested to change a couple of bars in compliance with either good taste or discretion. For that matter, you can't even argue with an innocent piece of manuscript whose progenitor failed to accompany it from Texas.

Disgruntled tyros and their advocates rarely take those details into account. But the reminiscent-melody bugaboo is justifiable. How justifiable is significantly indicated in several of the BMI songs that come from just the sort of writers cautious music publishers like to avoid.

Familiar Strains

ANY mediocre student of music can spot the resemblance of *I Look at You*, at least in its principal phrase, to the first theme of the Rodgers and Hart *My Heart Stood Still*. Actual note construction and placement may vary slightly, but the general melody outline is unmistakably reminiscent. To be continued will remind anyone who remembers the Arthur Schwartz-Howard *Diana* song in the *First Little Show of I Guess I'll Have to Change My Plan*. The opening phrase of *I Can't Remember To Forget* bears a relationship to a cliché used hundreds of times as the most sure-fire way to get from a release back into the last eight bars of chorus. *May I Never Love Again, Let's Dream This One Out*, and *The Wise Old Owl* all contain passages that have no difficulty in suggesting other passages in other songs.

This is not said disparagingly or accusingly. ASCAP songs by big and small, known and unknown writers have sounded like hundreds of other songs; sometimes exploitation has been made, via a bit of litigation, for the crime; in other cases the criminal has gotten away with it. The resemblances of the BMI catalog are no worse nor no better than those bearing ASCAP imprints.

The point being made, however, is that there should be no familiar strains in the bright, fresh, untrapped reservoirs of the amateur, who so long has cried out in the wilderness for his chance, and who has finally gotten it. There should be no tinge of factory-made, non-inspired workmanship in his creative effort. It should be imaginative, inventive—indicative of a true talent for conjuring up original and attractive melodic and lyrical ideas.

It is a bit difficult at the moment to conceive of the composers and lyricists represented by BMI creations thus far as the top-notch American songwriters of this or the next or of any decade. Perhaps they will develop as their writing efforts continue to bear the fruits of publication. Perhaps the hidden-by-ASCAP talent for which the Society has so long been exalted does exist in great quantities and not in isolated cases. Perhaps it will come to light, as so many people are certain it will, now that the bars are down for the tyro to hang his notes on.

Perhaps . . .

ROLL TICKETS

Printed to Your Order **100,000 for**
Cheapest GOOD TICKET on the Market

Keystone Ticket Co., Dept. B **\$17.50**

Cash With Order—No C. O. D. STOCK TICKETS—\$15.00 per 100,000, any assortment.



Selling The Band

Exploitation, Promotion, and Showmanship Ideas
By M. H. ORODENKER

Jingle Contest

A NOVEL exploitation angle on Woody Herman, capitalizing on the maestro's top placing in the college music poll conducted by *The Billboard* as No. 1 up-and-coming band in 1940, has been utilized by Dick Mockler, publicity director of the Hotel New Yorker in that city, where the Herman musical herd is currently playing. Not enough, there is nothing particularly new in a "jingle contest." Yet the enterprising and energetic can always find a new angle to brighten up an old idea. And Mockler is making the most of it in that manner by effecting a tie-in with Postal Telegraph, calling for jumbo telegraph blanks to be posted on the windows of all its offices, carrying four lines of a jingle, and having special miniature telegraph blanks made up carrying the four lines, and leaving room for the contestant's original fifth line.

Particular attention is being paid to Postal offices in the college towns, and the hotel management is co-operating in spreading the contest gospel in all its college newspaper and magazine advertising. The contest is scheduled to get under way late in January and will give Herman coverage over the entire Eastern seaboard and the Midwest wherever Postal maintains an office.

The jumbo telegraph blanks for the window display carry a large photo of Woody, a picture of the band, copy concerning the hotel's Terrace Room, where the ork is holding forth, in addition to the jingle lines. The special miniature telegraph blanks, furnished by Postal, are called "Jingle Wires." Arrangements for wiring in the answers to the "blank"

jingle line have been made whereby the contestants can telegraph them to Woody direct at the Terrace Room for extremely moderate fees.

Weekly prizes for the best added jingle line will be awarded, best line rating an album of Herman's recent recordings, autographed by the maestro. Postal Telegraph further co-operates with miniature telegraph blanks in the form of cigarette cases for the lads and compacts for the lassies. The Postal prizes will also have inscribed a personal message from Woody to the winner.

Band leaders, sheet music and record merchants have a natural in tying up with movie managers to hally the "Tin Pan Alley" and "Down Argentine Way" screen shows. Tie-in angles for both flickers are limitless. For instance, Nat Rubin, assistant manager of the Loew-Poll Theater, New Haven, Conn., designed a sheet music booth in the theater lobby, inside which a singer from the local Kresge's music counter and a pianist let the patrons hear the numbers they request from "Tin Pan Alley." The booth was hung with sheet music and copy on the picture and flanked with life-sized figures of Betty Grable and Alice Faye, who star in the flicker.

And to mention only one of the many tie-ups made by movie showmen for the South American "Way," Harry Unterferl, manager of Keith's Theater, Syracuse, N. Y., had local ballrooms co-operating in running contests concurrent with the showing of the picture, a musical movie quiz was run by the local newspaper, and the record shops sponsoring platter radio shows on WOLF played records from the film. Music shops further co-operated by plugging sheet music and records of the picture tunes, some stores even fashioning window displays.

Al Fifer Takes Cincy Topper

CINCINNATI, Jan. 11.—Al Fifer, local lad, has taken the Topper Ballroom in Music Hall on a rental basis, and will operate dances on Saturdays and Sundays, using his own 12-piece combo, with Jane Lovell, songstress. Topper has been piloted by Art Dahlman, local booker, who managed it for the Cincinnati Music Hall Association.

PLUGGERS OPPOSE BMI

BMI was forcing certain tunes down the throats of band leaders. A BMI official said that just the opposite is the case, because "the usual competitive conditions in song plugging are not prevalent." BMI exec went on to elaborate that contact men there were given instructions not to do any more plugging, but to operate as a service bureau for ork leaders, and seek out more varied material for their use.

A raft of "ideas" submitted at the meeting were turned over to the attorney for the union for his advice on the feasibility of their use. In the fight against the radio industry. It was stated that the reason the job security angles were not discussed at all was because of the presence of publishers and professional and general managers, who are also in the union. Men had a feeling that, when the "trying situation" is straightened out, unwise statements might be remembered.

(See other columns in the music department for details concerning layoffs and discharges in the music industry).

MUSIC FIRMS PURGE

(Continued from page 10) fringements and copyrights. These two contact men are the only ones known to have gotten jobs directly with ASCAP.

CHICAGO, Jan. 11.—Windy City song pluggers were hit this week, with layoffs directly resulting from the ASCAP-radio fracas. Sylvan Spira, of Crawford Music, and Al Friedman, of T. B. Harms, have been separated from the payroll. A. B. C. Music moved out of its offices into the subsidiary Irving Berlin office, with Jessie Stool still in charge. One contact man was also let out of Irving Berlin Music, with Freddie Kramer remaining the lone plunger for Berlin here.

Ry Kanter, of Chappell Music, is now handling the Crawford catalog as well. T. B. Harms, which opened its Chi office only several months ago, has now closed it. All three companies shared the same space.



Our 1941 Resolution!

BETTER ★ Congas
Rumbas
Sweet
Swing
from the

"Band That Plays All Ways"

BOBBY MARTIN
and his International Entertainers

now in
46th Week

MARTIN GRILL

W. 57th St., New York

WINDOW CARDS

For ORCHESTRAS
LOW PRICES — FAST SERVICE
SPECIAL DESIGNS FOR YOUR BAND
Write for Samples and Prices

TRIANGLE POSTER & PRINTING CO.
633 Plymouth Court CHICAGO, ILL.

WANTED COCKTAIL UNITS

Rush all data — PHOTOS — past engagements
in first letter.

CONSOLIDATED

Suite 601, So. Ohio Bank Bldg., Cincinnati, O.

*Routes are for current week when no dates are given.

Adler, Louis: (The Crossings) Miami Beach, Fla.
Advocates of Swing: (Jefferson) Peoria, Ill.
Admiral Henry: (Cable Society) NYC, etc.

Apollon, Al: (Biltmore) Atlanta, Ga.
Arnold, George: (Carlisle Grill) Allentown, Pa.

Archie, Zinn: (Roger's Corner) NYC, etc.
Arthur, Arvid: (Ken) Boston, etc.

Ascham, Eddie: (Panamanian) NYC, etc.
Austin, Roger: (18) (Pace) St. Paul, Minn.

Baquet, George: (Wilson's) Phila., etc.
Bardo, Bill: (Hoosever) New Orleans, La.

Barker, Ralph: (Dellwood) Buffalo, N. Y.
Barok, Mickey: (Cocoanut Grove) Boston, etc.

Barnum, Jackie: (McCurdy's) Detroit, etc.
Barry, Jules: (Palace) Miami Beach, Fla.

Bart, Jerry: (Loring) NYC, etc.
Bass, Count: (Palau Royale) Toronto, 23, etc.

Baskin, Alex: (Rumba Casino) Miami Beach, Fla.
Bass, Charlie: (Stalder) Buffalo, N. Y.

Bass, Louis: (Delwood) Buffalo, N. Y.
Beatty, Malcolm: (Adolphus) Dallas, etc.

Benedict, Ben: (Heidelberg) Salt Lake City, etc.
Benson, Ray: (Waldorf) NYC, etc.

Benton, Bernie: (Evans) Miami, Fla.
Berger, Maximilian: (Miami Biltmore) Miami, Fla.

Berry, Ben: (Victor Hugo's) Los Angeles, etc.
Berry, Byron: (Cinderella) Brownsville, Pa.

Bester, Don: (Belvedere) Baltimore, Md.
Betsworth, Earl: (Dreamland) Kansas City, Mo.

Best, Oscar: (Phil Sheridan Grill) Albany, N. Y.
Black, Ted: (Barry's Inn) Albany, N. Y.

Black, Alben: (Club Cuba) NYC, etc.
Black, Walter: (Cocoanut Grove) NYC, etc.

Blair, Fred: (Beverly Hills) Los Angeles, etc.
Bliss, Murray: (Pepper Pot) NYC, etc.

Orchestra Routes

Following each listing appears a symbol, fill in the destination corresponding to the symbol when addressing organizations or individuals listed.

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

Kills, Joe: (Queen Mary) NYC, etc.
Knap, Freddy: (University Park House) Albany, N. Y.

Kris, Ted: (Blackhawk) Chi., etc.
Kroger, Art: (Club Midwest) Chi., etc.

Kurtz, Fred: (Cocoanut Grove) NYC, etc.
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McGrath, Joe: (Moose Club) Phila., etc.
McGriff, Jimmy: (Oie's Grill) Albany, N. Y.

McLain, Jimmy: (Westminster) Boston, etc.
McIntyre, Len: (Lexington) NYC, etc.

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

Corban, Jimmy: (Club Embassy) Phila., etc.
Coffey, Jimmy: (Sheraton) NYC, etc.

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Lake, Rudy: (Mayfair) Lansing, Mich., etc.
Lamb, Drexel: (Rensselaer Inn) Jackson, Mich.

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Bands on Tour—Advance Dates

BOYD RAEBURN: Memorial Union, Minneapolis, Jan. 31.
JACK TEAGARDEN: Univ. of North Carolina, Chapel Hill, N. C., Feb. 7-8.

Bands on Tour—Advance Dates

Sachs, Coleman: (Pickwick Club) Birmingham, etc.
Salazar, Lou: (Pago-Pago) NYC, etc.

Out-of-Town Openings

"Mr. and Mrs. North"

(The Playhouse)
WILMINGTON, DEL.

A play by Owen Davis, from the stories by Frances and Richard Lockridge. Produced and directed by Alfred de Ligne Jr. Settings designed by Jo Melisar. Cast includes Albert Hackett, Tito Vuolo, Peggy Conklin, Barbara Woodell, Owen Davis Jr., Joan Marlo, Lee Hillary, Lewis Martin, Philip Ober, William Mitchell, Wylie Adams, Jack Golden, Norris Godwin, Don Hupperty, George Hirov, Gordon Duff, Catherine Lawrence, Stanley Jessup, Frank Wilcox, Horace Cooper, William Barry, and Robert Lieb.

Another comedy melodrama of the *This Man* school is essayed in the new play by Owen Davis, *Mr. and Mrs. North*, which with some imagination could be developed into an entertaining film or a passable complication play. As it stands it is not ready for Broadway. Audience reaction here on opening night (3) indicated that the play had succeeded fairly well in its comedy mission, with laugh-producing gag lines which generally do not fit the characters.

The play is mechanically contrived and the establishment of motive and opportunity leaves much to be desired by the mystery fan. The story fails to provide a logical outcome and instead reaches a forced conclusion based upon superficial facts derived largely from the murderer's simple statement that he didn't do it. The depth of characterization is perhaps not to be expected, but the actions of these people hardly seem to fit their supposed status in life.

Mr. and Mrs. North (Albert Hackett and Peggy Conklin) return to their apartment on Greenwich Place, New York City, after a day's absence, and when Mr. North opens a closet door out drops a body. Dental work establishes the victim's identity as Steve Brent (Robert Lieb), and the maneuvering toward a solution begins. Lieutenant Wisnand (Philip Ober) and Detective Mullins (Millard Mitchell) suspect practically everybody and are forced by stupid superior, Inspector O'Malley (Stanley Jessup), to arrest not only Mrs. Brent (Barbara Woodell) and Louis Berex (Owen Davis Jr.), but also Mr. North, who is about the only character with any plausibility in the play. At the tag end of the third act up pops socialite Clinton Edwards (Lewis Martin), of whom little has been seen thru-out and who has not figured in the plot, and he confesses to the crime with what seems trivial motive.

Hackett and Miss Conklin do nicely with roles that are not all that they might be, and the remainder of the cast is undistinguished aside from one or two bit parts, such as Tito Vuolo, as Buono, the Norths' servant; Horace Cooper, as the Fuller Brush man, and Frank Wilcox, as the mail carrier.

Midway in the play there is a radio-style commercial, when the following dialogue occurs: Lieutenant Wisnand—"What are you drinking?" Detective Mullins—"Four Beers." To the programs, all is explained. There is the credit line, "Liquor from Haig and Haig." Henry L. Sholly.

"She Had To Say Yes"

(Forrest Theater)
PHILADELPHIA

A musical comedy produced by Dennis King. Book by Bob Henley and Richard Pinkham. Music by Sammy Fain. Lyrics by Al Dubin. Dances staged by Charles Walters. Book staged by William Miles. Ballets staged by Royal Alba. Costumes and scenery by Stewart Chaney. Musical direction by Jacques Rabroff. Cast includes Dennis King, Marcy Westcott, Paula Stone, Wally Vernon, Charles Walters, John Wray Jr., Helen Raymond, Ralph Magselson, Joe Oake, Harry Bellaver, Olive Reeves-Smith, and others.

For his initial production venture Dennis King is reported to have shelved out a cool 100G's to make it "yes." But as far as the cash customer is concerned, it's only "cool," and the answer is definitely "yes." All the elements of a top-flight musical have been poured into this production. It's most attractively staged in a metropolitan background that whirls the spectator from Radio City to a Fifth Avenue couture salon and from Grand Central Station to Coney Island. It's lavishly peopled with most captivating cuties and an assemblage of personalities—from a taxi

driver to a Russian dancer.

However, it could never make up its mind whether to be a musical comedy or a spectacle. In this indetermination, the plot gets completely lost. It all revolves around whether a hubby or a hobby was more important for an heiress and her hobo hero. Dennis King, playing a romantic "bum-in-the-park," wins a radio contest in which the prize is the hand of a bored young lady who has \$10,000,000. Her mater wanted her to have a "hobby," but the nondescript press agent figured she meant a "hubby." For almost two acts the hobo hero shakes off the pursuing princess, but in the end surrenders.

Fault is hardly with the players, but in the rambling and unconvincing book lines and situations are shabby, leading to tag lines very unfunny. Every one on stage would have fared better ad libbing.

Both King and Marcy Westcott, the

heires, have shown to better advantage under more favorable circumstances. All the others work hard in their various ways.

Most appeal was in the dance routines. The ballets, while admirably conceived, were as far removed from the plot as King from his more fitting *Three Musketeers* and *Vagabond King* successes. Dance director Charles Walters contributes the neatest hoofing. The drawing room *Jungle* dance is the outstanding ballet hit.

Two standard vaudeville acts stopped the show—the sepia dance team of Jimmy Banner and Bobby Johnson (Flash and Dash) and the Three Trojans, male acro team. Stewart Chaney's settings are really something to see.

While the music and lyrics are adequate enough, they're on the undistinguished side. M. H. Ordofker.

American Academy Students Present "Alice Sit-by-Fire"

NEW YORK, Jan. 11.—The 1941 graduating class of the American Academy

FROM OUT FRONT

Miscellany

BY EUGENE BURR

FROM time to time this corner has touched on the question of theatrical schools—their advantages and disadvantages, the self-conscious attitude of so many students (which the really good schools do their best to eradicate), and the many fly-by-night and essentially yip institutions that come into the field to snare easy money by mulcting serious-minded, stupid amateurs. This last point, of course, is an always grievous question, but it's extremely difficult to do anything about it in print. If you attack theatrical schools generally, without mentioning specific names, you're being highly unfair to the honest and able drama academies that operate thruout the country. On the other hand, mentioning specific institutions isn't as easy as it may seem. Most of the racket-schools operate carefully within statute law—no matter how far afield from moral law they happen to be—and you almost have to enroll as a student yourself in order to pin anything on them.

The situation is bad in New York—but it is worse on the West Coast. One of this column's Hollywood spies recently wrote: "The school situation in this man's town is, to put it bluntly and plainly, awful. Here's a typical example. A lad runs and has been running a school, chiefly a dancing school, altho to the best of my knowledge the lad himself doesn't dance. Anyway, he has been advertising all sorts of bargain rates, but last month came out with a big spurge of an ad—offering 12 one-hour dance lessons, in any type of dancing, including rumba, conga, etc., for 83— or two bits per one-hour lesson.

"A once well-known actor offers bargain acting and singing school rates almost as low—at the same time, in another ad, trying to keep up the pretense of operating the Pacific Coast's most eminent college of the drama.

"Times must indeed be tough."
They must, indeed.

ALSO from time to time this column has put the finger on various bad practices in Broadway box offices. Never one to go gunning for the treasurers (what with memories of a couple of brief stints behind the wickets as mental ballast), I've none the less tried to publicize any authenticated cases wherein the box-office boys gave the theater a black eye. There really haven't been many of them. Most complaining patrons, I know from experience, complain because of their own fantastic and impossible demands, rather than because of any real lack of co-operation from the ticket sellers. And to do anything about cases that depend merely on hearsay would be unfair. Thus, even tho a certain well-known director recently told me of what he considered flagrant misconduct in the box office of a certain new musical hit, the incident went unreported in these columns.

On the other hand, it's particularly pleasant to point out a case on the other side of the fence—that of the box-office staff at the Mansfield, where *Meet the People* is now playing. One Sunday evening recently I stood for about 20 minutes in the lobby of the Mansfield and saw a constant and harassing stream of customers handled with unflinching politeness, consideration, and tact. I doubt that any one of the potential patrons, even those whose needs couldn't be filled, left the box office with any feeling save that of friendly gratitude for the courtesy of the boys behind the wicket. Sunday-night audiences are probably the toughest of all to handle, composed as they are of chronic picture-goers—which makes the achievement of the lads at the Mansfield that much greater.

Such things help the theater tremendously—and notices like this are the least that the theater can offer in return.

OCCASIONALLY, while reading the semi-hysterical reviews that so often dot the pages of the dailies these days, this reporter wishes more fervently than ever for the return of the ghost of the late Percy Hammond. Mr. Hammond, in his last years at *The Herald Tribune*, grew obviously and understandingly tired of seeing a long succession of worthless plays that stretched, for him, down the memory-vistaed corridors of many years; occasionally he'd brush one off with more human distaste than critical consideration. Yet always, to the very end, he saw relentlessly thru the pretentious coatings of theatrical claptrap and revealed the phony trash within. The posing, the artificial, the self-conscious, and the shallow were by him inevitably reversed, no matter what fashionable or insistently arty mumbo-jumboism surrounded them.

We've sorely missed his penetrating eye in these last few years of critical capitulation to quackery, humbug, and charlatanism.

AND, while speaking of great men who are sorely missed, this column would like to bring back, with gratitude and admiration, the memory of a man who would probably did more for the theater than any other in the recent past—Dr. Henry Moskowitz. James F. Rilly, his successor as executive secretary of the League of New York Theaters, has carried to successful and sometimes astonishingly advantageous conclusion the chief projects on which the doctor worked during his too few years in the theater. But Sunday shows, ticket regulation, the basic agreement, good managerial relations with the Dramatists' Guild, theatrical self-censorship, and many more things—including the still continuing war for bars in theaters—owe their inception, in essentially their present form, to the work of Dr. Moskowitz.

The good doctor—good in every sense of the word—came to the theater after achieving fame and much honor in other and, to many people, more important fields. But those who worked with him know that the stage came first in his affections and his personal interests. The theater lost a true and powerful friend when he died—and so did those of us who were privileged to know him.

of Dramatic Arts opened his season last Friday (3) at the Empire Theater with James M. Barrie's *Alice Sit-by-Fire*. The cast was obviously nervous and gave an unevenly paced performance.

Jonathan O'Connor comes in for special mention—with reservations. He amused his audience, but his work looked a bit like a carbon copy of one of our favorite comedians. Special mention, with no reservations whatever, goes to Doris Mylott for her grand Richardson. Miss Mylott played the part without a touch of burlesque and for all the pathetic comedy there is in it. In the rest of the cast included Bert O'Dell, as Colonel Grey; Elizabeth White, as Mrs. Grey; Patricia Worrall, as Amy; William Van Sleet, as Stephen; Diana Dell, as Genevieve; Jo Ellen Stevens, as the nurse, and Joyce Hann, as Fanny. M. A. B.

Second Blitzstein Opera Offered at Mecca Temple

NEW YORK, Jan. 11.—Last Sunday (5) at Mecca Temple the second opera from the pen of Marc Blitzstein was presented for the first of three scheduled Sunday performances, to an accompaniment of cheers from its sympathizers and misplaced comments from a lone and seemingly bibulous right-winger who had evidently wandered in by mistake. As in *The Credle Will Rock*, the Blitzstein opera which took the town (or a part of it) by storm a couple of seasons ago, the new one, *No for an Answer*, is so labor-conscious that it's practically unconscious of anything else. Again, probably for financial reasons, lights and chairs provide the setting, and the "orchestra" is composed of Mr. Blitzstein himself, energetically banging a piano in the pit. Unlike *The Credle*, which was a series of *Daily Worker* cartoons with all the dramatic impact of a routine stump speech, *No for an Answer* tries to deal with individual human beings. That is, the characters would be considered cartoons if they'd been written by anyone else; but coming from Mr. Blitzstein, they're comparatively realistic.

They're the waiters and such of a summer hotel, unemployed during the winter and trying to eke out an existence—all of which, of course, is an evil of Capitalism. They gather in a social club headed by a Greek luncheon proprietor, and the authorities, aflame over this affront to Capitalism, frame the club on a phony liquor charge. All the labor organizers who happens to be the proprietor's son, and end by burning down the club. Either the thousands of little sidestreet social clubs dotting the country had better watch out, or else Mr. Blitzstein is pretty cock-eyed in his inferences.

There's also a social dabbler from the upper classes who tries to help, and who wins over his wife, sister of a senator. She tries to help too, but can't get the senator on the phone (probably because the phone company is Capitalistic). Eventually the husband, who like everyone in the upper classes is a confirmed drunkard, fades out of the picture like the wackier that all mere liberals are, and the wife tries to carry on alone.

You can see what the lonely right-winger in Mecca Temple was driving at. He applauded the cops and hissed the organizers until cries of "throw him out" resounded thru the hall and the cast almost blew its lines. Without question, he was a spy of the Capitalists.

Mr. Blitzstein, as a playwright, simply stencils out the usual patterns of left-wing drama, pouring in his own bright and very crude colors. As a composer—which is in his own field—he paints with just as wide a brush, eschewing delicacies and unable to achieve any real musical beauty even when he feels called upon to become sentimental. He is, however, vigorous; and some of his more obvious numbers, based four-square on primitive emotion, are stirring and highly effective. One number that burlesques torch singing is a heavy-handed parody and merely indicates, like all the rest of his work, that Mr. Blitzstein is a better hand at the ax than at the rapier. The several stirring songs are fine, but for the rest, the evening seems primitive and childish.

The cast, insufficiently rehearsed and poorly directed (Mr. Blitzstein had a hand in the direction, too) is hardly to be blamed for its mistakes. Lloyd Gough, as the drunken liberal, was outstanding—ho calling upon him to sing was definitely a mistake. Eugene Burr.

Rift Between Barto and Haddock Hampering Union Administration; AGVA Locals Caught in the Middle

NEW YORK, Jan. 11.—The widening rift between Dewey Barto, president of the American Guild of Variety Artists, and Hoyt S. Haddock, its executive secretary, has the Detroit local in a turmoil, conflicting orders from headquarters confusing the AGVA heads in that city as to whether or not the local was to support a building employees' strike against theaters.

Barto stated this week that the Detroit situation is at a standstill, since the AGVA executive board had "more important issues" at stake at its weekly meeting. Request for co-operation from the Building Service Employees' Union in Detroit, which is picketing local houses, was granted by Haddock and turned down by Barto.

The committee of the Associated Actors and Artists of America, which has under consideration a plan to turn over AGVA to Actors' Equity failed to reach any definite decision Tuesday (7). AGVA has been in financial trouble since its organization, and now owes more than \$200,000 to Equity and Screen Actors' Guild. Although the New York made theater contracts landed by AGVA last month will result in more dues-paying members, the turmoil within AGVA here is delaying profitable operation of the union.

Altho Haddock is dissatisfied with Barto's methods of operation, the executive board apparently is not of the same opinion, as it has not taken any action against Barto. Haddock has signed an order to picket theaters that he will stick it out to the end unless he is fired by the board.

DETROIT, Jan. 11.—Strike of the Building Service Employees' Union against local theaters, with pickets aimed at the Adams and houses operated by both United Detroit Theaters and Wisper & Wetman Circuit, continues. Move to gain co-operation of the other theatrical crafts was unsuccessful.

The confused situation in AGVA had the Detroit local in a quandary after it had received conflicting orders from Haddock to co-operate with the janitors' union and from Barto countering the order. Professor Mall, president of the Detroit local, said that a written appeal for settlement of the situation to New York headquarters had gone unanswered for a week and that the local just maintained the status quo.

At present no houses that would be affected are playing stage shows, so that the AGVA's co-operation would be confined to picketing. Mall revealed, however, that the local was prepared to pull the show out of the Michigan Theater New Year's Eve when the countermanding order was received.

CHICAGO, Jan. 11.—Local office of AGVA has paid off \$1,000 in debts, which had been unpaid because of lack of funds December 12 when management was switched from Graham Dolan to Jack Irving. Irving reports that efforts to collect dues from performers have met with success this last month.

NEW YORK, Jan. 11.—Hoyt S. Haddock, exec sec of AGVA, states that

Race Track Booming St. Petersburg Clubs

ST. PETERSBURG, Fla., Jan. 11.—An influx of visitors resulting from the opening of the Greyhollow racing track here has resulted in the opening of several nightclubs.

The Aloha Club unshuttered with a Hawaiian-American policy. The initial bill includes Tommy and Mickey Harris, Kay Turner and Vickey, Nettie Pashua, Judy and Keoki, and Curly La Vera's band.

The Sundown Club has Ralph Walters' orchestra, Frank Rousseau, Sandra Manning, and Evelyn Downey.

Other clubs operating include the May-fair, with Rhythm Makers (4); the Cotton Club, with a septa show; the Lighthouse Inn, with Gene Stearns' band, and the Chatterbox, with Embassy Four, Fran Dale, Barbee and Gray, and Nadja Leah.

AGVA was on the road to success in Chicago under Dolan's reign, and that in the last month under his jurisdiction the local doubled the dues intake over any other month in the history of AGVA in Chi. Irving was appointed to replace Dolan by AGVA's executive board in the absence of Haddock, who had brought in Dolan.

PHILADELPHIA, Jan. 11.—With Dick Mayo, former Theater Authority rep here, taking over the local AGVA branch as executive secretary, replacing Jack Miller, who returned to New York, the union is for the first time meeting with success in regulating local nightclubs.

Local night ops have expressed satisfaction in the choice of exec secretary for the union, pointing out that it takes a hometowner to appreciate the local labor situation.

Shipping Booms Canada Dancers

ST. JOHN, N. B., Can., Jan. 11.—With the reopening of the winter transatlantic shipping season here, thus assuring the presence of thousands of mercantile and naval sailors and officers, conditions in the nightclubs and dance spots have improved. Also potential customers are the approximately 4,000 soldiers, air force men, and naval patrol sailors stationed at or near here.

The Venetian Ballroom, which has been closed four months, is offering dance music every week night and occasional midnight dances by the Top Hatters' orchestra.

Emilescourt Club has been reopened after being idle five months. Ken Jones' orchestra officiates when music machine is not playing.

The Studio ran two dances weekly and is now open four and five nights a week. Tommy Roberts' Redcoats supply the music.

Admiral Beatty Hotel is sponsoring Saturday night dances in its ballroom, featuring Bruce Holder' orchestra.

Dances one and two nights weekly are being held in the Prentices Boys Hall, west end, and Orange Hall, north end and Fairville.

Ritchey Hall, closed for seven months, reopened for one and two nights weekly.

Names for Ansley Hotel in Atlanta

NEW YORK, Jan. 11.—Ansley Hotel, Atlanta, will inaugurate a name policy with the booking of Ella Logan for three days starting January 15. The Sally Rand unit, on its way to Miami for a date at the Latin Quarter February 14, will play the Ansley for three days beginning February 10.

Carling Tanker, of the Dinkler hotel chain, which controls the Ansley, last week conferred with Miles Ingalls, who will book the spot.

France's Only U. S. Performer, Roy Bradley, a Feature in Paris

PARIS, Nov. 12 (Delayed by censor).—Outstanding among the many femme shows in the Paris district is *Amours de Paris*, presented by Henri de Varna at the Casino de Paris. Staged with tinsel and gingerbread. The cast, headed by Roy Bradley, is drawing the German military en masse.

Replacing Maurice Chevalier and Josephine Baker, who have been retained in Marseille by the French authorities, Roy Bradley, former dancing partner of Hollywood stars, with Eva de Mady, a rather heavy-footed partner, is a smash at every performance and, with Witch, souse-comic, carries the show.

As in 1917, an American artist is proving the best drawing name in the Paris theaters. In World War days it was Earl Leslie, with Mistinguett, and Harry Pilcer, partnered with the late Gaby

Selective Service Mail

In the Circus 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 Circus Department is given a list of registrants who are considered delinquents.

Downstairs Clubs Still Go in London

LONDON, Dec. 28.—London night life is by no means dead, thanks to a number of restaurants and clubs able to afford their patrons a fair measure of protection against bombs. The elaborate pre-war floorshow is practically on the shelf, but cabarets are operating in some places. Among these is the Cafe de Paris where, in the restaurant 20 feet below ground, "Goodwood Races" by a team of 10 girls have been introduced. This is staged nightly at 10, and patrons may remain for dancing until 1:30 a.m. Bands are Ken Snakehips Johnson and His West Indian Players and Felix Mendelsohn's Hawaiian Serenaders, with Roland Peachey at electric guitar.

Ronald Frankau continues as entertainer at the May Fair restaurant, which is an official air-raid shelter and where dancing goes on until 11 p.m. to Jack Jackson's orchestra. The Maurice offers patrons dancing in the restaurant 20 feet below ground level. Oddenino's boasts of dancing to Les Arthur and band under 10 reinforced concrete upper floors. Both the Lansdowne and Piccadilly take their customers 30 feet down for dancing, respective orchestra being Tim Clayton's and Norman Cole's. Grosvenor House diners may dance well below the ground but have no shows.

Of the clubs, the Cabaret lives up to its name by providing entertainment at 1:30 a.m. The Cosmo offers Ray Miller and Barry Mills, but most of the others rely in the main upon dancing.

Patronage at the majority of places is by no means bad.

Of dance halls, the Paramount scores by being underground. Here proceedings finish at 11, but customers are permitted to stay all night if they wish.

Carroll N. C. Unit Set for Vaude Tour

LOS ANGELES, Jan. 11.—Earl Carroll's Vaudeville, a unit whipped up from the talent playing Earl Carroll's night here, will start a vaude tour at the Orpheum, Minneapolis, February 14. The unit includes Bert Wheeler, Hank Ladd, Fran-cetta Malloy, Bob Williams, Sterner Sisters, Frankon, Jean Tighe, and Helen Williams, plus 20 line girls.

Other dates lined up for this combo include the Fox Wisconsin, Milwaukee, February 21, and the Chicago, Chicago, February 28.

The unit is being agented by Miles Ingalls from New York.

Carroll is asking \$10,000 weekly for the combo.

Geo. White Club Picks Up Despite Bad Press Reviews

NEW YORK, Jan. 11.—While the leading nightclubs are continuing to do good business, bolstered by many parties, the smaller are suffering from the usual after-holiday doldrums. George White's Gay White Way, despite an unfavorable press, is doing good business. Billy Rose's Diamond Horseshoe is holding its own, even tho the White enterprise is proving a serious competitor.

The Tropicana, Broadway nightery, gave up last week after trying unsuccessfully with colored revues and later with small white Calypso show.

The Pogo Pogo is struggling, the competition from neighboring East Side nighteries proving too tough. Musicians' Union Local 802 is bringing under-scaling charges against the spot Tuesday (14).

Peter Ciccardini, operator of the Trocadero, downtown spot, filed a petition for arrangement in Federal Court Monday (6). Liabilities listed total \$5,230, assets \$5,300. Ciccardini proposed a full settlement in installments.

Gene McCarthy is the new operator of the Torch Club on 52d Street. Bee Kalmus limiting her activities to floor-show appearances only. Miss Barronus operated the spot for a couple of months with little profit. Ebs tops the new show, which includes Jerri Withee, Archie Robbins, Glenda Hope, and Leon Prima's band.

Anthony Mele, of Theodore's, is introducing an entertainment-at-dinner policy Wednesday (15), with Andrew Summers and Betty Byrne scheduled for the first bill. The upstairs club (Ruban Blue) will continue as a supper room with entertainment.

CRA Regains Dallas Baker; Barron Set

DALLAS, Jan. 11.—Consolidated Radio Artists is slated to book Baker Hotel Mural Room here when Miss Barronus' orchestra starts January 17. It will be Barron's first trip to Dallas and CRA's first orchestra placement for the Baker Hotel in more than a year.

Henry Busse's band, closing a successful two weeks at the Mural Room Thursday (9), was a booking of the William Morris Agency. Willard Alexander, of the Morris Agency, was here last week. Hal Graham's band opened at the Plantation Club Tuesday (7), restoring the Plantation's former policy of dancing every week night except Monday. A four-nights-a-week policy was instituted last summer when Joe Landwehr and Dick Wheeler opened their Plantation Club in Houston, with bands alternating between the two clubs.

"Ice Fantia" Tour; Vaude Try Later

CHICAGO, Jan. 11.—Ice Fantia, new ice show, takes to the road next week with a company of 40 people under the management of Tom Ketterling and produced by Edgar Schooley. Silent backers have incorporated under the name Ice Fantia Company, said managed by Ketterling. Show will play arenas and winter carnivals for Eastern colleges. If a success, it is planned to bring the show to the vaude stage, using a portable ice machine. Initial bookings are Escanaba, Mich., January 12; Muskegon, January 13-15, and Youngstown, O., January 16-18.

Featured members of the company are Ondon and Cruzan, Big Boy the Bear, Len Morgan, Genevieve Trojan, Ann Dee, Russell Murray, Sisters, and the Four Graces. Fred Levings will handle the advance.

Philly Club Must Drop Stork Name

PHILADELPHIA, Jan. 11.—United States District Judge Guy K. Bard on Tuesday (7) ordered Albert Marcus to change the name of his Stork Club, affirming that the Stork Club in New York had first right to its use. Marcus adopted the use of the name in 1939, five years after the Stork Club opened for business in Manhattan.

A similar suit of the 21 Club in New York to make a local 21 Club change its billing was also decided in favor of the Manhattan spot several years ago.

Gay White Way, New York

Talent policy: Show and dance band; alternate Latin dance band; production floorshow staged by George White at 8:45 and 12:30 nightly. Management: George White, owner, manager, and producer; Jack Diamond, publicity. Prices: Dinner from \$1; minimum \$1 except Saturdays (\$2).

Opened two weeks ago, George White's 700-seat club is now really getting under way. After an unfortunate opening night, when almost everything went wrong and which brought bad press notices, the show now is a pleasing, eye-filling one-hour affair, with all of the faults pointed out in our original review now corrected.

Al Norman, George Negrette, and Juanita Rice have been dropped, and the show caught Wednesday moved along quickly, with the house being blacked out after almost every number in order to kill off the applause. This only stimulated more applause on such punchy turns as Harris and Shore, Bob Shea, and Geraldine and Joe, and White himself had to mount the stage in order to beg off for Harris and Shore and for Shea.

Harris and Shore run up a sock showstop with their comedy dancing. Shea, baritone who had only a bit opening night, now has a couple of numbers and makes a solid impression. Show-stopped, Geraldine and Joe's fresh comedy dancing and acrobatics, especially Joe's headspins, are punchy stuff. Coley Wood's eccentric old-man dance was an applause-getter. Sexy-looking Miami Kollerman held close attention with a spinning zero dance. Carol King, refreshingly young and charming, swirls thru a toe number with engaging winsomeness and competence. Gloria Blake, coloratura, runs up the high notes in fancy style and also does a duet with Shea. She looks like a corner. Frances Glendinning does the talk introductions nicely enough. She's a locker. Joan Edwards, singer, is okay. Marion Miller does lively rhythm singing.

The 28-girl ensemble is still a hand-some job, nicely costumed and prancing thru parade numbers. Ann Pennington does a bit, too.

Shep Fields is now conducting the show music, taking his cues from the lights, since his band is up on the front balcony and can't see the show. The music was zingy this time and really had the feel of the show. For the dancing, Fields provides good, solid, thoroughly danceable rhythms, with brunet Dorothy Allen singing nicely and trumpeter man Larry Nell and trombonist Sonny Washburn doubling on some of the vocals. They form an occasional vocal trio.

Fausto Curbello's Latin band takes care of the rumba and conga addicts in lively fashion. Paul Denis.



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Night Club Reviews

Blackhawk, Chicago

Talent policy: Show and dance band; floorshows at 8:30 and 11:30. Management: Donald and Otto Roth, owner-managers. Prices: \$1.50 minimum, week nights; \$2.50 Saturdays; dinners from \$1.75; drinks from 50 cents.

Making a right-about face in talent policy, this spot has booked a complete production, *Grandfather's Follies*, instead of a single act, together with Ted Fio Rito and His Sky-Lined Orchestra. It opened Wednesday (8) to much better than usual business.

Grandfather's Follies, produced by Earl Leslie, with ensembles and dance by Flora Duane, is a musical satire of the Gay '90s. Not pretending to be anything better than corn, it offers something that is too often forgotten by producers of night club shows. That, specifically, is verve. It makes the patrons think they're going to see something, and, without doing anything spectacular, makes them think they've seen it.

If the show were broken down into its component acts, little could be said for it. Only saving factors are Harry Savoy, the comedian, who knocks off some funny stuff, and the Two Equillos, acrobats who sing while they balance each other. But the important aspect of the show is not the individual acts but the creation of an 1800 setting. The show girls dress in elaborate take-offs of the costumes of that period. A nickelodeon drama, tableaux of Gaiety Girls, singing waiters (incidentally, very good), a park scene of dandies and maids, and an old-fashioned wedding that turns into ragtime tempo constitute the material of which this show is made.

The diners seem to go for it, which is surprising for a restaurant with the Blackhawk's reputation for orchestras.

Ted Fio Rito plays the show competently and provides good dance music. Allan Cole, doing the vocals in a lyric baritone, calls Frank Flynn, drums; Candy Candido, bass, and Joe Little, trumpet, do their share at the mike.

Between shows, Avis Kent entertains with self-accompanied songs. She is a swell looker with a swell voice, and sells socks. Norman Modell.

Club Royale, Detroit

Talent policy: Dance and show band; floorshows at 9:15 and 12:30; booker Phil Tyrrell of Chicago. Prices: 50 cents cover, \$1 Saturdays; drinks from 50 cents; dinners from \$1.50.

A smoothly produced floorshow of excellent merit continues to bring this spot class patronage. Keynote is struck by the Bernards and Royalettes, normally three men and six girls, but with one man out at this show because of injury. Opening routine was a smooth, long-skirted ballet routine, with a slight acro touch, achieving a fine sophistication and novelty balance from having two girls in perfect teamwork with each man. Their finale is a ballroom bit, the girls in striking black and white costumes and black gloves.

Marjorie Daye, a cute rubber-hipped blonde, has an acro specialty, and gets her legs, in a jamaica-yle costume, into difficult positions without distortion.

Wilfred DuBois whirls a tennis racket without actually grasping it, juggles balls and racket, swings a glass of wine on a triangle suspended at the end of a billiard eye, catches coins tossed in his eye like a monocle, and has an effective hoop and ball wind-up. A novelty juggling act that is really different. Showstopped.

Rita and Eddie Oehmen, young brother-sister act, open as a tap team, working with a nice light touch, while Rita kids nonsensically with patrons and with the orchestra, later stopping for brief chats with individual front tables. Eddie has a unique leaping tap solo that rated a good hand. Rita then turns singer for a cute Peggy O'Neill, and they return for duets and dance diversions. Variety gives extreme effectiveness to this act.

Vic Hyde has a good one-man band bit, imitating styles of noted bands, then such novelties as three cornets played at once, then four straight trumpets.

Danny Demetry and his band furnish music through working in the show for some entertaining bits, and giving the patrons music they like to dance to. Roy Tracy was very efficient and self-extracting as emcee. H. F. Reeves.

Phono Village, Springfield, Massachusetts

Talent policy: Dance and show band; floorshows at 8:30 and 11:15. Management: Rostell Wheeler, owner. Prices: Dinners from \$1, drinks 35 cents to \$1.25; minimum, 50 cents Monday thru Wednesday; \$1 rest of week; no cover.

Springfield's most modern, intimate niter, Phono Village, is run by colored folk, has a 50-50 white and colored show, and caters almost exclusively to whites. The spot was designed and built by Wheeler with the idea in mind of comparing a phonograph with a radio and Springfield with New York—Phono Village and Radio City. Motif is carried out thruout, with the band stage being faced like the front of a giant music machine.

Current show is emceed by Billy Maples, who contributes a few pleasing songs and keeps the show moving along smoothly. Jean Eldrich, comely young songstress formerly with Duke Ellington and Teddy Wilson, sings a number of times during the evening, as the management strives to have something doing all the time. She was well received and, in her short stay here, has picked up quite a few fans who drop in nightly to request numbers.

Johnny Dickson, a member of Dean Earl's band, which plays for dancing and the show, fills in with some songs in a marvelous baritone. Especially pleasing was his *Denny Boy*.

High spot is the rumba team of Margo and Virgo. They present two numbers, one comedy and the other a production number, *The Whipsmaster*. This would be better presented on a larger stage, but the crowds love it. This number also provides material for an ad lib. burlesque by Maples, who puts the show back in normal gear.

Show changes every two weeks, band and emcee change about three times a season. House's specialty, Southern fried chicken, is excellent. Albert J. Zack.

La Conga, New York

Talent policy: Floorshows at 8, 12, and 2; dance and show band; Latin relief band. Management: Mill Rubin and Irving Zussman, owners and press agents; Henry Gine, booker; Charles Rickett, host. Prices: Dinner from \$1.25; minimum after 10 p.m. \$2 weekdays, \$2.50 Saturday and holidays.

This new Pan-American revue is almost new but not punchy. The chances are that it will improve in speed and polish after a few more trials on the floor. Sock Latin acts are getting increasingly scarce, not too healthy a condition for clubs emphasizing the South American motif in their shows.

The Cheena de Simone Dancers, a mixed sextet, provide the flashy opening and closing routines, exhibiting a rumba and a conga respectively. Are good in a stock way, with the impressive choreography of their conga chain dance the highlight of the turn. In addition to Simone, the line-up includes Frank Silva, Tito Nelson, Tony Conde, Nina Herman, and "Pepe" Navarre. Costumes are gay and fresh.

Adelle Corella, attractive and sexy brunette, sings in Spanish and English, revealing a good soprano voice. Did *Perfidia*, *Say Si Si* (which went best because of English lyrics), and *Siboney*. The girl has possibilities.

Nino and Lenora, Spanish team, opened with a baseball rumba, going thru the pitcher's and catcher's motions in the game, and closed with a conga. Passable, without being exciting.

Candido Bothelo (he was the Voice of Brazil at the World's Fair) emceeds in a modest fashion and, in his spot, pitches in a good operatic tenor. The songs, most of them heavy foreign selections, are not commercial.

Betty and Freddy Roberts, exciting dance team, are the strongest act on the bill. A good looking, capable pair, demonstrating strong, standard numbers to colorful music. Their set included a tango, Brahms' waltz, paso doble, and the Chicanecas, Mexican folk dance. Was big.

The new society band is fronted by Jack Harris, who established a big rep for himself in London both as leader and as owner of Ciro's. Himself a capable violinist, his men (8) impress as a well-organized, effective group. They play smooth, melodious music for dance sets and also

play a strong show. Instrumentation includes four rhythm, three sax, and trumpet.

Rumba and tango music is still supplied by the Nino Morales ork, an up-to-date Latin combo. Latin dance instructors offer their services here during the rumba matinees Saturdays. Sam Honsberg.

Chez Paree, Denver

Talent policy: Dancing and show band; floorshows at 9:30, 11:30, 1:30. Management: Tom Romolo, operator; Marv Norris, host. Prices: a la carte.

Bernice Hawley's Westernettes, a five-girl line, is the first imported line in a long spell to hit town. The girls have really pegged things up, and are delivering in a manner that pleases both customers and management. Bert Hardcastle is rounding out 12 weeks with his outfit, which has built itself into a steady sell, with particular emphasis on novelty and live.

Bob Horvath, emcee, handles the show in a smooth, straight manner and keeps things moving. The line makes its first a fast-moving tap with the girls in patriotic get-up. Costumes are flashy and nicely designed. Helen Kaye, who has enjoyed a long stay here, turns in her usual smooth job on *Where Are You?* with a torchy touch that brings an encore. *The Little Things You Used To Do*. Is able to handle whatever type of number she is doing. Delphia Lee, a line girl, comes thru with an Oriental song. Alto this number provides little opportunity for flash, Miss Lee is able to inject just enough oomph to bring a good hand.

Bob and Teddy, a duo of sepiu stepers, show plenty of flash in their sailor tap and their footwork while chained together. Draw good hand. Emcee Horvath follows with *Shoe Shine Boy* in a talk-sing manner. Displays showmanship, particularly in not overstepping himself. Finale by the line is a sizzling Roopin' in which the girls show their versatility. Won plenty of hand work.

National Enterprises set. Bob and Teddy and the Westernettes. Herb Trackman.

Savoy Plaza Hotel, Cafe Lounge, New York

Talent policy: Dance band for cocktail hour and supper dancing; floor entertainment at 12:15 and 1:15 a.m. Management: George Suter, hotel manager. Prices: \$2 minimum Monday to Thursday; \$2.50 Fridays, \$3.50 Saturdays and holidays. Dinner from \$2; drinks from 60 cents.

Hildegarde, a big-time performer every inch of the way, is ending her ninth engagement in this smart supper spot and, following a six-week fling of Florida cafes starting the beginning of February, will return here for another three-month run. She is a big draw (the room was near capacity when caught the first Monday after New Year's) and commands a high salary plus a slice of the receipts.

She is a smart, charming performer with a tantalizing style of song delineation. Has the audience in the palm of her hands almost immediately after her entrance and projects a disarming personality that is as effective with the women as it is with the men. Despite a cold, she worked for a half hour and had it beg off. Use different material at each appearance, since practically the same audience remains for both shows.

Her wares included American songs (*Meet the People*, *The Last Time I Saw Paris*, among others), Chickieestamp, a novelty from the show *Meet the People*, the Portuguese *I Want My Mama*, a community singing session which was unusually successful, and a piano duet with the band's pianist in which she proves herself a female Eddy Duchin. Ace entertainment.

The first switch in bands since the room opened seven years ago brought in Bob Orant's six-piece outfit from the West Coast to replace the veteran Emile Pettit combination. Orant's violin, features soft, classy music. His guitarists double on vocals in passable fashion and his pianist features the Solovox attachment during dance sets and intermissions. Instrumentation also includes an accordion, sax, and bass.

There is no service during Hildegarde's appearances—an admirable gesture. Sam Honsberg.

State Line Tavern, Kansas City, Mo.

Talent policy: Dance and show band; relief band; floorshows at 9:30, 11:30, and 1:30. Management: Joe Stevens, owner. Prices: Drinks, 25 cents and up, dinner a la carte.

Believing it is quantity which packs them in, Joe Stevens has been piling act upon act in his floorshows for a one-hour entertainment. Stevens is the former Jimmy Cooper, of the old Black and White Circuit, and believes in merchandising amusement wholesale. He is also owner of the Portland Liquor Company here, and thus is able to offer drinks at rock bottom prices. Place is constantly packed. Spot is located within 50 feet of dry Kansas, which attracts trade from that State.

Show opens with theme, *Happy Days Are Here Again*, played by Freddie Finch's swing crew, a neat outfit. Finch beats his own traps, crew being stationed by emcee Jimmy Campbell. First on is a four-girl line, in scanty costumes, executing an intricate tap. Campbell then offers trumpet solos on *Hop Lips* and *When Day Is In*, in the Bussie and Red and Blue Brown attractive stylized taps to *Sweet Georgia Brown*, followed by Kay Page's hula tap to accompaniment of Honoluluists.

Senorita Roberta follows with a Mexican hat dance, strutting around a sombrero. Another girl named Joan offers a brief dance bit.

One of the cleverest acts is Judy and Her Impersonations. A girl is blonde who delivers an interesting six-song production to her number, which consists of mimickings of famous hi-hated personalities. Pantomimes Ted Lewis, Eddie Leonard, Pat Rooney, Marlene Dietrich, and then Uncle Sam.

Kay Page returns to bolero tap, and a Madame LaZedda dances a can-can. Two Indians, billed as the Redskins-Ramona and Chief Sitting Pants, perform several interesting acts, and a series of amazing contortions thru iron hoops.

Chorus closes show, and relief band, a trio called Little Evelyn and Her Paradise Islanders, fills in. Band is a Hawaiian crew with Evelyn chirping racy lyrics.

Lexington Hotel, Hawaiian Room, New York

Talent policy: Hawaiian show and dance band; Hawaiian floorshows at 8, 9:30, and midnight. Management: Charles E. Rochester, hotel managing director; Boyden Underwood, of Sutton Agency, press agent. Prices: Dinner from \$1.75, 75 cents cover after 10 p.m., except Saturday and holidays, \$1.50.

Lani McIntire's and Ray Kinney's bands have been following each other into this charming spot since it went Hawaiian four years ago. McIntire returned Thursday (9) for a successful opening with a pleasing floorshow and his restful, soothing dance melodies in the romantic mood.

It's Dine-Dance-Romance here, and this motif has been bringing the room 600 to 700 patrons a day, including luncheon business when Jeno Burtal's orchestra plays. Capacity is 310, and there is also a Saturday luncheon show played by McIntire.

McIntire strums a soft guitar, sings in ingratiating tenor, and leads his nine men thru pop and Hawaiian tunes that are sung without being ostentatiously so and that also have enough rhythm to take care of the dancers who crowd the floor. His triple fiddle section doubles on clarinet and sax, and the band as a whole is perfect for this room, which is frequented by middle-aged patrons who lack the ambition to jitterbug.

The floorshow runs a half hour and is pleasing. A trio of barefoot brunettes, the Honolulu Maids, sway and stomp gently thru typical Hawaiian hand-arm-hip routines, relieving the monotony by frequently changing musical tempos. The girls are Napua, Nomi Kai, and Luana Poe Foe, and also do a bamboo kneeling dance. Napua steps out in midst sarong for a couple of comely bits, then waltzes. The trio closed the show with a Bucking Horse dance. A fourth member of this group, Tutasia, was out of this show due to illness.

Angie Auld, a tall, comely girl with loose raven-black hair, is featured and undulates thru several numbers, one to *Lovely Hula Hands* and another to *Swing the Hula*. Effective stuff.

Noloo Shaw, tall, wide-eyed brunette and a sister of Wini, sang a couple of tunes at the mike, holding close attention with her enacting contralto voice and graceful arm movements. Paul Denis,

Top Hat, Union City, N. J.

Talent policy: Production floorshows at 8:30, 12 (and 2 when business warrants); show and dance band; alternate band. Management: John Hanna and Sen Zaccaro, owners; Julie Winta, manager; Mildred Ray, producer; Brooks, costumer. Prices: Minimum \$1.50 except Saturdays (\$2); dinner \$1.75.

One of the most unusual night clubs in the country, located on the former site of an Elks Club. The owners opened a comparatively small room in the neighborhood some six years ago, and three years later moved into this lavish layout. The set-up includes three rooms (Continental, Typhoon, and Red) and two cocktail lounges. There are, also, bowling alleys in the basement, and other accommodations, installed originally for members of the club.

The Continental Room (second floor) is a lavish theater restaurant with an (See TOP HAT on page 51)

McVan's, Buffalo

Talent policy: Dance and show band; production floorshows at 9, 12, and 2:30. Management: Mrs. Lillian McVan (Bain), owner and manager; Mrs. Ruth Salfer, hostess; Charles Kramer, Rochester, booking agent; Margaret Thompson, costume designer; Joanne Thompson, Virginia Ruckel, producers. Prices: Drinks from 25 cents; dinners at \$1 and \$1.25; minimum \$1; no cover.

Big floorshows, backed up by copious advertising, keeps drawing the payees here regardless of season. Lillian McVan's West Side nitery has been facing the ups (See McVAN'S, BUFFALO, on page 51)

Yost Girls in Accident

NEW YORK, Jan. 11.—Four femmes of the Ben Yost New Yorkers were injured in an auto accident after leaving the Penn Harris Hotel, Harrisburg, Pa., last week. The car collided with a stalled truck.

Those injured were Jean Matus, Alice Hayde, Pat Patterson, and Miriam Berkeley. The injuries did not prevent them from going on at a show at the Waldorf Astoria here.

George Bernard Hurts Leg

DETROIT, Jan. 11.—George Bernard, producer of the line at the Club Royale, is being out the past week because of a broken big toe. Bernard is in the Bernards and Boyalettes act and was doing a Hawaiian number in barefoot when he came down from a leap too hard. The doctor expects to have him back to work in about a week.

Philly Club Changes

PHILADELPHIA, Jan. 11.—Club Ball, letting its current all-native show produced by Senor Orta run out its contract this month, goes back to American acts, with Alan Gale emceeing the new show. Carroll's plans dropping septa shows the end of the month, going back to the palace performance.

500 Club Stays Open

ATLANTIC CITY, Jan. 11.—After lighting up for the holidays Phil Barr sets precedent at his 500 Club by continuing to keep it open. Offers only Freddy Yahn's dance music, but may add floorshows week-ends.

Heavy convention schedule for the resort until the regular spring season is figured in Barr's decision to keep active.

Long Tack Sam Returning

NEW YORK, Jan. 11.—Long Tack Sam is expected to arrive from Shanghai in July with a new act. Word received here has him whipping up a novelty act of eight performers.

He will be handled by Hattie Althoff, of the Charles Yates office, for fairs and theaters.

Acts Set for Rio

NEW YORK, Jan. 11.—Lee Sims and Tommy Bailey, song and piano team, and Kobbette and Deane, dancers, opened Saturday (11), booked thru Hal Sands. Sylvia Mahon and Company opened Friday (10) at the Casino Urca, Rio de Janeiro, also thru Sands.

HAL PEARL has been named amusement editor of *The Miami Daily News*. Pearl will do a night club column, "The Night Watch."

Talent Agencies

EDDIE SMITH, of New York, has signed Walton and O'Rourke to a management contract. The act switched from the William Morris office.

MILES INGALLS left for a week's stay at Miami Wednesday (8) to be at the opening of the Whitehall in Palm Beach. . . . HARRY KALCHEIM, Paramount booker, returned Friday (10) from another quickie to Chicago. . . . WILHELM EDELSTEIN, who booked extensively in Europe, has returned to the States. . . . TOMMY WHITESIDE, Wichita, Kan., booked the Civic Theater and the Knickerbocker Club New Year's Eve.

PHIL BLOOM, of MCA, returned to New York from a five-day trip thru the Midwest Saturday (11). . . . HARRY AKIN, former manager of the Capitol Theater, Portland, Ore., has opened a talent agency there. . . . KATHRYN DUFFY, Oklahoma City, is setting the convention entertainment for the Southwestern Shoe Style show next week at the Adolphus Hotel, Dallas, and the Texas Longhorn Bottlers.

Syracuse House Nix On Boxing on Stage

SYRACUSE, N. Y., Jan. 13.—Although published reports stated that RKO Schine Strand will have boxing on its stage once a week, Harry Unterford, city manager for Schine, says no such policy has been contemplated. He was approached by local promoters, but denied them use of the theater.

He has booked Larry Clinton and Pats Walker for later in the month. The theater has been operating on a week-end vaudeville policy, except when an outstanding show comes in.

For the holiday week, Clyde McCoy was booked, but, at the last minute, Unterford was informed six McCoy men had developed influenza. Art Jarret and band were substituted and were forced to travel from New Orleans to Syracuse in one jump in order to open. The boys were plenty worn out, but the show started on schedule.

\$325 a Week for Villa Madrid Show

PITTSBURGH, Jan. 11.—New bill at the Villa Madrid here has Betty Hathaway, roller-skating act; Sue Saunders, singer; Cheyney and Hartley, and Montes and Adele.

The spot, which opened last June, is this city's first Latin club. Operators are Elzi Covato, John Lazaro, and Michael Mora, with bookings by Frank Scanes of Cleveland thru local agent Howard Esner.

Weekly talent budget is around \$325, with total net amounting to \$1,200 weekly. Spot is doing good business with a 75-cent minimum and \$1.25 dinners. Floorshows go on at 7:30, 11:30, and 1:30 nightly.

Covato has been an active night club operator for 20 years, and for 14 years was co-owner or manager of the Flotilla, Plaza, and the Italian Gardens in this city.

B. & K. Seeks Oriental

CHICAGO, Jan. 11.—The Oriental Theater, now operated by Jones, Linnick, & Schaefer, may be returned to Balaban & Katz, who formerly operated it, if negotiations now in progress are consummated. John Balaban, of B. & K., and Robert Farrell, secretary and attorney for the theater, left Friday for Washington to confer with the attorney-general's office, its approval being necessary before B. & K. can acquire any additional houses. Meanwhile employees of the theater are working on a week-to-week basis. House is said to have been operating on an unprofitable basis for some time.

Bill Robbins Assaulted

NEW YORK, Jan. 11.—William B. Robbins, manager of the Coconut Grove of the Park Central Hotel and head of the Columbia Entertainment Bureau, was assaulted by five men and his car was stolen while he was on his way home at 3:15 a.m. Wednesday (8).

The car was later recovered after his assailants collided with two parked cars. Robbins could give no motive for the attack.

Pigalle Vaude Is Resumed in Paris; Arigone Now at ABC

PARIS, Nov. 12 (Delayed by censor).—With the opening of the Pigalle Theater, Paris can now select its entertainment, boasting two variety houses and a legit.

Marking the reopening of the Pigalle as a vaude palace, Billot and Broustis, new in vaude, offer a fair and well-balanced program with no outstanding names.

A splendid orchestra under the direction of Jean Aube is an attraction in itself. The 15 Monte Girls maneuver with all the grace in their ensembles that could be expected from 15 recruits for an Old Ladies' Home.

Shapely Yolande Guilbert displays something new with plenty of talent in her manner of announcing. Opening the show, Suzy Delaire wheezes a couple of old chansons and is followed by Geo Giddy, routine juggler. Pistora, baritone formerly with the closed Opera, is well applauded for his efforts. Renaldi, mental act, is good and is followed by Robert Brunier, songwriter. Lithons and Maguy are a couple of comics, Lithons getting a good haul for impersonations. Vera Gray, French and German songs, is liked by the girls and a male warbler, Libera, Little Walter, ace musician on 20 instruments, goes to town on the magnificent house organ. The closing number, Tusi and troupe of Oriental tumblers, kept them in their seats. The program, almost entirely eight acts, played to a house full of German troopers.

Gino Arigone, replacing the former British manager, Joe Brooks, who departed from French soil rather hurriedly, presents a good program for his premier endeavor at the ABC.

Topping the bill is Lya Gauty, blues singer. Others include Irene de Trebor, old French ditties; Stazy Nora and Helene Sully, pop songs; the Brunos, hand to hand; Lyana Trio, classic dancers; Rose, game-young-drink magician; Louise Carletti and partner, acro dancer; the Brockleys, comics on bikes; Theo, a well-staged canine act; Remy Ventura, with a talkative parrot partner. The Trebor Ballet furnishes an eye-filling background. C. M. Chambers.

Vaudeville Notes

RAYMOND SCOTT will do a series of one-nighters following his current stand at the Lyric, Indianapolis. . . . ELIAS (SONNY) SCHLENGER, of the Fox, Brooklyn, publicity department, is the first Fabian Theater employee to be called for a year's training. He left Thursday (9) for Fort Dix, N. J. . . . TENNESSEE RAMBLERS, of WBT, Charlotte, N. C., have been signed by Monogram films. Jack Gillette manages the troupe, which consists of Harry Blair. (See VAUDEVILLE NOTES on page 51)

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(For Orchestra Routes, Turn to Music Department)



Acts-Units-Attractions Routes

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

EXPLANATIONS OF SYMBOLS

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

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

A

Aarmond & Juliana (Geo. Washington) Palm Beach, Fla., h.
Adrian Trio (Loozest House) Covington, Ky., s.

B

Bald, Henry E. (Columbus) Harrisburg, Pa., h.
Baker, Bonnie (Hollywood) NYC, h.
Baker & Hart (Gates) Lowell, Mass., t.

C

Calgary Bros. (Cocooner) Los Angeles, s.
Callahan Sisters (Sherman) Chi, h.
Campbell, Loring (Sherman) Minn., 15; Loyd

D

D'Abour & Renee (Harry's New Yorker) Chi, h.
De Nicholas (Musie Hall) NYC, t.
Daniels, Billy (Stork Club) Phila, nc.

E

Eckler, Hilda (Musie Hall) NYC, t.
Edwards, Joan (Gay White Way) NYC, nc.
Ellis, Martha (El Gaiacho) NYC, nc.

F

Fennell, Billy, & Lucie Boots (Tower) Kansas City, Mo., t.
Fennell, Lou (Old Harbor House) Boston, nc.

G

Gale, Alan (Stork Club) Phila, nc.
Gard, Pepper (Vadco) Chi, Phila, nc.

Cortello's Hollywood Canine Mimics (Windsor) NYC 14-15, t.
Corrie, Arturo (Havans-Madrid) NYC, nc.

D

D'Abour & Renee (Harry's New Yorker) Chi, h.
De Nicholas (Musie Hall) NYC, t.
Daniels, Billy (Stork Club) Phila, nc.

E

Eckler, Hilda (Musie Hall) NYC, t.
Edwards, Joan (Gay White Way) NYC, nc.
Ellis, Martha (El Gaiacho) NYC, nc.

F

Fennell, Billy, & Lucie Boots (Tower) Kansas City, Mo., t.
Fennell, Lou (Old Harbor House) Boston, nc.

G

Gale, Alan (Stork Club) Phila, nc.
Gard, Pepper (Vadco) Chi, Phila, nc.

H

Haley Dancers (Bismarck) Chi, h.
Haley, Chester, Girls (Gran Casino National) Havana, nc.

I

Ink Spots (Chicago) Chi, t.
Ingram & Alan (Whites) NYC, h.

Golden Gate Quartet (Cafe Society) Uptown NYC, nc.
Gongala & Cristina (National) Havana, h.

H

Haley Dancers (Bismarck) Chi, h.
Haley, Chester, Girls (Gran Casino National) Havana, nc.

I

Ink Spots (Chicago) Chi, t.
Ingram & Alan (Whites) NYC, h.

J

Jackson & Nedra (609) Chi, nc.
Janbery, Pozar (Weber's) Montreal, Phila, nc.

K

Kaly Dancers, Chandra (Colonial Inn) Hollywood, Fla., nc.
Karavayev Sisters (Russian Kretchma) NYC, nc.

POLLY JENKINS

And Her Musical PLOWBOYS
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For Dates and Terms: JOHN SINGER, Manager Building, 701 Seventh Ave., New York City.

L

La Compara Dancers (Rumba Casino) Miami Beach, Fla., nc.
Lace, Polly (Bismarck) NYC, nc.

M

Madame (Cocoanut Grove) Los Angeles, s.
Madame (Cocoanut Grove) Los Angeles, s.

N

Nancy (Cocoanut Grove) Los Angeles, s.
Nancy (Cocoanut Grove) Los Angeles, s.

The Billboard

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Vol. 53 JANUARY 18, 1941 No. 3

LaZellus, Aerial (Capitol) Palacios, Tex., t.
Lee, Bob (Howard) NYC, h.

BURLESQUE

Broadway Scandals (Empire) Newark, N. J., 12-18; (Gayety) Baltimore 19-23.
Cavalade (Empire) Union City, N. J., 12-18; (Colonial) Utica, N. Y., 24-26.

DRAMATIC AND MUSICAL

Bankhead, Tallulah, In The Little Foxes (Billmore) Los Angeles.
Chatterbox, Ruth, In Pygmalion (Lyceum) Minneapolis 16-17; (Aud.) 8, 9, Paul 18.

Vaudefilm Grosses

Vaudefilmers Okeh; MH 2d Week Is Big 110G; T. Dorsey, Kaye Pulling

NEW YORK.—Broadway vaudefilmers continued to take in satisfactory coin, the revenue drop after the holidays being under expectations. Still at the top of the heap is the Music Hall, which is continuing to pack them in with Philadelphia Story and surrounding stage bill.

The Paramount (3,664 seats; \$37,000 house average) is continuing strong with Tommy Dorsey's band, Nicholas Brothers, and film, *Love Thy Neighbor*. For the third week ended Tuesday (7), the bill pulled a hefty \$50,000. Fourth and last week is expected to do around \$36,000. Previous weeks of this bill grossed \$63,000 and \$77,000.

The Strand (2,758 seats; \$33,500 house average) also did well for the third and last week of *Santa Fe Trail* and Abe Lyman's band. For the week ended Thursday (9) house pulled over \$30,000. Previous weeks of this layout pulled \$33,000 and \$37,000. New bill came in Friday (10) with Sammy Kaye's *ork* and *Four Mothers* on screen. This combo should pull around \$35,000 for its first week.

The Music Hall (6,200 seats; \$64,000 house average) is still doing skyscraper grosses. The *Philadelphia Story* and stage bill with Jay and Lou Sella and Pansy the Horse getting around \$115,000 for second week ended Wednesday (8). First week tallied \$125,000. Third week is expected to do around \$93,000.

The Roxy (5,835 seats; \$36,000 house average) did a fine \$40,000 with the second week ended Wednesday (8) of *Chad Hanna* and bill featuring Mario and Florida. First eight days of bill scored a strong \$64,000. New bill moved in Thursday (9), with Nonchalants: Harris, Claire, and Shannon; the Martins, and Lalage, plus film *Hudson's Bay*. A \$55,000 gross is expected.

Loew's State (3,327 seats; \$22,500

house average) did a fair \$18,000 with bill featuring Estelle Taylor, Little Jack Little, Marilyn and Michael, and *Three Stooges*. Pic was *Bitter Sweet*. New card in Thursday (9) has Johnny Seat Davis' band, Harriet Hector, and Gusa Van, and film *Third Finger Left Hand*. Anticipated gross is around \$17,000.

Springfield Bill Does Big Business

SPRINGFIELD, Mass.—Crowds stood up well at the vaudefilm bill that closed Saturday (4) at the Court Square Theater, despite after-holiday slumps Thursday and Friday. The bill opened New Year's Eve to overflow crowds that caused the management to open the "family circle" for the first time since vaudefilm bills were started here. New Year's day crowds were better than expected, and Thursday and Friday evening crowds were good.

Harry Cook and Les Lowry, table tennis champs, had been billed as the top act, but illness, reported by wire, caused last-minute cancellations. The other acts, all old-timers, were lengthened out and the program was well received at all shows.

On the stage Marshall Montgomery, Hickey Brothers and Alice, Fred Pissano and Company, Carl and Harriet, Kanazawa Japs, and Monty Wolf.

On the screen *Escape to Glory*.

A. B. Marcus Mere \$3,300 in Ind'p'lis

INDIANAPOLIS.—A. B. Marcus Reuse, carrying more than 50 people, did only mediocre business for the week ended January 9 at the Lyric (1,892 seats; house average, \$8,300). The gross of \$8,300, however, put the theater in the black.

Pix was *Jennie*.

Local "Varieties" Par 43C in Denver

DENVER.—Varieties of '41, a locally assembled variety unit consisting of five acts and a girl line, hit \$4,800, December 27 thru January 2 at the Taber Theater. Picture, *Angels Over Broadway*.

Unit had a New Year's Eve show as a hypo, and Christmas week as a drag. Gross of Varieties of '41 was on a par with other vaude presentations at this house.

Goodman 6 a Day Bridgeport Record

BRIDGEPORT, Conn.—Benny Goodman, in for one day at the Loew-Poll-Lyric Theater here Sunday (5) broke all house records with a take of \$3,600. House manager Eddie Madden had to put on six shows instead of the usual five. House is a 2,170-seater.

This is the first time that a local house has put on six shows in one day.

House is booked by the Al and Belle Day Agency, of New York, represented locally by Freddy Perry. Previous house record was held by Jimmy Dorsey, who drew \$3,100 December 29.

"Scandals" Okeh 18G for RKO-Boston

BOSTON.—Normally dull Christmas season was pepped up this year at RKO-Boston, where two good stage attractions boosted grosses.

George Raft opened Christmas Day for an eight-day stand, supported by Patricia Norman, the Three Swifts, Gil and Bernice Malson, Ted Lester, and *Where Did You Get That Girl?* on the screen. Pulled \$23,500.

George White's *Scandals*, featuring Ben Blue, came in January 2 for a full week and drew \$19,200. Pix, San Francisco *Docks*.

Chi Biz Steady; Benny-Allen Pic, 2d Week, 36G; This Week 20% Up

CHICAGO, Jan. 11.—The Jack Benny-Fred Allen picture, *Love Thy Neighbor*, stood up to the test of a second-week run at the Chicago Theater, taking in around \$36,000. A good stage show, featuring Tamara, Area and Broderick, and Harrison and Fisher, helped the b. o. Oriental Theater passed the 17G mark with the Mills Brothers and Will Rook's magic unit. Flicker was a B comedy, *One Night in the Tropics*. Pats Waller's *ork* pulled \$15,500 at the State-Lake, aided by the picture, *Sky Murder*.

Current week should wind up 20 per cent better than last because of the anticipated take at the Chicago. The Ink Spots are filling the seats to the rafters.

Bogart, Nelson Big \$25,500 in Philly; Fay's Fair \$6,700

PHILADELPHIA.—Earle Theater (seating capacity, 4,000; house average for straight film booking, \$14,000) built very big for the week ended Thursday (9) for one of the best grosses of the season, considering an after-holiday week. Total hit \$25,500 for movieland's Humphrey Bogart, with May McKeon, and Kirkland's Ozzie Nelson, with Harriet Hilliard and Rosemary Stevens. The Geesi Brothers rounded out the bill, with *Escape to Glory* on the silver sheet. Good weather prevailed, and the banner bill of the *Ice Follies of 1941* and the legit houses mattered none as competing factors.

New bill opened Friday (10), with Phil Spitalay and His Hour of Charm, started off plenty big and points to a good \$20,000. His Sunday broadcast from the stage, an added act, *Gal* work carries the show, with billing going to Evelyn, Three Little Words, Mary McLanahan, Ellen Mitchell, Vivian, June Lorraine, and Johnnie Coy. *Meissle Was a Lady* on screen.

Fay's Theater (seating capacity, 2,200; house average, \$6,900) did only fair for the week ended Wednesday (8), with \$6,700. In offering tassel dancer Reggie White in the lead. Vaude line-up brought in Herman Timberg Sr., with Judie Kelly, Marty May, the Three Ryans, Evelyn Parney, house line, Jimmy Jones' *ork*, and *Jennie* on screen.

New bill opened Thursday (9) started off big and heads for \$7,200. Week brings three queenes in Diane Logan and Lucille Rand from the burly field, and songstress Ginger Manners. Vaude acts rounding out bill include Paul Sybil, brought in Herman Timberg Sr., and the English Brothers, and Sully and Thomas. *Romance of the Rio Grande* on screen.

Weems Good 10G in Milwaukee

MILWAUKEE, Jan. 11.—Riverside Theater did a better-than-average business last week, scoring \$10,000. Credit went to Ted Weems' *ork* and the pic, *The Lone Wolf Keeps a Date*. Average for this house is around 9G. This week started out lukewarm with Ada Leonard and Her All-Girl Orchestra, plus vaude acts and a flicker entitled *Give Us Wings*. House will probably end up with \$8,000.

"Int'l Casino" Par \$7,400 in Dayton

DAYTON, O.—International Casino, Retzue, with a crack line of girls and a big company, fell down in its comedy moments and as a result drew only an average \$7,400 for the week at the Colonial.

Comedian and blackouts were borrowed from burlesque, and nullified all the good otherwise in the show.

drawing heavily from the colored population. They, with Lathrop Brothers and Lee, fresh from the Empire Room, a good sustaining vaude bill, and *Santa Fe Trail*, should manage a splendid 48G. A. B. Marcus unit at the Oriental, with ample flesh appeal, expects to do a good 18G. Pic, *Behind the News*. State-Lake should equal or better last week's gross, about 16G. Gray Gordon and *ork* being the attraction, with *Here Comes the Neap* on the screen.

Bradley, Lane Big Draws in Buffalo; Century Pix Strong

BUFFALO.—The 1941 season opened with a bang for the vaudefilmers, and grosses for the current week look rosy.

The Buffalo (seating capacity 3,500; house average, \$12,500) opened well week of January 10 with the strongest combination bill in many weeks on tap. Will Bradley, the "Boy With a Heart," and his boogie-woogie congregation should come thru with a juicy \$19,000. Featured with the band are Ray McKinley, Freddy Slack, Lynn Gardner, and Jimmy Valentine. Also featured is screen-canary Rosemary Lane. Additional acts are Chick and Lee and George Tappes, Chad Hanna, on screen, should help.

For nine days, ended January 9, the Buffalo grossed a pleasing \$18,700, despite absence of live talent. This included New Year's Eve midnight show. Strong comedy pic, *Love Thy Neighbor*, clicked well, and *ork* second feature was *Texas Rangers Ride Again*.

The 20th Century (seating capacity 3,200; house average \$6,500 for straight picture bookings) is about to break the house record for film takes with the well-boosted attraction, *Kitty Foyle*. First day (January 9) clocked capacity business, and box-office garnered a fat \$2,500, which points to a top take of \$14,000 for the first week. Picture is expected to hold three weeks.

Vincent Lopez with band and show is set Jan 30 thru February 1, inaugurating a broken-week policy at the Century.

For eight days, ended January 8, the Century did just so-so without vaude, tallying \$6,500. Comedy flicker, *No, No, Nanette*, was coupled with *Fm SHU Alibi*.

Wisconsin, Milwaukee, Vaude

CHICAGO, Jan. 11.—Wisconsin Theater, Milwaukee house of the Fox Theater chain, which sticks to flickers most of the year, is showing a sudden spurt of interest in vaude fare.

Current show, booked thru Hymie Schallman, is the *Streets of Paris* unit. William Morris office, for the week of January 24, has set Ray Noble and orchestra and for week of March 21 the Ink Spots with the Royal Sunset Orchestra.

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ments made from Island melodies which went over well.

Memorable part of Kinney's show is presented by Memo Holt, an 85-pound girl, who offers traditional hula routines with a charm hard to beat. Kinney sings an interpretation of the symbolic dances, the first being *Lovely Hula Hands*. Recognition of this brought another, about hospitable Hawaii, which ended in laxy bumps and grinds. Very effective and met approval here.

Comedy was injected by Leimont Wood, one of Aloha Girls, who did her hula in loose-fitting overall. Kinney put the words in here, and crowd got a chuckle out of the girl's antics. She brought on Bob Dupont, a familiar face, who heightened his comic effect with a sailor suit. His juggling of tamborines, balls, and Indian clubs followed his regular pattern of eccentric routines. Swell finish of revolving a plate, a roll of paper, and an apple drew a big hand, as he bit pieces out of apple as it passed by, leaving nothing but plate and paper to end his turn.

War chant of Hawaii left the music to guitar, piano and drums, while balance of band sang the chant or rattled the gourds with the Aloha Girls. Incidentally, Kinney has a swell piano in his unit, which at odd moments gets in some good licks. Curtain drops with entire cast warbling Aloha.

Picture, *Love Thy Neighbor*, with Jack Benny and Fred Allen, contributes to good business for this engagement.

Edgar Jones.

RKO Palace, Cleveland

(Reviewed Saturday Morning, Jan. 4.)

If Nat Holt and the Palace could pack 'em in for the rest of the year as they are doing in this opener for 1941, their figures would go down in the book for evermore. The fight starts about an hour before the box opens, to get tickets; it continues once you get inside, to find a seat, and it doesn't stop from the time Glen Gray and His Casa Loma Orchestra toot the first note until the curtain is finally rung down after encore after encore.

The young livers are in the aisles yelling and whooping. But how can they help it, when Glen lets go? The top swing numbers are *No Name Jive* and *The Casa Loma Stomp*, but first in the minds

of those over 16 in the crowd were the sweeties, *Sunrise Serenade* and *Temptation*.

Helping the kids go nuts was Gray's talk-singing *Pee Wee Hunt*, and Kenny Sargent, both of whom can promote a song and, better yet, let you understand every word of the lyrics.

The balance of the bill was equal to the band with one exception, and that is something. Carole and Sherod, two stately, blonde young women, do eccentric tap routines, making their feet rain rhythm on the stage.

And still fat and sassy are the two Watson Sisters, Kitty and Fanny, continuing their ever-pleasant and laugh-getting insults and slapstick. They still retain the art of timing a laugh to keep the audience with them, and in between hot-patterting they shake a toe or two with plenty of ease and grace.

It is too bad that the booker did not put this next act at the top of the sheet, with Gray and the rest to follow. With that seems nary a stop to catch any breath, Jerry Lester crashes thru with so much good comedy, screwball dancing, jumping, rolling on the floor, and crazy imitations, besides keeping a dozen stories going at the same time, that he gets one continuous howl. If patrons like a belly laugh, Jerry will give it to them, even if they can't understand more than half he does or says.

Picture was *Chad Hanna*, but who could stand two excellent shows all at one price anyway? Oscar A. Bergman.

Review of Unit

A. B. Marcus "Continental Revue"

(Reviewed at the Oriental Theater, Chicago, Friday Evening, January 10.)

The A. B. Marcus show hit Oriental patrons in the right spot. Chief forte is the exhibition of femme flesh, of which there is plenty. The unit backs the contention of producers who say it takes girls to sell a show. Not that the act couldn't stand up with it, as plenty of sock selling is done by the individual turns. Magnificent production is no small aid to the success of this revue.

Of four production numbers (Leon Miller, producing), the trapeze scene,

in which the show girls do minor balancing acts on high trapezes with the accompaniment of vocals, and the Argentine finale, with conga drums and bells backgrounding a dance by Miller and partner, are standouts.

Harold Boyd and the Three Jigsaws come up with side-splitting acrobatics. They're four sailors, three men and a gal, whose exit bit is worth mentioning. Boyd draws a wad of gum into a lasso and the team goes into a formation suggestive of a camel caravan, with the gum as a lead rope and ambles off stage to the tune of Oriental music. Florence Hin-Lo proves to be a showstopper with her body contortions. Among a number of good ones is body flips without the use of her hands. Flagg and Arnold, acrobatic duo with a beautiful set of muscles, effect some laudable balancing stunts.

The comedians, Sparky Kaye and Roland Roma, are not too funny. They appear in several spots but lack material. Jimmy McGowan's Jitterbugs, three couples, don't stay on long enough to get hot, but do okay, considering that this type of act has passed its pinnacle. Taylor's ballet does some nice work. Production numbers are accompanied by the singing of Bob White, Ruth Darrell, and Lee Royce, with White doubling on whistling.

Show carries a cast of 50, with 24 show and ballet girls.

Fix, *Behing the News*, with Lloyd Nolan and Doris Davenport.

Norman Modell.

FRANK ROSS opens for the Brandts in New York January 16, at the Flatbush, Brooklyn, following into the Windrush, Bronx, January 23.

Hurricane, N. Y., Has Payoff Trouble

NEW YORK, Jan. 11.—American Guild of Variety Artists is investigating non-pay-off charges against the Hurricane, lodged by members of the current show. Club has been doing spotty business since New Year's.

Management failed to pay off the usual week's salaries Wednesday (8), pay night, but acts went on. On the following night, the Statler Twins were paid off when they threatened not to go on for the midnight show. Others on the bill, Joan Merrill, DeAngelo and Purter, and a line of six show girls, were still waiting for full pay at press time. Rosco Vincent, show headliner, was ill this week.

Spot is operated by a corporation and is involved in Federal tax charges.

Carroll's Takes Burly Acts

PHILADELPHIA, Jan. 11.—Carroll's, midtown nitery, in dropping its sepiu policy, inaugurates a burlesque show type of entertainment.

First show, opened Wednesday (8), is headed by Benny (Wop) Moore, current at the Troc Theater, local burly horse. Plan is for the burly comics to double from the Troc.

Fire Razes Camden Club

CAMDEN, N. J., Jan. 11.—Fire last Friday (3) razed the Cardiff Gun Club, roadhouse near here on Black Horse Pike. Spot was operated by Mrs. Marie Greenley. Damage estimated at \$3,000.

CHARLES J. GILCHREST

Former Radio Editor, Chicago Daily News, Has Joined the Executive Staff

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Burlesque Notes

(Communications to New York Office)

NEW YORK:

JESSICA ROGERS, just out of high school in Tampa, is debuting on a stage via the Stinky and Shorty show on the Hirst wheel. . . . DOROTHY DEHAVEN, of Saunders and DeHaven, out of the east of the Stinky and Shorty show January 4 because of tonal removal. . . . PETTIE CARROLL held over at the Republic, where new principals January 4 were Tiny Fuller, Al Pharr (returned), Harry Jackson, and Dorothy Serier. George Corwin joined January 12. Tiny Fuller, comic, is making his first appearance at the Republic. . . . JACK AND JOY PHILLIPS, dancers, booked by Tony Richards, moved from the Star, Brooklyn, to the Club Ball, Philadelphia, for four weeks beginning January 12. . . . ALICE KENNEDY, while at the Republic, was gifted with a three-carat diamond ring. . . . JEAN MODE, Marnee, and Buster Phillips, new principals at the Triboro January 10. . . . CHARLES COUNTRY, comic, made his first appearance in the East 16 years at the Tivoli, Brooklyn. Has been touring Western territory; eight years at the Hialto, Chicago. . . . LUCILLE WRAY, dancer, is with the White Way Casino Revue unit.

AMY FOXO, Jean Carroll, Madge Carmyle, and Cecil Van Dell comprised an entire new set of female principals at the Gaiety January 3. . . . BERT CARR and his co-principals in a Hirst show entertained in the local prison and in hospitals Christmas week while in Baltimore under guidance of Gus Flagg. Company also enjoyed two parties around a Christmas tree on stage. . . . PRINCIPALS of the Corio-Kemper show on the Hirst wheel Christmas-dinnered the chorus backstage of the Lyric, Bridgeport. . . . HAROLD MINSKY's 61 Club, for its most recent Sunday Celebrity Night, had Al Len Gilbert featured January 12. His escorts were Ann Corio and Jimmie Wilson. It was Hank Henry Night the Sunday before.

VAL VALLERIE, former show girl now in charge of the chorus and wardrobe in the Miller-Hamp-Cleax show on the Hirst Circuit, is planning a home for chorines in or near New York. Will try to interest Easy Hirst in the project, to include social, sick, and death benefits, along with providing comforts for indigents. "Also," Val says, "to relieve the prevalent state of chorus shortage at the beginning of every season." . . . SAM BLANKER, billposter at the Triboro, (See BURLESQUE NOTES on page 22)

CHICAGO:

CHUCK GREGORY is producing at the Casino, Boston, which opened recently. . . . DOTTY WAHL and husband, Al Rio, spent their lay-off here last week before reopening Saturday (11) at the National, Detroit, continuing their tour of the Hirst Circuit. . . . EDDIE YURBE is closing at the Palace, Buffalo, where he has been in stock for some time. . . . FIELDS AND GEORGE are closing on the Midwest Circuit at Toledo. . . . LOONEY LEWIS opened in their place in Cleve-

land. . . . ARTHUR CLAMAGE stopped over in Chi on his way to St. Louis. . . . THELMA WHITE opened at the Grand, St. Louis, January 10. . . . MARION MORGAN, playing a return engagement on the Midwest Circuit, is receiving many requests for the Buspeis-Gay dance, which she introduced on the circuit several months ago. . . . CHIQUITA GARCIA is reopening on the Midwest Circuit in Chicago, after four weeks vacation with relatives in Texas.

FROM ALL AROUND:

AMONG the visitors backstage this week at the Loew-Poll-Lyric Theater, Bridgeport, Conn., to greet Billy (Scratch) Wallace and James X. Francis were Harry Rose and his wife, Anita Rose. Mrs. Rose was formerly a scoubrette and Rose is now house manager of the Loew-Poll-Globe Theater in the same city.

DOROTHY BROWN, chorine at the Gayety, Cincinnati, celebrated a birthday last Thursday (9), with Lillian Walton, also of the line, tossing a feed for Dot at her apartment, and the girls gathering after the show to further celebrate the event.

HINDU WASSAU required the services of a physician backstage last week at the Troc, Philadelphia, going on with a temperature of 103. . . . JULE ARLISS, Troc, Philadelphia, manager, back at his post after a siege of gripe. . . . ROSITA ROYCE may headline a Hirst unit. . . . Hirst Circuit made a tie-up with The Police Gazette. Houses on wheel will poll patrons on the most popular strip dancers.

JACK KEATING and Rene Mahan have reopened at the Roxy, Knoxville, Tenn.

Stock for Canton Burly

CANTON, O., Jan. 11.—Another season of stock burlesque opened at the Grand here Friday (8) when a seven-day-week policy was inaugurated.

Opening bill included Walter Brown, Jimmy Walters, who took time off as house manager to take part in the show; Will Hayes and Chuck Fitch, straight men, and Viola Spaeth. Teddy Kelley heads the strippers. Joy Gibbons has replaced Betty Keene as chorus producer. Vaude contribution is Jack Bassett, assisted by Rose Bailey, in a ballet and novelty. Jack Davis and his pit band continue.

Previously the house operated six days a week, allowing the Midwest Circuit units Thursday to get to Boston after closing here Wednesday night.

Youngstown Burly Resumes

YOUNGSTOWN, O., Jan. 11.—Grand Theater, after several weeks of stock burlesque, shuttered January 5. Closing is temporary, according to Jack Kane, manager of the house and sponsor of this type of entertainment here for the past three years. Roadshows will be offered when the house reopens shortly, he said.

Bridgeport Burly Strong

BRIDGEPORT, Conn., Jan. 11.—According to Manager Eddie Maddah of the Loew-Poll-Lyric Theater, Hirst Circuit house, New Year's Eve midnight show did turnaway business. Original plans called for a milkman's matinee at 2:30 a.m., but the police nixed this idea.

Helen Foley is new assistant to Margarete O'Connor in box office.

San Fran Drops Burly

SAN FRANCISCO, Jan. 11.—The Liberty, burly house, shuttered this week for lack of business. Manager Harry Parros will concentrate on alternate week-end shows at the Mission in Sacramento and the Crystal in Salinas.

First Strip on Ice

NEW YORK, Jan. 11.—Edith Anderson is preparing what will probably be the first strip on ice.

She is rehearsing a novelty ice-acting dance and strip on a portable muck ice floor, with Jimmie Wilson, stage manager of the Tivoli Theater, Brooklyn, teaching her the routine.

Miss Anderson is a show girl who worked last summer at the World's Fair in the 20,000 Legs Under the Sea show.

Three Tasse Dancers

PHILADELPHIA, Jan. 11.—Past week had all the appearances of a convention of tasse dancers. Three tasse specialists held forth, as many spots around town—Sally Keith at Kalliner's Little Ratskeller, Reggie White at Foy's Theater, and Ermaine Parker at Troc Theater; a night club, vaude house, and burly emporium, respectively.

But with all the tasse tossing 'round town, nobody thought of making a tie-up with a window shade manufacturer.

Reviews

"Round the Clock Revue"

(Reviewed at Troc, Philadelphia, Wednesday Afternoon, January 8)

Natalie Carter rings the bell again in producing a unit that doesn't look like something that's been kicked around since the days of celluloid collars and button shoes. Gives it an aura of freshness that puts her productions in a class by themselves.

Chorus of 14, while ragged on the routines, boasts plenty of shapely youngsters. And the costuming is up to snuff, with settings for the ballets just enough to set them off advantageously. Ballet spectacles are high in entertaining quotient, having the advantage of Elsa Lang's smooth soprano. For the outstanding *Rhapsody in Black and White* number, Miss Dell, who teams later with Pryde for a specialty, adds a smart acrobatic dance. Murray Green, straight, teams his tenor with Miss Lang for sweet duets.

Pryde and Dell, standard vaude mixed team, show-stop, as has been the reaction to all other standard vaude specialties presented here. Male carries the act, juggling three rubber balls and clubs in the best manner. Carries his juggling to a unicycle. Builds show, but it's a forte finish by the time Miss Dell is standing on his head juggling the balls while he is tossing the clubs around.

"Slats" Taylor runs away with the comedy honors, overshadowing Benny (Wop) Moore. Material is not in tune with the tone of the revue, but both boys have winning ways. Moore gives the best account of himself with *War Is War*. While the black-out is stock, de-emphasis on the bedroom and bar locale for the comedy action is always commendable. Charles Schultz gives good support for both comics.

Strip contingent all clickerovers. Alice Jewell, in an appropriate blue gown, is a winsome Southern belle. Talks turn about the vagaries of peeling and then demonstrates in fetching manner. Ermaine Parker, sans the tassels, sings *My Extra-Ordinary Man* before spicing an epidermis display. Hinda Wassau, headlining, is ever the blond bombshell.

Merrick Valnote in pit for the musical setting. His plenty big when caught at late matinee show.

Next unit in brings Dean Rowland, Billy (Cheese 'n' Crackers) Hagan, Pat Moran, Polly Dawson, Anita Alys, Sammy Smith, Charles Harris, the Ballatores, and the Rexfords. M. H. Orodanker.

Star, Brooklyn

(Reviewed Thursday Evening, January 2)

Eddie Lynch's shows here please the customers and are holding their own against Allen Gilbert's at the near-by Tivoli Theater.

The shows follow the burly pattern, with the black-outs, strips, and girl numbers interweaving, and the strippers getting the most attention. Charmayne, tall blonde, is featured and comes on for a single slow, parade tease that gets over oke. Charlotte Vogue is featured as the novelty strip, and she displays a cute small body in a parasol parade, nicely costumed idea that uses two Russian windmills for atmosphere. Out of the ordinary.

Marnee is a young shapely blonde who sings a bit and then show-stops with a quick strip. Buster Phillips is an ebullient, fast, vigorous stripper who gets to the point quickly, with a luminous-in-the-dark costume providing a novelty finish. Lolita, a Leth with long jet-black hair, does a couple of dances that reveal a nifty shape. And the LaRosa Sisters, a couple of black-haired youngsters, harmonize swing arrangements of pop tunes, drawing heavy (See STAR, BROOKLYN, on page 52)

Magic

By BILL SACHS

FRANKSON has just concluded a nine-month run at Earl Carroll's misery in Hollywood, an all-time record for a magic turn in that neck of the woods, and this week begins a tour with Carroll's unit, opening in San Francisco. . . . LA TEMPLE is being held over this week at the Wonder Bar on Cincinnati's Barbary Coast. . . . JOHNNY PLATT, Chicago conjurer, resumed on the International Harvester Company's commercial show at Mason City, Ia., January 6, with the tour good for at least eight weeks. Platt had four weeks with the same show before the holidays. Ken Spencer, Minneapolis ventriloquist, is on the same show, which is slated to play Southern Minnesota and Northern Iowa. . . . CANTU, who was appearing in London when the war broke out, is now making Los Angeles his home. . . . CHARLES NICOL, brother of the Great Nicola, arrived in Los Angeles recently for a visit. Nicol, Frankson and Cantu were guests at the home of Frank Fevins, honorary life president of the Los Angeles Society of Magicians, January 3. . . . GEORGE A. NEWMANN, pioneer mentalist-magician, is in Minneapolis preparing his tent show equipment for an early spring opening. Newmann plans no radical change in program for the 1941 season, but is adding several new effects and reviving some he hasn't used for a decade. . . . OTIS MANNING, magician, and wife Jean Ellis, singer, after four weeks at the Mayflower Hotel, Jacksonville, Fla., have hit out for Miami. They recently had as visitors at the Mayflower Mr. and Mrs. Walter B. Gibson. He's the magician-author. . . . MAGIC HOBBY CLUB, Columbus, O., will throw its annual magic shindig at the Neil House, there January 25. A time-up magic jam session will be held in the afternoon at Bob Nelson's combination magic shop and theater, with a party at the hotel that night winding up the affair. Everyone interested in magic is invited. . . . HAROLD MUIR, formerly with the Fra Devalvo magic show, is now associated with the Deluxe Theater at Inlay City, Mich. Muir writes that his company recently played the Great Kirma at Inlay City and at the New Midway Theater, Davison, Mich., to fair results. . . . ALEXANDER THE MENTALIST closed in the Plantation Room of Hotel Leland, Aurora, Ill., January 2, and on the 6th began an indefinite engagement at the Hotel Anthony, Port Wayne, Ind.

PAUL ROSINI heads the new show which moves into Beverly Hills Country Club, Newport, Ky., January 17. He's set for two weeks there. . . . MING THE MAGICIAN, after a string of return dates in Kansas City, Mo., left there last week for Des Moines, Ia. . . . VAL VON-TAINE has moved into Evergreen Casino, Philadelphia, with his mystery mixology. . . . LESKIE BROTHERS have opened an indefinite engagement with their double magic turn at Henry's Restaurant, Philadelphia. . . . CINCINNATI MEMBERS of the Society of American Magicians and International Brotherhood of Magicians last Friday (10) were guests of John Snyder Jr., IBM president, at the latter's new magic workshop and theater in Norwood, O. The Snyder magic theater has seats for 200, and the workshop is said to be the last word in a magic factory. (See MAGIC on page 52)

The New York City Home For All Show-Folk
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GEORGE YOUNG
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A SECOND
TOUR
ON THE
HIRST
CIRCUIT

★

JESSICA ROGERS
Newest Sensation
in
Personality Strips
Also Scenes
Now With
STINKY AND SHORTY

"Angels" Hold Up Bryant's "Hamlet" At B'way Stand

NEW YORK, Jan. 11.—Billy Bryant and members of his Bryant Showboat troupe, brought in here several weeks ago to present their version of *Hamlet* at the Belmont Theater, are still waiting for their "angels" to raise the necessary \$2,500 to get the thing started. Unless it happens soon, the local engagement may not be worth while, Billy complains, as the Bryant folks are due in Charleston, W. Va., with the showboat some time in March.

Among the contributing sponsors are said to be John Golden, press agent Charles Washburn and Bill Dell, fashion writer Kay Vincent and Al Johnson, and, according to Bryant, "It looks like they got the money and everything."

"These guys can't see anything but a three or four-week rehearsal," says Bryant, "and we can throw it together in about four days. Another thing they have to wait on here is a Monday when there is no other opening, so they can get the critics."

"They have several new unions since I was here. For instance, the house manager and company manager both have to be union at 100 bucks apiece. The press agent has to be union, \$150. You have to post a \$700-bond for two weeks for these fellows. It's a lot of grief, but we're not taking any of it. That's the angels' job."

In the meantime, Billy and his troupe are warning the lobby of the Claridge here, waiting for something to happen.

Columnist Reminds Readers Of Good Old 10-20-30 Days

KAHOKA, Mo., Jan. 11.—In *The Clark County Courier* this week, W. B. Rauscher, in his column, "The Windmill," reminded his readers of the good old days when the old 10-20-30 opies made the top here regularly.

"Gone are the days," said Rauscher, "when we sat in the balcony of the old opera house and ate peanuts, chewed tobacco, and made noise until the manager came up and made us pipe down. The movies had taken over, and now the thrill and show atmosphere is lacking. You can't replace the old-time stageshow."

"Here is a list of some of the shows that played our opera house in the days gone by: Chase-Liter Company, Frank Mahara Minstrels, F. G. Lowery Minstrels, George Sweet's Show, *Life's Shop Window*, the Walker Whiteside Company, the Gordiner Brothers, *A Royal Slave*, Steele-Smith's Stock Company, Clint and Besse Robbins, the Henderson Stock Company, the Mayhall Stock Company, and Red Gordiner."

Condens in North Carolina; Find New England Biz Good

CHARLOTTE, N. C., Jan. 11.—D. G. Couden and wife, who play halls under sponsorship by their novelty vaude unit, jumped here last week from New England, where they did 73 shows. They played Massachusetts, Vermont, New Hampshire, and Maine to satisfactory business. The territory is ripe for small units, Couden says, with many organizations anxious to replenish their treasury by sponsoring a clean show.

The Condens go for 15 and 25 cents, with the sponsors furnishing the hall, and the show the window cards, fliers, tickets, and prizes for the advance ticket sale. Sponsors are allowed a small percentage of the cash admissions and a sliding percentage scale on advance ticket sales, Couden says. The sponsor handles all moneys, even at the door.

"They appreciate your confidence in their honesty by not checking them at the door to see if they steal a nickel," says Couden.

Couden reports he encountered little competition in the New England territory, except from magicians who were working a similar plan as his.

ACCORDION PLAYER

For Cowboy Band. Must also play modern. State salary in answering. Write

HARLEY SADLER STAGE SHOW

BROWNWOOD, TEXAS

Selective Service Mail

In the Circus 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 Circus Department is given a list of registrants who are considered delinquents.

Clyde C. Cole Reports Biz Good on Ia.-Ill. Circle

SIGOURNEY, Ia., Jan. 11.—Clyde C. Cole reports that he is enjoying satisfactory business with his circle stock playing Southeastern Iowa and Western Illinois.

In the show's roster are Clyde C. Cole, Mina LaRene, King Cole, Mr. and Mrs. Wally Wallace, Wally Wallace Jr., Buddy Ross, Harry and Eva LaRene, and Mr. and Mrs. Ferd DeCuir. A feature of a recent Christmas production was an act presented by three generations of the Cole family, namely, Harry and Eva LaRene, Mina LaRene, and Vera DeCuir.

R. M. Junkins, a member of the Circus Fans' Association of Washington, Ia., was a recent visitor on the show here.

J. B. Smith Plans Boat Tour

WARREN, O., Jan. 11.—J. Bruce Smith, who in the past has appeared with various repertoire organizations and on showboats and for the last several years publisher of *The Democratic News* here, is making plans to take over a showboat to begin a trek of Ohio River towns early in May. His newspaper office is the meeting place for many showfolks here during the winter months. Further details on his showboat venture will be made soon, Smith announces.

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

Chi Walkie Holds Up Well, With 20 and 1 Still Going

CHICAGO, Jan. 11.—The Coliseum walkie here continues to play to its usual good weekly business and standing 'em up on week-ends. Two 10-minute sprints each evening are in force. Tex (*Screw Loose*) Swan is back in harness, aiding Paul Murphy, Chuck Payne, and Cliff Red with the ensee chores. Judges are Wells Stoniger and Jimmy Farrell, assisted by trainers Whitely Helin and Chuck Lombardo. Eddie Leonard and Boss Girard are floor stagers.

Contestants remaining, all of whom are sponsored, are Phil Arnold and Jo Jo Sperach, Eddie Leonard and Harriet Blunt, Billy and Ruthie Willis, Boss Girard and Keith Roth, Jack and Joan DuVal, Pete Carrillo and Patay Paterson, Jimmy Barrie and Helen Clark, Earl Harrington and Doris Neubert, Bernice Mack, and Betty Bussart, Don and Tillie Donipson, Phil Ratney and Edwina Trahan, George Bernstein and Leona Barton, Al Schilling and Alice Sirok, Johnny Hughes and Bernice Duke, Fred Lawrence and Sally Smith, Eddie Blessing and Hazel Deitch, Rockie Rhoades and Jean Prokop, Buddy and Doris Jefferies, Red Munro and Floy Morris, and Jack (*Dead Pat*) Kelly and Pat Young. Phillis Citra is solo.

Artie Stark's orchestra remains on the handstand, and Station WIND carries the program.

Ross's Tucson Show Ends; Rock-Fite Cop First Place

TUCSON, Ariz., Jan. 11.—The Hal Ross Derbyshow ended this week after a 30-day run. Ross was harassed from beginning to end. Tucson City Council voted to allow the show with a \$10-per-day license fee and a minimum of 30 days.

Show was a week old when Local 415, IATSE, started picketing the contest. Ross retaliated with handbills which insisted his show was 100 per cent union and charging that union action was inspired by local movie houses. The dispute was settled when Ross hired a union spotlight operator.

Derbyshow winners were Mary Rock

Nealand Article Still Brings Letters Recalling Old Repsters

Huron, S. D.

Editors *The Billboard*:

I have read with much interest in *The Billboard* relating to the stock companies that featured in the past. In his enumeration of the old-timers, Walter D. Nealand omitted one company that made the Northwest for years and made a host of friends. I speak of the Clint and Besse Robbins show.

One of their stunts that always got a hand was the act when Clint would drape Besse with crepe paper and create duplicates of the most fashionable gowns then in vogue. On one occasion John Caylor was their leading man, and on another Lyle Talbot carried the lead. At present the Robbinses are operating a motion picture theater at Hot Springs, South Dakota.

Another man who was well known in the field was Warren Noble. As a boy I remember his appearance along about the time when Dode Flak exhibited his circus in this territory. Both of these men gave fine accounts of themselves in their chosen professions. Also I remember Boyd B. Truesdale and Pierre Andre among those who brought the dramm to this territory.

E. G. SMITH.

Bismarck, N. D.

Editors *The Billboard*:

Walter Nealand's article evidently has caused some of the old-timers to get their thinking caps in order. I know that it would be impossible for one man to remember all of the old-time rep shows. Some of the present-day readers must recall the Curtis Dramatic Company, managed by Manuel Hector Curtis.

CHUCK WILLIAMS, emcee with many Pop Dunlap shows, under the direction of Dick Edwards, is currently at the Nut House, Akron, O. Originally booked for two weeks, Chuck had his option picked up for two more weeks. Mr. and Mrs. Edwards recently visited him at the club. Williams has been working the West Coast and Chicago in recent months.

AL LYMAN, former emcee, has wound up his theater days in Miami and is now at Harbor Bar, West Palm Beach, Fla. for an indefinite engagement. Al wonders what's happened to Jimmy Joy.

LILLIAN THORNE cards an inquiry from New Orleans on Adelle Ballis, Skippy Skidmore, and Judy Thompson.

ANN SCHLEY WRITES: "Read in the *Billboard* recently where it was rumored that Harry Hamby and I were contemplating marriage. I'd like to state that we were never engaged, and that I haven't even seen Harry in over a year. However, I'd like to read notes on Harry and other friends in the field."

GEORGE MILLER reports from Chicago that Bill Harris is staying in the Windy City between contests, and that Mildred Moore, contestant in the Coliseum walkie the past two years, is also there.

INQUIRIES HAVE BEEN received on Jack (*Stinky*) Stanley and Babe Perry. How about a card on your whereabouts?

JOHNNY GUILFOYLE, emcee, is now working Cusano's, a night spot near the new Philadelphia airport.

BETTY NORMAN, one of the sponsors of the recently closed San Francisco contest, writes that she is on her way to the San Diego Derby. Betty wasn't a bit pleased with the way the San Fran show wound up. It was the same old story, too often told.

"Heck" probably broke in more actors than any other man in the show business during the late '90s and the early 1900s. His company was always composed of amateurs, many of whom became well known in the rep field in later years.

Remember the Truesdale Brothers—Earl E., Merle M., Winn W., and Boyd B.—who for many years were popular in the Middle West? At one time they played for 88 weeks in Billings, Mont. Earl Ross was also well known in the Middle States. Only a few years ago, he played for two solid years in Oak Park.

The Miller Bros' Stock Company was once well known in Iowa, Missouri, and Illinois. Courtney Riley Cooper broke into the show business on that show. Others I can remember were the Pauline Westley Players; Lew Henderson Stock, which I think is still operating in (See NEALAND ARTICLE on page 52)

Rep Ripples

HAROLD AND BILLIE GAULDIN, with Chick Boyes many years as managers of a No. 2 unit but for the past two years in commercial lines, were in Kansas City, Mo., recently on a salesmen's convention. . . . REPORTS are to the effect that Denny's Comedians are doing satisfactory business on their Colorado-Nebraska circuit. . . . CLIFF AND GINGER SWOR were seen in Kansas City, Mo., recently with *Flashes of 1941*, which opens soon on the Griffith Time in Oklahoma, following with the Malco houses in the Deep South. . . . BUSH AND TRIXIE BURRICHTER, after closing with Ralph Denny's Comedians, are sojourning in Kansas City. . . . Glen Brunk's Comedians rehearsed at Plainview, Tex., and opened last week at Hico, Tex. . . . DOT AND GRADY McCLURE, after two seasons with Jennings' Comedians on the West Coast, have jumped to their home in Des Moines, Ia. . . . FRANK DELMAINE, former Equity representative, is sojourning in Kansas City, Mo., until spring. . . . FRED JENNINGS' Comedians opened in California January 9 for a tour of the West Coast. . . . LEW AYERS, formerly with the M. & M. Show, has entered commercial lines in Kansas City, Mo., for the winter. . . . MR. AND MRS. AL COOPER and son Norman, owners of the Dixie Queen Showboat, were recent arrivals in Kansas City, Mo., where they will remain until spring. The boat is moored at Washington, Mo., and will be taken to Kansas City for an indefinite engagement when the ice on the river breaks. . . . WALTER X. PRICE and Helen Gentry have replaced Bush and Trixie Burrichter with Denny's Comedians, playing a Colorado-Nebraska circuit. . . . TED NORTH, Jr., son of Ted North, manager of the Ted North Players, has a good juvenile part in the current picture *Chad Hanna*. . . . MARGIE (See REP RIPPLES on page 52)

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Hanks Unit in Troy Sector

TROY, N. Y., Jan. 11.—T. W. Hanks, who until recently has been making schools in Western Massachusetts and Eastern New York to good returns, now has a vaude-pix show operating out of this city. He is set on a string of fraternal dates in this area thru January. Hanks was with the Andrew Downie Hids Show in the old days with his magic and chalk pictures, which he still works with his present trick. For several summers Hanks also had concessions at various parks around Boston.

WANTED—GIRLS

Being specialists and fine, Musicians, Piano, Drums, Trombones, Clarinet, & Saxophone, M. C. & Comedian, Specialty People, Art small organized unit, condensed, indefinite stock locations at Florida's largest, Doc Gene, beautiful lake front. Accommodations furnished entire company. Clever, shrew, versatile people, WRITE QUICKLY

Want to rent or buy complete tent outfit 50 x 110 or longer, chairs or two-seat benches.

MARIE LAZONE
323 ALDER ST., JACKSONVILLE, FLA.

Non-Theatrical Films

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

Libraries Launch Program To Prolong Life of Films

Instructions on care and handling of films included with every rental—policy will save firms money—urge return of movies after last scheduled show

NEW YORK, Jan. 11.—Local film libraries have launched what is believed to be the most extensive campaign in the history of the business to prolong the life of their films. Instructions for the care of films are being efficiently distributed with a view of cutting this unnecessary loss to libraries. Typical of the firms actively engaged in this campaign is Arrow Film Service, managed by James Weiss. Drive is expected to save libraries a sizable sum and enable them to give better service. "We are instructing roadshowmen renting from us on the fundamentals of film care," Weiss said. "These instructions are given with each order that goes out. If the rental is the first, we emphasize the importance of following the suggestions. If the roadshowman has rented from us before, we still give the instructions. Since we started this policy, films are being returned in better shape and according to schedule."

Weiss pointed out that the instructions for film handling are general and included such points as (1) do not run silent films on sound projectors; (2) keep sprockets, gates, sound head, and sound slit free from dust and dirt at all times, and (3) return films immediately after last scheduled showing, taking care to adequately cover return shipment by insurance.

New and Recent Releases

(Running Times Are Approximate)

STUPOR-VISOR, released by Nu-Art Films, Inc. Cast includes Jack Norton, Kitty McHugh, and Pat Gleason. Story is of a man and his wife who are both nominated for supervisor. Running time, 20 minutes.

FOOLISH HEARTS, released by Nu-Art Films, Inc. Cast includes Phyllis Brooks, Tony Martin, and Jack Rice. A musical comedy in which Martin sings several songs. Story is based on Hollywood. Running time, 20 minutes.

WHO'S LOONEY NOW, released by Nu-Art Films, Inc. Cast includes Lew Fields, Bodil Rosing, Jack Rice, and Frank Lyman. Running time, 20 minutes.

TRAIL OF THE HAWK, released by Post Pictures Corporation. A story of prairie lawlessness based on James Oliver Curwood's story, *The Coyote*. Dickie Jones, child star, who appeared in *Mr. Smith Goes to Washington*, is featured, with Nancy Lane, Betty Jordan, and the wonder dog, Zandra. Running time, 24 minutes.

ROADSHOW SPECIAL

COMPLETE 16MM SOUND PROGRAMS
AT LOWEST RENTAL RATES

-- PLUS --

FREE HANDBILLS
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TWYMAN FILMS, INC.
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RELIGIOUS FEATURES

16MM. SOUND 35MM.
This is the Kingdom, Passion Play, Brother Francis, Christus (The Life of Christ), OTTO BARBACH, 680 Ninth Ave., N. Y. City

THE FILM WEEKLY AUSTRALIA

Governing the Motion Picture and Entertainment Field Generally.
Conducted by KEVIN BRENNAN,
168 City Terrace Building, Pitt Street, Sydney,
Australian Office of THE BILLBOARD.

edies, and short subjects. Part of his film product is purchased outright and the remainder rented from film libraries in the territory. This roadshowman carries a 16mm. camera, which he uses to advantage on school dates. On schools with an enrollment of 300 pupils or more Williams "shoots" the kids and uses the tried idea of "See Yourself in the Movies" to pull 'em in.

Current program at the 48th Street Music Hall in New York includes *Concetta*, with Maurizio Costello and Hedda Hopper; *Easy Street*, featuring Charlie Chaplin, and the fourth episode of *Flame Fighters* with Herbert Rawlinson.

NIGHT OF LOVE

(Continued from page 17)

house, possessor of a technically fine voice (in the script, at any rate) but one that lacks warmth and color. On the verge of losing her aging admirer who runs the opera house, she goes to the hotel room of a young man who has stood for weeks outside her window. Despite the fact that she thinks him the gigolo of a former diva known less for her voice than her vice. The inevitable happens, and the next day Nella brings not only warmth and color to *Troisiers* but also sewing versions to a couple of the arias. For some reason the presence of Lucerne like this, and Nella is signed by an obviously insane representative of New York's Met, who turns out to be—surprise! surprise!—the young man whom Nella had thought a gigolo.

Mr. Leigh's dialog is an interesting compendium of borrowed gags and stale writing—interesting for its curiosity value—and Mr. Stolz's tunes are melodic and pleasant, but far from exciting. They are, as a matter of fact, insistently routine, and any well trained phonograph should be able to play them without bothering to use a record. As for Barrie O'Daniel's direction, it is the kind that has had a musical comedy direction a synonym for all that is obvious, cheap, and outdated in staging. Under it, the players are made to act and speak like a group of painfully demented puppets.

The singing of the essentially simple Stolz melodies in no way repays you for the drawbacks of plot and presentation, being generally forced, labored, and ineffective. Marguerite Namara, as the former diva, is the one highlight of the acting, with splendid technique and full command of her material—and, incidentally, bringing down the house. Helen Gleason, as Nella herself, is hopelessly bad in the first act, with her middle register practically inaudible, and tho her throat loosens a bit in the second and third stanzas, she still bores her top notes and never comes within shouting range of a first-rate performance. Also, she's nothing too big a girl now to not quite so coy during the spoken sections. There is also a third soprano, Martha Errolle, whose voice is hard and shrill and who has to go thru some rather amazing facial contortions to get it out at all. As for Mr. Hornaday, the sole male representative who gets a vocal chance, his grimaces are much more amusing than his voice.

Mr. Chabotson, as the opera manager, is held for the most part to the usual painful convulsions of Mr. O'Daniel's direction, as the opera manager. John Lodge, from films, displays a constant grin and no vestige of ability as the gigolo-talent scout. Melissa Mason and Jack Blair inject two entertaining dance routines that come as thrice-welcome relief. And Harrison Dowd is theoretically funny (but theoretically only) as an incidental accompanist.

As Miss Gleason started, one of her third act arias on second night the curtain suddenly came down, in contradiction to the house. It quickly rose again, but the suspicion remained that there was a skulking critic backstage.

ORCHESTRA ROUTES

(Continued from page 15)

Shannon, (Beachcomber) NYC, no.
Shannon, Pat: (Casino) Bradley Beach, N. J., no.
Shelton, Dick: (Dasher-Wallick) Columbus, O., no.
Sher, Jack: (Roosevelt) New Orleans, La.
Shovin, Pat: (Evergreen Casino) Philadelphia, no.
Siry, Larry: (Ambassador) NYC, no.
Suzie, Noble: (Diamond Horseshoe) NYC, no.
Suzie, Bill: (Tram Square) Philadelphia, no.
Smith, Joe: (La Rue) NYC, no.
Smith, Ross: (Rickey Inn) Albany, N. Y., no.
South, Eddie: (Cafe Society) Uptown NYC, no.
Soutley, Paul: (Estate) Philadelphia, no.
S-rick, Charlie: (Glen Island Casino) New Rochelle, N. Y., no.
S-rick, Paul: (New Willard) Toledo, O.
Stern, Spink: (L'Alphonse) Chi, no.
Steering, Frank: (Bill Bailey's) Atlantic City, no.
Stetsberg, Ray: (Rainbow) Austin, Minn., no.

Cleveland Bill Exempts 16mm. Film Operators

CLEVELAND, Jan. 11.—Matter of licensing 16mm. projectionists as contained in an amendment to the proposed ordinance to require all projectionists to be licensed was dropped before ordinance was submitted to the legislative committee of city council.

William D. Guion, commissioner of buildings, agreed to the elimination of 16mm. operators after having requested that the bill require licenses for all operators, including those in this field.

Cutting It Short

By THE ROADSHOWMAN

Religious groups continue as a profitable field for roadshowmen in the East. Jerry Carey put on a show for the sisters of St. Catherine's Catholic Church in Pelham, N. Y. Show included *A Day With the Quixote*, featuring the Dionne Quintuplets; *Hawaii, News Parade of 1940*, *Old Faithful Speaks*, *Gay Nineties Live Again*, and *Boy Meets Dog*. Several of the nuns saw sound pictures for the first time.

Another show given by Carey was before members and guests of the Order of the Purple Heart in New Rochelle, N. Y., on the occasion of Ladies' Night. Program included *Parade of the Post*, *Football of 1940*, *News Parade of 1940*, *Fun on Ice*, and *Aesop Fable*, and *Chopin*.

Gus Valavan secured a supply of non-theatrical films from New York libraries recently to be shown to seamen aboard a ship plying between this point and Lisbon, Portugal. He explained that the trip takes three weeks and that movies are playing an important part in keeping the seamen entertained during the time. Valavan uses a 8 by 8 screen and throw is about 25 feet. Shows are paid for by the seamen, who contribute equally to pay the film rental and Valavan for supplying and operating the 16mm. equipment.

Motion picture cameras made last year had a total value at the factory of \$4,608,851, according to a report just issued by William Lane Austin, director of the U. S. Census Bureau. Production of projectors increased in value from \$7,164,825 in 1937 to \$8,413,872 in 1938. Increase is accounted for largely by 16mm. projectors, which numbered 134,515 valued at \$6,302,734 last year against 114,993 valued at \$4,889,156 in 1937.

Carl Williams, who has been on the road the last 32 years with his own portable picture show, with the exception of a season now and then spent on a carnival or tent show with his electric light plant unit, visited in Cincinnati recently in his headquarters in Atlanta. Carrying two 35mm. and three 16mm. projection machines, Williams plays schools and halls. He plays from one to three weeks in his established towns, using in the main Westerns, com-

Strong, Benny: (Paoli) Rockford, Ill. h.
Strayer, Ted: (Genie) Chi, N. Y., no.
Stimpson, Charles: (Pine Inn) Albany, N. Y., no.
Storley, Wally: (Belvedere) Baltimore, h.
Storley, Lew: (Craemer) Chi, N. Y., no.
Stylian, The: (Kitty Hawk Lodge) NYC, no.
Sullivan, Mickey: (Lido) Worcester, Mass., c.
Sullivan, Joe: (Famous Door) NYC, no.
Swingates, The: (Gaietyway) Jackson, Mich., c.
Sylvester, Bob: (New Films) Youngstown, O., b.
Sylvio, Don: (Berliozetti) NYC, no.

Tan, Jimmie: (Kaufman's) Buffalo, no.
Tarrant, Jack: (Beach) Miami Beach, Fla., h.
Terry, Frank: (McVan's) Buffalo, no.
Thomas, Wil: (Nat Amarillo) Tex., b.
Thomas, Joe: (Macfadden-Deauville) Miami Beach, Fla., b.
Thomson, Joe: (Versailles) Miami, no.
Thompson, Lang: (William Penn) Pittsburgh, Pa.
Thornhill, Claude: (Mark Hopkins) San Francisco, h.
Tren, Paul: (Commodore) NYC h.
Todd, Bobbie: (Knickerbocker Gardens) Flint, Mich., b.
Tol, A. Pedro: (Henry) Pittsburgh, h.
Tommy, Jack: (El Morocco) NYC, no.
Trace, Al: (Happy Hour) Minneapolis, no.
Troxel, Buck: (St. James) Reading, Pa., b.
Tucker, Orrin: (Billmore) NYC, h.

U
Ussel, Date: (Albany) Chi, no.

W
Valero Sisters: (Carrusset) Miami Beach, Fla., no.
Varell, Whitey: (President) Atlantic City, h.
Varell, Tommy: (Club Ball) Brooklyn, no.
Vera, Joe: (Congress) Chi, h.
Versee, Danny: (College Inn) Phila, no.
Versee, Eddie: (St. Morris) NYC, h.
Vierra, Felix: (Coca Lona) Flint, Mich., no.
Vierra, Al: (Ivanhoe) Chi, no.
Vinn, Al: (Sportsman's Inn) Galveston, Tex., no.

Wald, Jerry: (Child's Spanish Gardens) NYC, no.
Wald, Jean: (Port Hayes) Columbus, O., h.
Walters, Lee: (Rose Lantern) Detroit, no.
Wagner, Jack: (Arabian Supper Club) Columbus, O., no.
Weber, Jack: (Elby's Club Era) Chi, no.
Weeks, Amos: (Melody Mill) Chi, h.
Weik, Lawrence: (Trianon) Chi, h.
Weems, Ted: (Stanley) Pittsburgh, h.
Williams, Chick: (Gay '90s Cafe) Phila, no.
Williams, Griff: (Seymour) Chi, h.
Williams, Sherman: (Riverwood Inn) Albany, N. Y., no.

W
Williams, Bander: (Astor) NYC, h.
Wilson, Teddy: (Cafe Society Uptown) NYC, no.
Wilson, Eric: (Le Petit Paris) NYC, no.
Wilson, Ray: (Miller's Contest) Cincinnati, O., no.
Windsor, Sir Reginald Guy: (Royal Oak) Belmont, N. J., no.
Winton, Barry: (Rainbow Grill) NYC, no.
Wolfe, Bob: (New Dragon Club) Miami, no.
Woods, Herby: (Ben Franklin) Phila, h.

Y
Young, Eddie: (Loverly) St. Paul, h.
Young, Eddie: (Music Box) Omaha, no.
Zanello, Des: (Brooklyn's) Albany, N. Y., no.
Zarin, Michael: (Beeshomber) NYC, no.

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The Final Curtain

ANDRADA—David DeCosta, 75, singer, January 8 in the Dr. E. C. Hazard Hospital, Long Branch, N. J., of a cerebral hemorrhage. He sang in many Gilbert and Sullivan operettas on Broadway. His last appearance was about 10 years ago in revivals of *Robin Hood* and *The Juggler*. One of his last theatrical positions was as manager of the road company of *The Student Prince*. He leaves two brothers and two sisters.

AUSTIN—Arthur J., trombone player on the old Barnum show for several years, December 16 at his home in Waterbury, Conn. Survived by his wife, Josephine; five daughters; and one son. Interment in Pine Grove Cemetery, Waterbury.

BEARDSLEY—Charles H., 80, former theater owner-operator in the Annapolis Valley, Canada, recently in Berkeley, N. S.

BECKER—Migaz J., 58, musician, January 1 in Reading, Pa., of a heart attack. Survived by his widow, Eva; two sons, two daughters, his mother, two sisters, and a brother.

BERO—Harlan W., 25, musician, January 1 in a Menominee, Mich., hospital. Survived by his parents, four sisters, and four brothers.

BLUMENBERG—William, former vaudeville and circus performer and theater manager, in General Hospital, Stroudsburg, Pa., January 1. At time of his death he was proprietor of a restaurant. Buried in Stroudsburg Cemetery.

IN MEMORY OF MY BELOVED WIFE

MINNIE BURKE

Dupuis—Who passed on Jan. 15, 1939.
A Real Family Man.
C. O. DUPUIS, Lima, O.

BOWSER—Beaula Osborne, 63, opera and concert singer for 40 years, recently in Halifax, N. S., after a month's illness. She has sung in most Halifax theaters.

BROWN—Lery E., 45, brother of Mrs. Art Courtney, of the West Shows, and himself known in show business, December 24 in Clifton Forge, Va.

COATES—Fred R., 33, pitcher, of a heart ailment January 4 in Philadelphia. The day before his death he was working in the W. T. Grant store, Philadelphia. Survived by his widow. Services January 8 at his home in Arlington Cemetery, Landover, Pa.

DAVENSON—Mrs. Regina S. (Koval), 22, wife of Marshall W. Davenson, lead-

Joe Penner

Joe Penner, 35, stage, screen, and radio comedian, died in his sleep in the Ritz-Carlton Hotel, Philadelphia, January 10, apparently of a heart attack. He was starring in *Yokel Boy* at the Locust Street Theater in that city.

Penner was born Josef Pinter in a small Hungarian village in 1904 and came to America at the age of nine. He made his first theatrical appearance when 12 on an amateur night program in a Detroit theater and revealed a good soprano voice. Penner turned professional in 1923, his debut being with the L. Desmond New York Roof Garden. Renown on the Gus Sun and Joe Spengler circuits. Later he joined Billy Leitch's *Peddy Bear Girl's Revue*, playing the same time.

He became next a comedian in burlesque, remaining in that field for three years, playing the *Mutual Wheel* with S. W. Mannheim's *Loftis' Thru*, among other road shows. While playing a Cincinnati theater in 1926 L. B. Wilson, former theater chain operator and now general manager of *Stanton Wicky*, Cincinnati, signed the couple for Morris Green's Broadway production of *Greenwich Village Follies*. Penner that week saw a boost of his weekly salary from \$45 to \$250. Important parts in other New York shows (*Tattle Tales*, *East Wind*, and road production of *Follow Thru*) followed.

In 1933 he scored on Rudy Vallee's radio show, which resulted in his own network program and a long-term contract with RKO-Radio Pictures. In 1934 he was voted America's outstanding comedian. During that period he piled up record grosses making personal appearances in vaudeville houses.

Penner leaves his wife, the former Eleanor May Vogt, dancer in the 1928-'36 company of *Greenwich Village Follies*.

Interment was in Forest Lawn Cemetery, Hollywood.

ing player of the Mark Train Masquers, of Hartford, Conn., suddenly in that city December 23.

DAVIS—Rose, 26, rodeo performer, January 7 in New Brunswick, N. J., of a fractured skull sustained when she leaped from a train. Miss Davis, who began riding when nine, was the winner of the 1930 world cowgirl broncho riding title in the Madison Square Garden rodeo.

DAVIS—Mrs. John F., 65, known professionally as Flossie LaBlanche, strong woman of stage and circus, from which she retired about eight years ago, in Beverly, Mass., January 2. A native of Percy, N. H., she broke into the business at 18. Her pot trick was lifting 12 people on her back. She leaves her husband, a stepdaughter, and a sister. Interment in Holy Cross Cemetery, Malden, Mass., January 4.

DENNIS—Eita Mae, 35, wife of John Dennis, January 1 of a heart attack in Franklinton, La. Survived by her husband and daughter. Services and burial in Franklinton.

DIXON—Lawrence J., 54, carnival trower, January 8 in Kansas City, Kan. He had been operating a popcorn stand in Texas since the close of the carnival season. Survived by his widow, Gertie; his mother; two sisters, Mrs. Vivian Elliott and Mrs. Florence Boucher; and a brother, Robert. Burial in Kansas City.

ELLINGSON—Edw. 30, also singer, December of a heart attack. He has been in radio the past 10 years. He sang with Dick Ballou's orchestra, house band at Station WHN.

EVANS—Anne, 70, organizer and guiding head of the Central City Drama Festival, Denver, January 6 at her home in that city of a heart attack. Miss Evans raised the entire cost of restoring the historic Opera House, approximately \$25,000, in time for the opening July 18, 1932, of the Robert Edmond Jones production of *Camille*, with Lillian Gish. The yearly event continues to bring Broadway stars of the dramatic and concert stages to the spot each summer.

FAIRBROTHER—Sydney, 68, British stage and screen actress for half a century, known for her cockney roles, January 3 at her Kensington, London, home. She first appeared at London's Haymarket theater in 1889. Some of her roles were in *Breasters' Millions*, *Nell Gwyn*, and *Dreaming Lips*. Deceased had also appeared in this country. She was married twice. First to Percy Buckler and later to Trevor Lowe. Both are deceased.

FENNELL—Mrs. Anna (Putnam), 80, formerly in light opera, circus, and vaudeville, recently in Ontario, N. Y., of infirmities of age. Survived by her son, in time for the past 30 years. Survived by three daughters.

FINGER—Charles J., 71, author and musician, January 8 at his home in Gayeta Lodge, Fayetteville, Ark. From 1906 to 1907 he was connected with railroads in Southwestern Ohio. He contributed widely to magazines and in 1929 was awarded the Newberry Prize for the most distinguished contribution to juvenile literature. He leaves a daughter, Helen.

FORREST—Edwin C., 78, pioneer motion picture theater owner at Saginaw, Mich., and secretary-treasurer of the Mecca Theater Company, December 29 in Saginaw. Interment in that city.

POWELL—Mrs. Della May, 78, known to many circus people, at her home in Ventura, Calif., January 5 of a heart ailment. Survived by one son, Bernice Powell, who has been with circus bands for 23 years and lately a general agent. Burial in Ventura.

FRAZIER—William E., 66, well known in the indoor and outdoor show world, recently at Long Island City, N. Y., after a brief illness. Survived by his widow and a brother. Interment was private.

GARROD—Rupert C. (Bob Girard), 53, blackface comedian, January 5 in Jewish Hospital, Philadelphia, after an illness of two weeks. Garrod was a member of Dumont's Minstrels from 1925 to 1929. Before joining Dumont he had his own minstrel show in Chicago. He was 14 when he started his stage career. He leaves three brothers.

GORDON—John, 48, many years engaged in the amusement business in the Rockaway section of Long Island, N. Y., and for a time in New Jersey, recently at Sea Side, N. J. He originally operated a shooting gallery and hammer game and in recent years had a children's amusement park. Survived by his widow and two sons.

GREEN—Edward D., for many years connected with outdoor shows, December

28 in San Francisco of a heart ailment. Survived by a brother.

HANSON—P. J., 83, one time operator of the Old Bijou Theater, Rhineclaffer, Wis., December 27 in Oakbrook, Wis. Survivors include a son, Harry Hanson, manager of the Palace Theater, Antigo, Wis.; his widow, two brothers, and a sister.

HIGGINS—Frederick Robert, 44, Irish poet and managing director of the Abbey Theater, Dublin, in that city January 8. Higgins received the Anonach Talteann Award for Poetry with his *Salt Air*, published in 1924. Some of his other works include *The Dark Breed* and *Arable Holdings*, for which he won the Casement Award of 1934 given by the Irish Academy of Letters for the best book of verse by an Irish author in two years. In 1921 he married Beatrice May Moore, of Dublin. He had also contributed to American literary journals.

JORGENSEN—George Dewey, 42, New Year's Day at Glendale, Calif., in a fall from a pole while taking down decorations. He had traveled with the Dutton Society, Bob Morton, and Al G. Barnes circuits. Services in Los Angeles January 7 with burial there in Showman's Rest, Evergreen Cemetery, with the Pacific Coast Showmen's Association in charge.

KRESS—Nellie Urban, 48, who from 1909 to 1922 appeared with leading outdoor shows and in vaudeville, January 8 at her home in Wauwatosa, Wis., after a long illness. She was first with the Famous Robinson Shows, followed by periods with Walter L. Main, in vaude in the East, with Ringling Bros.' Circus, Hodgin's Great European Circus, Sparks Circus, and Hombbeck-Wallace. She married W. L. E. Kress, of Milwaukee, in 1926. Deceased was a member of the Circus Pans' Association and daughter of the late Mr. and Mrs. George Urban, of the Urban Hotel, Baraboo, Wis., home of circus people.

LAVERNE—Dorothy, 30, comedienne in silent pictures, December 29 in Los Angeles. Her death was attributed to a beating and police were searching for her assailant.

KULLMAN—Mrs. Fannie, mother of Charles Kullman, Metropolitan opera tenor, December 27 in New Haven, Conn., after a long illness. Survived by her husband, a daughter, three sisters, and a brother.

LEWIS—George W., 82, father of Dudley Lewis, of Dodson's World's Fair Shows, December 28 in Knoxville, Tenn., of infirmities of age. Survived by his widow, Minnie, two sons, Dudley and Hubert, and Mrs. Bryan Boyd, of Knoxville, at whose home he died.

LOVE—Will, 70, father of Henry Love, well known in show business thru operation of The Den night club in the Texas Hotel, Fort Worth, Tex., of which he is manager, at his home in Waco, Tex., December 23. He also leaves another son and two sisters. Services in Marshall, Tex.

MCCORMACK—Andrew, 87, father of John McCormack, the singer, January 7 in Dublin, Ireland.

MCGUGIN—Col. Dan, many years an executive with carnivals, in the Reid Hotel, Kansas City, Mo., January 9. During the days of the late C. A. Wortham he was a hotel proprietor in Davenport, Ia., and was host to many showfolk of that period. After disposing of his hotel interests, McGugin first joined carnival-dome with the Jarvis & Egan Shows in an executive position. During his tenure in the business he was secretary-treasurer of the Fairly & Martone and Fairly & Little Shows. Last season he was with the Burke Shows. A member of the Heart of America Showmen's Club, he celebrated his 21st consecutive year as doorman at the organization's annual Banquet and Ball on New Year's Eve. Burial in Memorial Cemetery, Kansas City, under direction of HASC.

MEITZEL—George W., 64, former Philadelphia theater manager, suddenly January 2 at his home in that city. He began his theatrical activities at the old Girard Avenue Theater, Philadelphia. Later he managed the Nixon-Grand Opera House and opened and managed the Bringer, bringing in legitimate attractions. Meitzel was Philadelphia representative of the Actors' Equity Association, an executive position. Services in Philadelphia.

MURPHY—Carl, 29, the past six years on theater stunts in Nova Scotia and Quebec provinces, recently at his home in Chester Basin, N. S. Survived by his mother, four brothers, and one sister.

NEASON—Mrs. Katherine McHugh, 70,

mother of the late Hazel Neason, stage and screen actress, January 3 at home in New York after an illness of six months.

NEVILLE—John P., 59, Detroit organist, December 30 in Providence Hospital, Detroit, of pneumonia after three weeks' illness. He was organist at the United Artists Theater, Detroit, and later with Station WMBG. His widow and son survive.

O'LEARY—Charles T., 69, shortstop with the Detroit Tigers' baseball team of 1906-'08 and later in vaudeville with Herman Scheraga as a comedy team, January 6 in Chicago of peritonitis.

OROPINO—Nicolino, 48, composer and music instructor, January 8 at home in Yonkers, N. Y.

OTTAMANN—Henry Augustine, 73, retired legit and vaudeville theater operator of New Orleans, January 4 at his home in that city of a heart attack. As personal manager of the late Henry Greenwall, he ran the Grand Opera House, Music Hall, and the Dauphin Theater, New Orleans. He was a charter member of the New Orleans Press Club. Survived by a son and two daughters. Burial January 6 in St. Patrick Cemetery, New Orleans.

PLUMMER—Mrs. Lillian Butta, former concert singer, December 21 at her home in Philadelphia after an illness of two weeks. She retired from the stage upon her marriage. Survived by her husband, Capt. R. W. Plummer, a sister, and a brother.

PROBERT—Grace M., a vocal teacher and leader in Cleveland music circles, December 28 at her home in that city. Born in Wellington, O., she studied music in Cleveland, New York, Dresden, and Paris, before opening up her own voice studio here more than 20 years ago. Services in Norwalk, O., December 30.

BILLY—David W., 37, manager of Warner Bros' State Theater, Lima, O., December 24 of injuries sustained in an automobile crash near Lorain, O. He formerly was identified with Warner Bros' theaters in Lorain and Sandusky, O. Services and burial in Lorain.

RICHARDSON—Ira W., 48, automobile racer, who often participated in races over the dirt tracks of the South, recently at his home in Memphis, Tenn. Buried by his widow.

ROBBINS—Dwight, 70, former stage and radio actor and circus owner, January 5 in Vassar Hospital, Poughkeepsie, N. Y. For many years Robbins worked under the name of Axtell. Survived by his widow, Ada Lee, and seven children, three of whom are still in show business, known as the Robbins, Brothers and Margie. For years they were known as the Robbins Family when all were in the act.

RUCH—Mrs. M. Louise, 62, wife of A. J. Ruch, insurance agent who specialized in insuring circus and vaudeville performers, January 3 at her home in Peoria, Ill., of a cerebral hemorrhage. She also leaves two sons, Alan J. and Cedric; a daughter, Marian; two sisters, Mrs. Harvey L. Veld and Mrs. A. Richter, and a brother, J. S. Schmitt.

SCHUETT—Mrs. Adolphine, 83, widow of Carl Schuett, musician, and mother of Fred Schuett, member of the Cincinnati (See FINAL CURTAIN on page 62)

Reginald Bach

Reginald Bach, 54, actor and stage director, died January 6 in the New York Hospital of pneumonia after an illness of several months.

Bach either acted in or staged some 150 plays in England and this country. In 1927 he came to the United States in the cast of *Yellow Sands*, but remained to direct and act in a revival of *Our Betters* and to perform in the modern-dress version of *The Teming of the Shrew*. He returned again in 1936 to direct and appear in *Lose on the Dole*, which was successful the previous year in London. Since then Bach acted several other plays, among which were *Green Waters*, *The Holmes of Baker Street*, and *Now Goodbye*, *Anthony and Cleopatra*, with Talullah Bankhead, and, last year, *Foreigners*. During this period he appeared in *See Me the Waltz*, *Knights of Song*, and *The Mother*.

When Bach was 19 he started his stage career in England in an amateur production of *Let on Paris*. It wasn't until seven years later that he secured his first professional role in London. From 1914 to 1917 he was stage manager at the Haymarket Theater, London.

He leaves his wife and two children, all of whom reside in London.

MAIL ON HAND AT CINCINNATI OFFICE

25-27 Opera Place Parcel Post Anson, Karl, 3c Baker, H. P., 1c

Women

Abbott, Mrs. Edna Abbott, Mrs. Phillip Adella, Nancy Adams, Bessie & Alice

Friedrich, Mrs. Esther Friedman, Mrs. F. G. Frick, Mrs. Gladys Frisones, Corine

Men

Abbott, Mrs. Edna Abbott, Mrs. Phillip Adella, Nancy Adams, Bessie & Alice

Letter List

NOTE—Mail held at the various offices of The Billboard is classified under their respective heads—Cincinnati Office, New York Office, Chicago Office, St. Louis Office.

Alford, Mrs. Alice Alford, Mrs. L. A. Alford, Mrs. E. C. (Doc) Alford, Mrs. Harry

Berlin, Geo. Berlin, Geo. Bern, Dick Bern, Dick Bern, Dick Bern, Dick Bern

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

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

Rehabilitated Wallace Bros.' Show To Stick to Trucks, Same Title

CANTON, O., Jan. 11.—A rehabilitated Wallace Bros.' Circus will take the road about the middle of April in York, S. C., with one of the strongest straight circus programs in its history, Ray Rogers, manager, informed a representative of *The Billboard* here. He said the Wallace Bros. title will be retained for the 1941 tour and that the show will remain about the same size as last season, using a 120-foot round top.

Rogers confided that negotiations are under way for an outstanding trained animal act as a feature of the big show program, but said he was not at liberty as yet to reveal its identity. He also said that a strong concert feature would be engaged, possibly Western screen stars. Show will carry nine bulls.

Work is progressing on schedule at quarters in York, S. C. At present there is a crew of 30 men at quarters overhauling motors, equipment, and trucks and extending facilities in various departments. A new fence has been built around the quarters, new buildings added, and much new equipment installed.

To Be Motorized

While there have been rumors that the Wallace show would take to rails next season, Rogers denied this, saying that during the past several months he had purchased considerable motor equipment at defunct-circus sales, which is now being revamped. Among the newly acquired equipment are several motor-

ized cages formerly used by Clyde Beatty for his unit.

Rogers revealed that his executive staff will be much the same as last season. Al Dean, many years with Cole Bros. Circus, is in charge of the cookhouse at winter quarters and likely will remain with the show as commissary department head on tour.

Rogers had planned to leave for quarters following the close of the Cleveland Thrill Circus, where he had the concert. He said he would remain at quarters until future indoor dates would demand his return to the Middle West later in the winter.

Training Stock at Gainesville Circus

GAINESVILLE, Tex., Jan. 11.—Training of stock for the 1941 season of the Gainesville Community Circus began December 30 with Verne Brewer in charge, assisted by Portis Sims, Boss Hostler Henry Skaggs is looking after the stock. Brewer is breaking an eight-horse Liberty act to replace the six-horse turn used last year, and there will be seven or eight menage horses in the high school number, including three specialty horses.

A trained dog number with five acts in the number is in the making. There will be three pony drills and two dog and pony riding acts. Jimmy Storms will break a Roman riding team to add to the high jumps which close the show.

The board of directors recently authorized purchase of a new 60-foot round

"Let the Buyer Beware"

HOLLYWOOD, Jan. 11.—Ken Maynard was ordered this week by Municipal Judge Frank G. Tyrrell to pay \$110 for a mule he purchased from Barnett Herman last fall. Maynard refused to pay for the animal on the ground that the mule failed to do tricks, which he understood it was supposed to do when making the purchase. Judge Tyrrell in deciding the case applied the Caveat Emptor rule (let the buyer beware).

Wirth Contracted To Produce Jamaica, New Haven Shows

JAMAICA, L. I., N. Y., Jan. 11.—Plans were completed this week for Frank Wirth to produce for the fifth time the Jamaica Hospital Circus and Revue, week of March 17. This event for the past four years has been considered one of the biggest here in the East.

Due to the fact of the Armory's being closed to the public, it is necessary to move the show this year to the Jamaica Arena.

NEW HAVEN, Conn., Jan. 11.—Negotiations were completed this week for Frank Wirth to produce for the third consecutive year the Knights of Columbus Circus, which will be held at the New Haven Arena, week of April 22. Thomas Corbett signed the contract with George Pohl, representing the Frank Wirth Company.

Last year all records were broken for the Knights of Columbus Circus.

Cole Unit Off To St. Paul for Davenport Date

LOUISVILLE, Ky., Jan. 11.—With the animals and equipment loaded in two steam-heated baggage cars and a special coach for the people, a unit of the Cole Bros. Circus left winter quarters here this morning for St. Paul to join the Orrin Davenport Winter Circus scheduled to open there January 13.

The unit, under the personal direction of General Agent J. D. Newman, left Louisville over the Pennsylvania lines for Chicago and thence to St. Paul via the Milwaukee Road. The cars were scheduled to arrive in St. Paul early Sunday morning.

Following St. Paul, the unit will go to Grand Rapids, Mich., for a week and from there to Cleveland, where additional Cole Bros. acts will augment the unit for the remainder of the Davenport dates.

Ten Liberty horses and 12 ponies, under the direction of Adolf Delbosch, five elephants, under the command of Alonzo Dever, two seal acts, under the direction of Joe Beloyevsky, and 14 high-jumping and menage horses, under the direction of Charles Hunter, were included in the line-up of acts for the St. Paul and Grand Rapids dates.

Rex de Roselli has returned to quarters from his home in Bloomington, Ill., where he spent the holidays and has taken up his duties as director of performer personnel.

The 1941 program will have many new acts and many new novelties will be introduced. All shows opened as per schedule and crews will be working full blast within a few days.

John Smith, the well-known trainer of thoroughbred horses, remained at quarters to continue the training of several new horses.

RB Officials Attend Governor's Inauguration

SARASOTA, Fla., Jan. 11.—Officials of the Ringling Bros. and Barnum & Bailey Circus were among the prominent guests at the inauguration of Florida's Governor Spessard L. Holland in Tallahassee January 7.

John Ringling North, president, and Henry W. B. North, vice-president, of the circus, and James A. Haley, business manager of the local office of the John Ringling estate, attended the inauguration as special guests of J. Tom Watson, new attorney general of Florida.

Haley and James E. Kirk, one of the attorneys for the Ringling estate, have been named lieutenant colonels on Governor Holland's personal staff.

Estate Trouble Persists

The prominence of the Ringling officials in the new administration has been viewed as significant in some quarters. The retiring attorney general, George Couper Gibbs, has been trying for two courts for nearly two years to oust John North and his mother, Mrs. Ida R. North, as executors of the Ringling estate. Gibbs finally succeeded in having the executors placed under a \$100,000 bond as a guarantee of faithful performance of their duties.

A few months ago the federal government stepped in with a suit seeking custody of the executors, charging them with mismanagement of the estate. The government has filed \$3,000,000 in tax liens against the estate.

The hearing on the federal suit is scheduled to be resumed before Circuit Judge George W. Whitehurst January 20, but there have been rumors a settlement will be effected.

SARASOTA, Fla., Jan. 11.—Work is being rished at the Ringling quarters here on a new air-conditioned cage for Gargantua, the gorilla, for whom a "bride" has been purchased.

Circus officials said Gargantua's present cage will be sent to Havana for Toto, a female gorilla, which will be brought here as a mate for Gargantua.

The prospective "suzerain" of the two gorillas has attracted wide attention.

KEN POLEY, formerly of Lewis Bros. Circus, who remained on his farm near Akron, O., last season to break high school and jumping horses, visited friends taking part in the program of the Cleveland Thrill Circus New Year's Day. Poley said his plans for the new season are indefinite.

150 Frolic at Workman Tent Holiday Party

RICHMOND, Va., Jan. 11.—More than 150 persons attended the annual Christmas-New Year party of the W. W. Workman Tent, of the Circus Saints and Sinners' Club of America, in the John Marshall Hotel here January 4.

The setting for this fest, frolic, and burlesque ball was an exact reproduction of the main tent of a circus set up in roof garden of the hotel. Professional entertainers from the theater and circus world, in ring costume, mingled with Saints and Sinners in tope and tails and their ladies in evening gowns through the fast-moving pliable mechanism of sound and color that continued until an early hour the next day.

Preceding over the festivities were the tent's official Kris Kringle, Saint Charlie Sonoma, escorted by Saint Clarence Riddick and Sinners Joe Kass, Ham Watson, Bill Hornburg, and Charlie Wood. From a huge Christmas tree they showered gifts upon the guests and visiting members from other tents.

Many Visiting Saints

Major Charles Egan, heading a delegation from Dexter Fellows Tent, New York, made a triumphal entry, escorted by L. H. Munnin Jr. and John Crawford Crump. Memmie L. Arnold, past national president, captained a platoon from the Will Rogers Tent, Petersburg, Va. Harry Howren led a delegation from the Charles Consolvo Tent, Norfolk, Va., and Charles Raketon piloted a delegation from the Hugh E. Sprout Tent, Staunton, Va. Charlie Weston, Richmond stage manager, a 200-pound Sinner, made up as the spry Puck, was on patrol, waving a pennant bearing the device, "What fools we mortals be."

One of the highlights of the floorshow was a regatta wedding at which characters of world renown, made up with striking fidelity to the originals, appeared as guests and attendants. Among them were Adolf Hitler, Benito Mussolini, Josef Stalin, and high officers of the warring nations. While Dr. (Skeeter) Jennings, officiating as minister, was performing the ceremony, Hitler, Mussolini, and Stalin engaged in a fistie encounter. They were arrested by John P. O'Grady, wearing the badge of an admiral in the Irish Navy, who sentenced them to life in the brig.

The menu served at the tables ranged from oats and hay to roast turkey and pate de foie gras. The entertainment program closed at midnight, when dancing began.

Officer Tommy Fagan, from headquarters, pronounced the party the most genteel social event he had ever policed.



POTENTATE Murdoch L. Martyn, of the Ramesses Temple, Toronto, presenting a \$2,500 check to Brigadier General C. F. Constantine, donated by Bob Morton, of the Hamid-Morton Circus, on behalf of Canada's war effort. The gift represents part of Morton's earnings from the show when it played Toronto last October.

top, with two 30-foot middles, for a combination ring-stock-dressing tent. Manager Roy Stamps and Superintendent Alex Murrell went to Waco, Tex., to wind up details of the top with Manager J. C. Austin of the Crawford-Austin Manufacturing Company, which will make up the tent.

Boss Canvasman Paul McGeehee had the big top at Fort Worth, Tex., for a livestock auction sale rental week before last, and smaller tents and seats were rented at Sulphur, Okla., Mineral Wells and Merkw, Tex.

Program Director A. Morton Smith signed up 38 performers at the initial meeting last Thursday, and several others, now ill of influenza, will be added to the roll before rehearsals begin February 1. Mr. and Mrs. Arthur Henry will be in charge of training for their third season. Two other trainers will be employed this year.

Sam Dock's Show to Tour

OLEN BURNIE, Md., Jan. 11.—Sam Dock is making arrangements to open his circus early in April and will again carry a band.

Sam recently visited his sister at WOODBORO, Pa., which town is the original home of the Jordan Flying Return Act, of which Dock was a member, also of the original Dann Brothers, acrobats. Dock recently passed his 77th birthday, and his sister her 84th.

Increased Work Starting At Mills Bros.' Quarters

BEREA, O., Jan. 11.—Jack Mills, managing director of Mills Bros. Circus, in quarters at the fairgrounds here, says increased activities in winter quarters are scheduled to begin soon after February 1.

Jack reports that he purchased four Rheas monkeys from Terrell Jacobs while Terrell was putting on his animal act at the Thrill Circus in Cleveland. Mills reports that he has also added other small stock. Opening of the 1941 tour has tentatively been set for the last Saturday in April at the fairgrounds here.

Jack says he will again be identified with the advance staff of the Cleveland Grotto Circus, which already has opened offices, and will handle advertising accounts during January.

The Mills elephants, which were an attraction at the Thrill Circus in Cleveland, have returned to quarters here. Bob Stevens, who had the banners for the Thrill Circus, sold several walk-arounders for the elephants. Johnny Wahl, superintendent of the Mills show, and his assistants were at the Cleveland show, and Jake Mills played in Joe Basile's band for the Cleveland Thrill Circus.

Recent visitors at the Mills winter quarters were Capt. Terrell Jacobs and wife and the George Hanneford family.

Under the Marquee

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

ROXY FIBER and wife and daughter, Mimi, are presently in Mexico.

KENNETH WAITE TROUPE will play the Orrin Davenport date in St. Paul, beginning January 18.

MICKEY KING, aerialist, is currently in Cleveland, resting before starting a string of winter dates for Orrin Davenport.

THE FLYING BEETLES, with their new catches, Carl Lassiter, after six weeks at the Hofbrau club, Lawrence, Mass., have been held over for two additional weeks.

BILLY PAPE and **CONCHITA** opened in the Rainbow Room of the New Kenmore Hotel, Albany, N. Y., New Year's Eve for two weeks, but they are being held over indefinitely.

BUCK STEELE, who was with Hunt Bros.' Circus last season, has finished eight weeks with the James M. Cole Indoor Circus. He spent the holidays in Dover, O., while changing his equipment for the coming season.

AMONG visiting showmen at the recent Thrill Circus in Cleveland were Mr. and Mrs. Ray Marsh Brydon and Orrin Davenport, producer of the annual Cleveland Grand Indoor Circus, which will be held in Public Hall, starting February 3.

"NETTLE", a 40-year-old circus pony owned by Mrs. Clara Hornung, died at Lavelle, Pa., recently. Mrs. Hornung toured the country with the animal for many years and took it out of the ring only when old age set in. The pony reportedly "played" the guitar and bugle, waved the flag and did other tricks.

MARION WALLICK, manager of Kit Carson Jr. and the Texas Playboys, have returned to their homes in Akron and Dover, O., respectively, for the holidays, before returning to the New England States in the spring to resume their broadcasting. They have been in that section for the last six months, according to R. H. Harris.

H. R. BRISON writes that the weather in Glen Burnie, Md., has been fine and that he is painting and getting his side show ready for next season. He has sent his callopes to be overhauled and will use it in his side show and as a public address. While in Reading, Pa., recently he made arrangements with Lew Alter for four new banners.

ROBERT KRUBER, a packing-house timekeeper in Omaha, Neb., has a miniature circus which he built of rubber, wood, plaster of paris, and mastic. It contains 150,000 separate pieces and is complete with a big top, menagerie, powerhouse, trucks, bleacher seats, callopes, and side show. Two and a half years, 65 hours a week, were needed to build the circus at a cost of \$400.

J. J. EVANS CIRCUS UNIT, which recently completed several weeks in a Pittsburgh department store and several Christmas season shows in Eastern Ohio, will play fairs and celebrations this year, after a summer season, which will include amusement park engagements. Evans will continue to feature his four

THE JAMES M. COLE INDOOR CIRCUS WANTS

Circus Acts of all kinds that do two or more, Dog and Pony, Circus, Property Men, Open Feb. 3, for eight consecutive weeks. This show has established territory, so make sure you get it.
Address: PENN. YAN, N. Y.



FOR BETTER SHOWMANSHIP AND MORE PERMANENT DISPLAY
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trained midget mules, along with high school horses, ponies and dogs.

FOLLOWING the close of the Cleveland Thrill Circus, Terrell & Dally Jacobs returned to Peru, Ind., to further construction of new props for their trained animal act, which has several dates during the winter and early spring. Jacobs reported that he is using 24 lions and tigers in his feature act, instead of 15, recently reported in a story on the Cleveland show. The Jacobs' two youngsters, now nearly two years old, accompanied their parents to Cleveland.

ED E. WOOD, former advance man, and later a ticket seller, is again working for Uncle Sam this winter, according to Jack Davis. Wood has a civil service job. He had a leave of absence last summer to operate his own concessions, but was called back before his leave was up. Wood will again operate his concessions the coming season and has already signed two of them, opening the latter part of April in New Jersey. Davis will be with Wood.

HAROLD VOISE, who is breaking an all-time flying act for Orrin Davenport's winter dates, has shifted the scene of his training activities from the Cole Bros.' winter quarters in Louisville, Ky., to Central Armory, Cleveland. Voise reports there will be five women in the act, including his wife, Eileen, with Marnie Ward doing the catching. Charley Siegrist and wife, Helen, arrived recently. Eileen is one of the featured leapers. Eileen Lacey will be featured with her double full twister.

LES POWELL left Cleveland immediately after the closing of the 10-day Hamid-Morton Thrill Circus for the West Coast to resume his picturemaking. Powell was a concert attraction at the Cleveland Indoor event. He is making a full length picture, which has no connection with his previous "Lone Ranger" serial, for an independent company in Hollywood. He was accompanied both to and from the Coast by Bill Tumbler, a member of the Wallace Bros.' Circus executive staff.

MIXING business with pleasure during the meeting of the Indiana Association of County and District Fairs in Indianapolis last week, Mrs. Ray Marsh Brydon was the guest of Mrs. Zack Terrell. Mrs. Hugh Barnhart, and Mrs. A. C. Bradley. Mrs. Brydon and her husband met many old friends and well-wishers there, and congratulations on their marriage seemed the vogue of the day. During a recent sojourn to Rochester, Ind., Mr. and Mrs. Brydon were awarded the legal custody of Thomas Alexander Adkins and Patricia Adkins by Judge Miller, of the Patton County Circuit Court.

A NEW YEAR'S EVE PARTY was given at the apartment of Lawrence Cross, Harold Hall, and Albert White in the Reid Hotel, Cleveland, while they were playing the Hamid-Morton Thrill Circus in that city. Those present included Hoace Laird, Mike Taboo, Mr. and Mrs. Jack Shaw, Muley Marshman, Mr. and Mrs. Johnny Hartzell, Searle Simmons, and Bill Nippo. Albert White says that early during the show in Cleveland the entire clown alley was served a dinner at the home of Ed and Phoebe Raymond. Christmas Day, Herb Taylor was host to clown alley at a turkey dinner. Bill and Muley Nippo were also hosts between shows.

ABE GOLDSTEIN is still with the E. K. Fernandez Circus in Hawaii and expect to be there for about two more months. Business has been good at spots, he says, but quite a bit of cold weather and rain

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 sixth appears in this issue.

have hurt. After the show on Christmas Day a party was held at the home of Jimmy Thomas. Whitley Clare was there, and also what it was the 31st year of his and Whitley's acquaintance. They formerly sold papers together on the West Coast. Mrs. Mabel Thomas, Jimmy's wife, prepared dinner. Roy Harris, Tickle, the clown, and Abe have been clowning the show. Jack Joyce is running the circus, and the Pallenbergs have been going over big with their bears, according to Abe.

CIRCUS FOLKS wintering in St. Petersburg, Fla., are Bobby Fisher's Fearless Flyers, including Maxine Fisher and Mike and Peggy Koculik. Across the street from the Municipal Pier there Charles F., Edith, Glen, Connie, and Bus Fisher, of the Flying Fishers, have their home. The Fishers have their rigging erected and are ready for daily practice. Fred and Blanche LeSere, old-time circus folk, occupy a cottage in the 438 Avenue section. Fred was a contortionist with the big tops years ago. Doc Partello and wife are in St. Petersburg after a season with Cole Bros.' Circus, on which Doc is the physician. Vernon and Lillian Arbuckle are there, with Vernon set for the season as a member of Merle Evans's band.

Miami

MIAMI, Jan. 11.—Clyde Beatty and his elephants were one of the highlights of the annual New Year's parade here. Fifty bands and nearly 100 beautiful floats were in the line-up. Beatty and his bulls were placed at the end, and it seemed like an old-time circus parade. Beatty, in a colorful car, led his bulls, and was given a big hand along the entire line of march. Many on-lookers cheered up with novelties during the parade and the Orange Bowl football game.

Larry Sunbrock is expected here this week to sign a contract to stage the rodeo and circus at the Roddy Burdine stadium here. Sunbrock posted a \$5,000 bond with the city and stadium here to guarantee the stadium grounds would be put in shape.

Nat D. Rogers arrived here and will start the sale of tickets on the arrival of Sunbrock. Offices will be opened shortly.

Curtis Caldwell and Louis Chase are connected with the Malone Properties, Inc., on Miami Beach. Jim Malone is a noted circus fan, and Caldwell formerly had the concessions on the old 101 Ranch Wild West Show. Chase is a former circus manager.

Roland Butler, general press representative of the Big Show, broke a swell column story, *Elephants vs. Baggage Stock*, written by Gene Mowden of the United Press. Story appeared in the Sunday *Miami Herald* and was sent over the leased wires of the United Press.

Circus Historical Society

WICHITA, Kan., Jan. 11.—The Civitan Club entertained 6,000 underprivileged children at a Christmas party here. Gifts, and entertainment were provided. Tommy Whiteside, former circus clown, helped with the arrangement.

Wichita's first tiger, purchased from Haag Bros.' Circus, has been named "Stripes" after a contest for a name among school children.

Chuck and Mimi Gooden, now proprietors of a tourist camp at Lake Geneva, Wis., spent Christmas in Cleveland. Bud Anderson recently visited the Parker & Watts Circus quarters.

A Christmas party was held at Manchester, N. H., by the personnel of the "Believe It or Not" show. Those attending were David Cowan, of Erie, Pa.; Rosemary Robinson, Gertie Zip, Princes Amok and Igorot, Freddie Flanagan, Pedro Lopez, Manager Floyd King; Mr. and Mrs. Howard King, of San Antonio, Tex.; Prof. George Burkhardt, New York; Bina Pierce, Wilkes-Barre, Pa.; Paul Pauline, Topeka, Kan.; Joseph Levine, Ashabula, O.; John D. Posa, Red Wing, Minn.; John Gibson, Dayton, O.; William James Lynn, Mass., and Thomas Hart, Little Rock, Ark. Reported by Betty Leonard.

With the Circus Fans

By THE RINGMASTER

President: WILLIAM H. JEDD, 25 Murray St., New York, Conn.
Secretary: W. M. BUCKINGHAM, P. O. Box 4, Gates Center, Conn.
(Conducted by WALTER HOENENDEL, Editor "The White Tiger," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., Jan. 11.—Tom Gregory and daughter, Dorothy, of Akron, O., attended the Hamid-Morton Winter Thrill Circus in Cleveland.

Recent visitors at the home of Colonel and Mrs. Sturtevant in San Antonio, Tex., were Mr. and Mrs. Fred Beckmann, Mr. and Mrs. Dan Odum, and Arthur Borella. Walter B. Hohenadel, of Rochelle, and Louis Casper of Sterling, Ill., attended the Hollywood Ice Revue at the Chicago Stadium January 4.

15 Years Ago

(From The Billboard Dated January 16, 1926)

Fred Buchanan, owner of Robbins Bros.' Circus, in quarters at Granger, Ia., had contracted for four new 72-foot steel flats. George Read, of the advance car, was working in a theater in Des Moines, Ia. George W. Johnson, 24-hour man, was in charge of the harness shop at quarters. . . . Mr. and Mrs. E. H. Jenney, who were injured in Houston, Tex., November 23 in an auto accident, were recovered and out of the hospital. . . . E. G. Smith was set for the 1926 season with Orange Bros.' Circus, making his third year with Honest Bill Newton. . . . The Original Neslon Family had been re-engaged with the Ringling-Barnum circus. . . . Several circus agents invaded Chicago, including Ed L. Brannan, of Robbins Bros.; F. A. Frink and C. W. Finney, 101 Ranch Show; R. M. Harrey, Sells-Floto; Arthur R. Hopper, John Robinson; Joseph C. Donahue, Hagenbeck-Wallace, and Bert Rutherford, Christy Bros. . . . The Six Flying Melters and the Siegrist Troupe of aerialists were working out together in Saginaw, Mich.

Arthur Henry James and Bertha Connors, tinsmith and wire artist, had been engaged by Atterbury Bros.' Circus. . . . Dixie Egan was signed as contractor with Hagenbeck-Wallace Circus. . . . Duke Mille was at the Central Theater, Chicago, as personal representative and company manager for Fiske O'Hara, who was playing there in *Jack of Hearts*. . . . Mary Grimes was working an elephant, pony, and dog acts at Sells-Sterling Circus quarters in Carlinville, Ill., in preparation for indoor circuses. . . . Walter D. Nealand, who forsook the circus press agent game to assume direction of publicity for the Rubin & Cherry Exposition, was back at his old love again, located in Chicago as director of publicity for Warner Brothers pictures. . . . F. A. (Doc) Cline and wife Be, side-show performers, were in vaudeville with the Loew Indoor Circus. . . . Charles Robinson, Lawrence Cross, and Billy Burke were re-engaged for Lee Bros.' Circus.

Fisher Bros.' Show Being Overhauled

JACKSON, Mich., Jan. 11.—Fisher Bros.' Dog and Pony Show, which had a fair 1940 tour, during which it played a couple of late fairs as a midway attraction, with its big top being used for a merchants' exhibit, is in winter quarters here, overhauling equipment for next season.

The show travels on four trucks and trailers, with one car in advance. Another truck will be added soon, according to F. C. Fisher.

LOOK IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Transient Registrants Must Keep In Contact With Their Boards

Showfolk and other registrants under the Selective Service Act of 1940 whose occupations require them to be continually on the move are cautioned that they must keep in touch with their own local boards.

The regulations provide that the local board having jurisdiction over the address which the registrant gave on Line No. 2 of his registration card shall retain jurisdiction over him regardless of where he may move. If he had no permanent address when he registered, the local board having jurisdiction over the place where he registered will have jurisdiction over him.

It is the registrant's responsibility to provide means by which official communications from his local board will reach him promptly. So, if a registrant is going to be absent for more than a few days from the address shown on Line No. 2 of his registration card, he should notify his local board where he is going. Failure to comply with written orders from his local board may result in his being classified as a delinquent and subject to the penalties set forth in the act. To avoid this, it is suggested that the registrant make some arrangement by which notices from the local board may be sent to him promptly. This might be accomplished in either of two ways. He might notify the local board of his itinerary and where he will be at a particular date, or he might request the board to send the communications to some person who will always know his address and arrange with that person to forward such communications to him. In such case, if the person designated should receive any notices intended for the registrant during the latter's absence, that person should give prompt notice to the local board as to the registrant's absence.

If, at any time, a registrant finds that he will be unable to comply with a particular order in the time limit, he should immediately notify his local board and request an extension of time to comply.

Transfers

With respect to filing the questionnaire, being physically examined, or reporting for induction, the regulations provide means by which this can be done away from his local board. Sections 252, 253, 254 and 255 of the regulations provide for this. So, if the registrant should happen to receive his questionnaire while he is, say, in Chicago, he can appear at a local board in Chicago, explain the circumstances, and request it to arrange with his own local board to transfer him for classification. If he has returned his questionnaire and, while he is in, say, Texas, he receives an order to report for physical examination, he may report to a local board in Texas with his orders to report for physical examination, and request it to arrange with his own local board to transfer him for physical examination. Or, if he should receive an order to report for induction while he is, say, in San Francisco, he could report to a local board in San Francisco with his orders to report for induction, and request that his own local board transfer him for induction to the San Francisco board.

Should his travels require him to leave the country, he should secure a permit to leave from his local board. The issuance of permits to leave the country by the local board is provided for the convenience of the registrant. If he fails

to do so, he may run the risk of being classed as a delinquent.

Appeals

Registrants are also cautioned that they must be vigilant to protect their right of appeal. The regulations provide that an appeal from a classification must be made within five days after the notice of classification is mailed to the registrant. It is also provided, however, that the local board may in a proper instance extend the time to take this appeal. It is therefore suggested that where a registrant, or the person whom he has designated to receive his mail, receives a notice of classification from the local board while the registrant is

some distance away from his home and an appeal may be desired, notice should be given to the local board requesting an extension of time to file the appeal. This appeal is taken by completing the proper blank space on the back of the questionnaire.

A. C. Billers Elect

ATLANTIC CITY, Jan. 11.—Local No. 61 of the Bill Posters, Billers, and Distributors' Union of United States and Canada, meeting in the Arcade Building here last week, elected David Byrne as president; Russell Barr, vice-president; Joseph P. Coogan, secretary; Thomas Nance, treasurer; John Remper, business agent; James Anderson, sergeant-at-arms; Arch Lafferty and Thomas Nance, shop stewards; and Walter Henderson, Harry Himles, David Byrne, and John Remper as delegates to the Central Labor Council.

The Corral

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

HAL WEINER is handling publicity for the Saugus (Calif.) Rodeo.

JACK CAVANUGH is working club dates and night spots in Los Angeles with his roping and whip-cracking act.

N. RAY CARROLL is general manager of the second annual Cow Capital Round-Up to be held soon in Kissimmee, Fla.

OKLAHOMA JACK SPENCER, singing cowboy, is making personal appearances at Philadelphia movie houses in conjunction with the showing of Gene Autry's Melody Ranch picture.

TEXAS SLIM COLLINS and Montana Nell, well known in rodeo circles, appeared in the Cleveland Thrill Circus concert. They report they'll probably be with Wallace Broe's Circus again next season.

BEVERLY HARNETT, whose rodeo troupe is wintering at the Mahoning County Fairgrounds, Canton, O., spent New Year's Day visiting troupers with the Cleveland Thrill Circus. Her troupe has been playing night clubs and indoor circuses.

AMONG new events carded for the rodeo to be held in connection with the Houston Fat Stock Show and Livestock Exposition at the Sam Houston Coliseum, Houston, Tex., are a cowboys' wild Brahma milking contest, basketball on brinks, and wild horse racing. Manager Everette Colburn reports, "Colburn and Dan Hines, arena director, of Orange, Tex., have been busy for the past month rounding up stock. John H. MacFerrin is in charge of ticket sales.

WHITE BISON D'FOREST, of Chicago, contributes some history of the rodeo field. He says: "The world's first traveling Wild West show was started in 1883 at Omaha, Neb., by Buffalo Bill and Dr. Carver. There are only three men living today that were with that outfit at the start. They are Major Gordon Lillie (Patience Hill), John Sullivan (Broncho John), and myself (White Bison). It is a coincidence that we are about the same age. Sullivan will be 82 soon; Lillie, 81 on February 14, and I will be 81 on April 17. We are all in good health and can still jump a saddle. I am the father of Tex Bob D'Foreest, who was one of the finest ropers 20 years ago."

HAPPENINGS in the rodeo field 10 years ago: Bert Higgins, ace roper, was in Hollywood. . . . Edna L. Shaw, formerly of the 101 Ranch Wild West Show publicity department, was residing in Hollywood and writing a column, "All Is Not Quiet on the Western Front," in The Filmograph. . . . Hank Darnell was doing trick riding and roping at a special exhibition of Western sports staged by Leonard Straud in Phoenix, Ariz. . . . Among rodeo folk present at the New Year's party at Grauman's Theater, Los Angeles, were Chuck Baldwin, Bud Simpson, Jack Kirsch, Artie Artego, Frank (Little Lizzie) Gasky, and Herman Nolan. . . . John A. Stryker was signed to handle the publicity and announcing chores for the Phillipsburg (Kan.) Rodeo. Jay Croome was booked as arena director. . . . Two old-timers, Cheyenne Kiser and Arizona Jack, were wintering in Heshtia, Tex. . . . Smokey Snyder, steer and bareback horse rider, left California, where he had been breaking horses, with Abe Lefton to contest at a Denver rodeo. . . . Joe D. Webb, a former rodeo performer, was handling horses on a large ranch near Big Prairie, Tex. . . . George Egan, bronk rider and bulldogger, left Hollywood for winter quarters in Pendleton, Ariz.

Klein Buys Dog Act From Banard for New Unit

NEW WATERFORD, O., Jan. 11.—C. A. Klein, managing director of Klein's Attractions, has announced that he purchased the trained dog act, owned and presented for many years by Buck Banard, of Reynoldsburg, O., and that the act will form the nucleus of a circus unit with which he will play fairs and celebrations.

Klein plans to acquire more trained stock before the opening of the new season, he said. The dogs are currently working night clubs and sponsored events in Eastern Ohio and Western Pennsylvania, being presented by Beverly Harnett.

Selective Service Mail for These Men at The Billboard's Offices

CINCINNATI, Jan. 11.—The following men have Selective Service mail at The Billboard's various offices. In some instances the mail consists of questionnaires and in others order number cards. All of these men are requested to send forwarding addresses immediately:

CINCINNATI OFFICE, 25-27 OPERA PLACE		ST. LOUIS OFFICE, 390 ARCADE BLDG.	
Name	Order No.	Name	Order No.
Adams, George		Whitner, Lawrence Homer	631
Alford, Elmer R.	511	West, Alfons Boris	
Anderson, James	320	Yates, Eddie Penn	
Badger, Howard			
Ball, Emerie	499		
Balog, John E.			
Barber, Otis G.	546		
Beaver, Clarence C.			
Beggs, J. Francis			
Benes, Joseph M.			
Ber, Frank A.			
Blake, Delbert Sam			
Broda, Joseph John			
Bujnowski, Joseph Steve			
Burgardner, Lee			
Cahill, Jas. L.			
Clark, Robt. A.	393		
Cole, Croston E.	4206		
Cooke, Winston Ralston			
Costello, Tom	297		
David, Fred	2427		
Davis, E. W.	537		
Dawson, Samuel Geo.			
Demetro, Walter			
Demetro, Archie	388		
Dodson, Mr. Jessie			
Eckhart, Harry A.	142		
Ely, Mike J.	85		
Endicot, Blamie E.	417		
Falross, Paul E.			
Farmer, Lewis E.	573		
Faustenberg, Louis Jacob	423		
Felmet, Robt. G.			
Force, Harold W.	484		
Poster, Jack Mitchell			
Gaveron, Steve J.	132		
Goldfarb, L.	520		
Greaves, Wm. F.	257		
Grinn, Joe	67		
Gripp, James M.			
Grosso, Bill			
Harmon, Wm. H.			
Harrison, Robt.			
Harvey, Clarence Wesley			
Helms, Chas. P.			
Hoffman, Woodrow Wilson			
Hughes, Wm. Howard	111		
Hull, Leo V.			
Jackson, Ralph			
Jackson, Robert	82		
Jackson, Fred E.			
Jackson, Louis			
Jacobs, Wesley LeRoy			
John, Frank S.			
Johnson, Mike F.	134		
Jones, Willoughby W.			
Jones, Morris			
Kealey, Edwin Michael			
Kenny, Henry P.			
King, Wm. B.			
King, Henry			
King, Tex.			
LaLonde, Reid L.			
Lacy, Wm. A.			
Lamb, H. E. Buddy			
Lee, Arthur W.	237		

Beaudreaux, Carlyle Albert. . . . 146
Lerner, Harry. . . . 468

NEW YORK OFFICE, 1564 BROADWAY	
Name	Order No.
Hudson, Harvey	
Keller, Fred	
Lindsay, Ashbell F.	188

Conrad, Robert Joseph
(LaParks Dancers)

WARNING: Delinquents as far as the questionnaires are concerned are referred to the United States District Attorney's office, so don't delay.

Draft Delinquents

CINCINNATI, Jan. 11.—Draft Board No. 7, located in Room 513, Hotel Haylin, Cincinnati, has announced that the following troupers are considered delinquents: Cantwell, Chas. Keith, Perrell Ed
Endicott, Roy King, Henry
Harper, Marshall T. Leary, Ellis L.
Hooper, Harry J. Own, George
Jackson, Robt. Redinger, Geo. B.
Jeter, Van L. Roberts, Steve
Jones, Willoughby Stewart, Blakey
Jones, Harold H. W. Stewart, Jack A.
Wells, Albert

ST. LOUIS, Jan. 11.—Draft Board No. 5, located at 715½ Chestnut Street, has announced that the following troupers are considered delinquents: Beaudreaux, Carlyle Albert
House, Leo Jackson
Lerner, Harry
Williams, Hubert

WIS.-IND. SECS CONFIDENT

Badgers See Trend to Peak

Top farm prices viewed as gate index at annual Milwaukee meet of managers

MILWAUKEE, Jan. 11.—A spirit of optimism for the coming season was voiced by the delegates to the annual convention of Wisconsin Association of Fairs in the Hotel Schroeder here on January 8-10. Prevailing sentiment was expressed by Ralph E. Ammon, commissioner of agriculture and manager of Wisconsin State Fair, in his talk on Wisconsin Agriculture and the Fairs. Farm prices and fair attendance closely follow the same trend, he stated, basing his observation on a survey of prices and attendance over 30 years. With prices reaching a new peak during the past year, fair attendance, Ammon said, will undoubtedly show a decided upward trend, and the fair should have the best season in many years.

The program this year was diversified, topics discussed covering a wide range. Attendance was very good, all but a few fairs being represented, some with as many as 10 or more delegates. Attraction people in attendance were as numerous as usual. Some 8 or 10 firms made their first appearance at a Wis.—(See BADGERS MEET on page 41)



CLARENCE H. HARNDEN, who in 1940 piloted Saginaw County Fair and Michigan Farm Products Show, Saginaw, to a successful conclusion despite bad weather, was re-elected secretary-manager on January 3. Under his management extensive plant improvements were made last year.

Pro and Con on Carnivals Heard At Kansas Meet

TOPEKA, Kan., Jan. 11.—While admitting that carnivals are still the best means of attracting fair patrons, members of Kansas Fairs Association, in annual session in the Hotel Jayhawk here January 7 and 8, complained that some carnival companies are guilty of practices which have seriously hurt some of the small fairs. Discussion on The Carnivals Situation and What Can Be Done To Improve It brought out that there is apparently an insufficient number of carnivals to meet the demand and smaller fairs must get along as best they can.

Bert W. Booth, Valley Falls, told his experience: "We booked two different carnivals last year, but both canceled and we didn't have any at fair time." Carnival representatives told their side of the situation—how they had found that fairs had been called off at the last minute, that arrangements on grounds were not as they should have.

(See KANSAS MEET on page 41)

Heavy Program Set for Powwow Of Michigan Managers in Detroit

DETROIT, Jan. 11.—A large number of subjects vital to the success of fairs will come up for discussion at the annual convention of the Michigan Association of Fairs here in the Fort Shelby Hotel on January 21-23.

First session will open at 8 p.m., Tuesday. It will be a joint meeting of association members and attractions and concession people. President Robert P. Buckley, Bad Axe, will preside. He will make his annual report and appoint committees. Speakers and their subjects will be John Reid, Happyland Show, What Midways Mean to Fairs; Frank Duffield, Thearle-Duffield Fireworks Company, Our World Fairs; and W. J. Cameron, of the Ford Motor Company. There will be introduction of attraction and concession people and entertainment by Tim Doolittle and His Pine Center Gang from WJH.

Wednesday's meeting, opening at 2 p.m., will be a joint meeting of association members and the Michigan Standard-Bred Horse Association. It will open with a roll call, and be followed by a reading of minutes and reports of

Tortis Are Hosts To Tin Bucketees

MILWAUKEE, Jan. 11.—Giving a jolly finish to the first day's meeting of Wisconsin Association of Fairs here, Louis and Ned Torti entertained the Royal Order of Tin Bucketees Wednesday night at Louis Torti's beautiful home. This was the seventh annual party and it was fully up to its predecessors in every respect. Some 80 fair men and showmen were guests.

The usual procedure was followed, each guest picking out his individual tin bucket as he entered the spacious basement of the Torti home and proceeding to fill the receptacle with Milwaukee's finest amber fluid. A delicious steak dinner followed, then the affair was turned over to Sam J. Levy, perennial toastmaster, whose inexhaustible fund of stories is the marvel of everyone. Sam called on the guests one by one and each responded nicely. The fun continued until 10 p.m.

A rising vote of thanks was tendered the Torti boys for a wonderful party and the wives for the splendid dinner they prepared. Frank West, of West's World's Wonder Shows, presented Louis and Ned elegantly bound books containing an appreciation of their hospitality and a roster of the members of the Tin Bucketees.

Dayton, O., Nets \$11,545; 62,563 Gate Nears Record

DAYTON, O., Jan. 11.—Montgomery County Fairgrounds here operated at net profit of \$11,545.97 in 1940. Secretary Ralph C. Haines reported at the annual board meeting on January 4. Of the amount, \$6,161 was spent on permanent improvements, including repairs, painting, and installation of a sprinkler system. Because salaries are paid and the grounds are operated on a yearly basis it was impossible to report what portion of the gain was due to the fair alone.

Reports from other fairs indicated that the Dayton attendance mark of 62,563 was the best of any county annual in the State. Secretary Haines said. All-time record is 67,000, established in 1937. In 1940 one gate ran out of tickets and had to use auto tickets. Had they been counted the 1937 mark would have been bettered, he said. Receipts totaled \$43,169. Premiums amounted to \$7,178 and \$5,312 was paid in the speed ring. Special attractions and music cost \$1,791.

READING, Pa.—Directors of Reading (Pa.) Fair have authorized officers to contract Cettin & Wilson Shows for the 1941 annual, making the sixth year the shows have appeared there, said Secretary Charles W. Swower.

Hoosiers Talk Risk Coverage

Full protection of boards sought—no other pressing problems apparent

INDIANAPOLIS, Jan. 11.—Public liability of fair associations and whether they have adequate insurance protection were main topics at the annual meeting of Indiana Association of County and District Fairs in the Lincoln Hotel here on January 6-8. It was one of the largest conventions ever held by Hoosier fairs and base was changed to the Lincoln after many years of sessions in the Hotel Claypool.

A committee of three will be appointed by the president to take steps for a uniform policy which will give fair associations full coverage for liability and other insurance and eliminate the present apparent uncertainty of many boards as to the actual extent of their coverage. All delegates and an unusually large attendance of attractionists and supply men displayed plenty of optimism as to the coming season.

President W. C. Manrow, Elkhart County Fair, Goshen, was re-elected president for the coming year at the Tuesday afternoon session. Vice-President R. C. Graham Jr., Graham Farms Fair Association, Washington, was re-elected, and Secretary-Treasurer William H. Clark, Johnson County Free Fair, Franklin, was renominated for his fourth year.

State Fair Manager Harry G. Templeton reported on the 1940 annual meeting. (See HOOSIERS TALK on page 38)

CNE Gets Go Ahead Signal; \$32,573 Surplus for 1940

TORONTO, Jan. 11.—Surveying 1940 records, Canadian National Exhibition officials laid aside all doubt of not staging the 1941 edition. It is felt that the exhibition will add to war earnings and good will between Canada and the United States, and will tighten bonds with the British empire. Plans are under way to launch the largest advertising program in history. It will be designed to attract United States visitors. Department of National Defense will display its work and the Royal Canadian Air Force will leave men there for two weeks.

Weather conditions were not completely favorable last year. One day and night, \$50,000 was lost due to a heavy downpour, but the two weeks were successful enough to build a surplus of \$32,573. Increased attendance of 16,000, coupled with an operating cost which was \$4,000 less than in 1939 helped directors gain the surplus.

General Manager Elwood Hughes has been ill the past three weeks with an attack of sciatica. His condition is improved, but it will be some time before he is back in harness.

\$350,000 Outlay Called for In Advance U. Centen Plans

SALT LAKE CITY, Jan. 11.—Groundwork is being laid here for Utah's projected 1947 centennial, first big exposition ever undertaken in the State, with a preliminary planning program involving outlay of more than \$350,000. Amount has been requested by a centennial commission as a State appropriation, to be used during the next two years in preparation for the event, which will honor arrival of Mormons in 1847.

Sum is requested in a report signed by David O. McKay, commission chairman. Plans call for development of a site for the exposition, which is expected to be too vast for the State Fairgrounds. For the development \$65,000 is requested. It would be used for purchase of grounds and erection of buildings. Appropriations also would provide for improvements on county fairgrounds, where note would be taken of the anniversary. To obtain money it will be necessary for the 1941 Legislature to make an appropriation.

'40 York Best in 88 Years

YORK, Pa., Jan. 11.—The 1940 York Fair was the most successful in 88 years, according to the financial statement showing cash balance of \$34,954, reported President and General Manager Samuel S. Lewis. Record was made in the face of a major improvement program, which included installation of many new facilities and renovations. President Lewis attributed the good record to the management's policy of keeping in step with the times. Total receipts were \$141,635, a figure exceeded in 1928 by \$1,411, due to higher concession rates and grandstand prices and boom conditions.

5 New Mich. Board Members

DETROIT, Jan. 11.—Five new members were appointed to the board of managers of Michigan State Fair here and one reappointment was made Tuesday by Gov. Murray D. Van Wagoner, who took office on January 1. Harry Mack, Detroit, who has had charge of rodeos produced during fair week and one winter rodeo, was reappointed. New members are Joseph Wisniewski, Detroit; Joseph F. O'Sullivan, Detroit; Charles Gottschalk, Saginaw; Mark Crawford, Coldwater, and George Cabal, Zeeland. O'Sullivan was formerly State superintendent of private employment bureaus, in charge of theatrical agencies.

Iowa State Salaries Fixed

DES MOINES, Ia., Jan. 11.—Iowa State Fair board executive committee announced the salary of Lloyd B. Cunningham, new secretary, had been fixed at \$4,200 a year. He was named secretary on December 15 to succeed Art R. Corey, who was given the position of assistant secretary. The committee reported Corey's salary would be \$3,000. He drew \$5,000 as secretary and occupied a dwelling on the fairgrounds. Under the new set-up Cunningham has moved into the house. Committee reported that work would be continued on the new 4-ft dormitory and dining room and that it is expected to be completed by July 1.

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 sixth appears in this issue.

Varied Talk Fest For Maine Meeting

AUGUSTA, Me., Jan. 11.—A varied program of interest for fair officials and horsemen has been arranged for the annual meeting of the Maine Association of Agricultural Fairs here in the Augusta House on January 17, reported Secretary James S. Butler, Lewiston.

On the reception committee are Frederick G. Payne, chairman; D. E. Foster, Don Corbett, W. L. Robertson, Forest Bond, and W. S. Foster. Registration and Tickets Committee Chairman R. G. Webber will have Russell E. Brooks and Audrey Hanks assisting him. On the banquet committee are R. G. Kennison, chairman; Earle R. Hayes, and John Sealey Jr. A. E. Smith is in charge of publicity, assisted by S. G. McCurdy.

The 11 a. m. session will be divided into three groups. In the banquet room fair executives and grounds and publicity men will meet, with association President George S. Williams presiding. Suggested subjects for discussion are: Better Publicity, State Registration, Wickets and Passes. Assistant Treasurer W. L. Robertson will preside over a meeting of race secretaries and horsemen in the Silver Room. Up for discussion are *Conflicting Rules, Early Entries, Suggestions From Owners, and Suggestions From Drivers*. Don Corbett will preside over the meeting of livestock and agricultural exhibit men in the parlor. There will be talk on *Parade, Club Exhibits, Fairs, Bird Shows and Draft Horse Shows*. President Williams will preside over the general meeting at 2 p. m. in the banquet room. There will be reports by Secretary Butler, the treasurer; committees, including the State racing group, and the handling of unfinished business. New business and recommendations from group meetings will be discussed, to be followed by greetings from the U. S. Trotting Association, appointment of a nominating committee, introduction of attractionists, report of nominating committee, and election of officers. Meeting will close with an address by the incoming president.

Annual banquet will open at 7 p. m. in the main dining room with introduction of guests and remarks by Richard M. Hallett, Hon. Frederick G. Payne will be toastmaster. Mayor Sanford L. Fogg, Augusta, will deliver a welcoming address and there will be talks by Andrew Pelker, commissioner of the Department of Agriculture, Concord, N. H., *The Obligation of the Fair to Agriculture*, and Executive Secretary Frank L. Wiswall, U. S. Trotting Association, Albany, N. Y., *The Future of Harness Racing in Maine*. Vaude acts will be furnished by George A. Hamid, Inc., and Jay C. McCabe. Music will be by Norman Elvin's orchestra. American Fireworks Company will supply fireworks. G. O. Stalis Company, badges, Fair Publishing House, tickets and special programs, and Suffolk Electric Company, public address system.

O. May Erect 2 Buildings; Ponders Corporation Terms

COLUMBUS, O., Jan. 11.—Two new buildings, one housing the State department of agriculture and the other serving as a junior girls' dormitory, may be erected on Ohio State Fairgrounds here, according to John T. Brown, State director of agriculture. For John W. Bricker has approved the proposal to erect the dormitory. It would be completed as a WPA project, with the State furnishing about \$39,000. The governor has ordered an estimate prepared for erection of the agricultural department building, and it is expected that gubernatorial approval will follow should aggregate cost of the structures not exceed \$500,000.

State fair advisory council is working on the plan to incorporate the fair, with several important details yet to be ironed out. Council is confronted with the problem of limiting power which would be vested in hands of trustees of the fair, as provided in the proposal. As originally planned, trustees would be named by the governor and they would select a fair manager whose tenure would not end with each political administration, purpose being to remove management from political influence. Trustees' functions would include power to issue bonds for a long-term improvement program. Advisory council, it is reported, is concerned with limiting bond-issuing authority and management of the fair itself, so that it will maintain its position as an agricultural fair.

Around the Grounds

CINCINNATI.—M. P. Canosa, former owner of Havana (Cuba) Park, reported he is promoting a 19-day fair in Panama City, Panama, to be known as Panama Fair, and to be held in Panama Stadium, which seats 20,000. He is seeking backing of the new government there in staging the event. Panama has a native population of about 150,000 plus about 80,000 United States citizens in the Canal Zone.

WAPAKONETA, O.—Harry Kahn, the past seven years secretary of Auglaize County Fair here, was named business manager of the Lima (O.) Baseball Club on January 4. He plans special night programs, offering fireworks.

CHARLOTTE, Mich.—Despite four days of rainy weather and lack of county aid, Eaton County 4-H fair cleared about \$1,000 in 1940, reported Secretary-Manager Hans Kerdell. Additional improvements to grounds and buildings will be made prior to the 1941 annual.

BLOOMSBURG, Pa.—The 1940 Columbia County Fair here was the most successful in history, Treasurer Jacob H. Maus revealing earnings of \$24,000. Paid attendance set a record total of 95,000. Report showed permanent improvements costing \$28,000 had been made and a balance of \$28,329, \$2,000 less than in 1939. Despite rain on one day grandstand receipts of \$27,762.75 was a new high. Entertainment cost \$17,650.

SAGINAW, Mich.—Secretary Clarence H. Harnden reports he has signed F. E. Gooding Amusement Company to furnish shows and rides at 1941 Saginaw County Fair and that Mulder Amusement Company will supply game concessions.

SHAWANO, Wis.—At the annual meeting of Shawano County Fair Association a year-end cash balance of \$25,188.29, largest in years, was reported. G. R. Rousseau, C. O. Felts, R. H. Fischer, and Louis Cattau were named to a committee to determine advisability of replacing the grandstand, partially destroyed by a storm in October.

MOBILE, Ala.—City commission has leased the fairgrounds Merchants Building to the WPA to house the agency's toy project. Under terms of the lease, which expires on June 30, the government will not pay rent, but will re-roof the structure and make other necessary repairs.

BROWNSFIELD, Tex.—Terry County Fair Association has been granted charter of incorporation. No capital stock is to be issued. Incorporators named were Leon Holmes, Spencer Kendrick, and C. T. Edwards.

GEDARBURG, Wis.—Ozaukee County Fairgrounds here have been sold to Gedarburg Fire Department. Property was offered at a foreclosure action to satisfy a \$16,000 debt.

HILLSDALE, Mich.—Profit of over \$4,000 made in 1940 by Hillsdale County Fair was spent on improvements to grounds and buildings, reported Secretary H. B. Kelley. Improvements voted for 1941 include filling of more low ground for parking facilities, installation of 700 feet of wire fencing, and additions of horse and cattle barns to save expense of renting tents to house overflow exhibits.

GREEN BAY, Wis.—If tentative plans are carried out, Brown County Fair here will become a tri-county annual. It would include Oconto and Outagamie counties. Oconto County has no fair. Directors meeting here on January 2 proposed setting the 1941 admission price at 40 cents, including auto, instead of 25 cents. In past years it was 25 cents, plus 25 cents for automobile.

CARTHAGE, N. C.—In addition to serving as secretary of Moore County Fair here, Paul H. Waddill reported he will have a circuit of six class B fairs in the State at which he will introduce innovations in an effort to stimulate

afternoon attendance. Automobile will be given away at each.

SHREVEPORT, La.—At a recent Louisiana State Fair board meeting in the grandstand office here Secretary-Manager W. R. Hirsch, WPA officials, and attending members of the Legislature were given a vote of commendation for their accomplishment in rehabilitating fairground property damaged by the March tornado. Secretary Hirsch and his assistant, Joe T. Mousour, were dinner hosts to the group, including members of city council and managing editors of two local newspapers. Fair President M. T. Walker announced that a spring 4-H Club livestock show would be held on the grounds.

TWIN FALLS, Idaho.—Idaho State Fair Association will hold its annual meeting here on January 30 and 31, reported President Thomas Parks, Flier. Group is made up of all fairs and rodeos in South and Southeastern Idaho.

TIMONUM, Md.—John T. McCaslin, midway manager at Maryland State Fair here for a number of years, was reappointed to the post for 1941 at a directors' meeting on January 6, reported Harry J. Bowen. Improvements on the midway and relocation of it are contemplated.

Fair Elections

UPPER SANDUSKY, O.—Rosa A. Winter was elected president of Wyandott County Agricultural Society; Ambrose Oelans, vice-president; Harry A. Hudson, secretary; Charles Artz, treasurer.

HILLSDALE, Mich.—Hillsdale County Agricultural Society elected Howard Williams, president; J. J. Nachtrieb, vice-president; J. I. Post, treasurer; H. B. Kelley, secretary.

CHATHAM, N. Y.—Columbia County Agricultural Society elected Chester A. Branan, president; John S. Williams, vice-president; William A. Darless, secretary; Charles E. Harder, treasurer.

SHAWANO, Wis.—Shawano County Fair Association re-elected Charles Piehl, president; Louis Cattau, secretary; Albert H. Gustman, treasurer.

XENIA, O.—N. W. Hunter was re-elected president of Greene County Agricultural Society for the seventh year.

SAGINAW, Mich.—Saginaw County Fair named Charles Girmus, president; Dr. J. M. Brooks, first vice-president, and re-elected William Otto, second vice-president; William J. Kirohner, treasurer; Clarence H. Harnden, secretary-manager.

ZANESVILLE, O.—O. L. Baughman was elected president of Muskingum County Agricultural Society, succeeding S. H. Lawyer, who declined re-nomination. Vice-President E. E. Baird and Treasurer B. L. Shepherd were re-elected and P. D. Elliott was named secretary.

Fort Pierce Program Set

FORT PIERCE, Fla., Jan. 11.—Advance reservations for exhibit space in all lines at six-day St. Lucie County Fair here under Junior Chamber of Commerce sponsorship indicate that all rooms will be taken, reported E. H. Gacke, Crescent Amusement Company has been booked for the midway and special days have been set aside for the governor, children, musical program, and States. Profits are used for upkeep of an athletic field, frequently used by professional baseball teams as a training camp. On the Chamber committee are President David Poe; Col. Tolley Bass, chairman; Ed Schmitt Jr., superintendent of grounds and construction; Myron Varn, agricultural exhibits; Mrs. Test, domestic exhibits; H. B. Moore, publicity; Bertram Hamilton, Bryan McCarthy, and Howard Poppell.

MICH. POWWOW

(Continued from opposite page)

Champions: Win Kinnan, manager of Ohio State Fair, Columbus, *Harness Racing at State Fairs*; Michigan Attorney General Herbert J. Rushton, *Why I Enjoy Horses and Horsemen*; Henry Knaut, Ladd, Ill., *Breeding the Harness Horse for Entertainment and Profit*; and Ralph Lee, public relations department, General Motors Corporation. Music will be by the Ford Mountainers, thru the courtesy of the Ford Motor Company and Henry H. Leaders, United Booking Association. After election of officers and discussion of business the meeting will adjourn.

Final business meeting, presided over by President Robert Buckley, will open at 2 p. m. Thursday. Chief of Fairs A. C. Carton will make his annual report and an address will be made by Stanley Powell, Legislative Council of Michigan State Fair Bureau, Ionia, *State Aid for Fairs*. Rose Sario, Ionia; Carl Mantey, Caro, and Ray Bushey, Alpena, will speak on *What Can Be Done To Stimulate Morning and Afternoon Attendance Where Night Fairs Are Held*. Suggested topics for general discussion are *Proposed Amendments to Racing Bill, Uniformity in Concessions, and House Trainers at Your Fair*. There will be reports of the nominating and resolutions committees and selection of a 1942 convention city.

Harvey Campbell, executive vice-president of the Detroit Board of Commerce, will be presented as toastmaster at opening of the annual banquet at 7 p. m. Mayor Edward J. Jeffries Jr., Detroit, will make the welcoming address and Mrs. Harvey Walcott, Marne, will respond. There will be a message from Gov. Murray D. Van Wagoner and addresses by the commissioner of agriculture, Department of Agriculture and Fairs; Bert Wermuth, Michigan Farmer, *Relationship of Fairs to Agriculture*; Chief of Fairs A. C. Carton, *Revenue Received From Racing Bill and Where Appropriated*, and Edward Perath, Detroit, *Relationship of Exhibits to State and County Fairs*. Thurman (Dusty) Miller, humorist, will be on the program, emceed by Sam J. Levy, Barnes-Caruthers Fair Booking Association. There will be music by the Harmony Queen and other entertainment furnished thru the courtesy of booking offices. Firms co-operating with the banquet committee are Detroit Sound Engineering Company, Bert Thomas, manager; Regalia Manufacturing Company, badges, and Hudson Fireworks Company, favors. T. P. Eichelsdoerfer, Regalia Manufacturing Company, will present a cup to the fair having largest attendance at the banquet.

TROY, O.—Miami County Agricultural Society re-elected Secretary E. O. Ritter and named Richard Levering, president; Lloyd Patten, vice-president; Floyd Blauser, treasurer.

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Grandstand Shows

ETRUEN County Fair, Bath, N. Y., has contracted with Frank Wirth for the third year for attractions, officials report.

OFFICERS of Reading (Pa.) Fair have been authorized by directors to contract Jimmie Lynch's Death Dodgers for a Sunday, Lucky Teter's Hell Drivers for a Saturday, and Ralph A. Hankinson races for a Sunday, reported Secretary Charles W. Swoyer. It will be Hankinson's 16th year at the fair.

MAL B. LIPPINCOTT, magician, who worked a recent Elk Circus in Columbia, S. C., with Burns' Amnims, reported he and Mrs. Lippincott plan to spend the remainder of the winter in booking their outdoor unit for 1941 fairs and celebrations.

SAGINAW (Mich.) County Fair has signed Barnes-Carruthers to furnish acts at the 1941 annual and has booked Theslie-Duffield fireworks, reported Secretary Clarence H. Harnden.

W. L. ENGBART, manager of Karl L. King's Band, has announced booking of four Iowa fairs, reported G. W. Tamm, including Iowa State Fair, Des Moines; Clay County Fair, Spencer; Buena Vista County Fair, Alta, and Hamilton County Fair, Webster City.

DOVER, O.—W. R. Hanner was elected president of Tuscarawas County Agricultural Society and J. W. Lebold was named vice-president. Treasurer C. V. Shepher and Secretary Grover Krantz were re-elected.

READING, Pa.—Reading Fair Association re-elected President John S. Giles for the eighth time and Secretary Charles W. Swoyer.

CHARLOTTE, Mich.—Eaton County 4-H Fair Society re-elected President John B. Strangle for the 11th year; Vice-President F. D. King; Treasurer C. D. McIntyre; Secretary-Manager Hans Kardo.

TOPSHAM, Me.—Topsham Fair Association re-elected President John M. Pursh; Carl M. Day, Claude Strout, John W. Hiley, vice-presidents; Secretary Samuel Woodward, and Treasurer Walter M. Williams, reported J. P. Snow.

Edmonton Surplus Over 100

EDMONTON, Alta., Jan. 11.—Edmonton Exhibition's surplus in 1940 was \$10,908, Managing Director Percy W. Abbott told shareholders. It compared with \$9,656 in 1939 and \$15,706 in 1938. Manager Abbott said there was no intention of discontinuing the fair in 1941 because of the war. He said officials had been requested by the federal and provincial governments to carry on as an aid in the development of agriculture. The fair, he said, will continue its policy of retrenchment because of the war. In 1940 about \$6,000 was lopped off expenditures because of discontinuation of the federal grant.

HOOSIERS TALK

(Continued from page 38)

of the International Association of Fairs and Expositions at the opening session Monday afternoon. There came the roundup on tax and insurance liability. Tax experts replied to questions which cleared problems in some instances and did not in others. Much was made of the significance, so far as taxes are concerned, of the difference in terms "non-profit fairs" and "unprofitable fairs." Tax Liability of County and District Fairs was the subject of Will H. Smith, collector of internal revenue, and G. K. Hewitt, director of gross income tax division, Indianapolis. Eiger A. Perkins Sr., member of the industry board, Indianapolis, spoke on Compensation Insurance as Related to County Fairs, and Liability Insurance for Fair Associations was the topic of Hugh Reynolds, of an Indianapolis law firm.

Session for Attractions

A new feature which evidently will be popular was a conference Monday night of attraction, privilege, and concession men and fair officials, presided over by Francis M. Overstreet, Bartholomew County Fair, Columbus. Attractionists were introduced and amusement and concession angles informally discussed. No proposed resolutions came out of the group meetings Tuesday forenoon, although discussion was general and considered valuable. C. E. Edwards presided at a



Fair Meetings

South Texas Fair Circuit, January 20, Bellville. O. H. Burgdorf, secretary, Fredericksburg.

Western Canada Fairs Association, January 20-22, Fort Garry Hotel, Winnipeg. Keith Stewart, secretary, Portage la Prairie, Man.

Western Canada Association of 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, Noel Hotel, Nashville. O. D. Massa, secretary, Cookeville.

Michigan Association of Fairs, January 21-23, Fort Shelby Hotel, Detroit. H. B. Kelley, secretary, Hillsdale.

South Carolina Association of Fairs, January 22 and 23, Jefferson Hotel, Columbia. J. A. Mitchell, secretary, Anderson.

North Dakota Association of Fairs, January 23-25, Waldorf Hotel, Fargo. Dr. G. A. Ottinger, secretary, Jamestown.

North Carolina Association of Agricultural Fairs, January 24 and 25, Sir Walter Hotel, Raleigh. W. H. Dunn, secretary, Wilson.

Mississippi Association of Fairs, January 24 and 25, Edwards Hotel, Jackson. J. M. Dean, secretary, Jackson.

Rocky Mountain Association of Fairs, January 25-28, Rainbow Hotel, Great Falls, Mont. Jack M. Suckstrot, secretary, Sidney, Mont.

Virginia Association of Fairs, January 27 and 28, John Marshall Hotel, Richmond. Charles B. Ralston, secretary, Staunton.

Nebraska Association of Fair Managers, January 27-29, Lincoln Hotel, Lincoln. Chet G. Marshall, secretary, Arlington.

Illinois Association of Agricultural Fairs, January 29 and 30, Abraham Lincoln Hotel, Springfield. A. W. Grunz, secretary, Breesa.

Pennsylvania State Association of County Fairs, January 30 and 31, Penn-Harris Hotel, Harrisburg. Charles W. Swoyer, secretary, Tullahoma.

North Carolina Association of Fairs, January 30-February 1, Hotel Adolphus, Dallas. Pete H. Smith, secretary, Plainview.

Class "W" 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. F. 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.

conference of fair presidents and vice-presidents, and Kenneth P. Blackwell, Franklin, Wis., secretary. Meeting for secretaries and treasurers was presided over by George H. Neises, Lake County Fair, Crown Point, and Will G. Ross, Clinton County Fair, Frankfurt, was secretary. Concession superintendents' conference was led by S. B. Berkshire, Jennings County Fair, North Vernon, with Charles E. Williams, Anderson Free Fair, as secretary. A Gordon Taylor, La Porte County Fair, La Porte, presided at a meet of speed superintendents and secretaries at New York State, Washington. Tuesday noon there were meetings of Northern Indiana Fair Circuit, Eastern Indiana Fair Circuit, Southeastern Indiana Fair Circuit, and Southern Indiana Fair Circuit.

Tuesday afternoon Albert M. Bibbea, county agent, Evansville, told of the Relationship Between County Fairs and 4-H Club Work, advocating stronger ties to insure success of fairs of the future. Frank L. Wiswall, executive vice-president of the United Trotting Association, reported on the progress of that body and urged harmonious development of the harness-racing field. Secretary Edward B. Price, Muncie Fair, made a witty "ringmaster" for a quiz on fair problems but so little discussion developed that he opined "all problems must be settled."

B. Ward Beam held the interest of delegates as he advocated automobile racing at fairs, an attraction now almost

all in Hoosier fair circles. He showed how it can be made into a big-time crowd puller at fairs that now get more of their patronage at night, and he declared that his 22 years in the auto speed field had shown him that "you can build an Auto Race and Thrill Day at your fair to a point where it will gross more money than all the other days of your fair and assure you of a good profit each year."

Banquet Stresses Harmony

The banquet Tuesday night in the Travertine Room of the Lincoln was largest in history of the association, nearly 250 attending. Floor show included Eero Buzzington's Rastic Revolvers, with band and line of girls, a Gus Sun attraction and hilariously offering which went over big. The well-known Rude Sisters, three acro dancers, presented by the Woolfolk-Beam agency, also scored.

Keystone of speakers was the harmony which has existed in conduct of the State Fair here for a number of years and the big advances made in plant improvements. This was especially emphasized by Gov.-Elect Henry F. Schriker, who presented his successor, Lieut.-Gov. Charles M. Dawson. The latter, under the law, also becomes head of the State department of agriculture and the State Fair. Also at the speakers' table were President P. L. White, State board of agriculture, and State Fair Manager Harry G. Templeton. C. E. Edwards, Connersville, former president of the fairs' association, was toastmaster, acting for President Manrow, who, also present, did not feel up to the task, as he is recuperating from a long siege of illness following injuries sustained in an auto accident.

Attractionists Turn Out

Attractions and supply concerns and representatives included Amusement Corporation of America, Harry W. Henales, Robert L. Lohmar; Johnny J. Jones Exposition, E. Lawrence Phillips, J. C. (Tommy) Thomas, R. E. Haney, Mrs. Bertha (Gyp) McDaniel; Great Lakes Exposition Shows, Al Wagner, Robert Kline; Mighty Shoesley Midway, Victor Canares; Thomas Amusement Enterprises, Cliff Thomas; Imperial Shows, Edward A. Hock, Charles Schaefer, Joe Howard; Rogers Greater Shows, Harry L. Snaal; Texas Longhorn Shows, Roy Gray; Pearson Shows, Mrs. Anna Jane Pearson; Blue Ribbon Shows, Mr. and Mrs. L. E. Roth; F. E. Gooding Amusement Company, Floyd E. Gooding, Mr. and Mrs. Ed C. Drumm, J. P. Murphy, E. W. Weaver; Gold Medal Shows, Oscar Bloom; Motor City Shows, Vic Horwitz; R. S. Bremson; Pan-American Shows, Mr. and Mrs. Bob Strayer, Ed Moore; Wabash Valley Amusement Enterprises, T. J. Smith; West's World's Wonder Shows, Neil Beck; Groves Greater Shows, George Kane; Fidler; Miller Bros' Shows, Maurice Miller; Lamb & Curl Shows, W. E. Lamb; Barnes-Carruthers Fair Booking Association, Sam J. Levy, Camille LaVillia; International Congress of Oddities, Mr. and Mrs. Ray Marsh Brydon; Globe Poster Corporation, Sunny Bernet, Bud Ruppier; Standard Chevrolet Company, Charles T. Goss; Northwest Amusement Company, Julio Miller; Boone County Jamboree, Renfro Valley Barn Dance, Bill McClusky; Jack Bell; Gus Sun Booking Agency, Gus Sun, Gus Sun Jr., W. C. (Billy) Senior, Mr. and Mrs. Jinks Hoagland; Hudson Fireworks Company, A. D. Michele, Harry B. Lessinger; Equizer Job Printing Company, John J. Anderson; WLS National Barn Dance, George Ferguson; United Fireworks Company, Walter L. Beachler; Indiana Fireworks Company, L. Casse; Interstate Fireworks Company, L. E. Holt; Desplanter Bros., Ernest Desplanter; Lunsford & Monnett Rodeo; Henry H. Lydner Booking Agency, Mr. and Mrs. Harry Lunsford; Reginald Voorhies & Company, L. N. Fickler; Woolfolk-Beam Agency, Boyl Woolfolk, B. Ward Beam, Roland Ake; Tommy Sacco Theatrical Mart, Tommy Sacco; J. C. Michaels Attractions, J. C. Michaels; Raymond Attractions, Ed and Olive Raymond; National Speedways, Al Sweeney; Triangle Poster Printing Company, Jake Shapiro; Illinois Fireworks Company, G. M. and O. G. McCray; Joseph P. Porceddu; O. Henry Tent & Awning Company, Charles G. Driver; Flash Williams Thrill Drivers; Barker Bros' Circus; Bill Blomberg; Col. Frank H. Hiland, ballcoast; Adams Rodeo Company, George V. Adams; Raun's Circus, Rodeo, and Thrill Show, C. L. (Jack) Raun; St. Julian's Attractions, Jack and Marie St. Julian; Baker-Lockwood, Jimmy Morley; Fair Publishing House, R. G. Teets; Myers Concessions, W. S. Myers; Mike Rosen, concessions; Per-

Sponser "Feels Fine"; Not on Deceased List

CINCINNATI, Jan. 11.—Thru an error the name of A. L. Sponser was included in the list of deceased past presidents of the International Association of Fairs and Expositions in the IAFE Golden Jubilee Section of *The Billboard*, dated November 30, 1940.

"I notice that you place my name in the list of deceased past presidents," writes Mr. Sponser. "It may be that I ought to be placed there, but that important personal event has not yet occurred. The reason I am not still manager of Kansas State Fair is that I was stricken by heat in an old building, which left me practically unfit for continued service in that capacity. But I recovered and feel fine—good appetite, good digestion, sleep well, etc. I was never sick in my life, except of troubles incident to children. By the way, that was a fine edition of *The Billboard* to which I refer above. It was most complimentary to the fairs and to its publishers. May your success continue!"

Repeat Dates Booked

Indianapolis visitors included Mike T. Clark, Fred Terry, Fiedling W. Scholler, Albert Neuberger, W. L. Casady, Joe Murphy, and Mr. and Mrs. Tex Conroy.

Zack Terrell and Jake Newman, Cole Bros' Circus, came up from winter quarters in Louisville, Ky., for a call. Al Hunkle visited from Anderson, Ind.

Roy Gray, Texas Longhorn Shows, wintering in Albany, Tex., was visiting Indianapolis relatives.

Al Wagner's Great Lakes Exposition Shows contracted repeat dates at Franklin County Fair, Benton, Ill., and Jackson County Fair, Brownstown, Ind.

Contracts for acts in Logansport, Ind., on Decoration Day, Fourth of July, and at Logansport Fair were signed by Gus Sun Agency, reported W. C. (Billy) Senior, as well as the Lewisburg-Honover (W. Va.) Fair.

Repeat dates for Edward A. Hock's Imperial Shows were signed for Indiana fairs at Booneville, Goschen, Frankfort, and Terre Haute.

C. L. (Jack) Raun's Circus, Rodeo, and Thrill Show has been contracted by Fayette County Fair, Washington, C. H., O.; Greene County Fair, Xenia, O.; Clinton County Fair, Wilmington, O.; Preble County Fair, Eaton, O.; Shawnee County Fair, Corunna, Mich.; Ingham County Fair, Mason, Mich.; Eaton County Fair, Charlotte, Mich.; Jackson County Fair, Jackson, Mich.; Sandusky County Fair, Fremont, O.; Wayne County Fair, Wooster, O., and Lenawee County Fair, Adrian, Mich.

W. E. Lamb of the new Curti & Lamb Shows, reported his partner, W. B. Curti, Ill with flu in Hot Springs, Ark.

Anna Jane Pearson, Pearson Shows, purchased an Eze-way custard machine to go in a Schult trailer.

There was a partial exodus late Tuesday night to the Wisconsin meeting in Milwaukee.

Overstreet Heads Board

Francis M. Overstreet, Columbus, supplanted Phares L. White, Oxford, as president of Indiana board of agriculture, which operates the State Fair. James B. Cummins, Portland, was named vice-president to succeed Overstreet.

In a session that lasted most of Wednesday board members heard reports by committee and generally wound up all business connected with last year's fair. They learned that for the fourth straight year the fair had showed a net profit, last year of \$70,987.11. Total receipts were \$379,104.71 and disbursements \$308,117.

Final attendance figures totaled 435,862 paid admissions, a sizable gain over previous year's record high of 412,306. Only in 1937 did the fair show a larger profit, when the net was \$72,351, although attendance was only 383,544. The financial and attendance reports were read by Harry G. Templeton, fair manager.

Board members who were re-elected include Overstreet; Harry P. Caldwell, Connersville; O. L. Reddish, Waveland; C. Y. Foster, Carmel, and Everett S. Priddy, Warten.

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

LARGE CROWD attended the recent opening of Cole and Fred Roberson's Roller Rink in Pikeville, Tenn., reported Tom M. Woodward, who is booking attractions into the rink. W. E. Chisam is floor manager. An order has been placed for Richardson skates. Rink operates six nights weekly, with Saturday and Sunday matinees.

PICTURES of fancy skating, snapped at Scranton (Pa.) Rollerade, appeared in the January rotogravure section of The Scrantonian.

MRS. C. W. IZZARD, operator of St. John (N. B.) Rolleradrome, has introduced a rink sticker showing an aviator, sailor, and soldier on skates. Large proportion of her patronage is from men in service.

AMATEUR roller revue will be featured at Fred H. Freeman's Winter Garden Roller Rink, Dorchester, Mass., on February 18, when proceeds will be turned over to the Roller Skating Rink Operators' Association of the United States

the rink's contribution toward expenses of carrying on association work. Mr. and Mrs. Umbach, rink professionals, will direct the show.

LOU SPEINS, manager of Bobolink Roller Rink last summer at Post Lake, Wis., moved his equipment to Powell's night club, Antigo, Wis., and opened January 4 with skating on Saturday and Sunday nights until May 1.

ROSELAND, Springfield, Mass., has been remodeled and opened for roller skating on Friday and Sunday nights.

WHEN the annual intermountain district convention of the Japanese-American Citizens' League was held in Salt Lake City recently delegates arranged for a private roller-skating party on December 27 at Gordon R. Woolley Roller Rink, about 200 donning skates. Special phonograph records were provided.

ROLLER Skating Club of Chicago has scheduled two parties, one at Hollywood

Great 1939-40 Progress; Future Holds Problems

By E. M. MOORAR

The seasons of 1939 and 1940 will go down in roller-skating history as the most progressive since 1908 and 1909. Many new buildings, which are a credit to the business, were erected. The moral tone of a majority of rinks was put on a much higher standard. Figure skating and dance steps did much to create interest and paved the way for further activity.

Many lines of business profited by the advancement. Shoe manufacturers have vied with each other in producing a varied selection of skating shoes. Makers of dresses have found a field for skating costumes. One large rink made space for the showing and sale of them. Several new makes of skates were introduced and many improvements were made by manufacturers of established lines. During the recent holidays department stores were obliged to set aside space for the handling of skating equipment, and sales

all prospective buyers to the store. It is evident that a new batch of skaters is on the way, as all rinks report more equipment being used. Holiday business was very good. The sport received and continues to receive plenty of newspaper and magazine publicity, and with rinks in large cities using daily broadcasts, both have brought results. Private parties and benefits have become very popular and some operators are at wit's end to assign dates so as not to interfere with regular seasons. Many organizations have buried their animosity toward roller skating and are among the rink's best patrons.

1941 Outlook Bright

Prospects for 1941 look good, but the question of war must be considered. Production of skates will likely be curtailed, as some manufacturers have garnered defense orders. Dance steps have opened a field for local contests similar to that which the old-time waltz and two-step events dist. There is talk of reviving speed events. However, it is believed that furthering of dance-step and figure-skating contests would prove more profitable. Hockey is also on the list of coming events. It is regrettable that two kinds, North American and International, have been specified. The North American type is played with ice hockey sticks and the International style is played with field hockey sticks. The writer believes the latter will prove the better. Owing to large investments made in ice hockey and the consequent ability to spend large sums for advertising, we cannot hope to get an equal share of publicity. On the other hand, if the International game with the short stick is used it might create publicity in itself as something different. The roller-skating show, slated to be produced in New York in the spring, may pave the way for similar attractions on the road. Ice shows have found it hard to get talent, despite attractive pay and an array of foreign skaters in the country, and stars have little trouble in getting placed. Should roller skating become a similar attraction promoters would have little trouble in securing talent, for we have a goodly number of prospective stars.

As a large number of patrons now come in automobiles, rinks are pressed for parking space, and it is believed that in the future more rinks will be built along highways where this accommodation can be obtained.

Carey Anniversary

December 25 marked the 30th anniversary of the great endurance race won by Jeanne (Pop) Carey in Paris. He is well over 60 years old and is still active, showing conclusively that no ill effects come of it. It is most remarkable that his record is still carried in French books. (See RINKS on page 50)



HIGHLIGHT of the annual Christmas skating party staged by William Seferino, president of Seferino Rolleradrome, Cincinnati, on December 30 for over 1,500 children, words of Court of Domestic Relations Judge Charles W. Hoffman, was an exhibition by Lois Goeller, 13-year-old national junior freestyle skating champion. Miss Goeller (in white costume) is a protegee of Earl Van Horn, general manager of Mineola (L. I.) Rink, and was accompanied by Mrs. Inez Van Horn. Standing between Mrs. Goeller and Betty Lou Cooper, free-style skater of Seferino Figure Skating Club, is Judge Hoffman. President William Seferino is at the right. Each child was given candy and oranges and 50 skate pins and 20 other prizes were awarded winners of contests.

Rink, Chicago, on January 26 and one at Mill Bridge Rink, Lyons, Ill., on February 9, reported Owen Ray, corresponding secretary. At Hollywood Rink medals will be awarded winners of a Collegiate contest and there will be door prizes. There will be a graceful skating contest at Mill Bridge Rink. Medals, shoe skates, and door prizes will be awarded. Old-timers Club will hold its second anniversary party at new River-view Rink, Chicago, on January 20. Contests will be featured.

LOUIE PHILLIPS, veteran skater and rink operator, in association with Carl Eastman, is opening a portable rink at Columbia, E. C., January 10. The rink, with accommodations for 800, will be located a short distance from Fort Jackson, which will soon house some 35,000 soldiers.

STEVE MULROY, who for many years had his own roller skating rink in vaude and who later managed Music Hall Rink, Cincinnati, is now manager of a cafe at Ninth and Vine in Cin. Spot is a rendezvous for burlesque performers.

MANAGEMENT of Riverside Rollaway, Agawam, Mass., scheduled a party for January 13, with 50 per cent of receipts going to the Red Cross. Novelties, including grand march, skate-dance number, lucky number chocolate skate, couples' waltz, and singing trio skate, were arranged.

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were enormous. One evil, one on which we have previously written, is that stores fail to instruct buyers on how to care for skates. This has caused rinks no end of trouble. It became so acute in Philadelphia that one large rink turned over repair work to a large department store and quit handling equipment, referring

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10 Degree Action

Ott's Opener Is a Turnaway

Latest debut of water pageant has 25 acts—pools at military camps talked

By NAT A. TOR

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

MIAMI BEACH, Fla.—This article is going to look beautiful pasted in Alex Ott's scrapbook or blown up in a Miami-Biltmore ad. But that's as it should be, for any one of the 3,200 who crowded around the picturesque Biltmore plunge Sunday afternoon (5) will admit that Ott stages the best water shows in these parts—or thruout the country for that matter. Small wonder, then, that plans are under way to erect additional bleacher seats to accommodate 5,000 Ott's weekly shows are on must lists of every visitor here. In 15 years he has been around. Ott claims his aquatic performances have been witnessed by over 6,000,000. With a general admiral tariff of 55 cents, \$1.10, and \$1.65, and a number of boxes at \$2.20, Ott's inaugural carnival grossed \$3,500. Gate was the largest opener ever, with many turned away. Other pools in this sector scheduling Sunday aquades will have to go some to top Ott, who in opinion of this department is master of 'em all.

Ott presented 25 acts in his debut pageant or Water Follies as he tabbed it. First there was an amateur group, featuring such stars as Mary and Ruth Hoeger; Peggy and Dorothy Rawls, sisters of Champ Katy; Taylor Drysdale, ace merman of University of Michigan, and a water ballet put on by boys and girls of Fort Lauderdale (Fla.) Swim Club, tutored by Don McKay, formerly associated with Manhattan Beach, New York. Then there was a fashion show, with vaude acts interspersed. There were two bands, an 80-piece outfit from a local school and Manny Gates' orchestra, which supplied music for the entire presentation. Acts were Merriell Abbott dancers; Two Kays, roller skaters; Melville Stuart, baritone; a juggling trio, and members of Wallenda Family, billed as the Five Kays. Doing a wire cycling act over the pool. For water presentation included fancy diving by Larry Griswold and Hank Akers, both of whom performed for Billy Rose last summer; comedy turns by Frank Snary, Don Grubbs, Ted Wingstrom, Pete Zaley, and Jackie Ott. Jackie is Alex's son and a true chip off the old block. Griswold did some dives from a (See OTT'S OPENER on opposite page)

Starkweather Is Laid Up With Auto Crash Injuries

BURT, N. Y., Jan. 11.—C. V. Starkweather, president of the American Recreational Equipment Association and secretary-treasurer of the Allan Herschell Company, North Tonawanda, N. Y., is at his new home on his milk ranch here recuperating from serious injuries sustained in an automobile accident on December 20.

He was in Lockport, N. Y., City Hospital until December 31. A fractured jaw and numerous lacerations have made his condition such that it will be some time before he can get about.

MIAMI, Jan. 11.—Katherine Rawls Thompson, former swimming star, appears in the Miami All-American Air Menagerie as a participant. Tying her own plane in women's speed dashes. She was coached by her husband, Ted Thompson, manager of Fort Lauderdale Airport, and president of Thompson Aero Corporation.

ATLANTIC CITY.—Indications are that 1941 will be the greatest convention year in Atlantic City's history. Almost 100 organizations are scheduled to meet here and negotiations are under way with some 30 others. They will attract an estimated 150,000.

CANTON, O.—George Stinclair, operator of Meyers Lake Park here, who has been seriously ill at his home, is reported to be slightly improved. He has operated the spot 20 years and has 1/4 r'd interests at other amusement centers in the Middle West.

"Same Roof" Goal of Locations Committee



A SINGLE TRADE SHOW for the outdoor industry is the aim of the new 1941 locations committee of the National Association of Amusement Parks, Pools, and Beaches. It is announced from the Chicago office of Executive Secretary A. R. Hodge. The members, Chairman Herbert F. O'Malley, Playland, Rye, N. Y. (left); Vice-Chairman Norman S. Alexander, Woodside Park, Philadelphia (center), and Edward L. Schott, Coney Island, Cincinnati (right), have started plans with the secretary for the 1941 annual meeting. "It is the hope of your board of directors," reads a communication to members, "that a satisfactory plan may be worked out so that all branches of the outdoor amusement industry may again meet under the same roof with a bigger and better trade show than ever before."

Long Islanders See Chance of '41 Gain

FAR ROCKAWAY, L. I., N. Y., Jan. 11.—Island amusement people are looking forward, with reasonably fair prospects, to good tidings in 1941, basing their conclusion on the fact that each succeeding year since 1937 has outdone the preceding one in business, together with the fact that the New York World's Fair will be no more than a memory.

Thousands of dollars that were spent by islanders in expectation of what the fair at Flushing was going to bring were just as many dollars spent. The fact that trade was up around shore play spots had little to do with the expo at Flushing. Visitors to beaches were regulars, and in a fraction of the instances a few out-of-towners in for the fair, but away for a bit of salt air. Of the latter group beaches had prepared for a hundred times the number who came. Belief is that with the fair gone there will be a renewal of the trek to beaches by locals.

St. Pete Concess Takes Up

ST. PETERSBURG, Fla., Jan. 11.—Concessionaires at Municipal Pier here report rising business, but that it is considerably behind that of the corresponding period of 1940, writes Jack Baughman. Among those located here are Mr. and Mrs. Ben Shapiro, silhouettes; Colina Heath, novelties and souvenirs; Joe Bennett, neckties; C. Barnhill, novelties and Indian merchandise; Fred Seobel, linens; Mr. and Mrs. Lionel Hirsch and M. Lloyd, perfumes, perfume, baby alligators, and turtles; and Mrs. Jane Beach, candy. R. P. Case is manager and emcee of the pier ballroom, operating on a three-night and two-matinee schedule weekly.

Cincy Zoo Gorilla Matures

CINCINNATI, Jan. 11.—Stute, trained gorilla at the zoo here, now weighs 355 pounds. Trainer William Dressman reported to Zoo President James A. Reilly following his annual check-up of the animal on January 8. Dressman said she gained 20 pounds in 1940 and that her weight indicates maturity. Her neck girth increased three inches. Chest circumference is 53 inches, representing a one-inch gain, and her waist measurement increased two inches to 62. Slope measure 19 inches and reach is 89 inches. She is 60 1/2 inches tall, representing a half-inch gain.

NEW ORLEANS.—Orleans Levee Board, trustee of the Lake Pontchartrain shore operation of concessions at the Negro beach, Henry Mills, New Orleans, bid a \$1,600 annual fee on a five-year lease with privilege of five-year renewal. Beach is two miles east of Pontchartrain Beach.

Times Calling for Unity in Industry

Excerpts from annual address of Arnold B. Gurtler, retiring president, at the 22d annual meeting of the National Association of Amusement Parks, Pools, and Beaches in the Hotel La Salle, Chicago, on December 4.

A year ago and, in fact, for the past few years, we had thought that we were living in exceptional times, but I believe that now we realize as never before the seriousness of the many problems which confront us and which demand the greatest possible strength and unity in our ranks. This convention is the fruitage of a year of hard work on the part of our executive secretary, members of the board of directors, and numerous committees associated with convention operation.

I shall not go into the matter of why we are here, as that subject will be dealt with by the location and exhibits arrangements committee. I can truly say, however, that I am very glad we are here. We will meet many new faces during the week; we have secured a number of new exhibitors, and we hope that when these newcomers get better acquainted with us they will make a pilgrimage to our annual convention and trade show regularly. I urge that all of us study carefully all exhibits, showing our appreciation of the exhibitors' support of our trade show and giving tangible evidence of that appreciation by placing orders before this convention is over so far as it is possible.

Show Better Since '35

It is impossible to report to you as fully as I might wish as to the operating results thruout the country, but the statistics gathered by the secretary's office at the end of the season showed a slight general increase, which, to me, was marvelous in the face of world conditions and, most of all, terrible weather. I have heard a lot of fellows claim that the amusement park business is on its way out. To me the records of the past year speak eloquently as to the error of such prophecy. To me the amusement park business is in its infancy and it can be whatever we, as individuals, have the intelligence, the resourcefulness, and the energy to make it. Optimism has always been a characteristic of a majority of showmen and most of those to whom I have spoken recently anticipate big business for the next few years.

Since 1935 we have noted an increase year after year in the extent and attractiveness of the exhibits which make up our annual trade show. Had there been more space available in this hotel we would have had more exhibits, but I, for one, am proud of our present show and deeply grateful to all exhibitors participating in it. There were delays in arranging for these accommodations and there is a competing show, but in spite of all handicaps we have a marvelous trade show, which to me is most gratifying and proof of the recognition of our (See CALL FOR UNITY on opposite page)

A. C. Chamber Secretary Wants Promotion Campaign

ATLANTIC CITY, Jan. 11.—What Atlantic City needs most in 1941 is an intelligent promotion campaign, said Chamber of Commerce Executive Secretary Thomas L. Huselton this week in an address before the Monarch Club at the Hotel Senator. What it needs least, he said, is calamity howling on the part of the natives.

"I have been accused of favoring beachfront hotel guests, but that is not true," he said. "We need every one who brings money into the city. But our prosperity depends on business done by our beachfront and side-avenue hotels. The basic economic factor that we should learn is that we depend upon every new dollar that is brought across the drawbridge. We cannot exist by trading among ourselves."

Huselton said people west of the Mississippi River have a better conception of Atlantic City than its residents. "They can see the glamour," he declared, "while we talk about dirt in gutters and old signs on posts. The tragedy of it is that we haven't yet scratched the surface of our possibilities."

Murray Gets Southland Post

STARKE, Fla., Jan. 11.—William C. (Bill) Murray, carnival agent the past 20 years, reported he has become associated with Phil P. Vitaky, night club operator of Southland Park here, directed by Starke Amusement Enterprises. Park was scheduled to open about January 15, with rides and shows. Starke is the location of U. S. Army Camp Blanding. Murray, who will be business manager of the park and assist in its operation, has trouped with Smith Greater, Dykman & Joyce, Krause Greater, and Keystone Modern Shows. At one time he was assistant manager of Sam Spencer Shows and during the past season was general agent of Miller Bros' Shows.

Edwards Goes to Wildwood

CANTON, O., Jan. 11.—Dick Edwards, promotional director at Meyers Lake Park here several years ago, will be identified with S. B. Rangosa, of Wildwood, N. J., in 1941, assuming charge of his auditorium, restaurant, and concessions on April 1. Edwards was at the New York World's Fair the past two years. He had several concessions in 1939 and was in charge of three midway attractions in 1940.

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 sixth appears in this issue.

American Recreational Equipment Association

By R. S. UZZELL

A concerted effort is being made to get a P. T. Barnum issue of U. S. postage stamps. A letter to the Post Office Department at Washington will help. We want to wipe out the stigma of faker which was falsely clamped on this man. At first he thought it was good publicity, but later found he could not disclose it once the press of the country took it up. In an effort to help build East Bridgeport, Conn., into a renowned industrial center he endorsed Jerome Clock Works notes and was defrauded of about \$1,500,000. He did this out of loyalty to his home city. Most men would have gone thru bankruptcy instead of honoring the notes, but not Barnum. He began life all over again and paid all notes with interest. His political career was above reproach as mayor of Bridgeport, legislator, candidate for Congress, and candidate for the Presidency of the United States on the prohibition ticket. Will not all other amusement men help us put it over?

Humanizing Parks

Leonard Traube, in reading a paper before members of the International Association of Fairs and Expositions at their Chicago meeting, did a fine job of showing why the New York World's Fair got on the map the second year by humanizing its set-up. "Find what your gate should be, if you have one, then make the inside worth the price but don't struggle the gate," is sage advice. This writer is showing the results of experience. Surely he now believes in getting out and looking around. Exchange of experience is a capital bargain and should bring more men into our convention halls than we have been seeing there lately. A large park in the East has not known for over 10 years where it was going nor what was to be found along the route. Just now the awakening is coming in a realization that patronage is not to be had but that there is a large number of people available if the park is humanized and placed within reach. To be sure it requires money and courage. Experienced substantial concessionaires have been passing the place up until the transition is made.

City people like to go to the country and open spaces, but will take the substitute, if rightly presented, when they cannot go to the open road. Once away from the city and the pressure will soon be giving us the index of what 1941 has for us. New Orleans' Mardi Gras will also tell us an interesting story. There are three or four cities of approximately 80,000 inhabitants without amusement parks. With rising pay rolls and decreasing unemployment it is not time to venture into those places?

Coast Outlook Bright

Pacific Coast parks are in for a good year and will get the jump on the Atlantic Seaboard because they will open first or remain open all winter. Those parks and the pleasure parks will soon be giving us the index of what 1941 has for us. New Orleans' Mardi Gras will also tell us an interesting story. There are three or four cities of approximately 80,000 inhabitants without amusement parks. With rising pay rolls and decreasing unemployment it is not time to venture into those places?

It would be interesting to know how many stamp collectors we have in our industry. Charles Keller is one of considerable note. Will C. Uzzell is a close second. Perhaps our stamp collectors will write on the request for the Barnum stamp. There are already some good ones there should have.

There are some radio hams of the first order in our business. Harvey Humphrey, of Euclid Beach, Cleveland, is perhaps the senior, but the writer is not sure. A greeting from New York to Julius Baumberger at Salt Lake City made the trip in an incredibly short time thru the ham route. Can't all the hams in the industry become known to each other?

LONDON, England.—During a recent air raid a direct hit on the zebra house in Regent's Park Zoo here released an inmate, which ran thru the grounds and reached a highway via an entrance kept open for use by fire brigades. It was rounded up without difficulty and returned to the zoo.

CALL FOR UNITY

(Continued from opposite page)

leadership in the staging of the annual industrial exposition for the outdoor industry. A trade show such as we stage from year to year is a tremendous asset to every member of our industry, showing, as it does, what is latest and best in the way of equipment and supplies.

While we do not vouch for any exhibitor, we endeavor to invite only those of good reputation to participate with us and, thru the intimate associations which we enjoy with our exhibitors during these conventions, we are enabled to learn much about them and to deal with them on a basis far more satisfactory to both of us than we experience in countless other business transactions.

Risk Plan Achievement

I shall not burden you with the details of our public liability insurance plan, as I know that the public liability insurance committee, under the able leadership of N. S. Alexander, of Woodside Park, Philadelphia, is prepared to report in detail for the current year. In my personal opinion, this is the rank and file's greatest achievement of our organization. Each year sees a larger list of satisfied participants and I only regret that more of us cannot take advantage of the benefits afforded. I look forward to the day when this organization will stand 100 per cent behind our public liability insurance plan because then we will be strong enough as an industry to easily obtain the service and the rates to which our industry is entitled and justly deserves.

In your program you will find listed the committees which served this organization thruout the year. Their contribution to the success of our organization is great and their reports will tell more as to their activities. I believe we all owe the men and women who devote their time and energies to committee work on our behalf our most sincere thanks. Our secretary, A. B. Hodge, will report more fully as to activities of his office, but I urge all members to avail themselves more frequently of the facilities and services of our executive office.

I must urge you to band together more closely than ever before. Almost all great industries these days have found organization not merely advantageous but absolutely necessary. The uncertain times thru which we are passing make unity all the more imperative, for we all obtain added strength and inspiration from one another. We must all work to increase our membership, as there are too many still enjoying the fruits of our labors without sharing any of the burdens. We must induce our concessionaires and our neighbors to hold memberships. Our tax systems right now give us an excellent talking point. More must participate in our public liability insurance plan. More must co-operate with our secretary in giving our fellow members helpful suggestions and ideas and we must all develop a feeling that we belong to an organization which works for our interest every day thruout the year rather than that we use us a good time during a four-day convention.

OTT'S OPENER

(Continued from opposite page)

flying trapeze, which I understand will be a weekly feature.

As a climax Ott turned loose Sonny Coppinger, alligator boy. He did his alligator-wrestling routine, which thrilled the crowd. Then to cap the day's activities, Tom Sellers executed one of his high dives. He was aided by Smiley Washburn, comic, who does an amusing water turn on stilts. Show will run about two hours. Opener ran a half hour longer, but no one seemed in a hurry to get out. Inaugural was in a way a home-coming celebration for Ott, who left Biltmore pool last season to stage shows elsewhere.

Pools for Camps

College swim coaches' association, which met recently in Fort Lauderdale, Fla., is seeking to have swim pools installed at all military camps. Peter J. Morrissey, association prez and aquatic coach at Lehigh University, told the writer that he was going to ask Paul V. McNutt, Social Security administrator, to put the plan into effect. Understand the coaches' org approved the plan by resolution. Morrissey asserts that swim instruction would help condition trainees. Operators of commercial tanks, indoor and open-air, should do something about this right away. As was suggested in this column a few issues back, pool men who operate in the vicinity of training camps should communicate with com-

manders of the posts and negotiate tie-ups whereby soldiers can avail themselves of swim periods at a reduced rate. Delay will only mean opposition sooner or later. There is no question that army officials realize the necessity of swim training for their men. If they can make arrangements with existing pools there will be no need for building new ones. Action must be done at once, tho. It can't be put off. Swim coaches, as a group, have already started. It's up to pool men now!

Men and Mentions

Hank Akers is manager of new Raleigh Plunge on the beach. Diving towers and cabanas are still under construction. When completed Hank will stage some of his own water shows. Floyd Zimmerman, who staged water ballets for Rose's Aquacade and who last winter attempted to run on daily shows for Miami Biltmore Natatorium, is signed up for MacFadden's Deauville Pool. Floyd's initial open is slated for January 18.

Alex Ott, who emceed his water shows, is very personable at the mike. He sounds like a combo Major Bowes and Nick Kenny. But when he starts describing a fashion show—wow! A lot of the boys who perform in Miami water shows on Sundays wear the rest of the week at dog tracks. Don Grubbe is one of 'em. Don has two of the cutest kids you ever saw—and do they like to watch their daddy dive! I. Q. Green, who is back as plug-city man for Ott, sweats it wasn't a gag. But it looked like one to me. Andy Wallenda, of the high act, was snapping pictures of some of the divers at Biltmore's show last Sunday when he "accidentally" fell into the tank, clothes, camera, et al. But how often when they retrieve the camera there wasn't any film in the thing? Andy's fall got a big laugh and was one of the unexpected features of the show.

KANSAS MEET

(Continued from page 36)

been, and that they had lost money as a result.

Necessity of a carnival at a fair was admitted by R. M. Sawhill, Glasco, secretary-treasurer of the association, when he said, "Kansas gets their greatest kick out of carnival features at their county fairs. Of course, some changes have been made and some thrill acts have been added, but the old-style carnival atmosphere remains. For 1941 fairs we are looking about the same type of show that drew crowds in 1940."

D. Linn Livers, Barnes, vice-president, was elected president to succeed S. M. Mitchell, Hutchinson, manager of Kansas State Fair. Everett Erhart, Stafford, was elected vice-president and Sawhill was re-elected secretary-treasurer. Directors elected are M. W. Jencks, Topeka; George Dietrich, Richmond; A. A. Holde-man, Iola; C. B. Wooddell, Winfield; W. P. Royer, Coffeyville; Ivan Robertson, Abilene; Earl Mayor, Oak Hill; Maurice Kolmer, Caldwell; S. E. Dahlsten, Lindsay; L. H. Galloway, Wakeley; Arthur McAnarney, Haviland; Livers, Erhart, and Sawhill. Convention attendance was about 150.

That the old-time fair was damaged financially by horse racing was asserted by O. S. Sterl, president of Central Kansas Free Fair, Abilene. He credited a change in point of appeal for the success of his comparatively new fair. "We stress 4-H Club work now at our annual and we get along without any horse racing," he said. "Of course, we have open classes for other exhibitors. The old fair was broken up financially because of horse racing. Most of the money was going to pay race purses and for other expensive entertainment and not enough to exhibitors."

Other speakers included Dr. John H. Parker, Manhattan; Cooper Osterhout, Columbus; C. E. Perkins, Parsons; J. B. Kuska, Colby; C. A. Cochrane, Greensburg; James Dunsford, Dodge City; W. H. Olson, Chicago; C. P. Ashcraft, Hillsboro.

BADGERS MEET

(Continued from page 36)

consin meeting and a few of the old stand-bys were missing.

Annual address of President A. W. Kalbus was in the nature of a report on the 1940 season. "I think we will all agree that a full membership is one of the requisites for success of the association," said President Kalbus, "and I am glad to report that nearly all the fairs of Wisconsin were represented in the association in 1940." The four regional meetings of the year were well attended and full of interest, he said, and he recommended that they be continued. State aid of \$100,000 annually probably will be continued during the next two years, President Kalbus stated. A proposed cut in the last two years' appropriation was sidetracked by excellent work of the association's legislative committee.

B. A. Honeycombe, supervisor of the hotel and restaurant division of the State board of health, in a talk on A Healthy Fair, told what his department is doing to insure proper sanitary conditions on fairgrounds and complimented the fair men on their co-operation. "If you provide comfort for your patrons they will stay longer and spend more money at your fair," he told delegates.

Douglas Curran, Black River Falls, gave a detailed account of the county fairs' division meeting of the International Association of Fairs at the Chicago convention. He urged county fair men to attend the IAFFE meet if possible. C. C. Woody, Madison, spoke on Racing Circuits, offering suggestions for bettering harness racing. Gordon Crump, publicity man for Wisconsin State Fair, gave a meaty talk on Fair Promotion. He explained in detail how the State Fair gets co-operation of various civic groups and the showing of various day's season ended with the holding of three reels of interesting State Fair pictures.

Wednesday evening the annual banquet of the Wisconsin Trotting Club was held, and for the remainder of the fair men and showmen an old-fashioned picnic and keg party was held in the grand ballroom of the Schroeder. Sandwiches and beer were served and a general good time was enjoyed.

Thursday Session

Brief talks on a variety of topics were heard at Thursday's session. L. C. Corlie, Safety Street, Scottsboro Company, spoke on Steel Grandstands, giving some excellent pointers. R. G. Lynch, of The Milwaukee Journal, on A Reporter Looks at the Fair, urged that the fairs give more attention to sports such as archery, skeet, and others, which lend themselves to profitable promotion. Ben F. Ruy, College of Agriculture, Madison, told of the excellent results obtained thru the annual Farm and Home Week. At this year's session, he said, one day is being set aside as fair men's day and among speakers will be Ralph E. Ammon and Raymond A. Lee, the latter manager of Minnesota State Fair. Under the title A Champion Two-Year Old Frank L. Wiswall, executive vice-president of the United States Trotting Association, gave

(See BADGERS MEET on page 63)

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PCSA Auxiliary Installs Execs

100 out for club's annual dinner—Margaret Farmer is banquet chairman

LOS ANGELES, Jan. 11.—Despite inclement weather, more than 100 turned out for the annual installation ceremonies and banquet of the Ladies' Auxiliary of the Pacific Coast Showmen's Association in the Alexandria Hotel here on January 8. Installation was held in the Auxiliary in the Alexandria Hotel here on clubrooms at 6 p.m., and after officers were inducted by Past President Nina Rodgers, all retired to the hotel for the banquet. President Alberta Loomis Foster's effective acceptance speech was well received. Lillian Schue capably handled the emcee chores. After talks were made by Past Presidents Clara Zeiger, Maybelle Crafts, Martha Levine, Peggy Forstall, Mario Le Fors, and Ethel Krug, Nell Ziv, club's first president, opened festivities for them. It marked the first time in the history of the club that all past presidents were present in a body.

Ex-President Nina Rodgers was the recipient of many gifts from members in appreciation of the manner in which she directed the club in 1940. All in attendance gave Margaret Farmer, banquet chairman, and Lillian Williams, Lillian Schue, Jewel Smith, Lillian Eisman, Betty Coe, and Peggy Steinberg, her assistants, a standing vote of thanks. Music prevailed throughout. Tables were appropriately decorated and party favors were distributed.

Babe Miller, Edith Walpert, and Vivian Gorman also spoke briefly, and Lucille King closed the festivities with a short talk on the good of the Auxiliary. Flowers were received from the Ladies' Auxiliary of the Heart of America Showmen's Club and Missouri Show Women's Club. Wires were sent by the PCSA and Tillie Palmeter, who has been ill for many weeks.

Past President Nina Rodgers received a Gold Life Membership Card and an (See PCSA AUXILIARY on opposite page)

List of Army Camps

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

'Now We Are Three'

Better Half of NSA Inducts Its 1941 Officers in Elaborate Ritual

By BLANCHE HENDERSON
Ladies' Auxiliary

The third annual Installation Dinner of the Ladies' Auxiliary of the National Showmen's Association was held in the Grand Ballroom of the Hotel Abbey, New York, on January 7. It was without doubt the most pretentious affair of its kind that the organization has ever attempted and was an outstanding success, due to the capable committee, headed by Mrs. Bess Hamid, who presided during the evening.

Nearly 100 members attended and the Auxiliary of the Showmen's League of America was officially represented by Mrs. Nan Rankine, past president. The patriotic theme was carried out in the decorations, with a large red, white, and blue floral arrangement on the head table and tiny individual silk flags at each place, while the incoming officers were presented with bouquets of red roses, white sweet peas, and blue corn flowers.

An elaborate ritual was worked out with Marlen Hughes as the installing officer, to whom each candidate to office was presented by one of the marshals, they in turn having been escorted to their positions by the pages, all of whom were suitably costumed in attractive white satin capes.

An interesting feature of the event was presentation of membership awards to those securing the most new members during the period from the banquet of 1938 to the night of the 1940 banquet. Mrs. Julia O'Donnell, of the Art Lewis Shows, won the Dorothy Packman award of \$25, presented by Mrs. Bess Hamid, but as she was unable to be present, Mrs. Beulah Denmark accepted for her. As each of the awards was announced the winner was escorted to the head table by all of the Gold Card Life Members, each with a wide sash of blue on which was the inscription in gold letters, "Gold Life Member." Because of illness of Max Linderman, NSA president, Mrs. Fanny Linderman was not present to receive the award for obtaining the second largest number of members, but Mrs. (See NSA AUXILIARY on opposite page)

Lynchburg Fair to Sheesley

ROANOKE, Va., Jan. 11.—L. B. Shradler, president of Greater Lynchburg (Va.) Fair, announced he had booked the Mighty Sheesley Midway for the 1941 fair.

Indiana Goes To Jones Expo For 6th Year

INDIANAPOLIS, Jan. 11.—Johnny J. Jones Exposition was awarded the midway contract for the 1941 Indiana State Fair here at a meeting of the State board of agriculture in the capitol on Thursday.

This will be the sixth consecutive year for the Jones organization as the Hoosier annual, which has been having constantly increasing attendance. The Jones show was represented at the meeting by Owner E. Lawrence Phillips and General Representative J. C. (Tommy) Thoonal.

Owner Phillips announced that the show also had contracted the midway for the 1941 Pensacola (Fla.) Interstate Fair, this being another new date in the show's routing for next season. Among others are Tennessee State Fair, Nashville, and Mississippi fairs in Meridian and Tupelo.

Huggins Shows Hit Road Again in '41

SEATTLE, Wash., Jan. 11.—Mrs. Fern Huggins, wife of the late W. C. (Spike) Huggins, announced here this week that after a year of restricted activity she will resume full-time operation of the W. C. (Spike) Huggins Shows in 1941. S. H. Barrett has been engaged as general manager to reorganize the shows. A tentative route has been arranged and bookings are under way, with the various fair meetings being attended by representatives of the organization.

Management plans to carry a minimum of eight rides and shows, and concessions will be under supervision of T. Dee Newland, who also is business manager and legal adjuster. Shows also will go out under a new title, selection of which has not been made. Work at local quarters is under way and all equipment will be overhauled. Much repainting will be done and it is planned to feature plenty of neon.

Cooke Is Zaechini G. A.

TAMPA, Jan. 11.—William Cooke, general agent of Keystone Modern Shows the past five years, has been signed in the same capacity with Zaechini Bros. Shows. Manager Bruno Zaechini announced here this week. Carl O. Bartels has been re-engaged as secretary.

IAS Re-Elects Dee Lang Prexy

1941 ticket goes into office unopposed — Solomon, Fairly retain posts

ST. LOUIS, Jan. 11.—International Association of Showmen, at its annual election in its Maryland Hotel clubrooms here on January 7, unanimously elected Dee Lang president for a second term along with the slate of officials selected by Tom W. Allen, Ernie G. Campbell, George W. Davis, John Sweeney, and Morris Lipsky, members of the nominating committee. After returns had been polled, Lang was given an ovation and a vote of thanks for his service to the club during 1940. There was no opposition ticket.

Also re-elected were Sam Solomon, first vice-president, and Noble C. Fairly, second vice-president. Others going into office were Morris Lipsky, third vice-president; Frank Joerling, fourth vice-president; Charles T. Goss, corresponding secretary; Francis L. Deane, treasurer; George Davis, financial secretary; Floyd Hesse, chaplain, and Elmer Brown, sergeant at arms.

Board of Governors: John Francis, chairman; Fred Beckmann, Harry W. Hennies, Roger Haney, J. C. McCaffery, Leo C. Lang, L. S. (Larry) Hogan, Hymie Schreiber, Charles DeKreco, Don and Powell Leonard, Abner K. Kline, I. Clifton Kelley, Harry G. Coulson, Kenneth Blake, Fred Zschille, Morris Lipsky, John Sweeney, Robert Mansfield, Frank Joerling, Tom W. Allen, Charles T. Goss, Matt Dawson, Lee Sullivan, Crawford Francis, Art Guilliani, William Pink, Euby Cobb, E. G. Campbell, Thomas Sharkey, Elmer Brown, Floyd Hesse, E. Lawrence Phillips, Harry M. Knox, Noble C. Fairly, Buddy Paddock, Jack Downs, Mike Barnes, Nate Gellman, Sunny Bernier, E. Walter Evans, Daniel Meggs, Ned Torti, P. E. Waughn, C. A. Vernon, and Pat Purcell.

Small Signs With Rogers

HUMBOLDT, Tenn., Jan. 11.—Harry L. Small, last week, concluded negotiations with H. V. Rogers, owner of Rogers Greater Shows, to become general manager and contracting agent for the organization in 1941. Small assumed his duties on January 1 and is on a booking tour.



THIRD INSTALLATION DINNER
OF THE
LADIES' AUXILIARY
OF THE
National Showmen's Association, Inc.

A GAY AND FESTIVE CROWD attended the third annual Installation Dinner of the Ladies' Auxiliary, National Showmen's Association, in the Abbey Hotel, New York, on January 7. Officers inducted were Mrs. Midge Cohen, president; Mrs. Margaret McKee, first vice-president; Mrs. Edna Lasuras, second vice-president; Mrs. Ida Harris, treasurer; Mrs. Peggy Holtz, assistant treasurer; Anita Goldie, secretary; Magnolia Hamid, recording secretary; Mrs. Helene Rothstein, chaplain; Mrs. Emma Fisk, hostess; Dorothy Packman, chairman board of governors, and Mrs. Rose Lange, vice-chairman. Mrs. Hamid presided at the installation, assisted by Mrs. Marlen Hughes, installing officer; Mrs. Jean Windsor, Mrs. Dede Allen, sentinels; Mrs. Anna Halpin, Mrs. Lydia Noll, marshals; Irene Greene, Ethel Gross, pages. An eight-page printed program was put out for the occasion, which topped the two previous functions in every particular.

With the Ladies At the Annual Banquet of HASC

By VIRGINIA KLINE

KANSAS CITY, Mo., Jan. 11.—A national color theme marked the 25th annual Banquet and Ball of the Heart of America Showmen's Club, and the banquet hall, which had never been used before, proved a splendid setting for the splashes of color made by the flags and beautiful dresses. When Ruth Martone, auxiliary's new president, made her bow at the speakers' table she was given a round of richly deserved applause, as her remarks were brief and to the point. Ruth wore an empire-style gown of rust and peach taffeta with corsage of tiny blush pink roses. Retiring President Mrs. C. W. Parker, also at the speakers' table, wore a gown of soft grays that blended perfectly with her deep red rose corsage. Mrs. Leah Brumlers, of Ladies' Auxiliary, Showmen's League of America, wore a beautiful tuckered net gown of black with red roses. Mrs. Charles T. Goss, of Missouri Show Women's Club, wore a white fallie gown with full skirt flaring from a fitted bodice and hipline. Clusters of rhinestones were embroidered in flower design on the bodice and scattered over the skirt.

Mrs. Norma Lang, also from St. Louis, wore a cloud-blue chiffon sprinkled with sparkling beads down a low neck line. Bess Anderson, of St. Louis, was attired in a black chiffon, with yellow corsage, while Margaret Pugh wore a flag-blue velvet gown with puffed sleeves. Mrs. Clara Zeiger, Ladies' Auxiliary of the Pacific Coast Showmen's Association, Los Angeles, wore a black damask crepe cover-up formal with an interesting trim of gold ornaments that followed the line of the long-fitted sleeves and folds of the girde.

Gertrude Parker Allen selected a champagne-colored gown with seven-bow cape and slippers. Lucille Parker Henington wore a midnight-blue chiffon with matching cocktail jacket of ostrich feathers and blue slippers. Their guest, Mary Pearl Hawkins, chose a flag-red taffeta gown with a low neckline and rhinestone ornaments. Gladys Pugh sported an evening length skirt with a tight-fitted spangled blouse. Rose Henley's choice was a bouffant-skirted gown of ocean-blue net with spangled bodice of burgundy and blue designs. Mrs. J. W. Guptill, aunt of Harry Hennies, wore a black dinner gown with gold and yellow corsage.

Mrs. Freda Hyder was striking in a black gown of net with evening cap of net and a corsage of Talisman roses. Mrs. Bertha Brainerd's selection was a cover-up formal of lipstick red with gold girde and gold slippers and flowers. Lola Hart donned a black evening skirt with gold blouse and corsage of red roses. Blanche Francis wore a red velvet gown with ermine collar and white corsage. Elizabeth Yearout wore foam-green taffeta with quilted blouse fitted to waist and hipline.

Peggy Reynolds was outfitted in a gold-colored chiffon with deep green and gold embroidered high girde and shoulder straps, and carried a huge green spangled evening handkerchief. Mrs. Cliff Adams had a demure white crepe with bright red girde, slippers, and corsage. Marian Ripley Stees selected black with gold; Mrs. Harry Altshuler's choice was black velvet, while her daughter, Gertrude Freeman, wore flowered brocade in oyster white, with dresden flowers. Margaret Stone presented a gold-striped black gown with a gardenia corsage. Marie Jones wore tomato red jersey with gold; June Taylor had a tulle dress of sky blue with ruffled fish-type neckling. Mildred Head wore black with dark red corsage, while Viola Palfry selected a fuchsia-cut velvet gown with corsage of orchids, gardenias, and lilies of the valley. Her sister, Verna Bauman, wore a burgundy red lace gown with a matching corsage. Margaret Hughes wore a black gown with soldier-blue blouse.

Tricie Clark's choice was a smoke-blue lace gown with white corsage. Nellie White wore black with fitted lace blouse and red corsage. Pearl Shreiber selected a topaz-green taffeta. Peggy Smith wore a pattern gown of black lace with black lace evening gloves, and Phyllis Smith's selection was an azure blue satin with white corsage. May Wilson wore a black lace gown with soft scarf of mantilla lace, while Helen O'Brien chose a black taffeta gown of extreme decolts with rhinestone shoulder straps.

Margaret Haney wore a warm blue slipper crepe with puffed sleeves and pointed neckline. Naomi Porter wore an amethyst green taffeta with sweetheart neckline. Helen Brainerd Smith decided on an emerald shadow gray gown with corsage of red roses. Loretta Ryan wore a blue and silver lame topped formal with black skirt and cocktail jacket. Edith Bukon wore gold-colored satin with white corsage. Letty White was attired in a slipper-satin blue with white roses.

Josee Nathan wore wave blue with silver-beaded bodice. Ann Bond wore baby blue chiffon with silver blue beads, while Mrs. Conrad Haney offered a moire brocade in eggshell with outlined bodice and neckline of red velvet. Tillie Johnson wore an orange crepe with gold evening cap and slippers, and Mrs. Buddy Rogers selected a black crepe with silver girde. Martha Walters' choice was a dream blue fitted gown with dresden pink ribbon trim. Ruth Ann Levin wore a deep purple gown with gold trimmings and shaded tiny yellow rose corsage. Margaret Anshers was a black velvet empire gown with deep collar of Alcolone lace. Milly Lou Patterson Alexander wore an orchid taffeta gown with fitted bodice and bouffant skirt. Jackie Wilcox decided on a black gown with dropped neckline and full billowed skirt. Marie Cleason wore a soft black chiffon with ruffled bodice, and Hattie Hawk wore a gold lame V-neck formal with laced red bodice. These bright pictures and accessories made a beautiful picture, and when the whistles blew and horns blared at midnight it was a happy crowd that wished the New Year in.

PCSA AUXILIARY

(Continued from opposite page)

electric cooker in remembrance of her service. In attendance were President Alberta Foeter, Nina Rodgers, Nell Ziv, Clara Zeiger, Maybelle Crafts, Martha Levine, Ethel Krug, Peggy Forstall, Marie Le For, Babe Miller, Etzel Hancock, Sis Dyer, Esther Carley, Inez Walsh, Mora Bagby, Edith Walpert, Vivian Gorman, Rose Rossard, Vivian Horton, Margaret Farmer, Lillian Schute, Betty Coe, Peggy Steinberg, Mary Taylor, Lilabel Williams, Ester Luthy, Ruth Korie, Ruth McMahon, Bertha Kanthe, Leon Bowen, Betty Wilson, Inez Alton, Mary Deloras, Ruth Kelly, Mildred Levitt, Marie For-

rest, Jessie Campbell, Betty and Donna Hole, Jewel Hobday, Bonny Lipas, Anita Harris, Betty Collins, Minnie Pounds, Eta Hayden, Mother Minnie Fisher, Eva Rockwell, Fern Chaney, Josephine Thomas, Cora Rockwell, Marie Bailey, Alice Rose Clark, Leona Barle.

Ann Stewart, Olga Celeste, Ann McCall, Alice Wrightman, Jessie Lyons, Max Henderson, Jewel Smith, Jennie Rawlings, Grace DeGarro, Oleta Joyce, Betty Hensley, Blossom Tipton, Shirley Jamison, Rose Westlake, Cecelia Kanthe, Lucille Zimmerman, Marie Klunk, Bobbie Fisher, Gladys Forrest, Ada Mae Moore, Josephine Foley, Edith Lenzler, Ethel Hoatling, Stella Linton, Ethel Chase, Edith Bullock, Norma Burk, Florence Baldwin, Sadie DeLayious, Grace Asker, Jenny and Betty Perry, Sis Dyer, Mrs. Till Taylor, Rose Fisher, Eloise Chappel, Mrs. Hodges, Mrs. Clarence Pounds, Lottie McKenzie, Edna Matheson, Mrs. Gene Blakalee, Dorothy Newman, Mrs. Charles Nelson, Nell Robideaux, Ruth Klaserer, Mrs. Freeman, Mrs. Leonard, Mrs. Charles Hoppa, Mrs. Traber, Thoa Aldrich, and Lucille King.

NSA AUXILIARY

(Continued from opposite page)

Phil Isler accepted for her, Bess Hamid wore third award and was there to receive the gift, given by Secretary Anita Goldie. Because of the serious illness of her father, Sister Mildred O'Done, soprano, was unable to appear and was missed by everyone. Another of the members graciously consented to step into her place, and the assembly was thrilled with Doris Reed's rendition of God Bless America. Congratulatory telegrams were received from Mrs. Linderman, Ladies' Auxiliary of the Showmen's League of America; Anita Goldie, secretary of the Auxiliary of the NSA, who is recovering from an illness in the South, and Mrs. Virginia Kline.

During the rendition of the national anthem, at the finale, a screen was removed to reveal Mrs. Madge Block, in Red Cross costume, seated on a small dais, while behind her stood Jane McKee, Marion Larson, and Florence Rothstein in costumes of red, white, and blue, and as the strains of the anthem were about to fade into memory, ending a memorable evening, the Stars and Stripes were slowly unfurled above them, creating a scene that brought tears to the eyes of many, and a scene that certainly no one present will soon forget.

At the conclusion of the program a standing vote of thanks was extended to Sister Hamid, chairman of the installation committee, whose tireless efforts were crowned with great success. She was assisted by Mrs. Anna Halpin, Dorothy Packman, Blanche Henderson, Ethel Gross, and Irene Greens.

Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

By STARR DE BELLE

Roads End, Fla.
Week ended January 11, 1941.
Dear Editor:

Wednesday morning notices went up in the cookhouse to advise our 600 employees to start saving money for the winter, as the show would positively close Saturday night. Move palms were taken in preparing to close the show than were taken in getting it ready to open. On Monday the bosses started dealing all the grief possible to those who were to get bonuses for staying the season. By Wednesday, before the closing notice was posted, over half of those who had been sticking with it more for the big payoff than because they were really with it had left and the show saved several thousands of dollars. To express their appreciation, the bosses called together the heads of their grief-and-misery departments and awarded them with permits to sleep in the show cars during the layoff for their wonderful co-operation. Wednesday night a meeting of those who had stayed for the big and final payoff was held in the girl show top with Pete Ballyhoo, his secretary, and Hale Ring Betty, the shows' bouncer, officiating. Pete started the fire-broadside chat by putting the Whip foreman on the carpet and listed the number of ride parts that he was charged with, claiming the parts had worn out because of his negligence. All carvas bosses learned that the damage done to all tops in the last blowdown had been charged against

their bonuses, as the office believed them responsible. Chorus girls were charged for the cleaning of their wardrobe and musicians were deducted for days lost. The other bonus seekers, knowing what was in store for them, left the meeting promptly. We had one unappreciative help who had the audacity to stand up and declare himself. Top boss, hearing his demands, told Bale Ring Betty to take him over to the wagon (stake and chain) and give him what was coming to him. The last we saw of him was when he took the fairgrounds fence in one leap.

On Thursday there was a lull in winter quarters preparations, as we wanted to get the home-run money. For some reason or other the day was away off and it was obvious that our help were not putting their hearts into their work. Seeing how sluggish the help were in manipulating the rides, the bosses decided to pep them up a bit by fining them their day's brass. On Friday the ball was gotten to rolling again by corraling those who were on the nut and into their equipment. Many dug down into their old shoes, while the others decided that the stuff wasn't worth the money. Those who owed and owned nothing were booked for the coming season.

Saturday night turned out to be the night of all nights. The owners rushed from ride to ride and from show to show, smiling and back-slapping. Many who

Selective Service Mail

In the Circus 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 Circus Department is given a list of registrants who are considered delinquents.

thought that they had had a change of heart worked at fever heat to load it out, but later learned that it had been just a ruse to get the show loaded. The band didn't play *Build Long Sine*, as the toolers had taken a powder earlier in the day. It was a lonesome, unwept finale. With everything loaded, the sheep were separated from the goats and those who were invited back for next season were paid off with ducky books and brass to guarantee their appearance. By daylight the train was on its way—homeward bound. The press department will be given the winter quarters address after the train is shaken down, 10 miles out. Next week it will be available for publication.

MAJOR PRIVILEGE



TILT-A-WHIRL

AFTER TEN YEARS STILL TRUE . . .

"One of the money earners for the season has been the Tilt-A-Whirl." "It gets an exceptional large number of repeat riders." "The ride has sufficient sensation to be depended on for year after year's profitable operation."

IF YOU WANT TO GET . . .

GIVE Your Spring of Fairs and Celebrations a NEW TILT-A-WHIRL in 1941.

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Originators of the Showman's Finance Plan.

Write With CHAS. T. GOSS
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EDDIE HACKETT

New With "Mac" McNally
Handling Show People's Business
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WEST BROS.' SHOWS

NOW BOOKING SHOTS AND ATTACHMENTS FOR 1941 SEASON
411 PARK AVE., HOT SPRINGS, ARK.

J. F. SPARKS SHOWS

New booking Shows and Attractions for 1941 season. Address:
Post Office Box 568, Ensley, Alabama

Crystal Exposition Shows

New booking Shows and Concessions for 1941. Will handle outlets for worthwhile Shows. Want Ride Help, Mechanic and Electrician. Address:
W. J. BUNTS, Crystal River, Fla.

Midway Confab

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

ALL roads lead to fair meets.

HAPPY PRESTON scribbles from Muldraugh, Ky., that he is spending the winter working at a service station there.

HAROLD REED cards from his home port, Alton, Ill., that he is taking things easy there until the robins sing again.

CARNIVALITE Joe Burnett is spending the winter working about in the South.

SOMETIMES even a freshwater showman gets murky.

FUNHOUSE operator for the past six years with the Mighty Sheehey Midway, Steve Kutney is in the restaurant business in Lexington, Ky.

MRS. MORRIS MILLER, of Miller Bros.' Shows, is in Christ Hospital, Cincinnati, where she is recovering from a bone and skin-grafting operation.

HARRY FAITH, mechanic with Bantley's All-American Shows, is in quarters at Reynoldsville, Pa., overhauling all ride motors.



GOVERNOR-ELECT of Florida Spessard T. Holland (center) posed for this snapshot during the recent Arcadia (Fla.) County Fair shortly after he appeared on the midway for a brief talk on the national defecation program and the part Florida will play in it. With him are L. C. McHenry, Crescent Amusement Company (left), and Al Bartlett, shows' general manager.

THIS year may your heart beat a little bit stronger and your b. r. be a little bit longer.

H. W. JONES, of Norfolk, Va., has booked one of his corn games with the O. J. Bach Shows for 1941, owner O. J. Bach reports.

MR. AND MRS. FRED GOLDING, who are wintering in the South, have booked their photo gallery with the J. R. Edwards Shows for next season.

MR. AND MRS. JOE GUNYON have signed their popcorn stand with the J. R. Edwards Shows for 1941, making their third season there.

HAND SHAKING and back slapping probably originated at the first showman's convention.

GEORGE A. ABBOTT cards from Alexandria, La., that he is a patient at Veterans' Hospital there and would like to read letters from friends.

PROF. L. LEVITCH, mentalist, who has been visiting his sister at Turtell, Ark., writes that he plans to leave for Texas soon.

JAMES H. (GEORGIA BOY) DREW cards from Augusta, Ga., that he recently enjoyed a few days' visit there with Danny Jessop, of Connersville, Ind.

EACH winter we see many showmen who are pupils in Madame Midway's School of Experience.

EX-TROUPER and former restaurant operator of Mount Vernon, Ill., Jesse

Rainey writes from Salem, Ill., that he has re-entered business there.

AMONG visitors to Harry Lewiston's World's Fair Freaks at Youngstown, O., recently were Mr. and Mrs. Frank Bland, B. R. McIntyre, Bruce Smith, Thomas Hunter, and Capt. William MacDonald.

HENRY MARTIN, dining-car chef on Hennes Bros.' Shows, has been operating a lunchroom in St. Louis since closing with the organization and spending a week's vacation in Birmingham, Ala.

WINTER trouping may have its comic touches, but its financial touches aren't so funny.

CONCESSION OPERATORS with Vernon's United Shows last season, James and Bertha Allman are located in their home town, Beville, Tex., for the winter.

FORMERLY with Dodson's World's Fair and Sol's Liberty Shows, Allan Bryant reports from Sarasota, Fla., that he is spending the winter as night manager of a local trailer park.

TAKING delivery on new cars at Bantley's All-American Shows' Reynoldsville, Pa., quarters recently were Herman Bantley, Harry Copping, Bud Bantley, and L. C. Miller.

IS it true that some showmen consider their debts with more of a sense of humor than of honor?



PHOTOGRAPHED in a jovial mood along bathroom rows in Hot Springs, Ark., recently were these three outdoor showmen. Trio's good humor is reportedly due to the optimistic outlook shared by all over the 1941 season. Left to right, they are Slim Cunningham, concessionaire; J. W. Laughlin, owner of West Bros.' Shows, and Glenn Osborne.

AMONG MEMBERS of the Funland Shows who are wintering in Miami are Mrs. Albert and L. E. Heth, Ben F. Tash, Professor Woolley, Bill Moore, and Ted C. Taylor.

SHOWFOLK wintering in Newark, N. J., reports Harry Bary, include R. Bee, Marie Barton, Charlie Ocellis, Ralph Ainsworth, Mary and Jim Murphy, and Pat Sullivan.

HOMER R. SHARRAB (Roberta Roberts) letters from Miami that a local neon company is designing and building a new revolving stage for the annex on Ray Cramer's Side Show with Dodson's World's Fair Shows.

MOST press agents like to write the truth much better, if it happens to be pleasant.—John Onceyears.

SINCE closing as business manager of Mighty Monarch Shows in Tampa, Fla., Fred C. Boswell, accompanied by Mrs. Boswell, has been visiting his sister in Daytona Beach, Fla. They will remain here until shows open late this month.

VET TROUPER Tom Vollmer, who has been off the road for the past seven

years, is in Indiana State Soldiers' Home, La Fayette, Ind., where he has been ill for some time. He'd like to read letters from friends.

CONCESSIONAIRES with Buckeye State Shows, Mr. and Mrs. G. E. Davis, who spent Christmas at Ocean Springs, Miss., card from Hattiesburg, Miss., that they are operating concessions in Moultrie, Miss., adjoining Camp Shelby.

SOON the mad scramble will be on to whom will be first in—and maybe last out.—Milo McCoof.

MR. AND MRS. DEWEY STEIN, who formerly called Mobile, Ala., home, writes from Inwood, Long Island, that they are now in the theater business there. Stein has been with Royal American and Goodman Wonder shows.

COOKHOUSE owners and operators on the All-American Exposition Shows, George and Sleet McAllan returned to Hot Springs, Ark., after spending the holidays with Mrs. McAllan's mother, Mrs. W. G. Womack, at Liberty, Mo.

MRS. WALTER B. FOX, who spent the holiday in bed with the flu at Hattiesburg, Miss., is now able to take daily outdoor exercises and soon will return to Mobile, Ala., for the rest of the winter.

"LOOK OUT!" screamed the waitress to the absent-minded concession agent who had just got lucky. "Don't dunk that pork chop in your coffee!"

WINTERING in Alexandria, La., after a successful season with Paradise Amusement Company are Mickey and Frances O'Donnell, who report they have signed their Athletic Show with the John B. Ward Shows for 1941.

L. R. (DOC) LEWIS and Dick Burns report from West Palm Beach, Fla., that they are spending the winter doing plenty of swimming and fishing. They add they plan to remain in the Florida city until March.

CLYDE WEBB, formerly with Roy Goldstone Concessions and Byers Bros.' Shows, has enlisted in the United States Army and is stationed at Little Rock, Ark., his sister, Mrs. Sarah Buley, reports from Kennett, Mo.

A WEALTHY showman may be defined as one who still has enough money left to set out his show after making the fair meetings.—Oscar the Ham.

STRETCHER AND SUNSHINE LEWIS, of Pryor's All-State Shows, are wintering in Vanceburg, Ky., where they are having their trailer remodeled and concessions reframed and painted for the coming season. Both report good business on last year's tour.

DANNY (PAKIE) O'CONNELL, who has been off the road for a year, scribbles from Watertown, N. Y., that it seems a long time since he was last with a show. He's currently tending bar and handling the floorshow at the new Roosevelt Hotel in Watertown.

RAE-TERRILL scribbles from St. Joseph, Mo.: "The Charlene visiting me here is not the Charlene from Louisiana, but a new annex attraction from Mexico and South America. We have everything in readiness and are awaiting the opening of the season."

"VISITORS during the week included the show's general agent." Wonder if he had to look in The Billboard to find out where the show was playing that week?—Colonel Patch.

OWNER-MANAGER of Penn State Shows, Stewart Wachter, and Mrs. Wachter have been in Braden Castle, Pa., since closing the shows in Chambersburg, Pa. They report they've been doing plenty of fishing, and Wachter recently purchased a new Merry-Go-Round.

"WINTERING here is almost like being on the road," cards Terry La Monte from Starke, Fla. "It's really a boom town. After a successful season, I'm

Lay Off!

"YOU have saved me a lot of money and tomorrow I'll thank you in the presence of my other agents," read the box. "Please don't do that," begged the special agent. "They'll kill me."

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ROGERS GREATER SHOWS
 Want Concessions for 1941 Season.
 P. O. BOX 195, HUMBOLDT, TENNESSEE

BARKER SHOWS
 WANT FOR SEASON 1941
 Cook House, Canteen, Iceberg, Shooting Galleries (Long or Short Range), Stock Concessions working for the PIT SHOW, MECHANICAL SHOW, SNARE SHOW OR ANY OTHER SHOWS. Write Here to all titles who are interested.
 Address: P. O. BOX 224, Charleston, Mo.

Wyse Greater Shows
 Flying Iowa and Minnesota.
 Now booking Shows and Attractions for 1941. Have Little Beauty M. C. R. Top for sale.
 WAYLAND, IOWA

SUNSET AMUSEMENT CO.
 Have equipment open for Athletic, 10-1, 601, Snake and Cook Show, Will book Monkey, Animal, Wax, Dancers and Prior Arcade with own outfits.
 P. O. BOX 468, DANVILLE, ILLINOIS

taking a good vacation and plan to have a girl show on the road in addition to my sex attraction."

OPERATOR of concessions with Sunset Amusement Company, Harry A. (Red) Wilson was seriously injured on January 9 when his car struck a bridge near Monroe, Ala. Joe Burnett reports. He adds that arrangements are being made to place him in Veterans' Hospital at Alexandria, La.

A WEST COAST hotel where many troupers meet daily is the scene of lively discussions and the hiring and firing of agents and managers proceed with the activity of a stock-market ticker.

THE SAN ANTONIO LIGHT, in a recent issue, devoted a favorable and lengthy story to John T. Hutchen's Modern Museum's stand in the Texas city. Piece, written by Jeff Davis, was accompanied by a two-column picture of Ed Van, tattooed man, and Baby Lee, fat girl.

WILLIAM (RED) MUNGER, electrician, mailman, and The Billboard sales agent with various carnivals, entered Veterans' Hospital, Dearborn, Mich., recently, to undergo an operation. He reports he'll have to remain there for about six weeks and would like to read letters from friends.

MR. AND MRS. AL G. KELLY and daughter, Karen, and Mr. and Mrs. Miller spent a few hours visiting Mr. and Mrs. Frank Dungan at their home in Wichita, Kan., on New Year's day. The Kellys and Millers were en route to their homes in Joplin, Mo., after spending the holidays at Smith Center, Kan., with relatives.

ONE carnival manager on the West Coast is said to have hired such a large staff for the 1941 season that if a night midway is laid out there won't be any place for patrons to walk.—Whitey Cooks.

"WHILE working here during the holidays I met two friends, Donna and Charles Lewis, side-show and girl-show operators, whom I hadn't seen in some time." E. W. Van Horn scribbles from Mason City, Ia. "They're keeping busy this winter framing new illusions for their attractions in addition to presenting their act at local night clubs."

"CLOSED with Hort Campbell's Tip Top Shows on December 15, but will open again soon." Irish Jack Lynch pens from Los Angeles. "Had a pleasant visit with Ben Beno, Jimmy Dunn, and Roy Barnett at the Pacific Coast Showmen's Association's clubrooms. Also visited with Roy Sheppard, Charles Albright, Billy Bazzell, and Mr. and Mrs. A. Clark."

ACCORDING to The Canadian Resources Bulletin, issued weekly by the Department of Mines and Resources, Ottawa, the second official estimate places Canada's 1940 wheat crop at 547,179,000 bushels. This is Canada's second largest wheat crop, being exceeded only by the 1928 record production of 669,728,000 bushels.

"WHERE'S your daddy?" asked a well-known concession owner of his agent's 4-year-old, "Oh, my Pop is out 'n' around." "What do you mean, out and around?" The tot replied, "Oh, he's out of money 'n' around the house."

JACK BRENNAN tells from Columbus, O. "Stopped here for a few days while en route from Detroit to Florida. Plan to remain in Miami until March 1. Saw Jack Miller, of Bob's Liberty Shows, and several other old-timers here. Miller is planning to work a few indoor spots soon. I'll probably have two concessions on the road this year."

WINTERING in Attala, Ala., is Alabama Bill Storey, who is supervising construction of a new cookhouse which he has booked on Coleman Bros.' Shows for 1941. Mac House, master builder, is being assisted by Claude Brown. Storey

Marred by Mars

A CARNIVAL MANAGER was showing off his girl show to a visiting fair secretary. Noting the close attention that the visitor was giving to the wardrobe, the manager, who was fast on his feet, cracked, "Yes, the European war has affected even our business. You see, it is now impossible for us to get the latest designed Pakistan wardrobe for our shows."



HERE'S A PART OF THE CROWD which enjoyed the hospitality of C. I. Levin and the Midwest Merchandise Company at their New Year's Eve party on the sixth floor of the Hotel Phillips, Kansas City, Mo. Party is held each year in conjunction with the Heart of America Showmen's Club annual Banquet and Ball. In the group are Edgar Lorton, Mrs. Gertrude Allen, Mr. and Mrs. Eldred Bond, Helen Donovan, Mr. and Mrs. Carter G. Buton, E. (Slim) Johnson, Mr. and Mrs. Harry Fogel, Paul Parker, Tommy Martin, Ivan Mickelson, Mr. and Mrs. L. C. (Curly) Reynolds, Mr. and Mrs. Charles Mathan, Mrs. Frances, Bill Snyder, Mrs. Cliff Adams, Mrs. Virginia Kline, Mr. and Mrs. George F. DuVaul, Mrs. Neal Walters, Mrs. Pearl Schreiber, Mrs. Dee Lang, William Holston, Harry Vliet, Mr. Al Wilson, Mrs. Tullie Johnson, Phyllis and Peggy Smith, Doc Hejner, J. A. Smith, and C. I. and Ruth Ann Levin. Other visitors included Harry W. and Rose Hennies, Denny Pugh, R. L. (Bob) Lohmar, G. C. McGinnis, and Sunny Bernet.

says he enjoyed recent visits from Mr. and Mrs. E. K. Garlock and Mr. and Mrs. John Reed.

"AFTER CLOSING with Cole Bros. Circus and appearing for a brief time with Navarro and Fuller's Parisienne Model, my wife, Madeline, and her sister, Joy Jones, and I are playing a circuit of nighters here," letters Hermes, the Magician, from Miami. "Have been working to good advantage and are doubling at theaters."

A WESTERN show was sold recently on a 10-year installment plan and the owner found that the most valuable things he possessed were the sidewalk and iron stakes, especially the stakes, as old Model T axles are fast becoming extinct.—Cousin Pete.

"MRS. PADGETT and I are enjoying our vacation here with her parents," links Gene Padgett from Grabbill, Ind. "I've been doing plenty of hunting and plan to remain here for about two weeks more before going south for the rest of the winter. Have my Girl Revue organized for next season and plan to have an Expose Show on the road in 1941."

J. P. (DOC) KING, who was discharged from Duval County Hospital, Jacksonville, Fla., on December 28 after an appendectomy, suffered a relapse and has been returned to the institution, where he must undergo another operation. King, who was with Dodson's World's Fair Shows and Ray Kramer's Slide Show last season, says he'd like to read letters from friends.

JACK DADSWELL, former carnival publicity director, just can't keep away from the publishing business. He is now editing St. Pete, a souvenir magazine, official publication of the Green Bench Sitters' Association, Inc., at St. Petersburg, Fla. The first issue made its appearance last week. It will be published weekly during January, February, and March by the Dadswell Publishing Company.

WIFE of Happy Graff, lot man and builder with Great Lakes Exposition Shows, Mrs. Graff was hostess to 15 members of the winter quarters crew at a dinner on New Year's Day in Florence, Ala., John Davis reports. He adds that quarters work is progressing and that organization is undergoing a complete overhauling.

"HAVE been playing over Station KWOC and working my acts in floor-shows to good results here," Linden L. West advises from Poplar Bluff, Mo. "There are several pitchmen and sheet-writers here and they seem to be doing okay. Plan to return to the Al Baysinger

Shows in 1941, making my fourth year there as girl show manager, mailman, and The Billboard sales agent."

"MY BROTHER and I plan to take a small carnival on the road in 1941." Bruce Heaton scribes from Greenville, S. C. "We've booked Tom Gross with grocery, radio, and blanket stands, and Jake McBride, scales and hoop-in. Happy Rogers, Olga Klein, and Hal Hallis visited recently and we had a swell time recalling the days we tramped together with carnivals and circuses."

"T. A. FUZZELL, manager of the shows bearing his name, recently purchased four new light towers for the midway," pencils P. W. Pratt, mailman and The Billboard sales agent, from Oxford, Neb. "He also took delivery on all of the Downie Bros. Circus equipment stored in North Little Rock, Ark. Roy Goldstone has added six new concession tops. The Goldstones' annual Christmas party was successful."

KINDLY note that I have closed with Cate & Banner Shows as a girl-show talker and have returned to the mission, where I will again carry the banner, beat the bass drum, and make daily testimonials.—Mission Stiff Bob.

AMONG showfolk now in Warren, O., are Frank and Ruth Bland, who are working with a booking company out of Youngstown, O. Mr. and Mrs. Frank (Dutch) Hildebrand, formerly with West's World's Wonder Shows, and now associated with the Hildebrand-Gorman Cab Company. Others there are J. Bruce Smith, Capt. W. F. MacDonald, and Thomas Hunter, formerly with Bantley's All-American Shows.

GUESTS at the New Year's Eve party held by Mr. and Mrs. W. R. Powers at their home in Fort McCoy, Fla., included Mr. and Mrs. Claude (Blackie) Muller, formerly with West's World's Wonder Shows; Mr. and Mrs. Chester Cass, Johnny J. Jones Exposition; Mr. and Mrs. Earl Weber, Prell's World's Fair Shows; Mr. and Mrs. Bob Coleman, J. J. Page Exposition Shows; Mrs. Margie Brumm.

Mrs. Ruth Skillman, Gladys Brown, Mr. and Mrs. Joe Brown, and Mrs. Kittie Shields.

AMONG the numerous visitors entertained by President David B. Eudy during Eudy Bros.' Shows stand at 17th Avenue and 36th Street, Miami, included Carl J. Sedmyar, J. C. McCaffery, Maxie Herman, Frank R. Conklin, W. D. (Bill) Bartlett, Cbet Dunn, Cliff Wilson, Max Kimerer, Lyman Truedade, Norman Howard, Benzy Hoffman, Louie Rice, William Tucker, Jake Croft, Frank West, Nate Eagle, C. E. (Doc) Bartlett, Bill Singer, George Kerester, Joe Redding, Tex Sherman, and Whitey Hewitt.

LOUIS JOSEPH, scale man, tells from Miami: "I worked scales at the South Dairies Convention at Hollywood Beach Hotel, Hollywood, Fla., to good results. Harry Nelson was credited with the event's success. Saw Sam Crow working football badges at the Orange Bowl Game to okay returns. Max Linderman of World of Mirth Shows; Manny Klein and Mother and Larry Osborne visited with me at Zassen's Bowery here and we had a swell time renewing acquaintances."

"T. A. FUZZELL, owner of Fuzzell's United Shows, and the writer just returned here from a hunting trip," pencils Harry Fallos from Little Rock, Ark. "Kilowatt Harry has completed work on three new light towers and will begin work on the new office and transformer trucks. Also in quarters are Stanley Miller and Fred Wulner. Christmas dinner was provided by Mr. and Mrs. Fuzzell. Mrs. L. O. Allen, Mrs. Fuzzell's mother, is visiting her son in Joplin, Mo."

SIDE-SHOW and museum operators have different slants on the biz. Some claim they stay out all winter to hold their people together for summer. Others say they troupe in summer to keep their shows together for winter. Then some make it a year-around money-making proposition.

MARY MCKINNON, formerly with the Johnny J. Jones Exposition and a member of the Glass Blowers of the World at New York World's Fair, is in McSwain Hospital, Paris, Tenn., suffering from a shattered jaw, head contusions, and

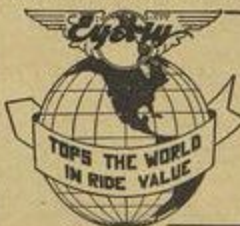


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possible internal injuries, sustained in an automobile accident near Hazel, Ky., on December 21. Mary is a sister of Joe McKennon, formerly with Beckmann & Gerety Shows and Johnny J. Jones Exposition. A sister, Anna, also injured in the accident, is under a doctor's care in the McKennon's Paris home.

NOTES from the P. & F. Attractions from Knoxville, S. C., by George Hill: Since opening their winter tour in Bonneau, S. C., shows have been playing to full results. Leslie Howard joined with cookhouse and Mr. and Mrs. Treaudy are expected soon with their cigarette gallery. Mrs. Treaudy will take over management of the office-owned ball game. Herbert Skeels has assumed his duties as electrician, and Earl Miller was a recent visitor. Shows are transported on five trucks and will play South Carolina until April 1, when they move into Ohio, West Virginia, and Maryland.

RUSKIN, Fla., notes by George (Buck) Buchanan: Wintering here are John B. Davis and his Southern States Shows, Mr. and Mrs. Louis Netherle and family, J. R. (Smoky) Strickland and family, Henry and Cynthia Pallesen, Mr. and Mrs. Frank Taylor, Mr. and Mrs. Ernest Hampton, William F. (Red) Weston, Forrest Sigman, and C. C. Adams. All are busy repairing and building new equipment. At Paradise Park Camp are L. F. Thomas and crew from Gooding Greater Shows; Mr. and Mrs. Frank Break, Mr. and Mrs. George Pence, Mad Cody Fleming, Mr. and Mrs. Jack Allen, Capt. and Clara Simpson, Mr. and Mrs. F. H. Malone, Carl Malone, Mr. and Mrs. Bill Pratt, and Mr. and Mrs. Charles Murray.

DOWN Yonder. Member of Fourth Estate to well-known p. a.—"We've had three outfits here so far this season and each one carried a 'Rose' show. First was called Sahara Rose, second Mashattan Rose, and third Broadway Rose. What kind of a Rose does your show carry?"

MRS. O. N. CRAFTS, wife of the owner of Crafts Enterprises, was hostess to friends and relatives at a party in her private dining room at North Hollywood, Calif., quarters on New Year's Eve. Festive and no-makeup were distributed and there were dancing and games until midnight, when all partook of a buffet supper prepared by Mrs. Crafts. In attendance were Mr. and Mrs. Jack Sears, Mr. and Mrs. Frank Warren, Mr. and Mrs. Roger Warren, Mr. and Mrs. William Hobbard, Mr. and Mrs. Bruce Rennick Sr., Mr. and Mrs. Bruce Rennick Jr.; Capt. Richard Rennick, U. S. Army Air Corps; H. Moon, William Newman, George T.



SCENE AT THE PACIFIC COAST SHOWMEN'S Association's monument in Showmen's Rest, Evergreen Cemetery, Los Angeles, on December 15, when club and auxiliary's annual memorial services drew an estimated 300. In the group, left to right, are Harold (Pop) Ludgate, club chaplain, Dr. Ralph E. Smith, president; Burr McIntosh, principal speaker, and Ted LeFors, memorial service chairman. Auxiliary's monument, which was formally unveiled by Nell Zie, organization's first president, is located near the PCSA plot and is a duplicate of the men's monument, only slightly smaller.

Abramson, Mr. and Mrs. J. J. Johnston, and Mr. and Mrs. Roy E. Ludington.

"AFTER CLOSING near here in December and spending the holidays in Tampa, Fla., we're stopping at a local trailer camp," letters Walter Lanford, conductor of the band bearing his name. "We've been doing plenty of fishing and several old faces will be with the band the coming season. Among those in quarters are Carl Woorth, cornet; Wilford Simpson and Frank Owens, clarinets, and Valting Cursey, trombone. We've signed Burt V. Barnes as drummer and band will be larger this year. Combo is slated to open its string of winter fairs about January 15. Harold and Lester Lanford are spending a few days visiting their mother in Centralia, N. Y., and Alvin Sienbieda, of Dunkirk, N. Y., will have charge of Lanford's Animal Show."

"THE HOLIDAYS are history and the soldiers are returning and everything is running along smoothly again," letters Al Nation from Palestine, Tex. "All concessionaires report good business. Jack Stanley came over from Houston for a few days to look after his interests. Mr. and Mrs. Crawford's Black Cat Cafe continues to be the meeting place for showfolk here. Johnnie Quinn and Bob Pfannigan are in town, and Virgil Bills has the Liberty Club. Jack Kelley is holding down the day shift there. Bill and Mrs. Spears went home to Kennedy, Tex. for the holidays. Claude Williams spent Christmas in Houston with friends. Pat O'Day is superintendent of guards at camp. Ma Nation has been ill with the flu, but is recovering. Joe Kemp purchased a lot here, and Don Cotton, lead gallery operator, is planning to open a cafe. Ray Brewer went to Houston for a few days to obtain equipment for his arcade. Elmer Walter was in town looking things over, as was Harry Pook."

NOTES FROM Corpus Christi, Tex., by Frank J. Lee: Numerous showfolk from Greater United, Texas Exposition, West-ern States; Bill Hames, Bee's Old Reliable, Reynolds & Wells, Beckmann & Gerety, and Al Baysinger shows, and Sainte Vee Exposition gather at Brown's La Palmis Courts here daily. Aransas Pass, Tex., 10 miles distant, also boasts a large

group of showmen and much visiting and fishing is done daily. The writer and Mrs. Lee spent a week there recently visiting with Buck and Mary McClans-han and the Norman Smiths. The McClanshans went to Dallas for a visit before returning to Yoakum, Tex., to ready their rides and shows for opening with Bill Hames Shows at Houston Pat Stock Show. C. N. (Pop) Hill, manager Greater United Shows, has been ill with the flu. He says Mrs. Hill will join him before he goes to Illinois and Tennessee on business. Appearing at Club Plantation here is Hill's son and daughter-in-law, Mr. and Mrs. H. P. Hill. Vess McClenore has recovered from an ear infection and is laying plans for his concessions on Greater United Shows. Maple and Mrs. Williams took delivery on a new house trailer. Joe Williams is using his truck working for the United States Mail. Art and Mrs. Hansen are taking it easy until opening of Texas Exposition Show. Mr. and Mrs. Bill Myler and daughter, of Fredricks Shows, are doing plenty of fishing daily, as are Jack and Juanita Edwards. Leonard McClenore is vacationing until January 15, when he heads for Jackson, Tenn., to begin quarters' work of Bee's Old Reliable Shows. Lonnie and Opal Jarvis and Mr. and Mrs. Jack Prick will accompany him. Billy Shaffer came in from San Antonio for a brief visit.

LOS ANGELES, Jan. 11.—Outdoor amusements did very well over the holidays. Verne Williams is a cashier at Santa Anita Race Track, while Turner and Jimmie Thomsson are on the ticket staff. Jimmie Smith is employed at the clubhouse. Elmer Hanscom, after 15 years with Crafts Enterprises, reports he will not be with the organization in 1941. Mr. and Mrs. C. P. (Doc) Zeiger, of Zeiger's United Shows, visited from quarters in Albuquerque, N. M. Frank W. Babcock is readying some equipment to produce trade shows.

George McCarthy and Leo Haggerty are preparing a thrill show promotion. Peggy Portant came down from Wrightwood, Calif., for a few days' visit with Mr. and Mrs. Ed F. Walsh at the Bristol Hotel. Nina Rodgers has recovered from a recent illness. Mr. and Mrs. Glenn Loomis are wintering in Southern California. Charles (Chuck) Gannon has several stands on Hill Street. Clyde Gooding reports successful business, with the following chair at the Tournament of Roses. Reports here indicate that Mrs. W. G. (Spike) Huggins will take the West Coast Shows on the road this season. Jack E. Lewis is doing some advertising work and soon will engage in booking attractions. Sam Cramer is booking attractions for the Tivoli Company, Ltd. Moe Eberstein joined the coast defenders here. Mr. and Mrs. Hort Campbell, of the Tip Top Shows, have taken a downtown apartment.

Charles Hugo, retired temporarily from show business, is building a court of 12 units in Beverly Hills. Carl Sontz, after closing with the Christmas Show, left for San Antonio. Butch Gagus came in

15 Years Ago
(From The Billboard Dated January 16, 1926)

W. J. (Doc) Allen as re-elected president of the Heart of America Showmen's Club, Kansas City, Mo. Also returned to office for another term were C. P. Zeiger, first vice-president; Pelice Bernard, second vice-president; Harry Melville, third vice-president; Louis Heininger, secretary; J. M. Sullivan, treasurer. . . . Edward P. Neumann resigned as a candidate to succeed himself as treasurer of the Showmen's League of America, and Walter D. Hiltz, who was named in his place. . . . Greater Sheesley Shows again were awarded the midway contract for the 1926 Indiana State Fair, Indianapolis. . . . William H. Huntington, scenic artist, died on December 28 at his home in Houston.

J. E. (Pat) Garner re-signed as manager of one of the feature attractions on the Morris & Castle Shows. . . . Ed Lundgren was wintering in New Orleans, where he was exhibiting his snakes, Congo, in a store room. . . . Mike and his brother midgets, with the Zeidman & Pollie Shows, were playing cabaret engagements in Chicago. . . . After closing with Greater Sheesley Shows, Kenneth Malcolm joined Loe's Wild Animal Shows in Atlanta for the winter. . . . D. C. Hanna was re-engaged as general announcer for Harry E. Billick's Gold Medal Shows. . . . Ben Davieson was general agenting the Harry Copping Shows.

Amos Blum Ackley, 45, member of the Northwestern Shows, died in Oakland, Calif., on December 23. . . . Tom Salmon was superintending work at Rubin & Cherry Exposition's quarters in Montgomery, Ala. . . . Fred W. Clapp, 65, well known in outdoor show business, died of bronchial pneumonia on December 28 in Detroit. . . . Lloyd Fowler, legless acrobat, signed with the World's Circus and Sideshow, Coney Island, for 1926. . . . Fred (Spot) Dixon was wintering in Port Arthur, Tex., after a successful season with the Gold Medal Shows. . . . Larry Pfeiffer, of the Walcott Shows, spent the holidays with Ho Heschenschmidt, noted wrestler, at Baton Rouge, La.

Miami

MIAMI, Jan. 11.—Eddy Broas' Shows opened to big crowds at Coconut Grove and their new ride is doing lucrative business from opening until closing time. Mack McFarland is wintering hot-cashiering at night for Jimmie's Restaurant. He says he'll be with one of the big ones this year. A number of showmen wintering here have landed good paying jobs at the horse and dog-racing tracks. John Mack, who quit show business to become an announcer at dog tracks, is rated one of the best here. He handles the mike at the Hollywood Dog Track, near Hollywood, Fla.

Miami and Miami Beach have more visitors this year than ever before. . . . Paul Curtiss and Cash Couch, directors of the annual Perrine (Fla.) Fair, reported crowds at opening were the largest in the history of the event. Midway is larger this year and rides and concessions are doing plenty of business. At opening the lights went out at 10:20 p.m., causing the loss of business for the rest of the night. Reopening Sunday night saw the rides going strong from opening until long after midnight. Curtiss and Couch did a swell job on publicity and radio, accounting for the big crowds. They have several other big dates signed for the winter.

from San Francisco for a brief visit. Mrs. Charles E. Smith returned to Brookings, Ore. Arthur Brockwald is framing a Minstrel Show. Mickey Grady returned from a visit in the North. Carroll Johnson is with the American Legion Post Sports Stadium, Hollywood. Mr. and Mrs. Charles Zeiger, of Zeiger Shows, motored in from an extended tour of the West Coast. Sam Huston reports good business at his museum.

Curley Strong is employed at a film studio. Lee McDonald is recovering from a recent illness at his home in Venice, Calif. Milt Runkle is working at a local Draft Board. Rose Weaker is working at a Beverly Hills, Calif., night club. Palmer C. Franklin came in from Tucson, Ariz., for a brief stay. Fred and Clara Mortensen are appearing at sports stadiums. Jimmy Dolan left for Chicago.

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Advice on Tactics

A YOUNG trouper was departing for an army training camp, having been called for a year of service. His trouping father, who had spent most of his life on the road, was much enthused because his boy was to join the colors. Just as the rookie was ready to board the train the old man wrapped his arms about the boy's shoulders and said, "Son, I want you to be a real American soldier. Should it happen that we go into war, I want you to attack and bay rube the enemy like—like—just like you would a con-ning sucker who asked for his money back."

Club Activities

Showmen's League



of America

Sherman Hotel
Chicago, Ill.

CHICAGO, Jan. 11.—President Frank R. Conklin presided at the regular meeting after which he left on a business trip in the interests of his shows. Seated with him at the table were Secretary Joseph Streibich and Past President Sam J. Levy and C. R. Fisher. Membership and house committee reports indicate both are off to a flying start. Date for the Annual Spring Party will be set at the next meeting. Brother Lee B. Sloan was appointed general chairman and will name his supporting committees. It promises to be an outstanding event. Elected to membership were Jack Kerschner, Adolph Treusch, Earl Tauber, Richard Evertsen, Robert J. Hutchinson, Irving Davis, Sidney Natansen, C. Wrightman, and Clarence Elman.

Communications were received from Leonard Traube, Ben Beno, J. Ed Brown, Ned and Lou Torti, W. W. Monahan, Dr. Max Thorek, and Sam J. Levy. Sick list includes L. E. (Larry) Hogan, Alexian Hospital; Bob Hickey, Augustana Hospital; Jack Lydick, Veterans' Hospital, Dayton, O.; Tom Rankine, Jim Murphy, and Tom Vollmer are still at their homes. Brother Judd Goldman has entered Billings Hospital for attention for a leg infection. Vice-President Harry W. Hennies has recovered and able to make the various fair meetings. From Brother E. Lawrence Phillips, of the Johnny J. Jones Exposition, came the annual donation of a box of Florida fruits, and the boys feasted on oranges. Brothers Sam Solomon, L. E. Roth, and Max Goodman stopped over between the fair meetings at Indianapolis and Milwaukee. Chairman Bill Carsky of the house committee has recovered from a heavy cold and is in Miami. Night of regular meeting has been changed and all future meetings will be held on Friday. Members are still loud in their praise of the big New Year's party.

Brothers Edward Murphy and L. E. White attended their first meeting in a long time. Dave Tennyson and Mike Rosen attended the Indianapolis fair meeting. Brother John Saladin is in the Veterans' Hospital, Milwaukee. President Frank R. Conklin reports a club-sponsored benefit show will be held in Miami on February 2. A number of the boys left for the fair meeting in Milwaukee and to attend the Tin Bucketee's party with Lou and Ned Torti as hosts.

Ladies' Auxiliary

Auxiliary held a social on January 9 at the Sherman Hotel, with Mrs. John C. (Ethel) Weer as hostess. A big crowd was on hand and many beautiful prizes were awarded. Letter was received from Virginia Laughlin, who is recuperating in Hot Springs, Ark. She expressed appreciation of all the cheerful cards and messages sent her.

Mrs. J. C. (Ethel) Weer is enjoying a successful season in Miami. First Vice-President Mrs. William Carsky is planning to leave for Miami soon with her husband. A number of members also will attend in that direction next month. January 16 a regular bi-weekly meeting will be held. President Mrs. Joseph L. Streibich asks all members to be on hand promptly at 8 p.m.

National Showmen's Assn

Palace Theater Building
New York, N. Y.

NEW YORK, Jan. 11.—Because of President Max Linderman's illness, Vice-President Oscar Buck chairmanned Wednesday's meeting. Attendance was good and among other matters members were reminded that the first bingo party will be held January 19. Admission is free. Secretary Sam Rothstein reported on the progress of the President's Birthday Ball for the National Infantile Paralysis Fund to be held in the rooms

January 30. Tickets are \$1. Brother Fred Murray has donated nine dozen flags to dress up the affair. Next meeting will be held January 22.

Brother Fred Phillips is giving "gin rummy" lessons to all members who care to learn and has promised an active social season this year. Daddy Simmons still suffering from the double injection he got at the hospital to prevent lockjaw from an injured finger. Brother David Epstein is on his way to Florida, where he will winter, and Brother Willie Lash intends spending his honeymoon there next month. Frequent visitors to the club of late have been Brothers Max Levine, Morris Levi, and Murray Polans. Brother Lew Lange is well on his way toward a Gold Membership Card and reports will be given from time to time on others working for one.

Brother Jack Carr, chairman of the Handicap Pocket Billiard Tournament, announced these entries to date: Daddy Simmons, Arthur Goldberg, Jimmy Davenport, Milt Soffer, Al Katzen, Harry Agne, Max Linderman, Ralph Corey, Murray Goldberg, Neal Carr, George Rector, Bibs Malang, Sam Berk. Brother Arthur Goldberg has been hobbling along with a sore leg the past week, and Archie and Milton Fuchs has been confined to his room for some time. Brother Jack Feldberg is in Bayonne (N. J.) Hospital.

New applications were received for Lou Wolfson, proposed by Max Linderman; Archie and Milton Fuchs, by Ben Weiss; Max Eschholz, by Sam Rothstein; Phil Leley, by James Davenport; Henry L. Kanter, by Nick Elliott; Oscar A. Harvey, by Lew Lange; George Ross, by Lew Lange; Joseph Bolner, by Lew Lange; Bernard Becker, by Charles Rubenstein; Elie Guralaky, by Charles Rubenstein; Burnam Pelley, by Ross Manning; Peter Richards, by Casper Sargent; Charles A. Bouffier, by Paul Spitzer; Artie Schiffman, by Paul Spitzer; Emmett E. Callahan, by Charles (Doc) Morris.

Birthday congratulations to Charles A. Soman, William (Billy) Ritchey, George Berner, Dominick Sardone, Donald F. Murphy, January 15; Edward M. Fay, Fred Nasif, Jesse Edward Rhoades, Norman I. Shapiro, 16; Morris G. Stokes, Nat Bernstein, 17; Fred Delmar, 18; Kirby G. McGary, 20; Bruce Thompson, 21.

Ladies' Auxiliary

The goal set by chairman of membership committee, Mrs. Bess Hamid of 100 new members has been reached. Marion Berry was proposed by Blanche Henderson. The girls are continuing to make kiddie dresses for the Red Cross. President Midge Cohen has members working for the club who have never been active before, a testimony to her leadership.

Pacific Coast Showmen's Assn

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

LOS ANGELES, Jan. 11.—Monday night's regular meeting was called to order by President Dr. Ralph E. Smith. With him were First Vice-President Joe Glacy, Second Vice-President Mike Krekos, Third Vice-President Everett W. Coe, Ross R. Davis, treasurer, and Al E. Weber, secretary. Chairman Harry Fink, installing officer, then inducted the new president, Joe Glacy, and his officers, including Brothers Mike Krekos, first vice-president; Roy E. Ludington, second vice-president; Earl O. Douglas, third vice-president; Patrick A. Armstrong, fourth vice-president; Ross R. Davis, treasurer; and Harold (Pop) Ludwig, secretary. After new officers took their respective places upon the rostrum the regular order of the meeting resumed.

Members gave allegiance to the flag, with Brother Harry Rawlings officiating. A silent tribute, with lights lowered, was given the late Brother Dewey Jorgensen. Brother J. C. McCaffery, of the Showmen's League of America, Chicago, wished Joe Glacy success as president. Brother John M. Miller, finance committee chairman, presented the treasury report, which showed remarkable progress. He also reported on the successful

banquet and ball which revealed an excellent profit.

President Glacy appointed his committees for 1941. They are: Brother Patrick A. Armstrong, stock and relief; Brother Ed Walsh, house; Brother Ted Le Foss, entertainment; Brother Jimmy Lynch, membership, and Brother Harry Chipman, publicity. Brother Harry Fink again did the honor of calling Past President Dr. Smith to the rostrum and presenting him with a Gold Life Membership card. Smith's brother officers gave him a plaque. He responded with a splendid talk.

Brother John Parsons, new member, was introduced, as were Brothers Carl Smith Miller, Roy E. Ludington, Ross R. Davis, and Pop Ludwig. All newly elected officers thanked the membership and asked for their support in making 1941 a bigger and better year. President Joe Glacy then called on First Vice-President Krekos to make a speech, to which he responded in good style. At adjournment refreshments were served by Brothers Ben Beno and Nick Wagner.

Heart of America Showmen's Club

Reid Hotel
Kansas City, Mo.

KANSAS CITY, Mo., Jan. 11.—Regular weekly meeting was called to order by First Vice-President L. C. Reynolds, with Secretary C. C. McGinnis and Treasurer Harry Altshuler also on hand. Minutes of the previous meeting were approved and a detailed financial report was read. Communications were read from Reed's Escort Service and President Robert L. (Bob) Lohmar. Banquet and ball committee reported a fair profit was realized on the annual event and Auxiliary Tacky party. Reynolds read a list of new committees elected by President Lohmar and approved by the club. Brother W. Frank Delmaine was elected chairman of a committee to make a revised list of members who have passed away. After the meeting bingo was played, with members of the Ladies' Auxiliary participating. Brother Tommy Martin left after the meeting for Shreveport, La., where he will spend the rest of the winter before returning to the Rubin & Cherry Exposition. Brother C. C. Buton is reported to have purchased a half interest in the Elite Ex-

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position Shows and will act as general agent. He is wintering in Independence, Kan. Buton recently purchased two Ferris Wheels, formerly owned by W. L. Landes. Club again asked that members notify the secretary of their mail address.

Ladies' Auxiliary

First meeting under direction of President Ruth Martens drew a big attendance. Virginia Kling left the day before the meeting, but Peggy Reynolds, Rose Hennies, and others left after the holidays. New members included Edith Moon, Bess Anderson, and Daisy Hennies. Rose Lee Elliott was congratulated on her birthday and the penny box grew heavier. Laura M. Anderson was reported ill and flowers were sent to her at the hospital. Members were grieved to learn of the death of Sasse Maude Baysinger and many attended her funeral.

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James E. Strates

SAVANNAH, Ga., Jan. 11.—With the holidays history, quarters resemble a plant getting out equipment for the national defense program. Scenic Artist Ben Wells is directing the paint crew and James Yotak has his construction crew at the barns installing new machinery. John Gordon is overhauling his concessions, and Steve Gekas advises he will arrive soon to start work on a new cookhouse. Captain Lumpkin is in charge of the lions and is utilizing the new cage wagon. General Manager James E. Strates makes daily trips with his family. The Patmans and Walshs from Gibsonton, Fla., that the winter has been a pleasant one and they are making daily trips on Arthur Walsh's new motorboat. Joe Scortina, who will have the Vanities Show and the Artist Model, designed a new front for the latter attraction and it is now under construction. Mike Olsen is installing a new heating system in Manager Strates' private car. Mrs. Keith Buckingham are wintering in Minna, N. Y. Bill Leon went to Baltimore. Louis Strates is building new grab concession. Visitors included Mr. and Mrs. Abe Williams, Charles Austin and daughter, Lou Trait, Sam Etton, Mr. and Mrs. Lester Ward, Ted Heffer, Dick Attwood, Jim Woods, Charles Seigrist, Lem Calkins, Oscar Kamp, Harry Oling, Carole Sites, Gus Levy, Arthur Jenkins, and Bill Bryan. **DICK O'BRIEN.**

Johnny J. Jones

DE LAND, Fla., Jan. 11.—A temporary halt in quarters activity was called for the holidays and Owner E. Lawrence Phillips was host to all members at Christmas dinner in the dining hall, under the culinary skill of Chef Danny Boyd. Among those who went to Miami for a holiday vacation were Bert Miner; Mrs. Johnny J. Jones and son, Johnny J. Jr., and Mr. and Mrs. Tom Allen. Blacksmith department is shaping up under direction of O. L. Hall and assistants, Richard Weidman and George Brown. Additional wagons are under construction to accommodate shows' Diesel light plant department. Mr. and Mrs. Harold Padcock departed for Augusta, Ga., for a short stay preparatory to going to Detroit. Owner Phillips has been busy arranging the quarters program. He left to attend the Indiana State Fair meeting in Indianapolis. General Agent J. C. (Tommy) Thomas and Representative Sam Gluskin report much activity on the booking front. Recent visitors included Mr. and Mrs. Frank Shean and friends, Mr. and Mrs. Fisher, Mr. and Mrs. Carl J. Lauther, Mrs. A. C. Lockett, and Mrs. Ruth Davis. **RALPH LOCKETT.**

Wallace Bros.

JACKSON, Tenn., Jan. 11.—All in quarters reported an enjoyable Christmas. Gifts were exchanged in the morning and a big dinner was held in the afternoon. Mrs. E. E. Farrow and son, Ernest, are recuperating from their illnesses. Frank Sparks, who was in Sparks, Ark., the holidays with relatives in Brunsford, Mo., is suffering with the flu. Shep and Margaret Miller closed with a Southern show and are wintering here. **EUGENE C. COOK.**

Cetlin & Wilson

PETERSBURG, Va., Jan. 11.—Among members of the shows now working on construction of the gigantic Fort Lee near here are John Renstrom, labor foreman; Slim Kelly, assistant carpenter; Hughie Gregory, William (Heavy) Harris, and Curly Bizard, truck department. Mrs. Curly Bizard and brother, Charles, are at quarters with Curly. George Grissold, show architect, has completed new sketches of fronts, which have been accepted by Managers L. Cetlin and John W. Wilson. A new entrance front is to be built and quarters activity will get under way about February 1. Mrs. I. Cetlin and Mrs. John W. Wilson are making plans to enlarge their Paradise Night Club Revue and add new wardrobe and costumes. Recent visitors included Jim Lineback, who has been recuperating from a heart attack at his home in Mount Airy, N. C.; Walter Meadows and John H. Marsh's shows; Jimmy Savary, ticket seller; Claude Claudette, and Mr. and Mrs. Carl J. Lauther. Mr. and Mrs. I. Cetlin spent the holidays in Lebanon, Pa., later visiting friends in New York. Mr. and Mrs. John W. Wilson spent Christmas with relatives in Roanoke, Va., and Lucille (Mom) Lee is still operating the cookhouse. Ride motors are being overhauled under direction of Super-

Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

intendent Frank Maselk, assisted by Neil Hunter, trimmester. Harry Dunkel, general agent, returned to quarters for a conference with Co-Managers Cetlin and Wilson. **RAYMOND D. MURRAY.**

Burdick's All-Texas

YOAKUM, Tex., Jan. 11.—After closing a 40-week tour November 6 in Hallettsville, Tex., shows were placed in quarters here, where work is progressing. Shows will be somewhat enlarged for 1941 and will go out under the title of Great White Way Shows. Shows have been operating in Texas for over 18 years and this year's tour is the most unsuccessful tour in organization's history. Trek took in seven county fairs and 14 celebrations and reunions. A number of showfolk are wintering here. Mr. and Mrs. Ira Burdick and family celebrated a large Christmas with guests from Houston and San Antonio. The Burdicks left January 1 for Hot Springs, Ark., for a combined vacation and business trip. Several fronts and a new entrance arch are being built and everything will be repaired and repainted for the 1941 tour. Mr. and Mrs. Ira Burdick



CONCESSIONAIRE with the Conklin Shows, Charles S. Taylor exhibits the string of ducks he brought down on a recent hunting expedition on Lake Okechobee in Florida. Taylor is wintering at Miami Beach, Fla.

Jr., who had concessions with the shows last year, are adding several new ones to their string. **PAULINE BURDICK.**

American United

SEATTLE, Wash., Jan. 11.—Work has started in local quarters, with a small crew going over the rides. More men are expected to be added in a few weeks, however, when rebuilding and painting starts in earnest. Orlando Allin and H. H. Avery have been going over plans for new fronts for their shows, and organization contemplates carrying 8 rides, 9 shows, about 25 concessions, and free act. Dad and O. H. Allin have been operating their Penny Arcade in Tacoma, Wash., to successful business. Charles R. Mason, general agent, has been out of town looking over territory for the last few days. **MRS. CHARLES R. MASON.**

O. N. Crafts

NORTH HOLLYWOOD, Calif., Jan. 11.—Work at local quarters started in earnest at end of the holidays. William (Bill) Meyers arrived and is in charge of construction of 10 steel light towers to be used on Crafts 20 Big Shows, while H. C. Landaker and crew have started work on fronts for the Glamour Girl Show and in the paint shops and will use a new type aluminum metal for decoration. Eddie Bliss and Eddie Murphy, scenic artists, are working out art details. Karl Lohmuller is designing features for his Lilliputian Show. Fred Mortensen (Terrible Dane) has signed his Athletic Show on the No. 1 show. It will feature all girl wrestlers, headed by Clara Mortenson. E. W. (George) Coe visited several times last week. Owner O. N. Crafts recently

purchased a ride from A. A. Treppe in San Francisco and is now superintending dismantling activities. Roy E. Ludington is in the North consulting with Leo Brandon, general agent. He will return after a two-week trip over the spring route with Brandon and take out another unit of attractions for film work. Heavy rains last week caused some inconvenience to outside workers. Roger and Frank Warren and family returned from a visit to relatives in Missouri. Herschell Taylor, Skooter foreman, and Mrs. Taylor came back from Greeley, Colo. Clarence (Red) Turner infers he will be in soon to get his string of Kiddie rides ready. Uncle John (Spot) Ragland motored in from his North Carolina home on New Year's Day with a huge ham from his smokehouse. With February 10 the opening date for one of the Crafts units, full speed ahead is the order of the day in all quarters departments. **CLAUDE (CURLY) ROGERS.**

Prell's World's Fair

BENNETTSVILLE, S. C., Jan. 11.—Preliminary work is under way and Owner-Manager S. E. Prell reports show's fair bookings are satisfactory. General Agent Charles M. Powell advises that bookings for the still-date season are almost completed, as is the route for the season. Flash White built a new lion cage body and it has been mounted on one of the new semis delivered recently. He's started construction on a new body for the Motordrome truck. Cash Miller is in and out of quarters frequently, supervising construction of his new Ten-



DICK O'BRIEN, well known in outdoor show circles and assistant manager of the James E. Strates Shows, has been re-engaged in that capacity for 1941. Owner James E. Strates announced recently it will be O'Brien's third season with the organization.

in-One Side Show. Gertrude Miller, who will manage the French Casino, reports that on her return from Manchester, N. H., where she and Cash spent the holidays, she stopped in New York and purchased costumes for members of her show.

Among recent visitors were Murray Jackson, ride operator; E. Mansfield, concessionaire, and Charles Outer-mouth, of the ride department, who stopped while en route to Florida. Harry Fox writes from Tampa, Fla., that he is ready for shows' opening, as does Marge Stevens, who is wintering at her home in Union, N. J. **THOMAS W. RICE.**

Pioneer

WAVERLY, N. Y., Jan. 11.—George Harvey, who left recently for Florida, writes that he has obtained a few new educational exhibits and has booked several concessions and new rides. Two sound trucks will be used this season, and Tom Fallon has added three shows and several concessions for the 1941 tour. Joe Ricco, who has been spending the winter promoting indoor athletic events, has been signed, and Tony Merch has booked several concessions. F. L. Sweeney is visiting his mother for a few weeks, and Charis Whitehead's

concessions have been re-engaged. Plans have been drawn up for new show fronts, and material needed has been ordered. Management recently took delivery on a new semi. **WILLIE MULLHOLLAND.**

Penn Premier

STROUDSBURG, Pa., Jan. 11.—Quarters activities here are progressing rapidly. One new front has been built and a second is under construction. Shows will have eight new ones in 1941. Owner and Mrs. Lloyd Serfass played hosts at a party and turkey dinner to all in quarters recently. Each member of the crew was presented with a pair of shoes, coveralls, tie, and shirt. Others at the party included Mr. and Mrs. George Dexter, Mr. and Mrs. Pete Ranberger, Harold Fair, Bill Snow, Tiny Edwards, Albert Ritchey, Dave Hughs, Harold Keller, Miles Detrick, and the writer. Serfass portrayed the role of Santa Claus. Max Godek signed his cookhouse and popcorn stands for the season. Others who will return next spring include Parly and Jerry Wright, Bob Nuger, Charlie Kraus, Vera and Bill Kimmell, and Harry Meyers. General Manager Serfass will leave soon for the South. **BILL DECKER.**

Great Sutton

OSCEOLA, Ark., Jan. 11.—Quarters' activities are beginning to get under way here. Mr. and Mrs. George Campbell, aided by Wally Wallace, are building a new trailer, and Mr. and Mrs. Whitey Butler are repairing and modernizing their equipment. Mr. and Mrs. E. E. Shaning report from Fremont, Neb., that they plan to be in soon with Long-range gals. Mr. and Mrs. Dutch Dotz info from Arkansas Pass, Tex., that they will arrive in time for opening. Mr. and Mrs. Red Graham are wintering here, where Red is employed at a fruit and vegetable company. Mr. and Mrs. Bill Norwood also are here. Bill is working at Owner Sutton's cafe. Sutton plans to build new panel fronts and paint and remodel all equipment for 1941. George Lucas has booked his new Rolltops. Owner Sutton will leave soon on a booking trip thru Arkansas, Missouri, and Illinois. The writer will accompany him. **F. M. (PETE) SUTTON JR.**

Miller Interstate

EDMONDS, Wash., Jan. 11.—Activity at A. B. Miller's Interstate Shows' quarters is under way and work of reconditioning, repainting, and remodeling is progressing. A new marquee is being built and three new light towers will be added. Octopus has returned from the factory where it was overhauled and repainted. Dodgem has been reconditioned, and new steel plates, lights, and canvas top were added. All trucks have been repainted. Management recently purchased a tract here and will build permanent quarters. Raymond Barber, Merry-Go-Round foreman, is doing much repair work. Lela Olsen is retying the photo gallery. Ted McCoy is conditioning the Kiddie Autos, and Harry Clark is working on his ball game. Ben Johnson has the Ferris Wheel ready, and Jess Dawkins is electrician. Madara Weinter has the penny pitch, candy floss, popcorn, and peanuts. Harry Wurts and Ayers Morey report that the trucks will be ready on time. Shows will confine their route to Washington, Oregon, and Idaho. **A. B. MILLER.**

Blue Ribbon

COLUMBUS, Ga., Jan. 11.—With good weather, work is progressing. Electrician and Mrs. Pat Brady are here and Pat is buying electrical equipment. Mr. and Mrs. Art Alexander returned for several weeks before going to Florida. Mr. and Mrs. L. E. Roth will return after attending the various fair meetings. A full crew will be on hand soon to carry out plans for new fronts, towers, and front entrance, which will feature plenty of neon. The writer, who has been secretary for the past four seasons, is making preparations to open a kitchen for the working crew upon its arrival. Recent visitors included Mr. and Mrs. Ed Ruitge. **LEE PADEN.**

Patrick's Greater

SPOKANE, Wash., Jan. 11.—After a mild winter shows opened quarters to one of the heaviest snowstorms of the year. However, it did not hamper activities at the shows' comfortable and well-equipped buildings. All work is under supervision of Owner-Manager W. B. Patrick. Mr. and Mrs. Les Pee are ex-

pected about February 1, when Les assumes his duties as superintendent. Mr. and Mrs. James Barkdoll arrived from Portland, Ore., and Jack Adams again will be Ferris Wheel foreman. Mr. and Mrs. Earl Richardson, cookhouse owners, are wintering here and rebuilding their concession. W. H. Olson, scenic artist and designer, has finished a number of new fronts, as well as the front entrance. All panel fronts will be animated. Owner Patrick purchased several new trucks and semis, as well as other equipment. Shiel Barrett, general agent for the past two years, left to become manager of the W. C. Huggins Shows. Harry L. Gordon is the new general agent. Fred Smith will be 24-hour man, while the writer has been made show superintendent.

Denny Congdon.

Wolfe Amusement

ROYSTON, Ga., Jan. 11.—Manager Ben Wolfe is vacationing in St. Petersburg, Fla., after winding up a successful 38-week season in the Carolinas and Georgia. Shows are stored in their own new sheet metal building in quarters here. New layout houses all equipment including transportation equipment. The building shows former quarters, is being used as a workshop. One section is utilized by the paint department. Work will get under way about February 1 and all equipment will be overhauled and painted and new lighting effects will be installed. Management recently placed orders for a new set of canvas, in addition to purchasing three new trucks and a new ride, which is to be delivered in March. Reported by an executive of the shows.

Zacchini Bros.

TAMPA, Fla., Jan. 11.—Preliminary work has started at local quarters and Alf Lange, master mechanic, is overhauling transportation equipment. Hugo Zacchini has a crew building new fronts for the Gay Parade, Ten-in-One, and Posing shows. Midway is expected to feature 10 new light towers in 1941. Three new show tops and three tractors have been added, and the writer, who has kept the office open all winter, is currently closing the books for the season. Manager Tom Zacchini is tendering a surprise birthday party on Christmas Eve by relatives and friends. Visitors included Mr. and Mrs. William Cooke; Mr. Hopkins and daughter; Joe Winters and family, Carl O. Bartels, Lois and Duke Bartels, William Scott, Ted O'Connell, William Law, Charles Williams, Harry Rice, Joe Duplex, Joe Walters, Charles Gill, John Knight, Louis Bolan, and Carmello McCalliff.

CARL O. BARTELS.

Mighty Monarch

SULPHUR SPRINGS, Fla., Jan. 11.—Shows chucked up a good 1940 and went into local quarters, where rebuilding and repairing work is in full swing under direction of Shorty Shell. Joe Patoma is in charge of the paint department. All fronts, ticket boxes, and rides have been repainted. Shows recently took delivery on a new Chairplane. The Billboard sales agent, Miggette McClain, is in charge of the commissary. Among those in quarters are the writer, who will take care of the transportation, fronts and canvas; Charles Moor, Jimmie King, Harry Vandaveer, and Mr. and Mrs. Robert Sprague.

O. C. (HEAVY) McCLAIN.

Goodman Wonder

LETTLE ROCK, Ark., Jan. 11.—Shows' quarters at the City Park Zoo here are beginning to hum with activity. Key crew already is building new front. Much neon will be added to the already well-illuminated midway. Owner Max Goodman returned for the holidays before leaving to attend the various fair meetings. He plans to add three new rides. Ted Cope, assistant manager, reports five more cars will also be added to the train to transport the new rides and shows.

C. W. FRANKLIN.

John R. Ward

BATON ROUGE La., Jan. 11.—Quarters work is progressing under direction of Clarence Williams, who is also supervising construction of a Scooter. Plans call for the addition of two major rides for 1941. Owner Ward is away on a buying trip. Recent arrivals were Marlow's Mighty Circus and Ray's Variety Circus, free attraction. Burma, elephant, also will be a free attraction. Jeffie Jean, daughter of

Mr. and Mrs. Ward, has opened a school of dancing here. She also is a student at Louisiana State University. She was presented with a new car by her parents as a Christmas gift. Joy and Julia received bicycles. Dick Kennedy, electrician and builder, is supervising erection of six new light towers, and another Diesel light plant will be delivered for opening here about March 1. About 75 of the personnel are wintering here. Blackie Dugan reports he and crew have completed the basic alterations on the Tilt-a-Whirl, and Ted Evans, master mechanic, is overhauling transportation equipment.

W. O. JACKS.

MUSEUMS

Address Communications to Cincinnati Office

J. T. Hutchens Is Host At Gala Christmas Feast

SAN ANTONIO, Tex., Jan. 11.—J. T. Hutchens, owner-manager of the museum bearing his name, which closed a successful five-week stand here on January 1, was host to 31 members of his personnel at a gala party and dinner on Christmas. Feast was held in the museum and dinner included turkey and all the trimmings. After the midnight show members continued where they left off. Refreshments were served and gifts exchanged. A Japanese china set and pipe set were presented to Mr. and Mrs. Hutchens by the employees. Local papers gave the event much publicity.

In addition to the host those present included Mrs. Hutchens, William Parley, L. C. Williams, A. A. Anderson, Harvey Thompson, M. Bovella, Joseph Pickard, Toby Murray, Rich Doolin, John Shamalier, Floyd Arnold, Lee Bradley, George Wright, James Hackensmith, Baby Lee, Mamie and Harry Ganaecker, Teddy Ward, Mr. and Mrs. Fred West, Junior West, Maize, fat girl; Mr. and Mrs. Earl Hutchens, Joseph Blair, Leroy Rowe, Louis Engelke, and Larry Mullin. At close here Owner and Mrs. Hutchens left for a three-week trip, which will take them first to Memphis for a visit with their daughter and then to Casville, Mo., for a visit with Hutchens's mother. Equipment is stored at local quarters of the Alamo Exposition Shows.

Business Continues Good For Lewiston in Erie, Pa.

ERIE, Pa., Jan. 11.—Business at Harry Lewiston's Jan. Fair Peaks, now in their third week here, continues good, with satisfactory crowds prevailing day and night despite inclement weather. A snowstorm last Saturday failed to hamper attendance, and management made special arrangements with local authorities to open on Sunday which proved excellent. Remote control broadcasts are being made from the museum floor three times weekly. The Herald Dispatch and The Times have been liberal with space. O. F. (Red) Friend joined here as lecturer, coming in from El Paso, Tex. Del Darling, county commissioner, has been a frequent visitor, as have Cliff Welsh, secretary to the mayor, and C. J. Latta. Line-up remains the same as at opening.

It is believed that the museum is the first to operate in Pennsylvania on a Sunday, but special permission to operate also was granted Lewiston by the city fathers. Several of the acts entertained the patients at the Shriners' Children's Hospital. Program was in charge of Walter Blossom, Shrine chairman. Paul D. Sprague, general agent, reports some good Eastern bookings for the show.

Oddities Held Over for Third Week at Toledo Stand

TOLEDO, O., Jan. 11.—For the first time in its history the International Congress of Oddities was held over for a third week at its local stand. Business from the opening the day before Christmas showed steady daily increases, with the second week going over the top. So good was attendance that General Representative Ray Marsh Brydon decided to

Margaret Pugh Is Dallas Club Pilot

DALLAS, Jan. 11.—Officials of the recently organized Lone Star Show Women's Club of Texas, with clubrooms in the Campbell Hotel here, include Margaret Pugh, president; Annabelle Hobbit, vice-president; and Myrtle Potter, secretary and treasurer. Club boasts about 30 members.

Entertainment committee members are Inez Shankle, Louise Hickman, Sally Murphy, and Ketta Lindsey. Member-

ship includes Edna Chambers, Bernice Sands, Helen Westmoreland, Millie Ray, Wanda Wrigley, Lillian Boyd, Frances Taylor, Bobbie Long, Jean Ryan, Catherine Little, J. Lucas, Mary Ellen Leiberman, Opal Phillon, Mary Lohmar, Pearl Schrieber, Ruth Martone, Norma Lang, Virginia Kline, Grace Goss, Rose Hennes, Dorothy Flannigan, Myrtle Melody, and Sylvia Be.

Levitt, Joyce Join Krekos Staff; Work In Quarters Starts

SAN FRANCISCO, Jan. 11.—Management of the West Coast Circus Shows this week revealed it had signed Ted Levitt as special agent and in charge of publicity for 1941. Levitt, son of the late Vic Levitt, of the former Levitt-Brown-Huggins Shows, also will have charge of advertising banners. W. T. Jessup, general representative, said, Ted and Mrs. Levitt will remain in Palm Springs, Calif., where they have been vacationing, for a few weeks more before he assumes his duties.

Also contracted was Jack Joyce, formerly with the Ed Fernandez attractions in Honolulu, who will produce all circus features on the shows. Present plans call for the combo to open in Oakland, Calif., on March 29 and much activity is evident in local quarters, under supervision of Louis Leos. Much neon is to be used and two major rides have been added. Frank Forrest again will have the Slide Show, and Ted and Ming Wright have booked their Girl Show.

General Agent Jessup plans to attend the fair meetings in Oregon and Washington before returning here. Mr. and Mrs. Joe Zotter, who spent the holidays at their home in Nebraska, have their shooting gallery ready and plan to operate several rides on the shows again. Bob and Mrs. Schoonover will be with it, he to handle the lot, while she will operate several concessions.

General Manager Mike Krekos took delivery on three new trailers to transport the new Skooter he purchased recently. Andy Kocan again will have the eating privileges, while Tony Soares will operate the soft drink and candy stands. Art Craynor is special promotion agent in charge of public relations, and Harry Salsar will conduct the radio department. A new marquee will be completed soon. P. C. O'Brien, slide show magician, also will handle The Billboard sales.

Maxey's Eden Wax Museum Does Well in Waco, Tex.

WACO, Tex., Jan. 11.—Old Eden Wax Museum, now in its third year on the road under management of H. B. and Edmond Reed Maxey, of Owensboro, Ky., concluded a successful week's stand here last Saturday. H. B. Maxey, for many years operator of a med show, is owner of the unit, while his son, Edmond, is assistant manager and treasurer.

Show has closed only one week since the Maxeys purchased it in 1937, having toured continuously. During the winter of 1938 the show appeared on the West Coast of Florida, and played nine weeks in Miami during the winter of 1939. Last winter was spent in California, and museum has appeared in 33 States in the three-year period. After close here, unit moved to Austin, Tex., for a two-week engagement before heading for Florida for the remainder of the winter.

AN IMPORTANT ANNOUNCEMENT BY THE SHOWMEN'S LEAGUE OF AMERICA

Beginning September 1, 1941, our initiation fee will be increased from \$10 to \$25.

You are urged to join now for only \$10.00

Contact your nearest League member or write direct to Membership Committee, SHOWMEN'S LEAGUE OF AMERICA, Sherman Hotel, Chicago.

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ESTABLISHED 10 RIDES

RELIABLE 10 SHOWS

New contracting 1941 season. Open in April in Missouri, General Representative, Swain's Exchange, Show People, contact WM. CHALKIAB, Tarpon Springs, Fla., Box T, Concessions, Rides, Help and others, BOX 22, Rochester, Minn.

FLORIDIAN EXPOSITION SHOWS

Can place for ten weeks of fairs opening Jan. 20th at Palmtoe, Fla. All Concessions open except Cook House, Rides, Arcades, Diggins, Fun Games, Game Corn, Don't want any gift. Best opportunity for Scales, Nostrils, Guess Your Age, Jewelry, Ray Gun, Photos, Palmistry, Lead Gallery, Fruit Game, Duck Pond, Penny Pitch, Pitch, Win, Scoops, Custard, Ball Games, West Fun House, Glass House, Pony Track, Dimeyodolls, Loop-o-Plane, Criss Show, Fat Show, Midget Show, Minstrel, Always interested in hearing from Showmen and Slide Operators. Jack Fitch, contact Mike Conell, Monterey Hotel, West Palm Beach, All those contracted state in which registered and motor number. Can use one more 50 yd. or larger Light Plant. Cash also up 90x100 Tent or close to that size Tent for several weeks. Address: NEIL BERK, 7850 BYRON AVE., MIAMI BEACH, FLA.

IMPORTANT NEWS FOR 1941

W. C. Huggins' West Coast Show Again To Tour

"Spika" Huggins' show, under new management and with a new title, but with its time tested successful methods, and its well won prestige and popularity will tour the Northwest where it is the preeminent amusement enterprise. National defense program is making the Northwest forget the depression. This show will play the best route in the area. WANT—Superintendent to supervise our own rides, act as truckmaster, supervise the lot and get it over the road and up on time every month. Salary secondary to ability. Good ride help with Eastern show experience. Best pay and conditions. Banner man and promoter who can deliver without hitch. PARTICULARLY WANT—High grade show people who can produce and conduct shows of merit and draw money. Best terms. FREE ACT—Now in this territory. Sensational enough to draw patrons who want to be included in Florida Truck permit and quick description of vehicle, license number, state in which registered and motor number. Can use one more 50 yd. or larger Light Plant. Cash also up 90x100 Tent or close to that size Tent for several weeks. Address: Wm. Huggins, Sole Owner or S. M. (Shiel) Barrett, General Manager, P. O. Box 97, Seattle, Washington.

Arthur Frames 1941 Plans; De Pellaton Signs as Secretary

LOS ANGELES, Jan. 11.—M. E. Arthur, owner-manager of Arthur's Mighty American Shows, formerly Hilderbrand's United Shows, has announced appointment of Walton de Pellaton as secretary and publicity director of the organization for 1941. De Pellaton, who was secretary-treasurer, publicity representative, and auditor for Hilderbrand for the past seven years, has assumed his duties and is now in quarters at 2410 Dallas Street here, where shows are being rehabilitated for opening at a suburban location about the middle of February.

Other members of shows' official staff for next season include Dolores Arthur, treasurer; Manfred Stewart, general superintendent; Henry Brown, electrician; Frank Powers, master mechanic. Appointment of a general and special agent will be announced later. All are in quarters preparing shows for their tour.

Arthur left today for Oakland and San Francisco to purchase five trucks for the fleet, which will transport the organization on its tour of California, Oregon, Washington, and Idaho. Manfred Stewart is in charge of the reconstruction work, while de Pellaton is kept busy in the office. J. B. Graham is manager of the Circus Side Show; Mrs. Mae Stewart has the Illusion Show; Charles Green, two Girl Shows, and Walter Goraline, Dope and Unborn Shows.

Arthur also purchased a new light system, sound system, and a set of blues for the circus arena paraphernalia that will feature five free attractions. He is retaining many of the Hilderbrand features and adding several novel improvements.

Where Are You Wintering?

Kindly give the information on this blank and mail to The Billboard, Cincinnati, O., for our records of circus, carnival and tent shows in winter quarters:

Title of Show

Kind of Show

Is it Flat-car, Baggage or Motorized?

Owner

Manager

Winter Quarters Address

Office Address

Opening date and stand for 1941 if definitely set

HASC Auxiliary's 12th Annual Clicks

KANSAS CITY, Mo., Jan. 11.—One of the outstanding features of the numerous activities staged by the Heart of America Showmen's Club and Ladies' Auxiliary during the holidays here was the latter's 12th annual luncheon in the Green Room of the Continental Hotel on December 20. As guests entered to patriotic piano solos by Jess Nathan they were greeted by a room done over in a red-white-and-blue color scheme.

After invocation by Chaplain Myrtle Duncan, President Ruth Martone introduced Viola Fairly, emcee, who in turn introduced auxiliary representatives. Virginia Kline presented the club with a lovely floral tribute, and Leah Brunlewe responded for the Ladies' Auxiliary of the Showmen's League of America; Bird Brainerd, Ladies' Auxiliary of the Heart of America Showmen's Club; Grace Goss, Missouri Show Women's Club; Clara Zeiger, Ladies' Auxiliary, Pacific Coast Showmen's Association. Virginia Kline represented the National Showmen's Association's Ladies' Auxiliary and Margaret Pugh the newly formed Lone Star Show Women's Club, Dallas. Red carnations held by each were then entwined with a red-white-and-blue ribbon, symbolizing the affiliation of all clubs. All clubs sent bouquets.

Tables seating eight presented centerpieces of red and white flowers and at each place were red-white-and-blue enamel powder boxes and a "39 Favorite Recipes" from Abner and Virginia Kline. After luncheon and as Zetta Maddox, pianist, and Pauline Small, soloist, offered God Bless America, waiters entered with an ice-cream dessert which was decorated with small American flags. Congratulatory wires were read from the NSA Ladies' Auxiliary.

At the speakers' table were Ruth Martone, Lettie White, Blanche Francis, Loretta Ryan, Helen Brainerd Smith, Mrs. C. W. Parker, Leah Brunlewe, Clara Zeiger, Grace Goss, Virginia Kline, and Margaret Pugh. All spoke briefly. Cossages were presented to all, with Ruth Martone and Mrs. Parker receiving arm bouquets of red and white flowers, as did Mrs. Dee Lang, former president of the MSWC.

Margaret Pugh was tendered a baby doll, symbolic of the fact that she represented the youngest showfolk group. Emcee Fairly then called on Louise Allen Gardner, who responded with a brief talk. Hattie Hawk and committee were given a rising vote of thanks for their efforts in decorating and planning the luncheon. After benediction by Chaplain Duncan, all returned to their hotels to prepare for the Tucky Party and Dance. Guests included Milly Lou Patterson, Naomi Porter, Phyllis and Peggy Smith, Miriam Stees, Ann Bowen, Gladys Pugh, Mildred Head, Peggy Smith, Bess Anderson, Zetta Maddox, and Pauline Small.

Members present were Gertrude Allen, Louise Allen Gardner, Peggy Reynolds, Verna Bowman, Margaret Haney, Nellie Webber, Toots Riley, Neena Lang, Jess Nathan, Harriett Calhoun, Ruth Ann Levin, Martha Walters, Ruth Spallo, Trixie Clark, Lola Hart, Pearl Schreiber, Katherine Boyd, Mollie Ross, Margaret Hughes, Nora Suggatt, Smokey Anderson, Elizabeth Yearout, June Taylor, Edith Burton, Jackie Wilcox, Lucille Hemmway, Hattie Hawk, Rose Hennies, Georgia Brown, May Wilson, Freda Hyder, Marie Jones, Ann Carter, Margaret Ansheer, Margaret Stone, Hazel Shannon, and Sally Stevens.

Francis Retitles Combo; Plans To Enlarge for '41

ST. LOUIS, Jan. 11.—John Francis, fully recovered from the recent illness which hospitalized him for six weeks, announced here last week that his Greater Exposition Shows have been retitled, and will be known as Francis Bros. Shows in the future. Francis said he believes that because of the industrial activity going on throughout the country, 1941 should prove a good one for the carnival industry. He added he's contemplating enlarging and reorganizing his shows for the coming year.

Shows are stored in quarters at East St. Louis, Ill., and work of repairing and remodeling the organization got under way on January 2. Francis will supervise quarters activity in addition to operating the wood yard which he owns here.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., Jan. 11.—At the last annual meeting it was evident from the discussion of those present that 1941 would prove to be a good year in the carnival industry. One of the principal reasons for the optimistic feeling was that the government was expending huge amounts of money in its defense program. We believe it would be of vital help to association members and the industry to know where this money is being spent. To California, New York, and New Jersey has been allocated upwards of \$1,000,000,000.

Contracts aggregating over \$500,000,000 have been dealt to Massachusetts, Pennsylvania, and Virginia. States receiving contracts exceeding \$100,000,000 include Washington, Michigan, Illinois, Indiana, Ohio, South Carolina, Connecticut, and Maine. New Hampshire, Wisconsin, Nebraska, Kansas, Missouri, and most of the Southern States have contracts totaling over \$10,000,000, and most of the Far Western States have been given contracts for less than \$10,000,000.

Association will furnish members with exact figures for any of the States upon request. Figures given here are totals from about June 1 to December 1, 1940. We are also endeavoring to obtain a further breakdown of this information so that we may be in a position to provide members with data as to the amounts of defense orders placed in a particular community of any State. This should enable members to exercise greater care in booking engagements for 1941, particularly in connection with still dates, where local pay rolls are an important factor in determining how valuable a particular engagement may be.

Hanscom, LeFors Play Hosts To 100 at New Year's Party

LOS ANGELES, Jan. 11.—About 100 attended the New Year's Eve party held in the rooms of the Hotel Waldorf Astoria, where the Ladies' Auxiliary, Pacific Coast Showmen's Association, was founded, by Mr. and Mrs. Elmer Hanscom and Mr. and Mrs. Ted LeFors. One of the features was a huge refreshment bar from which all were served with lunch and beverages. Bartenders were Hanscom, LeFors, and Bill Sinclair.

Among those attending the party, which continued until dawn, were Mr. and Mrs. W. H. Sinclair, Mr. and Mrs. Harold Long, Mrs. Leon Barry, Miss Eddie Sinclair, Mrs. Phil Williams, Mr. and Mrs. Martin Arthur, Fern Chaney, Edith Walpert, Ed Dyer, Bob Haney, Frank Edmond, Mr. and Mrs. E. W. Smith, Mr. and Mrs. A. Strommenoe, Mr. and Mrs. K. M. Roden, Mr. and Mrs. Joe Krug, Lucille King, Mr. and Mrs. Frank Lowery, A. Pine, Mr. and Mrs. George Coo, Mr. and Mrs. Norman Shue, Mr. and Mrs. Joe Steinberg, Mr. and Mrs. George Morgan, Mae Sinclair, Olga Celeste, Lucille Zimmerman, Sam Brown, Mr. and Mrs. Bert Harris, Babe and Al Miller, Nina Rogers, Moe Levine, Archie Clark, Arthur Hockwell, Bobbie Barbits, Pearl Hays, Billy Williams, Dick Kantha, Al and Bobbie Fisher.

Mike Smith, Mr. and Mrs. Hugh Bowen, Mr. and Mrs. George West, Mr. and Mrs. Charles Zeigler, Mr. and Mrs. Fred Johnson and daughter, Mr. and Mrs. Bill Meyers, Mrs. Art Shaw, Ted, Marie, and Laura LeFors; Estelle, Elmer, and Mother Hanscom. Brief talks were made by some of those who were factors in organizing the Auxiliary 10 years ago. They were Estelle Hanscom, Lucille King, and Ethel Krug. Florence Webber wired congratulations and expressed regret at being unable to attend. Ed Dyer also spoke briefly.

RINKS

(Continued from page 29)

It is well to note that the record was made on a track scientifically measured. Also, he contested against 12 men representing that number of countries, and it is therefore truly a world's record. Great care was taken in training men for the grind and each was thoroughly examined before working out. Few records in any line of sport have stood as long.

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100 ft. Round Top with poles 50 ft. Middle and Wall with or without Pole and Stakes. Good as new.

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McLaughlin-Manning Prep for 1941 Tour

NEW YORK, Jan. 11.—P. S. McLaughlin, general manager, and Ross Manning, business manager and general representative of the M. & M. Shows, announced this week that they have completed necessary requirements for the shows to take the road in 1941. Among those contracted recently were Ducky Miller, rife superintendent; John Ryan, chief electrician; Bob Carpenter, and building superintendent; and Albert Farley, who signed his two new sound trucks and ball game. Optimistic over the coming tour, McLaughlin plans to build several new neon fronts and is negotiating for light towers. Two new tractors and trailers have been ordered for spring delivery, and a new truck, on which new transformers will be mounted, has been purchased.

Manning recently returned from a booking trip thru New England and reports that conditions in that sector are exceptionally good. Factories in most of the towns are working three shifts, a fact which he believes presages a big season for outdoor showdom in 1941. Work in Toledo, Pa., is slated to get under way about February 1 when construction of new show fronts and new entrance begins. Ben Weiss has signed his bingo, and Ducky Miller will have his ball game on the midway. Bill Muldoon booked his new cookhouse, which is currently under construction, and Mrs. Ross Manning signed her popcorn concession. After visiting shows in other parts of the details of opening, McLaughlin returned to his home in Forty Fort, Pa.

Mel Smith Stricken Ill

CINCINNATI, Jan. 11.—Mel E. Smith, former circus and carnival executive and now manager for Sally Rand's Star-Studded Revue, which opened a week's stand at the Shubert Theater Friday, was confined to his room in the Fountain Square Hotel here for a few days this week with a heavy cold, which threatened to develop into pneumonia.

TOP HAT

(Continued from page 21)

elevated stage and a clear view from all angles. It seats 800 and is open week-ends, holidays, or for late hours parties. The smaller Typhoon Room (first floor) is the alternate show spot, displaying the bills to greater advantage on ordinary nights due to its greater intimacy (seating capacity 225). The Red Room is an extension of the Typhoon used for private functions.

No description of the spot itself is complete without the story of Julie Wintz, band leader, who started with these owners six years ago and was promoted last year to the managerial post. He still fronts the main band and, between dance sets, hops around to attend to 101 tasks. Wintz has a large following and has gained much experience in the operation of a night club thru his long engagements in many New York rooms. He is a great mixer and a personable host.

The show is clean and entertaining. The spot's steady patrons have a lot to do in formulating the talent policy here. They turned thumbs down last season on name bands, preferring good danceable music and strong floor bills.

Current layout, trimmed since the holidays, includes a line of 16 girls, Aunt Jemima, the Three Heat Waves, the McNally Sisters, and Wintz, a straightforward emcee.

The girls, good lookers, are routinized in three well-spaced numbers, all good sight ideas. They do a lively Western turn, a colorful Rumbaogie, and a *Ferryboat Serenade* novelty. Do little straight dancing, but their parading is palatable.

McNally Sisters are a sweet-looking song and dance trio. They open early with a harmony song, go into a straight high kick and acro routine, and wind up with a corny but flashy *Alexander's Ragtime Band* strut. Also work in the production numbers.

Aunt Jemima (Tess Gardell) is still big and jovial and, tho not as solid on voice as she was years back, she manages to hold her own because of showmanship. She sings new and old tunes and even dances on a dare. The customers liked her.

Heat Waves, three young, alert boys, tied things up with a session of live, instrumental and facial impersonations, and hot dance turns. It is energetic, nondescript work patched into a smooth act that spells entertainment. The boys are Steve La Marr, guitarist, and tap dancer; Jack Winston, comic of the Harry Rita school, and Don Bruce, crack

trumpet man who scores with McCoy, Russel, Berigan, and Armstrong impersonations.

Finale is a patriotic medley. Wintz plays a good show and dishes out listenable and danceable music. Henry Day's outfit plays many rumbas in the alternating sets.

Shows change monthly and are booked independently. Jerry Smith, colored woman pianist, plays hot music for the bar patrons. Sam Hontberg.

McVAN'S, BUFFALO

(Continued from page 21)

and downs of the business for over 18 years here, and it looks as tho it will keep on for many more to come.

While transient Canadian border trade, formerly a big item at this spot, is lacking now, increased local spending, due to business of industrial plants, is making up the gap.

As usual, the excellent production numbers are the most impressive portion of the one-hour show. Despite absence of several line girls (due to flu epidemic here), the lasettes came thru with flying colors. They are Virginia Makon, Audrey Arden, Peggy Rowan, Virginia Lee. Opening routine features a high kick, with dice boxes supplying the theme. A south-of-the-border medley of flash and pep, entitled *La Cospa*, features the line, Charlotte Cairn, a tall, eye-catching blonde, as semi-nude parade girl; Joanne Thompson, a lively stepper in a wiggly specialty bit; Dorothy La Salle, chirping an animated *Rhumba* boogie, and Walter and Jean Brown, praiseworthy young dance team, in a rumba-conga interpretation.

Another orb filler is the Dance of the Fire, which has the gals in silver and billowing scarlet chiffon, giving an impression of whirling, leaping flames. Miss Cairn, in another disrobed walk-around, displays swell shape. The Browns, in red and black tight-fitting sequin get-up as devils (chasing each other with pitchforks), complete the illusion. Closing boasts pleasing novelty, *Jinglebells*. Notes of the scale are played as camels shake their hips and kick their legs. A real applause-getter. A big sleigh with moving imitation horses, driven by Brown, and Miss Thompson's bell solo on giant chimes, are added finish-features.

Walter and Jean Brown, a hard-working team, bewitch patrons with their attractiveness as well as the grace and vivaciousness displayed in their stepping. Also appear in a ballroom solo embellished with whirles and spins, which sells solidly.

James J. Dashington's Animal Circus performs an entertaining array of tricks, with four dogs and a Persian cat. McVan's manages to include an animal act in nearly every production. Canines climb ladders, skip rope, jump hurdles and hoops, answer questions, etc, while kitty gets a piggyback ride.

Rio and Rita are a nice looking couple. Gal plays clarinet and partner accompanies on harmonica, a rubber tube which sounds like a fiddle, and a bicycle pump. A hillbilly comedy extra is okeh, as is a bass drum novelty bit.

Dorothy La Salle, a comely blonde, gives out with sophisticated ditties, which click. Might do even better by adding a few pop vocals.

Dottie Taylor, a Texas Gulaun-type emcee, here in her third year, still gets a rise out of the customers by kidding them plenty with her risqué patter and gags. She is fast, and scores particularly with her original song-talk double entendres.

Princess Garnett and Company, a mind-reading act, back here for the third time, works in the show, as well as giving private lessons. A pleasingly personable woman, the princess accomplishes surprising feats.

Frank Terry's Chicago Nightingales, an eight-piece sepa band, have been a fixture here for five years. Snappy dance music, and adequate on accompaniment. Eve M. Warner.

VAUDEVILLE NOTES

(Continued from page 21)

Cecil Campbell, Tex Martin, and Kid Clark.

TENNER AND SWIFT opened Friday (10) at the Fox Theater, St. Louis.

THREE DENNIS SISTERS will lay off two weeks in New York, while Gail, the brunette of the trio, has her appendix cut out at the Fifth Avenue Hospital. . . . HENRI GINE, New York agent, arranged the conga routine in the current Strand, New York, show.

THE FOUR INK SPOTS will leave Chicago for Hollywood following their current engagement at the Chicago Theater. They will do a picture for

That's All, Brother!

PHILADELPHIA, Jan. 11.—PROSCAP press locally has been having a literal jam session with the printer's ink on the music feed, painting a picture of radio wooing the ether with *There I Go* and *Jennie with the etc.*, as such listeners lock doors, pull down the shades, and in the still of the night turtively hum the dear verboten songs.

Most stinging rebuke to radio comes from The Record's Howard Cushman, prefacing his feature story on the situation with the following original:

"Somebody Stole My (name furnished on request).
On the Trail of the Lonesome (one word deleted here).
I Can't Give You Anything But (name deleted here).
Baby,
So What You Gonna Do When He Comes Around?
May You Always Remain
In the Public Do-Main,
My Wunnerful BMI Girl!
(*Lyrics copyrighted by Mr. B. M. Tee-cap; reproduction prohibited)."

20th Century-Fox. The Royal Sunset Orchestra, which for a while was estranged from the Ink Spots, has reunited with the quartet.

POLES BERGERE unit is set for the Riverside Theater, Milwaukee, January 17 week.

ADELAIDE MOFFETT goes to Loew's State, New York, January 30. . . . SALLY RAND is set for the State-Lake, Chicago, January 31. . . . TED LEWIS is booked for the Paramount, Atlanta, January 22. . . . THREE STOOGES, Joe Venuti band, and Andrews Sisters have added the Orpheum, Omaha, January 24, and the Orpheum, Minneapolis, January 31. . . . PHIL SEPTALNY is set for the Buffalo, Buffalo, January 31, and the Chicago, Chicago, February 14.

FRADAY DANCERS have two weeks of RKO time, going to the Shubert, Cincinnati, January 17, and following with the Colonial, Dayton, O. . . . NOEL CARTER, burly stripper, makes her vaude debut at Fay's Philadelphia, January 16. . . . SINGER'S MIDGETS are set for the Stanley, Pittsburgh, January 17. . . . JOHN KING AND MAX TERHUNE, Western film players, are P-A-H-U-N-G thru Texas. . . . MAX FREEBORN TRIO, doing acro, are booked by Sol Berns, of Detroit, to play the Colonial, Detroit, and Harper, Saginaw, Mich.

PATS WALLER, with the Mills Brothers, opens at the Strand, Syracuse, N. Y., January 17. . . . BUSTER WEST

AND LUCILLE PAGE start at the Brandt houses in New York January 18. . . . DIXIE DUNBAR repeats at the State, New York, January 30.

ANDREWS SISTERS have finished at the Universal Studios on *Buck Prentiss* and leave Hollywood next week for 10 weeks of vaude, opening week of January 23 in Omaha and playing their first date in two and a half years in their home town, Minneapolis, week of January 30. Return to Hollywood in March or April for their third Universal film.

DAVE SCHOOLER'S new unit, featuring an all-girl band, played the Strand in Fall River, Mass., last week. Line-up includes Ginger Dubo. . . . GEORGE WHITE is submitting his *Scandals* road-show to Mexico and Rio for \$12,000 a week. No takers, so far. . . . BILL ROBINSON may go into the Brandt houses in New York following his current two-week run at the Versailles in that city. He was offered \$2,230 a week or \$2,000 with a split over the theaters' normal grosses.

Morris Silver Songwriting Again, But Just as Hobby

CHICAGO, Jan. 11.—Morris Silver, manager of the local William Morris office, has reverted to his old love, songwriting, but this time only as a hobby. Up to 20 years ago Silver had 200 songs published in collaboration with such composers as Gus Edwards, Percy Wenrich, Al Gumbel, and others, and was billed as "the little fellow with the big voice, who writes his own songs and knows how to sing them."

While in the hospital recently he took up the pencil once again to occupy his mind and knocked out a patriotic ditty called *Shades of the Red, White, and Blue*. Phil Schwartz, Morris office accompanist, set it to music and encouraged him to write more. Last week Silver left for New York, a sheaf of six new songs tucked under his arm, headed for the publishers. But emphatically he declared, "It's only a hobby. I'm still sticking to the booking business."

WAUSAU, Wis., Jan. 11.—American Federation of Musicians, Local 480, has named new officers as follows: Nick Ecker, president; Roy Gresthous, vice-president; E. W. Gamble, secretary; William Kasten, recording secretary; George Schoeneman, treasurer; and Frank Nowaczak and James Cole, trustees. Tommie Litner Jr. and Earl Blankenhorn were named delegates to the national musicians' convention.

KEYSTONE MODERN SHOWS

Now Booking Attractions for 1941 Season

Want outstanding Free Act. Must be sensational. No Flying Return or Water Acts considered. Rides: Will book Aerial Joy Ride or Flying Planes, Roll-o-Plane, and small Whip or Tilt-a-Whirl. Shows: Want Side Show, Hillbilly, Dog and Pony, Animal and any worth-while Shows. Will furnish outfits to reliable people. Concessions: Will book any legitimate Concession except Cook House and Pop Corn. Will sell exclusive on Diggers, Frozen Custard, Rat Game, Pan Game, Palmistry, Ball Games, Bingo, Harry Agne, write. Want Foreman and Ride Help that can drive trucks for Octopus, Ferris Wheel, Merry-Go-Round, Chairplane, Kiddie Rides and Loop-o-Plane. Have for sale—Chairplane, Smith O Smith, Loop-o-Plane and Airplane, Rides and several Show Tents, including 120-foot Side Show Tent. All address:

C. A. HARTZBERG, MGR., PUNTA CORDA, FLA.

WANTED ★ WANTED ★ WANTED

FOR 1941 SEASON
SIDE SHOW PEOPLE FOR WORLD OF MIRTH SHOWS, INC.

Feature Freaks, Novelty Acts, reliable Side Show People in all lines. Long, pleasant season. SALARIES GUARANTEED BY THE OFFICE. Would like to hear from Frank Lentini, Franco, Lucille, Barkhart, Fred and Mimi, Garsons. Can also place good location inside Big State Show. Eddie Brown, write, in replying state all first letter. Enclose photo unless I know you. All Address: GLEN PORTER, General Delivery, Bradenton, Florida, until March 1, then Winter Quarters, World of Mirth Shows, Richmond, Virginia.

WORLD OF MIRTH SHOWS will sell two complete Electrical Wagons, containing transformers totaling 800 kw. If interested write MAX LINDERMAN, General Manager, 10 Rockefeller Plaza, New York City, or Winter Quarters, Richmond, Va.

W. G. WADE SHOWS

Open Early in May

WANT—Side Show, Monkey Circus, Motorcades, Fun House, Fat Show, Penny Arcade or any other Shows of merit. Exceptional opportunity for large Animal Show or Circus to feature.
CONCESSIONS—All open except Corn Game and Lead Gallery. Reasonable rates. Will sell a few exclusives.
WANT—Efficient Help in all departments.
Address: W. G. WADE, 289 Elmhurst Ave., Detroit, Michigan
Phone: Townsend 8-1506

Prell Predicts Good Biz; Rice Is Contracting Agent

BENNETTSVILLE, S. C., Jan. 11.—S. E. Prell, general manager of Prell's World's Fair Shows, in a reorganization move at quarters here this week, signed Thomas W. Rice as contracting agent for 1941. Rice, who formerly held the same position on the John H. Marks Shows, also will have charge of both advertising cars ahead, with a billposter and two lithographers, in addition to handling the press and radio duties.

After personally auditing the route mapped out for the shows in 1941, Prell stated he believes the general outlook for outdoor amusements for the coming season is a gratifying one. He added that industrial districts are operating at capacity and he is looking forward to one of the best seasons since entering the business. Prell said his organization will be motorized this season.

REP RIPPLES

(Continued from page 27)
MASON, formerly with Edgar Jones' Popular Players and other Midwest reps, passed thru Kansas City, Mo., recently en route to Los Angeles.

FRANK (RED) FLETCHER, who recently took as bride Eunice Chaney of the Dan Finch unit, is vacationing in Florida. He'll spend some time in Tampa and Miami before returning to Georgia and Texas. . . . DOW'S SHOW is reported enjoying a fat play in Central New Hampshire schools and halls. Unit is doing nicely with the dance-after-the-show idea and is booked a month in advance in that State. . . . DAVE KENT, former leading man with the Don Marlowe Players in Colorado, is organizing a vaude unit to play these-

ters in the South and Southwest, opening late this month. . . . ESTELLE DUNCAN is directing amateur plays for a Boston concern, making New England towns under merchants' sponsorship. . . . FLOSSIE LA BLANCHE, former singing woman who passed away recently at Revere, Mass., toured with a number of rep shows in the past. . . . JAMES CATES JR. is reported doing well in Southern Vermont with *The King Still Aways*, which he is presenting with home talent under merchant sponsorship for a Boston office. . . . LA TENA SHOW, now in Western Canada, has been enjoying satisfactory business despite Manitoba's severe weather. Show takes four people and a new 16mm. vit outfit. . . . "SLIM" VERMONT, veteran rep. tab. and minstrel performer, has left Soldiers' Home Hospital, Dayton, O., and is now recuperating at his home in that city. . . . BIRD'S SHOW is playing schools around Tallahassee, Fla., to satisfactory returns. . . . ZEKE MARTIN'S vaude-pix combo is finding Western Idaho profitable. Show, which plays schools and halls with the dancers after-the-show idea, moves soon into Eastern Oregon. J. E. (Zeke) Martin is manager, and the Three Idaho Warriors are featured.

NEALAND ARTICLE

(Continued from page 27)
Northwest: Frank E. Moore, who at the time of his death a few years ago operated a theatrical agency in Kansas City; the Robert Sherman Players; Frank King and Chic Perkins, of the King-Perkins Company; the Ewyn Strong Players, Crawford's Comedians, the Bittner Stock Company, Harry Green's *Eli and Jane* and *Town Fool*; and the Gorrell Stock Company, with Al Gorrell and sister Goldie. There are many others whose names escape me, but let me mention the Cox Brothers, of Estherville, Ia., whose diamond-eye scenery was a most important part of dozens of reps and one-nighters. . . . BLAIN WHIPPLE, Effort, Pa.

Editors *The Billboard*:
I read Walter D. Nealand's article and also others on the old 10-20-30 repertoire companies and enjoyed them much. There are still three companies that haven't been mentioned, besides the one I was interested in. They are Irving French and his Jolly Company, Frank S. Davidson Famous Company, and Conroy, Mack & Edwards Comedians.
I managed our company, and Pat Conroy and Dick Mack Jr. worked in the various bills. We toured Pennsylvania, Ohio, West Virginia, and Maryland from 1939 to 1940. Those were the all-boom days in West Virginia, and our business was great. After that year Conroy and Mack went into vaudeville, and I managed Columbia Circuit burlesque shows. Mack was the son of Dick Mack Sr., of Ferguson and Mack, a noted team at that time. Dick Jr. died in England in 1905. Pat Conroy died two years ago in Milwaukee. I am retired and reside on my farm in the Poconos at Effort, Pa.
CHARLES F. EDWARDS.

BURLESQUE NOTES

(Continued from page 26)
recalls when the Tivoli, Brooklyn, now playing *Pollies* stock, was Traub's Olympic and when American Wheel burly shows played there about half a season in 1916. . . . MARJORIE ROYE closed a run of 26 weeks at the Gaiety January 2. . . . DORIS WESTON and Helen Coyne, show girl and front line dancer respectively, were used to double in many Art Gardner and Harry Levine scenes at the Triboro, New York's week. Doris also did strips. . . . MAC DENNISON joined the Ferman show on the Hirst Circuit, which transferred Dick Richards to the Corio-Kemper show.

DIAN ROWLAND moved from the Gaiety to the Star, Brooklyn, where she opened January 3 for one week, and then back to the Hirst wheel at the Troc, Philadelphia. . . . CHARLES (KFWP) KEMPER and George Haggerty, comics with the Hirst Circuit, considering an offer for a pop-priced revue from Harry Delmar. Delmar's revue is to start rehearsals later in the season. . . . PHYLLIS VAUGHN moved from the Star, Brooklyn, to the Triboro, December 27. . . . GARRETT PRICK, new comic in the East at the Tivoli, Brooklyn, was with Midwest shows two seasons with Gay (Francine) White as his talk-strip teammate. . . . VIRGINIA CURTIS again doubled as show girl and in strips and scenes at the Ettinge last week. . . . JERRIE BRUCE, show girl, left the Marion Miller show on the Hirst Circuit to be present at the funeral of her father, Joseph, who passed away Christmas Eve in Paterson, N. J.

MAGIC

(Continued from page 26)
EDDIE DECOMA, presenting vent, magic and puppets, resumed his school trek at La Fayette, Ind., January 6 after a two-week layoff over the holidays. After three weeks in Northern Indiana, Decoma moves into Kentucky, where schools were kind to him last season. . . . GERBER THE MAGICIAN opens for a week at the Capital Theater, Chattanooga, Tenn., January 16, booked by Jack Middleton, Cincinnati. . . . MARKS THE MAGICIAN is reported clicking at the Minnesota Terrace of the Nicolett Hotel, St. Paul. . . . LORING CAMPBELL has been busy at leading schools in the Twin Cities area the last several weeks, with the press favoring him with some swell notices. . . . J. J. DE VOLL, of one-man levitation fame, is still going well in victories around Minneapolis and St. Paul, and it looks as tho he's set for the rest of the winter. . . . MR. AND MRS. ROY SHRIMP, who have been back in their home town, Alliance, O., for more than a year, are being kept busy on club and school dates in the territory. . . . JARVIS THE MAGICIAN, who has been playing West Virginia and Pennsylvania with his five-people show, including four pieces of rolling stock, has contracted with Station WMMN, Fairmont, W. V., for a daily broadcast while in the territory. J. C. Roberts is handling the managerial end for Jarvis. . . . MR. AND MRS. CARL MARTIN, who have been working theaters in Texas with their mental turn, were forced to lay off in Dallas last week when Mrs.

Martin contracted the flu. Ted Ward is doing his magic with the Martin turn.

STAR, BROOKLYN

(Continued from page 26)
applause. The girls definitely stand out in this show.

The girls are okeh on looks (nine chorines and six paraders) and wear neat, colorful costumes (by *Pollies* Costume Company). The paraders background most of the big scenes with flashes of nude busts, while the chorines go thru simple tap routines most of the time against pictorial, clean-looking sets. The usual stinging accompaniment to production scenes is provided by baritone Danny Tucker, whose singing is spotty; good and bad.

The comedy scenes are women haters' club, Chinese opium den, pantomime scene and comedy explanation from box, smelling the smoke, girls in harem.

Herby Payne and Steve Mills handle most of the comedy, with Joe Lyons doing good straight, and Ernie Harman and Tucker helping in bits. The girl principals work in the bits, with Miss Philadelphia a standout. A colored man and woman song-and-dance team works in two spots, doing old-time stuff that went over surprisingly well. A flag-waving drum finale, with the cast all out, closed the show.

Tuesday night amateur shows and Saturday night midnight shows hypo the week's grosses for this 1,400-seater. Shows change Fridays. Dian Rowland opens Friday (8).

The Raymonds run the house, with Leonard Raymond managing and Lou Leharra assisting front of the house.

Paul Denis.

New Philly Earle Manager

PHILADELPHIA, Jan. 11.—Hal Seidenberg, former manager of Warner's Fox Theater, takes over management of the Earle Theater, only WB vaude house in town.

William Israel, formerly at the Earle, takes Seidenberg's spot at the Fox. Seidenberg is an experienced vaude showman.

Rialto, Louisville, Again

LOUISVILLE, Ky., Jan. 11.—Rialto Theater here is set to reopen with spot vaude February 7. The initial show has not been set.

The last stagelike to play here was in the latter part of November. Lawrence Golde, of the William Morris agency, New York, does the booking.

Givot Didn't Show Up

CHICAGO, Jan. 11.—George Givot failed to show up at the Orpheum Theater, Davenport, Ia., New Year's Eve and also neglected to cancel the engagement. Morgan Ames, of the BKO office, had to rush two substitute acts to Davenport by auto. Jack Leonard and Carl Spitz and his Hollywood Dogs took Givot's spot.

MARGOT AND LIBBY ROBIN opened at the Famous Door Wednesday (8) for two weeks, thru Jack Barry agency. . . . MANOR AND MIGNON, dance team, will return to the Havana-Madrid here after three weeks at the Whitehall Hotel, Palm Beach, Fla., where they opened Friday (10).

WANTED!
SALESMAN WITH CLEAN RECORD If you booze, chase or can't work clean, don't answer. Write before joining. Tell all first letter. 20 weeks' work.

WILL BOOK
FURNISH OR CRYSTAL MAZE. Girl in Fish Bowl or similar illusion. Darts, pitch-till-you-win, same in headlines, party, potato chips, jewelry, and demonstrators of all kinds. Afternoon and night. 20,000 advance tickets.

NATIONAL HOME SHOW
GREENVILLE, S. C.
Week of Feb. 10th (Indoors)
C. HODGES BRYANT
307 News Bldg., Greenville, S. C.

FOR SALE
PENNY ARCADE, COMPLETE WITH TRUCK. LOOP-O-PLANE, COOKINGS, AND CONCESSIONS OF ALL KINDS.
NOW BOOKING
SHOWS AND CONCESSIONS FOR 1941
OLIVER AMUSEMENT CO.
1417 GRATTAN ST., ST. LOUIS, MO.

NOTICE
JOHNNY J. BEJANO
With
World of Tomorrow Show
WANTED WANTED
Can use freaks for Platform and Pit Attractions. Address: J. J. BEJANO, 3506 Fuls Road, Houston, Tex.

WANTED WANTED
Two Transformers, good condition, 50 to 85 K.W., 220-110 V. 60. mounted or not mounted. Write first, each price.
TOM'S AMUSEMENT CO.
of TOM E. HIGH, Box 210, Bainbridge, Georgia

WANTED FOR BURDICK'S ALL TEXAS SHOWS
1941 TOUR
Thinking Shows with own transportation. Can use one of two more bills, including Concessions. Fair Secretaries. Look us over. **BURDICK'S ALL TEXAS SHOWS, P. O. Box 423, Yokoska, Texas.**

FOR SALE OCTOPUS RIDE
In first class condition. Ride wired in Annapolis, Ala. Address:
WILLIAM ZEIDMAN
General Delivery, Hot Springs, Ark., until Feb. 1st

RALPH R. MILLER WANTS
Ride Men, Carpenters, Builders, Cookhouse Help, Water quarters, now open at Forest Hill, La. Winner salary \$12 week, paid in money each night; summer season, \$20 week. Don't miss, come see; will place you at Forest Hill, La.

MOTOR CITY SHOWS
Now booking Shows, Rides and Concessions for 1941.
VIC HORWITZ
355 Lake Street, Toledo, Ohio

Sponsored Events
Veteran, Lodge and Other Organization Festivities

Conducted by **CLAUDE R. ELLIS**
(Communications to 25 Opera Place, Cincinnati, O.)

LaForms Play Calif. Dates
LOS ANGELES, Jan. 11.—Flying LaForms report they presented two programs on December 31, one for members of Rosemead (Calif.) Chamber of Commerce and the other on the stage of the San Gabriel (Calif.) Mission Playhouse. Programs included Robert Henry's Dogs; Lillie, Buddy, and Mitzie LaForm, trampoline; Great Robert Henry, wiper; Glen Henry Duo, rope spinning and whip cracking; LaForm Sisters, trapeze and muscle grind; Robert Henry, clown juggling; Henry Duo, rolling globes, and the LaForms in a flying number.

Convention Gets Danville
PREDONIA, N. Y., Jan. 11.—Contract to furnish the midway at Western New York Volunteer Firemen's Convention at

Danville has been awarded Clay Mantley's Convention Shows. Fay Lewis reported at shows' local quarters this week.

MOBILE (Ala.) Real Estate Association in co-operation with 40 merchants and the PHA will stage its annual six-day Home Show in Fort Whiting Auditorium. Show will have a 20-cent gate for adults and children will be charged 10 cents. There will be five circus acts and nightly awards.

WANTED-GOOD CARNIVAL
ALSO FREE ACTS, TWO PLATFORM AND TWO AERIAL, FOR
22ND ANNUAL HOME-COMERS CELEBRATION
AUGUST 27-28-29-30
Gross \$6,500.00-\$7,000.00 Four Days
Write **ELDON ROBERTS**, Chairman, Jackson, Mo.

CAN IMMEDIATELY EMPLOY GIRL TRUMPET young; non-union. Must read, fake well. New York vicinity. Willing to travel. BOX NY-17, Billboard, 1564 Broadway, New York.

GIRL MUSICIANS WANTED—STAGE PRODUCTIONS, Inc. Opening new stage unit January 30th, long contract. Responsible-reliable girls on all instruments. Rush reply with full information, photo. Would consider organized girl band. Interested also in Novelty Girl Acts. Contract will run into summer. Pleasant work. STAGE PRODUCTIONS, INC., 807 W. 20, Oklahoma City, Okla.

MED MAN—DOUBLE IN MAGIC OR VAUDE to work with traveling picture show on permanent. Should have house trailer. F. SHAFER, Washington, Ind.

MUSICIANS WANTED FOR ROAD DANCE ORCHESTRA. Vocals and doubles, preferred. ORCHESTRA LEADER, Box 80, Grand Island, Neb.

WANT HYPNOTIST LIVING IN NEW ORLEANS. Must be A-1 operator. No fake. No equipment or assistants necessary. BOX C-5, Billboard, Cincinnati.

WANTED—M. C. STEADY WORK. DOG HOUSE NIGHT CLUB, New Orleans, La.

MAGICAL APPARATUS

A LATEST 216-PAGE ILLUSTRATED PROFESSIONAL Magic Catalogue of Tricks, Books, Supplies, Ventriological Figures, etc. 25c KANTER'S, B-1311 Walnut, Philadelphia, Pa. ja18

CATALOGUE OF MINDREADING, MENTALISM, Spirit Effects, Magic, Horoscopes, Forecasts, Buddha, Future Photos, Crystals, Lucky Pieces, Palmistry, Graphology Charts and Books. Wholesale. Largest stock. 164-page illustrated catalogue, 30c. NELSON ENTERPRISES, 336 S. High, Columbus, O. fe1x

MISCELLANEOUS

ARE TRICKS YOUR HOBBY? OUR COLLECTION of 10 Novelty Tokes, postpaid \$1.00. KANT NOVELTIES, 323 Third Ave., Pittsburgh, Pa. ja18x

FLOUORESCENT LIGHTING FIXTURES—ALSO complete line of parts. No Catalog. State want! WHOLESALE, 201 West "E" Street, San Diego, Calif. fe6x

M. P. ACCESSORIES AND FILMS

NOTICE

News and display advertisements of interest to roadshowmen will be found in **The Billboard's** new Film Department. Look for "Non-Theatrical Films" in the Index on page 2.

ANNUAL CLOSE-OUT OF 16MM. SOUND AND Silent Movies. Yearly event. Large selection of Features, Comedies, Cartoons, Novelties. Send for your "Bargain-Movie-Special" today. Specify sound or silent. INSTITUTIONAL CINEMA SERVICE, INC., 1560a Broadway, New York.

AMAZING BARGAINS SOUND-SILENT FILM, equipment, accessories. Ampco, Victor Projectors cheap. Time payments. Rent complete sound programs \$10.00 week. ZENITH, 308 W. 44th Street, New York.

AMBITIOUS?—SHOW TALKIES THEATRELESS Communities. Sound Equipment. Weekly Programs rented. Used 16MM. Sound Projectors, \$95.00. ROSHON, 521 E. State Theatre Bldg., Pittsburgh.

ATTENTION 16MM. ROADSHOWMEN—WE are now releasing 40 and 41 product, complete weekly program service, including serial, free advertising. Also rent equipment. Write RAND, 145 East Placement Rd., Columbus, O.

BARGAINS IN USED PROJECTION MACHINES, Sound Projectors, Street Spotlights, Stereopticons, etc. Projectors repaired. Catalogue 5 free. MOVIE SUPPLY CO., 1318 Wabash, Chicago. fe1x

COMPLETE NEW 500 WATT STEREOOPTICON, \$25.00; 100 Watt, \$15.00; Kodak Enlarging Projector, \$12.00; direct from factory, catalog. CROMBERG STEREOOPTICON WORKS, Inc., Canton, Ill.

FOR SALE OR TRADE—5 FEATURE PICTURES. 35MM. all talkie, sound in film. ELMER GILMORE, 23 W. Porphyry St., Butte, Mont. x

RELIGIOUS FEATURES AND COMEDIES—35 and 16 in Sound. Silent 35 only. E. ABRAMSON, 7204 N. Sheridan Rd., Chicago. fe1

BUSSA FILM EXCHANGE CARRIES THE LATEST Roadshow Attractions in 35MM. Sound for outright sale only. New prints; low prices. Friendship, O.

SEMI-PROFESSIONAL 2000 FT. SIMPLEX Sound Projector. Street Ballistic Case, Mazda or Arc. Excellent for small theater; used 7 months; \$400.00; cost \$700.00. RAY SWETT, Coldwater, Mich.

SOUND PROGRAMS—35MM. RENTED, \$7.50 two nights; \$15.00 week. Equipment. List free. Silent Features, 55c. SIMPSON, 1275 S. Broadway, Dayton, O.

Show Family Album



READY for a jump to Fort Bragg, Calif., performers with Ed (Doc) White's Show paused before leaving Willits, Calif., on November 11, 1911, to have this picture taken. Left to right are Marie and Mike Moran, Mac O'Neil (stooping), Tom Stockman (holding his son John), Emma Stockman; Mrs. Ed (Doc) White, who died in December, 1930; Ed (Doc) White, and Mr. and Mrs. Constable. Name of the driver is not remembered.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

SHOW MOVIES—NO INVESTMENT. Thousands thrillless towns your territory waiting. We furnish Films, Sound Projector, etc. Write for details. BOX NY-16, care The Billboard, New York City. fe1

TWIN WESTERN ELECTRIC 35MM. SOUND Film Projectors, Amplifier, Pre-Amplifier, 14" Speaker, Throw-Over Switches, Cables, 1,000 watt Mazda, three Suitcases, 7x9 Perforated Screen; original cost \$3,300.00 complete, special \$345.00. Trades accepted. Easy terms. Many other bargains 8-16-35mm. National film library. Catalogue "MOGULL", 29 West 48th St., New York, N. Y. x

TWO POWERS 6-B PROJECTORS COMPLETE—Webber soundheads; new motors; large magazines; perfect condition, sacrifice. DICK ROYSTER, Forest City, N. C.

WE SPECIALIZE RELIGIOUS FILMS, NEW prints, 16MM, only; good 35MM, print Station Play, cheap. SCREEN ART, 723 7th Ave., New York. fe1

16MM. SOUND FEATURES RIGHT OUT OF our rental library! Unless you are interested in paying \$50 to \$60 for a good feature or \$75.00 for a complete program don't write. KOPP, INC., 2825 Hennepin Ave., Minneapolis, Minn.

PARTNERS WANTED

ACTIVE PARTNER WITH \$500.00 FOR "Black Magic Miracles" never before shown in America. Address: I. PIATEAU, 1122 Tulane Ave., New Orleans, La. x

PHOTO SUPPLIES AND DEVELOPING

ABSOLUTELY BEST DIRECT POSITIVE BUY—New Portable Double Unit with cool fluorescent lighting system. Takes both 1 1/2x2 and 2 1/4x3 1/4 pictures. Send for general catalog and information on new metal precision enlarger-reducer. MARKS & FULLER, Inc., Dept. BC540, Rochester, N. Y. fe1x

ALL 4 FOR 10c OPERATORS—CUT PRICE ON all Machines and Supplies. Full Length Camera. WABASH PHOTO SUPPLY, Terre Haute, Ind. ja18

DIME PHOTO OUTFITS CHEAP—ALL SIZES. Better drop in and see them. All the latest improvements. Bargains. P. D. O. CAMERA CO., 111 E. 35th St., Chicago, Ill. fe1x

DIREX DIRECT POSITIVE PAPER—NO FADING, best gradation, highest speed. THE POSITIVE CORP. OF AMERICA, 244 Fifth Ave., New York, N. Y. mh1x

ROLLS DEVELOPED—TWO PRINTS EACH and Two Free Enlargement Coupons, 25c. Receipts, 2c each; 100 or more, 1c. SUMMIT STUDIO, Unionville, Mo. fe8x

WANTED TO BUY

PHONOGRAPH RECORDS—ANY QUANTITY. All makes. IDEAL NOVELTY CO., 2823 Locust, St. Louis, Mo.

PORTABLE MAPLE ROLLER RINK FLOOR—With or without tent. State complete details and lowest price. Write MANVILLE ANDERSON, Gaylord, Minn.

WANT 100 PAIRS OF CHICAGO OR RICHMOND used skates at once. W. T. ORANGE, 913 S. 4th St., Louisville, Ky.

WANTED—INDEPENDENT—USED CALLIPE, hand played. Describe instrument and condition. RALPH CHANDLER, 114 Proboscio St., Lawrenceburg, Ind.

WILL PAY CASH FOR ELI WHEEL, 3 OR 12. Wire price, condition, Western Union, HOLLINGSWORTH, 1012 Oakland, Grand Rapids, Mich.

At Liberty Advertisements

5c a Word (First Line Large Light Capitals)
2c a Word (First Line Small Light Capitals)
1c a Word (Entire Ad Small Light Type)
Figure Total of Words at One Rate Only

MINIMUM 25c CASH WITH COPY

NOTICE

Due to the expense of postage necessary for the forwarding of mail addressed to "blind" ads, or those using a box number in care of The Billboard instead of their name and address, an additional charge of 25c is necessary to cover this service. Therefore when figuring the cost of publishing your advertisement kindly add 25c for the forwarding of replies.

AT LIBERTY AGENTS AND MANAGERS

AGENT—1940 FORD, ADVANCE any good name attraction. Theatres only. Write or wire. GENE DURNAL, Sky Harbor, Phoenix, Ill. ja25

EXPERIENCED THEATER MANAGER—DESIRE connection with reliable circuit or independent theater; 15 years major circuits. Not subject to draft. BOX 37, Route 11, Knoxville, Tenn.

FLOOR MANAGER OR MANAGER FOR ROLLER Rink wants job; have experience; go anywhere. Young, clean, sober, dependable, honest. Good ideas. Address BOX C-6, Billboard, Cincinnati, O.

Agent with car to book small shows. Suitable school assemblies, lady, theater. Booked and used now. Percentage basis. Need car expenses. Harlan Talbot, Box 34, Houston, Texas.

Reliable Address Agent with car. Know territory out to coast; know western theaters. Jack Drayton, Park Hotel, Columbus, Ohio.

AT LIBERTY BANDS AND ORCHESTRAS

FOUR KINGS AND A QUEEN—AFTER JAN. 19th. Soft, sweet, unique style. Vocals by Marguerita. Piano, Sax, Guitar, Bass. All doubling. Cocktail lounges, hotels, clubs, Union. Full library of Non-ASCAP tunes. PARAMOUNT ORCHESTRA SERVICE, Southbridge, Mass.

WELL KNOWN TERRITORY BAND—TEN men and a girl. Styled, commercial swing, union. All special arrangements. Have been in this sector six years and would like to widen territory. Have all essentials, such as fronts, wardrobe, P. A., high powered publicity, etc. Anything considered, clubs, ballrooms, theaters. One nighters or localities. Write, wire, phone. ORCHESTRA, 47 S. 8th St., Murfreesboro, III.

Smart Radio-Phone Dance Orchestra—Finishing seven month contract at go-rye-oh-oh. Out to four men if desired. Orchestra Leader, 2024 Park St., Columbia, S. C.

AT LIBERTY CIRCUS AND CARNIVAL

BOSS CANVASMAN AT Liberty—Good Fall Maker. E. M. FOLKER, Box 146, Limona, Fla.

Pleasing Dog Act—4 cute dogs, featuring "Coo-oo" dog, premier high diving dog, 50 foot ladder. Pairs, animals, stunts, thrill acts, wild West. No contract. 6 years and rising and who direct one band. Maynard Dog Actors, Red Lodge, Mont. fe1

Prize and Magic for Side Show, Training Menagerie, etc. Experienced, able. Ben Burdett, 238 W. 15th St., Brooklyn, N. Y.

Two Great White Furry Giants—Very best white and albino warblers. Good clean warblers and clean numbers for indoor shows and who show. The Bakers, 215 Whitaker St., Salem, Ill. fe1

SALESMEN WANTED

SELL BUSINESS CARDS, STATIONERY, BOOK Matches, Gummed Tape, Restaurant Necessities, Salesbooks, Advertising Specialties, Pencils Picture Cards, Tags, Pricing Sets, Lowest prices, 40% commission. Experience unnecessary. Free deals. Sales portfolio free. WILLENIS, 2130 Gladys, Dept. 51, Chicago. x

WANTED—PERMANENT REPRESENTATIVE for Doctor Uniforms, Smocks, Aprons, Frocks, Nurses' Hoovers, Waitresses' Uniforms. Smart-cut styles. Finest quality. Exceptional commissions. Line free. HOOVER, 251 W. 19th St., Dept. NK-4C, New York City. ja25x

SCENERY AND BANNERS

BANNERS, SCENERY, DYEDROPS—ARTISTIC, colorful, durable, inexpensive. Famous for 35 years. Send dimensions for lowest estimate. ENKEMBOLL SCENIC STUDIOS, Omaha, Neb.

BEST CARNIVAL SIDE-SHOW BANNERS AND Pictorial Panels—Positively no disappointments. NIEMAN STUDIOS, INC., 1236 S. Halsted St., Chicago, Ill.

TENTS—SECOND-HAND

CONCESSION TENTS, USED LABOR DAY—\$34.00; 900 ft. 7 ft. wall. Standard drill 12551 machine roped, \$16.90 per 100 ft. long. KERR MFG. CO., 1954 Grand Ave., Chicago. ja25x

FEW SLIGHTLY USED, GOOD AS NEW TENTS—State size. Send stamp; postals ignored. Write SMITH TENT COMPANY, Auburn, N. Y. fe15x

THEATRICAL PRINTING

FREE BUSINESS CARDS! 125 STREAMLINED. Two-Colored Letterheads, Envelopes, \$1.00, postpaid. Five-hour service, Samples, 10c postage (refundable). JOHNSON, 939 Windsor, Chicago.

HERALDS!—SEND COPY OF WHAT YOU want, ask for special prices. No price list. Everything made special. OLNEY PRINTING CO., Olney, Ill.

LARGE MOVIE HERALDS, Size 14 1/2x12 1/2—\$1.25 per 1,000. Five Date Changes. (All 16MM. Releases.) NONPAREIL PRINTING, 812 Mantion, Pittsburgh, Pa.

NEAR-CRAVURE-EMBOSSED! FLASHY LETTER-heads in Colors. Orchestra, Magician, Midway, Clown Illustrations. Samples, you'll be surprised. SOLLIDAYS, Letterhead Specialists, Knox, Ind.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by SAM ABBOTT—Communications to 1564 Broadway, New York

Army Calls for More Men; Workers Set for Extra Biz

3,000 regular army reservists to be mobilized before February 15—Suslow says military novelties clicking at Camp Blanding in Florida and Beauregard in Louisiana

NEW YORK, Jan. 11.—News that 3,000 in the Second Corps Area—army reservists enlisted men who have served their stretches—will be mobilized effective February 15 served to spur training camp workers to greater effort to cash in on their rapidly growing field. Reservists who are called will be used as replacements at various posts throughout the area. They will be distributed as follows: Fort Dix, N. J., 388; Fort Des Moines, Del., 55; Fort Hamilton, Brooklyn, 276; Fort Jay, Governors Island, 238; Fort Monmouth, N. J., 53; Fort Niagara, N. Y., 212; Fort Ontario, N. Y., 198; Fort Totten, N. Y., 297; Fort Wadsworth, N. Y., 214; Camp Upton, N. Y., 67; Madison Barracks, N. Y., 206; Mitchell Field, L. I., N. Y., 292; New York Post of Embarkation, 172; Plattsburg Barracks, N. Y., 337, and West Point (Military Academy), 21.

South Good Field

Among the workers who are making money with lines of military and patriotic novelties is Ben Suslow, who is operating at Camp Blanding, Starke, Fla., and Camp Beauregard, Alexandria, La. At present Suslow is in Florida arranging for his growing business. He has been working the camps for three months. He reports that jewelry—rings, bracelets, and lockets with military insignias—is going strong and that the demand is expected to increase as more men are sent to camp. At Camp Blanding construction work is being rushed thru to completion, and 21,000 men, many of them laborers, are here. Camp Beauregard was established during the World War, but is undergoing expansion and improvement.

Suslow's business at the camps has reached such proportions that he maintains a buyer in New York. Other items that are clicking solidly include silk pillow tops, valises, and "moot anything with an eagle emblem on it."

Men have been pouring into Camp Blanding since December 20, when Mississippi National Guardsmen were ordered to the camp.

Salesboard Ops Busy

Salesboard operators as well as training camp workers welcomed the news of increased production in plants and factories. Fort Worth, Tex., has been selected as the site for an airplane assembly plant. Other sites include Omaha, Neb., Kansas City, Mo., and Tulsa, Okla. Several months will be required before large-scale production is reached, but preparatory work in the recently announced program will start immediately. A war department request for \$1,000,000 is scheduled to go before Congress for approval soon.

Not only will these cities be eyed for big business by pitchmen, streetmen, agents, training camp workers, and salesboard operators, but also cities where automobile and allied factories are located. Plan is to turn motor car factories into airplane parts plants. This work will be done in addition to that of building automobiles, which will make for increased pay rolls and good business for those in the prize and novelty fields.

Prize Men View Census Figures

WASHINGTON, Jan. 11.—The American family is becoming smaller all the time, according to enumeration of U. S. census figures from 1850 to 1940. Average number of persons to each family, as shown by the tally, has been: 1850, 6.45; 1860, 6.04; 1870, 5.99; 1880, 5.94; 1890, 4.96; 1900, 4.80; 1910, 4.54; 1920, 4.34; 1930, 4.10, and 1940, 3.80.

Significance of the figures, as viewed by buyers and distributors of prize and gift merchandise, is in the fact that 1,000 persons now form 263 households, while in 1850 1,000 persons formed only 155



By BEN SMITH

OUT OF THE MAIL BAG.

L. R. P., of Barton, Fla., writes: "I am enclosing a salescard which interests me very much. Can you give me the name of the manufacturer or specialty houses that makes this card. I have a few items which I would like to feature on a card similar to this."

Any of the salesboard manufacturers that advertise regularly in the coin machine section of *The Billboard* are in a position to supply practically all types of salescards and salesboards or to recommend another house on cards they do not manufacture themselves.

The card enclosed has 62 holes and features a portable Koot Radio on a \$16.95 take, 1 to 20 cents. In addition to the radio the card also distributes four combination pens and pencils as consolation awards.

P. H. Sheldon, of Evansville, Ind., writes:

"At your earliest convenience would appreciate your giving me information regarding connections for silk hose deals."

We have no information on silk hose deals available at the moment and would suggest that you create the deal yourself if you are particularly interested in working this merchandise. You should have no difficulty making local contacts on silk hose outlets and should be able to obtain the necessary salescards from any of the salesboard houses that advertise regularly in *The Billboard*.

Newcomers are usually hesitant about creating deals of their own, which, of course, is understandable. However, there is nothing complicated or mysterious about setting up a deal, and anyone with a fair amount of intelligence can go about it on his own after making a study of deals created by others. And there is no better way of learning than by doing.

HAPPY LANDING.

Time and again we have said we would be happy to receive and run scribble on new items. How about it, Mr. Manufacturer? Drop us a line if you have anything which may interest the boys.

households. From this analysis it is pointed out that it now takes 70 per cent more family accommodations and furnishings to supply 1,000 persons than was required in 1850. Likewise, it takes 7.8 per cent more household appliances to provide for 1,000 persons in 1940 than were required in 1850.

Entertainment In Homes Ups Party Item Sales

CHICAGO, Jan. 11.—Home entertaining in the United States is at its highest peak in years, judging from the lines of party goods, games, and indoor sport items that are clicking. Wholesale houses here report that workers really went to work on the numbers following the holidays and found them surprisingly good for dough.

Outstanding in current popularity is the new 15-piece portable bar, a glassware service for six contained in a novel circular bar tray. It is getting a big play, workers report. There's also plenty of demand for cocktail shakers, both singly and accompanied by six and eight-piece sets; syphon bottles; playing cards, both monogrammed and plain; luncheon services, and smoker's sets.

Another satisfying note is the healthy revival in demand for adult games to be played indoors. Quantity orders are reported for Mah-Jong sets and for Kliz, a combo dice and cross-word game. Other home entertainment merchandise attracting heavy play on boards and at bingo games is the new double game of Chinese checkers on one side and standard checkers on the other and the new poker chip and tray sets offered in appealing designs.

Important Mdse. Show Dates Set

CHICAGO, Jan. 11.—The eyes of salesboard and bingo ops, concessionaires and other users of prize and gift merchandise are focused on the list of merchandise and gift exhibitions scheduled in many parts of the country during the next six weeks.

In significance to operators and others, the coming shows will outstrip all previous similar events. National defense, as it affects production of all novelty and prize goods, brisk demand for merchandise due to rising pay rolls, and the growing influence of world affairs on American styling will be reflected in displays.

The following expos carded are attracting greatest interest among operators:

New York Lamp Show, January 20-24, Hotel New Yorker, California Gift and Art Show, January 26-29, Biltmore Hotel, Los Angeles; Chicago Gift Show, February 8-14, Palmer House; Western Spring Market, February 8, Western Merchandise Mart, San Francisco; Merchandise Mart Gift Show, Chicago, February 8-15; San Francisco Gift Show, February 9-13, Palace Hotel; Seattle Gift Show, February 23-28, Olympic Hotel; Dallas Gift Show, February 23-27, Baker Hotel;



BINGO is expected to be revived early this year in Essex County, New Jersey. Prosecutor Wachenfeld said this week that he favors permitting the game under some arrangement by which it would be limited to church and fraternal organizations presenting it for charitable purposes.

REPORTS are that the prosecutor's office has been testing the sentiment toward bingo throughout the county. The survey has indicated that people favor the game. Bingo for merchandise is, of course, the type of game that has met approval in this county.

THIS one incident is typical of actions taken by various official groups against cash bingo. In the cases that have been referred to this desk it is the cash awards that have run afoul of the law. Where merchandise is used for prizes the game has the sanction of official bodies. It has been pointed out here on other occasions that manufacturers of bingo merchandise have studied the field and have released items that are certain to click. The firms know the field well and know what the people want. Since there are so many good items available for bingo prize shelves, it is totally unnecessary that operators take the chance of getting crosswise with John Law by using cash.

NEW YORK Lamp Show, an annual affair, will be held in the Hotel New Yorker January 20-24. Lamps have always been consistent crowd and profit getters, and operators in this region will have the opportunity to line up new designs for their games.

THE NEW YORK Gift Show will be held in Hotel Pennsylvania February 24-28. Firms familiar to bingo operators are always on hand with new lines. Operators view these shows with keen interest, for they afford many a tip on the merchandise that will click during the following months.

METRO Manufacturing Company has had a big year in the bingo equipment business, reports Sid Ruderman. Firm has all lines necessary for the successful (See BINGO BUSINESS on page 61)

New York Gift Show, February 24-28, Hotel Pennsylvania, and the 225 Fifth Avenue Gift Show, New York, February 24-28.

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.

Sixth Corps Area

(Illinois, Michigan, Wisconsin, Missouri)

ACTIVITY	POST OFFICE	FREIGHT OFFICE
Fort Brady	Sault Ste. Marie, Mich.	Sault Ste. Marie, Mich.
Chanute Field	Kantow, Ill.	Kantow, Ill.
Chrysler Field	Battle Creek, Mich.	Battle Creek, Mich.
Curtiss Field	Centerville, Ill.	Glenview, Ill.
Fox Field	Camp Custer, Battle Creek, Mich.	Battle Creek, Mich.
Camp Grant	Rockford, Ill.	Rockford, Ill.
Jefferson Barracks	Jefferson Barracks, Mo.	Jefferson Barracks, Mo.
Camp McCoy	Camp McCoy, Wis.	Camp McCoy, Wis.
Parks Airport	East St. Louis, Ill.	East St. Louis, Ill.
Rock Island Arsenal	Rock Island, Ill.	Rock Island, Ill.
Savanna Ordnance Depot	Savanna, Ill.	Proving Ground, Ill.
Scott Field	Belleisle, Ill.	Scott Field, Ill.
Selfridge Field	Mount Clemens, Mich.	Mount Clemens, Mich.
Fort Sheridan	Fort Sheridan, Ill.	Highwood, Ill.
Stackhouse Field	Sparta, Wis.	Sparta, Wis.
Fort Wayne	Detroit	Detroit

THIS YEAR



MAKE YOUR OWN RECORDS

WITH THIS SENSATIONAL NEW...



WILCOX-GAY

1941

RECORDIO

JR.

Portable! All Electric!

Here is a sensational NEW Premium . . . the famous nationally advertised WILCOX-GAY RECORDIO JR. An electrically operated RECORDER, PHONOGRAPH and RADIO all combined in one! So new, so different, so appealing, that it's destined to be one of the biggest premium hits in years! Just think, with a flip of a switch you can now have your choice of THREE instruments . . . THREE types of entertainment. Extremely simple operation. You will be amazed and pleased with the professional-like recordings you can make—and then play back immediately. Records any home entertainment or radio program. Embodies all the features, exceptionally fine tone, and all-around performance for which Wilcox-Gay Products have become nationally famous.

Priced For Volume Sales!

Wins Sales Instantly!

THE TRIPLE APPEAL of RECORDIO JR. makes it an irresistible powerful Premium. Everybody is instantly won by its versatility and wide range of entertainment value. Quality made, nationally advertised, yet priced for volume sales for you. Comes complete with Microphone, Needles, Blank Records, and instructions, ready to operate. TECHNICAL FEATURES: 5 Tubes; Superheterodyne Circuit; Permanent Magnet Speaker; Illuminated Dial; Crystal Microphone; Weighted Turntable; Uses Inexpensive Recordio Discs; Plays Any 10" or 12" Record; Weighs Less Than Twenty Pounds; Airplane Style Luggage Covering; Size, 12 1/4" x 12 1/2" x 9 3/4"; Snap-On Cover with Strong Handle. For 110 Volt, AC.

Write For Details NOW!

3-Way Money Maker



1. RECORDER

Simple to operate. Plays back recordings instantly. Amazing professional-like reproduction. Comes complete with microphone, needles, blanks and instructions.



2. PHONOGRAPH

Plays any 10" or 12" record. Combination tone and recording arm. Quality electric motor. Weighted turntable for smooth operation.



3. RADIO

5 tube AC Superheterodyne. Powerful performance. Rich clear tone. Illuminated dial. Smart airplane style luggage carrying case.



Exclusive National Premium Distributors

EVANS NOVELTY COMPANY

A Division of Premium Sales Company • Largest Direct Factory Representatives in the Premium World
800 WEST WASHINGTON BOULEVARD • CHICAGO, ILLINOIS

PUT YOUR DEAL OVER WITH PORTO-BAR AMERICA'S Smartest PORTABLE BAR



NATIONALLY
ADVERTISED

THE
PREMIUM
SENSATION
of 1941

\$9.95

IDEAL FOR
PROMOTIONS---PREMIUMS---DEALS---STIMULATORS

PORTO-BAR—The unique portable bar that soared to fame in Esquire Magazine is a real winner. A compact, moulded Bakelite Bar, with beautifully matched handles . . . COMPLETELY EQUIPPED—14 PIECES, 6 handsome highball glasses—4 jigger glasses and glass ice tray—service for 6 persons—Size 10" wide, 7½" high, 24" long. Weight 14 lbs. One of the finest items ever offered to move merchandise—open up new accounts—pep up sales. A knockout for sales boards, sales cards, etc. This swanky portable bar comes in 4 attractive color combinations—Walnut and Ivory, Black and Silver Finishes, \$9.95 complete. Ivory and Gold, Hammered Silver and Black Finishes, \$10.95 complete. (Slightly higher prices west of Rockies.)

SEE US AT THE COIN SHOW BOOTH 88—JAN. 13-16
PORTO-SERVER, Inc., 40 N. Wells St., Dept. 13, Chicago

BIG PROFIT DEAL

WRITE FOR FULL
PARTICULARS

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.

Porto-Bar

New in the field of premiums and a proven success is the new Porto-Bar, reports the manufacturer, Porto-Server, Inc. It is a compact, lightweight portable bar, molded entirely of Bakelite and containing complete service for six—two glass decanters, six highball glasses, four jiggers, and a glass ice tray. The swanky bars come in four two-tone color combinations and have been sensationally successful as premium and sales stimulators, the firm states. They have been in great demand because of their low retail price.

Parking Eye

Parking Eye, according to Parking Eye Company, is earning good money for agents, pitchmen, and demonstrators, and promises to be among the money-makers of the season. The automatic device flashes a red light on the dash when the car gets within five inches of the curb. Since the eye prevents crushed, dented, or scratched fenders, every motorist is a prospective customer. Device is easily installed. It clamps on and requires no drilling and is available on display boards for working without

COMIC GLOVE VALENTINE CARDS

4 different kinds. Get Started Now! Valentine Cards Sell Fast. Big Profit!

SAMPLE DOZEN 50¢. GROSS \$5.50.

RAZOR BLADES—POPULAR BRANDS
Double Edge—5 to Pkg. Cellulosephane \$2.25

Wrapped, 1000 4.00

SHOE LACES—Black, Brown, White,
27 in. Cello. Wrapped, Gr. 37c

BENGOR PRODUCTS CO.

678 BROADWAY, NEW YORK, N. Y.

FURS

Coats—Jackets—Scarfs

All latest styles. Beavers, Kid

Skins, Skunks, Foxes, Bismarck,

etc., etc.

Write immediately for NEW

1940-41 ILLUSTRATED

CATALOG & PRICE LIST.

Best Quality Lowest Prices

M. SEIDEL & SONS

243 W. 34th St., N. Y. C.

OPEN HOUSE

DURING
COIN MACHINE SHOW
WEEK AT
TUCKER-LOWENTHAL,
INC.

WHOLESALE JEWELERS
--REBUILT WATCHES--
PREMIUMS -- RINGS

5TH FLOOR, MALLERS BLDG.
5 SO. WABASH, CHICAGO
BE SURE TO DROP IN!



WALTHAM-ELGIN

Make extra money! Send for free 1941 Catalog of Watches, Diamonds, Jewelry, Novelties, Lowest prices.

PLYMOUTH JEWELRY CO.

169 Canal St., Dept. A, N. Y. City

HOT WATER with SPEED KING



MAGIC DISC Works on
Any Electric Light Socket

MILLIONS of homes, stores and offices everywhere need SPEED KING. It's the new, amazing Water Heater—that heats water boiling hot as fast it takes your breath away. No muss! No waste of time or fuel! Just a simple "plug-in" at any 110-volt light socket—and presto . . . just the amount of hot water you need for washing, for shaving, for dish-washing, CHEAPER because you don't have to heat gallons when you need only a few quarts. FASTER because the intense electric heat goes directly into the water. Sells fast on a 60-second demonstration. Touch it down in the pocket, easy to carry. Anyone can afford it. Everyone wants it!

SAMPLES FOR AGENTS

JUST SEND NAME

I WANT you to know the almost unnecessary heating action of the speedy water-heating invention. Write quick for my Sample offer—a postcard will do. Get an actual sample SPEED KING for making demonstrations. You can receive plenty of cash as my agent. HURRY! Big season starting soon. SPEED KING solves the hot water problem where furnaces shut down. Act quick and I'll show you how to make the fastest money of your life, now. Send No Money!—Just your name.

Address: L.F. Palmer, Pres.,
NU-WAY MFG. CO. COMPANY
Dept. 431a, Walnut Building, DES MOINES, IOWA

NEW 5 STAR AERO BINGO BLOWER

* Fast-proof operation.

* Automatic master-board returns balls.

* One-year guarantee.

* Portable—carried anywhere.

* Hexagonal in shape: red & black colors.

No second-hand racket Act quick and I'll show you how to make the fastest money of your life, now. Send No Money!—Just your name.

Address: L.F. Palmer, Pres.,
NU-WAY MFG. CO. COMPANY
Dept. 431a, Walnut Building, DES MOINES, IOWA

Manufacturers of all
Bingo Supplies.

1123 Broadway, N. Y. C.

MORRIS MANDELL

Watches and Rings While They Last!

BRAND NEW LADIES' WATCHES

1 Jewel—Yellow Top. In Box. Lots of 6—Each \$2.75

FOR SOLID GOLD LADY'S DIAMOND \$3.25

RING—SPECIAL—Lots of 3. Each Special Price for Quantity Users, 25% Deposit, Balance C.O.D. Sample 50c Extra. Send for Catalog.

173 Canal Street New York, N. Y.

EXCLUSIVE FUR COATS

JACKETS + Luxuriously Marked SOLERS +

Beautifully Styled Quality Workmanship at Popular Prices. We offer you Complete Fur Coats, Jackets, Skunks, Foxes, Beavers, etc., etc.

Buy direct from manufacturer and profit. Write for FREE List and Illustrated Catalog. Concessionaires, Ring and Salesboard Operators, receive the best values. Ask for special details.

S. ANGELL & CO. Manufacturing Furriers

136 W. 27th St., Dept. B-95, New York, N. Y.

LETTERGRAMS GET THINGS DONE

Type your letters and carbon on same printed sheet. Give business-like appearance and be sure to copy. Lettergram is positive, attractive, economical. Stamp for samples and prices. THE VALLEY PRINTING CO., Indianapolis, Ind.



HOUSE-BROKE PETE

The nation's latest novelty sensation! Pete's performance will give everyone a laugh. Although his aim is bad and Pete completely misses the fire hydrant, he sends a fine stream that neatly extinguishes smoldering cigarettes.

SEE US AT THE SHOW

Our booth at Chicago's Coin Machine Show will feature a display of House-Broke Pete, along with several other items of vital interest to operators everywhere. Pete's number: B15X59. Two samples, postpaid, \$1.00. Per doz., \$3.75. Per gross, \$42.00.

JOSEPH HAGN CO.

WHOLESALE DISTRIBUTORS SINCE 1911

217-223 W. Madison 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. If it's New, you can always find it at Acme. Write for Special Listings Today. Please state your Business.

1 day Service
ACME 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, Sideline Merchandise, Box Chocolate Deals. Write for Free Catalog.

CHAMPION SPECIALTY CO., 814-P Central St., Kansas City, Mo.

KNIFE & PEN DEALS

Nudica, Patriotic, Midget, Hunting, Jackmaster. 12 to Deal with 1c to 39c Card. Per Deal \$1.80

METAL FLAG LAPEL BUTTONS,
100 for 95¢. (Include Postage Deposit.)

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.

ACTION FLAG

- Interest
- Color
- Action



CREATES ITS OWN BREEZE WAVES CONSTANTLY

ELECTRICALLY OPERATED DISPLAY YOUR COLORS
A blaze of glorious color with tremendous interest appeal and constant "eye catching" action. Electrically operated blower creates breeze for constant waving. Flag measures 15x12 inches—36 inch gold finish mast—7 1/2 inch base. Has tremendous "price," "premium" and "display" appeal.
F.O.B. Chi. Net. Ea. \$7.77



CANDY PACKED SEWING FLOOR STAND BASKET

You can't beat this one for universal appeal. Sewing or utility basket faced with ornamental silver mirrors on metallic gold embossed field. Filled with approximate two pound pack delicious chocolates. It's going big.

Sample, Ea. \$2.95 \$2.25
Case Lots of Six, Ea.

CEDAR CANDY HEART

Good the year around and a "wow" for Valentine's Day. Embossed cedar finish heart-shaped box with mirror top. Barring with 2 pounds delicious hand-dipped chocolates. Loaded with flash and value.

Sample, Ea. \$2.95 \$2.10
Case Lots of 12, Ea.

CEDAR CHEST

Beautifully embossed litho Cedar Chest overflowing with two pounds of delicious chocolates. Mirror inset cover. Candy labeled for Valentine's Day, Mother's Day or Easter. Looks like three times the money.
Sample, Ea. \$1.95 \$1.60
Case Lots of 12, Ea.

an automobile. The set is wired to a small flashlight battery, affording demonstrators ample facilities for working. With safety drives being conducted over the nation, reports are that workers are finding the item of the "what-you've-been-waiting-for" variety. Special low prices that allow opportunity for a good profit are available to those in the trade, the firm adds.

Knife Deals

Jackmaster, a new line of pocket knives, shows promise of being among the leading items on small salesboards, Levin Bros. report. Knives are available in lots of 10 on display cards, which facilitates handling and selling. Designs are new. Knives are precision built and blades are of electrically tempered razor-blade steel. Prices that permit a good profit margin are available to those in the trade, the firm reports.

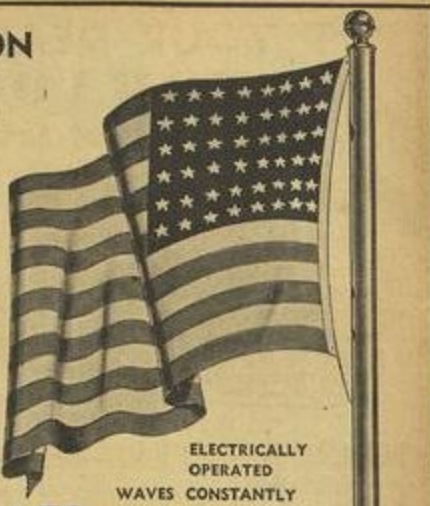
House Marker

House-to-house men are garnering good profits with reflecting house number plates, Western Cataphote Corporation reports. With spring cleaning and lawn improvement slated to start in April, the items promise to be one of the leaders in the field. Numerals are of ample size and may be easily read at night at a distance of 100 to 200 feet. Reflector process lasts indefinitely. Nu- (See POPULAR ITEMS on page 61)

OPERATORS!
GET OUR PRICES! 10 Fast Selling Styles for 16 to 30¢ Deals.
SAMPLE DEAL \$1.90
Post. 60¢ ea. wt. 2 lbs.
ORDER TODAY
IF YOU HAVE NOT RECEIVED OUR CATALOG No. 300—WRITE FOR IT TODAY.
LEVIN BROTHERS
TERRE HAUTE, INDIANA

ATTENTION

- INTEREST
- COLOR
- ACTION



ELECTRICALLY OPERATED WAVES CONSTANTLY

AND SALES GALORE
• TREMENDOUS INTEREST APPEAL
• A BLAZE OF GLORIOUS COLOR
• CONSTANT "EYE-CATCHING" ACTION

"ACTION FLAG"—Timely appeal to Patriotism... contribution to the spirit of NATIONAL DEFENSE and the glorious symbol of a FREE LAND. Electrically operated blower creates breeze for constant waving. Flag measures 15x12 inches—36 inch mast with 7 1/2 inch base. ALL AMERICA WANTS THIS ACTION FLAG! It sells on sight. A natural for specialty selling—with tremendous "price" and "premium" appeal. Priced right for volume sales. Desirable territories going fast. Write, wire or phone for details.

ATTRACTIVE LOW NET PRICES DISTRIBUTORS, WRITE

D. A. PACTHER COMPANY
MERCHANDISE MART CHICAGO, ILLINOIS

Extra Value! \$2.25 EACH
5 for \$10.50
ROHDE - SPENCER CO.
223 W. Madison St., Dept. "B", Chicago

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 superior styles and quality! Satisfaction guaranteed or money refunded in 3 days. Prompt deliveries. Write for NEW FREE CATALOG! LOWEST! H. M. J. FUR CO. 150-B West 28th St., N. Y. C.

Patriotic Auto Plates
GOD BLESS AMERICA
WE ARE PROUD TO BE AMERICANS
Declare yourself 100% American. Attach to your auto License Plate—Heavily inscribed in Red, White and Blue. Size 2 1/4 (round) for 25¢. Remable Post Paid. Patent Selling Patriotic Item. AGENTS PRICE \$1.25 DOZ. 25¢. Disp. with each Day Order. United Sales Co., 303 5th Ave., New York City

ARVIN HEADLINER SERIES 302 RADIO-PHONOGRAPH COMB.
4-TUBE RADIO, AERIAL ATTACHED. PLAYS 10" OR 12" RECORDS. POWERFUL AUDIO SYSTEM, AC-60 CYCLE, 110 VOLT. 2 MODELS: DEEP BROWN FINISH, IVORY TRIM, AND IVORY FINISH CHROME TRIM.
BIG DISCOUNT TO QUANTITY USERS \$9.95 SAMPLE
25% DEPOSIT, BALANCE C. O. D.—F. O. B. CHICAGO
A. M. GOLDBERG & ASSOC.
DIRECT FACTORY REPRESENTATIVE
903 MERCHANDISE MART CHICAGO, ILL.

Genuine FUR COATS & FUR JACKETS
GUARAN- \$900 UP
TEED
"Customs"
"Bike" Fur Coats, Beautiful 10-40 styles. Finest Quality. Fastest Delivery. All popular fur styles, sizes, colors. Same Day Delivery. Money refunded in 3 days if not satisfied. WRITE TODAY FOR NEW LOW PRICE LIST AND CATALOG.
ROSE FUR CO.
40 W. 27th, N. Y. C.

Just Different WOODEN WALPLAQUES
With Birds, Horsetails, Elks, Frogs, Fishes, Etc.
All in natural colors, the objects in each high relief that some of them stand out two inches from the background.
All Beautifully Colored by artists of rare ability, the colors contrasting from the woodwork background, give these Plaques a particular attractive appearance. From 3 inches to 9 inches in diameter, ranging in price from \$3.00 to \$15.00 per doz.
Completely illustrated price list mailed on application.
LEO KAUL IMPORTING AGENCY
115-119 K South Market St., CHICAGO

Now SPECIAL VALUES
Waltham-Elgin and other famous makes Write for Price List!
18 SIZE ONLY IN LOTS OF 50 \$1.50 EACH Samples 50¢ Extra
M. FRIEDMAN - 74 FORSYTH ST.-N.Y.C.

ELGIN, WALTHAM, BULOVA
Renowned Guaranteed MEN'S WRIST AND POCKET WATCHES \$2.95
Wholesale Jeweler Since 1914. SEND FOR FREE CATALOG.
LOUIS PERLOFF
720 Walnut St., Philadelphia, Pa.



SONDRA RADIO-PHONO COMB.
Powerful superheterodyne circuit give actual 7 tube radio performance. Dynamic speaker. Built-in power phonograph plays all 10 and 12 inch records. Crystal pick-up. Marvellous tone. No aerial or ground needed. Gives astounding performance—get astounding sales action.
Ivory Finish, Ea. \$14.95 \$13.95
Walnut Finish, Ea.
Immediate shipment on all items. Send 25¢ dep. on C. O. D. Write for complete lists.
GOLD SEAL NOVELTY CO.
809 W. MADISON STREET, CHICAGO, ILL.

CHEVILLE BED SPREADS
Usual \$2.98 retail value, 90x105 in., colored green, \$22.80 dozen. 1 sample \$8.00. F. O. B. Newark. 25¢ each, balance C. O. D. Satisfaction guaranteed. GA. BED SPREAD CO., B-6, Newark, Ga.

End Your Correspondence to Advertisers by Mentioning The Billboard.

DYING PIG

OAK NYTEX BALLOONS

A MODERN, more popular version of the old-time hit. Body and legs of pure latex. Combination valve and squawker stem in gay stripes. Sold by the leading jobbers.

The OAK RUBBER CO. RAVENNA, O.

For PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

FREE! WHOLESALE CATALOG

4000 OPPORTUNITIES

Household goods, display card items, waiting aprons, pencils, cosmetics, food, jewelry and toys are a few of the things you can have every item sold under a money back guarantee. Get your copy by sending for it today.

200 PAGES

Check-full of interesting money-making 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.

SPONS. CO. - 141 Superior, La Center, Minn.

MIGHTY ATOM . . . relates the information given by Harry Greenfield in the January 4 issue. He says that all the pitchmen Greenfield named in his pipe were not produced by New York. And regarding a good start for the new year, Atom suggests that pitchmen send in honest pipes and quit crabbing thru *The Billboard*. Atom is in Brooklyn.

Stand from Miami. "They opened with town wide, and sea shell brochures with name inscribed went over in a big way. Among the boys here are Arthur Lovi and partner, Kress and McCrorey store; Phil Landau, Walgren's; Jerry George; Phil Landau, Kress and McCrorey store; Phil Landau, Beach. Last year it was name-in headlines that went over, but name-on-sea shells are going even better this year. It seems these name stands are real meal tickets."

IT WON'T BE many more weeks until the parade begins moving northward.

DON'T BE in such a terrific hurry. You will last longer.

REMEMBER

WHETHER IT'S PREMIUM ITEMS or any staple notion, Novelty, Gift, Deal, Razor Blade or Medicine Merchandise, we are NEVER UNDER SOLD.

Send us your orders. We always meet or beat all competition. 25 Years of Value Giving is our Guarantee of Satisfaction.

UNIVERSAL WHOLESALERS CUSTOMERS

Special Through special arrangement all orders for **UNIVERSAL WHOLESALERS** shipped by us.

Deposit of 25% With A. S. C. O. D. Orders. Send ALL ORDERS TO NEW YORK ONLY. Catalogs FREE on Request.

MADALINE E. BAGAN . . . New York, last week to pitch her books. She is working two spots, one on Sixth Avenue and the other on Seventh Avenue near 47th Street. Her spiel lasts about 20 minutes and her sales are reported good.

CAL HICKS . . . tips from Little Rock, Ark., that all med workers coming that way should try to avoid a certain pitchman who has a paper's permit and insists on having sales and towns to himself, otherwise he bolters copper long and loud. Hicks says this pitchman fingered him last Wednesday at Searcy, Ark., but that he was able to square the shake by paying the sheriff's fee. But Hicks adds that if he had not been a Legionnaire, it would have cost him \$225.

MILLS SALES CO.

90 Broadway, New York, N. Y.

WORLD'S LOWEST PRICED WHOLESALERS

J. D. FOSS . . . relates that he has been in advance of the Bud Anderson Circus, but is now again hustling the leaf in Wyoming and Idaho to good business. Foss says he expects to go out in advance of Russell Bros. Circus the coming season.

BEST WAY NOT to save money is to become a tightwad.

NEW JEWELRY for ENGRAVERS,

Demonstrations and Promotional Displays.

Lockets, Rings, Gossam, Engraving Items, etc.

Send for FREE CATALOG for samples.

MAJESTIC NOV. CO., 307 8th Ave., New York, N. Y.

DON'T CRITICIZE your fellow workers too quickly. You may be guilty of some of the same practices.

MED EXPONENTS . . . are Doc Friedman, salts; Chief Dixon, oil, and Frank Stone, soap.

ELGIN & WALTHAM

REBUILT WATCHES

7 Jewel, 16 Stn. in G. N. Engraved Case, \$1.75

Send for Price List. Money Back If Not Satisfied.

CINCINNATI WATCH MATERIAL CO., 515 N. Broadway, St. Louis, Mo.

"STUDENT" GEORGE SANDERS . . . writes from Tampa, Fla.: "I have just enrolled in Morris Kahnstreff's School of Jam and will be out with flying colors soon. I am leaving for Miami for the air races. Have met several boys from the Royal American Shows."

JACK FLOWERS . . . blasts from New Orleans that pitchmen are on every corner there and all are getting their share, as people have money here this year. George Beyers and wife stopped over there on their way to Florida, says Jack. George and Jean Gunn, Bill and Tiny Goforth, Jeff Farmer, and Dutch and Marie Varga are asked to pipe in.

Millions Sold

ACE Blades

ACE BLADE CO., Dept. 513-A, Buffalo, N. Y.

T. L. WEEKS . . . jumped to Miami from Houston, Tex., to make the Orange Bowl Game, and reports that streets were wide open. Everybody worked sea shell brochures, with names on them in the colors of the teams, to big takes, says Weeks. Juice extractors and glass knives are going well there, according to Weeks. He is making Florida fairs with the sea shell brochures.

ANYBODY STILL have any of those terrible Christmas cigars on 'em?

YOUR NAME

In raised Coral Colored Letters on a genuine TROPICAL

SEA-SHELL BROOCH

Flash color plus name appeal. California Redwood was big, this is tremendous. Fastest selling brooch in years. It is getting a lot. Use, Use, Use! Complete with printed brooch card. Taken in minute to assemble. Now being sold by demonstrators in New York, New Jersey, New Mexico, Texas, Florida, Louisiana, Georgia, Alabama, Mississippi, Louisiana, Florida, and all other states. Price list inside. \$2.50. \$10.00. \$20.00. \$50.00. \$100.00. \$250.00. \$500.00. \$1000.00. \$2500.00. \$5000.00. \$10000.00.

W. W. WYTE & SON

6307 N. E. 2nd Ave., Miami, Florida

AGENTS WANTED TO SELL THE HOBO NEWS

GOOD, FAST 10c SELLER

Price \$4.00 per 100 Copies, F. O. B.

Sample 10c

THE HOBO NEWS

44 West 17th St., NEW YORK, N. Y.

TRIP OD PININGS: "The rest is easy if you live right and think cleanly."

DOG A. C. HUNT . . . After closing pens from Continental, O.: "After closing one of the most successful years in our history in the Hoosier State, we are heading for Florida. We will take out our med show next spring, opening about April 15, and will play thru Ohio and Indiana."

DEMONSTRATORS

Amassing a brand-new package, Four-Color Job, Sloane's Sensational Sellers, great reprints, sure fire demonstration, No-Foot Pander—sharpens tired, itching, burning feet. Cure itching—redness treatment, that does the trick. Sell the combination fast for 39¢. Double dose of powder and liquid \$12.00. Foot Bath, Soul and worker treat. Protected Territories.

Sample 39¢, 50% deposit with order.

SLOANE PRODUCTS, Inc.

143 W. 41st, NEW YORK CITY

CHARLIE HUDSON tells that there are plenty of show and pitch folk in Georgia. He is presently in Macon, and reports that everybody is doing well.

FROM BOB POSEY . . . "Business could be a lot better in Mississippi, but everyone is getting by. I have cut up a few jackpots with Doc Maxey in Jackson, Miss., and Francis (Health Book) DeMills and wife, who are working out of Jackson; also Jim Osborne and family at Meadville and Roxie, Miss."

SELLS MORE REBUILT WATCHES!

"High-style" your rebuilt watches—fit them with today's "high style" Genuine Expansion Watch Brackets! These can be done—for the first time in history—Genuine Expansion Watch Brackets at astonishingly low prices—\$0.00 and \$12.00 a dozen. Yellow or white finish; Rose Gold finish. Get ahead of competition—feature them in your active line. Order samples today!

PAKULA AND COMPANY, 5 NORTH WABASH, CHICAGO, ILL.

ELEANOR CORMIER . . . is selling sea shell brochures at Miami Beach to good business. She says 1/2 doz about time the ladies of pitchmen do some piping, and would like to see pipes from Vera McAuley, Agnes Burke, Lady Esther, Lady Harcourt, and the Regan girls.

THINGS WE NEVER HEAR: "Altho I'm not particularly interested in pitchmen, I've often stopped on the street and listened to their

SUBSCRIPTION MEN

Make Money With Leading Toilet Paper. Every farmer a prospect. Attract \$10.00 per day. East and North of Tennessee and Carolina. Write for details.

CHAS. W. BASTON, Mount Morris, Ill.

Room 1201, Sanderson Bldg., Mount Morris, Ill.

LIGHTS ITSELF

Sells Itself

Lightly Easy to Hold

NEW LOWER PRICES ON "QUICK ACTION" 1941

Perfect Self Starting LIGHTER. Lighter cigar, cigarette or pipe lighter. Never fails. Improved new design in lighter. No dust. No friction. Send 25¢ for sample and large tin of Quik. Start now. Agents Report Big Earnings.

NEW METHOD MFG. CO.

Box 8-54, Bradford, Pa., U. S. A.

Operators, Demonstrators, Concessionaires

Small Size

1941
3V-861
YOUR OWN STATE

Stamping Machine Oiling, F. O. B. CHICAGO, ILL.

WALTHAM

Star Pen Co.

300 W. Adams St., Dept. B, Chicago, Ill.

PAPER MEN

We Want Men in Kentucky and Tennessee. Regular proposition to old collectors.

Write W. E. DEATRICK

KENTUCKY FARMERS HOME JOURNAL

LOUISVILLE, KENTUCKY

MEDICINE MEN

Write today for new wholesale catalog of Teroni, Oil, Balm, Soap, Tablets, Herbs, etc. Low prices—rapid service.

GENERAL PRODUCTS LABORATORIES

Manufacturing Pharmacists

137 E. Spring St., Columbus, Ohio

Yes! You can make big money

with **HOOPER UNIFORMS!**

The Hooper Uniforms are the most popular and profitable in the world. They are made of the finest material and are guaranteed to last for years.

HOOPER UNIFORMS

201 West 19th Street, Dept. NK-4-A, New York

Next Issue LIST NUMBER

Will Feature the Following Lists:

WINTER FAIRS
COMING EVENTS
CONVENTIONS
DOG SHOWS
POULTRY SHOWS

Order a copy from your newsdealer NOW or mail 15c in postage or cash to

The Billboard

Circulation Dept., 25 Opera Place Cincinnati, Ohio

HOLLED GOLD PLATED WIRE (Gold Filled)

Gold's Home

227 Eddy St., Providence, R. I.

talks and have been, on more occasions than one, surprised at their ingenuity in attracting a crowd in order to sell their wares. Many of them are natural-born salesmen and work hard to make a decent living, and unless it is some form of a racket, I never could see where they did harm or even were competitors to any store. It seems to me that either a State should issue a license good anywhere in the State or the local authorities should issue one so that a legitimate pitchman would not be driven from corner to corner at the whim of every passing police officer."—New York merchant.

DENIS J. CRONIN . . . informs from St. Louis that his partner, George B. Carle, needle threader salesman, was hit by an auto New Year's morning. His kneecap was broken and his ribs and shoulder injured. He is in City Hospital there and will possibly be there for some time, says Cronin. There are few pitchmen in St. Louis and conditions are fair, Cronin says.

CONTENT YOURSELF with being an in-and-outer and you won't have to worry about collecting the goods today—or any other day for that matter.

CHIC DENTON . . . has a store in Dallas and is still handling whitestones. He says it is the first place he has stayed put for more than a year for a long time. He arrived there October 10, 1939, and hasn't been out of the city since. Edward St. Mathews and James E. Miller are asked to pipe in.

GLEN HALL . . . (Kentucky Red) scribbles from Pineville, Ky., that things there are all right and that the sheriff is o.k. He has been working blades to the long green in small towns around there, he says.

THE SUCCESSFUL PITCHMAN doesn't ignore a brother worker's success. He watches his methods.

Pitchdom Five Years Ago

Madeline E. Hagan was working the Texas oil fields. En route there she worked several spots, finding Monroe, La., good on the main street and with a low reader, and Shreveport, La., without a reader. . . . The Keith Players were appearing under canvas at Otwell, Ark. Harry A. Dawson and Bessie Mae Smith, of the show, were married December 26. . . . Doc Homer Anderson was in the veterans' ward of University Hospital, Oklahoma City. . . . Texas Billy's Western Entertainers were playing Mississippi to fair business. . . . D. I. Bowker had left the pitch field to look after his string of amusement machines. . . . Sam Goldman was working blades and rings in Post Smith, Ark. . . . Harold G. Case and family were killing time in Rushville, Ind. . . . Andy Devine was working in Chicago and living in the same hotel as Sammy Stone. . . . Warren C. Scherer, the hair curler "wrecker," was with the Swanson Mining Corporation in the hills of Northern California. . . . Fred Ahrens, Bob Vohling, and Joe Hess, who had pen booths in stores at Newark, N. J., left by plane for St. Petersburg, Fla., for the winter. Eleanor Wood and Bernice Martin, after the best Christmas in many years, also left Newark, but for Miami. . . . Joe Kraus was going okeh on Tremont Street, Boston.

Sales Psychology

At the Orange Bowl football game in Miami on New Year's Day, a novelty salesman was doing a brisk business with the Orange Bowl mementos by shouting: "Get your Rose Bowl souvenirs here."

When one of his fellow workers approached him and asked if he were not mistaken in his bowl geography, the fellow smiled knowingly and replied: "That's what everybody asks me, and I wind up by selling 'em a football or pennant."

Selective Service Mail

In the Circus 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 Circus Department is given a list of registrants who are considered delinquents.

Others there were Bill Flood, with ring puzzles; Murray (Kid) Harnlein, jumping dolls; Bill Conner, seeds. . . . N. F. Tate, of the Tate-Lax Med Company, Waco, Tex., who had one of the largest free shows of any candy salesman, had added a yoke of oxen and a covered wagon to his attractions. . . . Ira Weiss died in Port Dodge, La. . . . James L. Osborne was in West Texas, which he had had to himself for months. Business was not good. . . . Harry Woodruff and wife were in Hot Springs, Ark., for a month's rest. . . . Doc Bates was hibernating in Bayou, Ark. . . . Doc George M. Reed had opened in a chain store in Parkersburg, Va. . . . That's all.

YOUR SPIEL isn't always responsible for the fact that you may not be getting as big a tip as you did in the past. Perhaps it's the item you are working.

Events for Two Weeks

- January 13-18
 ALA.—Mobile, National Home Show, 12-13.
 CALIF.—Los Angeles, Dog Show, 13.
 FLA.—Arcadia, Tin Can Tourists' Christmas Party, 20-22, 13.
 Clearwater, Dog Show, 14-15.
 Key West, Monroe County Fair & Vol. Firemen's Frolic 13-25.
 St. Petersburg, Dog Show, 17-18.
 IDAHO.—Sun Valley, Midwinter Sports Carnival & Interstate Ski Meet, 18-19.
 ILL.—Chicago, Coin Machine Show, 13-16.
 MASS.—Boston, Poultry Show, 13-19.

- MICH.—Alpena, Winter Sports Carnival, 14-20.
 Detroit, Allied Festival for Polish War Relief, 11-15.
 Lansing, Poultry Show, 14-15.
 N. Y.—New York, Motorboat Show, 10-18.
 O.—Cleveland, International Expo, 4-19.
 Zanesville, Muskingum County Corn Show, 14-15.
 WYO.—Casper, Poultry Show, 13-15.

- January 20-25
 CALIF.—San Francisco, Dog Show, 23-26.
 OONN.—Willmannic, Poultry Show, 24-25.
 FLA.—Arcadia, Championship Rodco, 23-25.
 Key West, Motor Co. Fair & Vol. Firemen's Frolic, 13-25.
 Miami, Dog Show, 23-26.
 Venice, Air Meet, 23.
 Sarasota, Dog Show, 20-21.
 MASS.—Worcester, Charity Circus, 20-25.
 MICH.—Cheesing, Community Fair, 23-25.
 MINN.—St. Paul, Farm & Home Week, 20-25.
 N. J.—Newark, Dog Show, 24.
 N. Y.—New York, Lamp Show, 20-24.
 N. D.—Grand Forks, Poultry Show, 20-25.
 PA.—Harrisburg, Farm Show, 20-24.

POPULAR ITEMS

(Continued from page 58)
 merals are easily installed in a holder, designed to lock itself in the ground. Where the item has been handled, demand is said to have exceeded supply. Full particulars and a special price to the trade is available, the firm adds.

Price Markers

According to Chicago Price Tag Manufacturing Company, price markers are claiming big demand at this time. With inventory sales running, agents are finding that merchants know the value of displaying prices on merchandise. The firm's new line of die cut celluloid pricing numbers has been known to increase business. Pricing set also includes high-gloss enameled metal moulding for holding numerals. They may also be used for window displays. Low prices allow a good margin of profit and an opportunity for quick cash, the firm reports.

BINGO BUSINESS

(Continued from page 56)
 and profitable operation of bingo games. The past year was outstanding from the standpoint of volume and the addition of new customers, showing conclusively, Ruderman said, that bingo popularity is spreading. Since a bigger year is expected in 1941, new lines have been added. Orders already coming in from jobbers indicate that the year will sur-

pass all expectations and chalk up new business records.

WHILE there's snow on the ground it's not such a good time to think of summer. But the alert operator is already getting things lined up for the outdoor season: We want operators to feel free to write us about their plans. While they're in hibernation is a good time to write in detail of the new twists and set-ups that are expected to prove popular. Successful operators keep interest in their games by using new angles, and it is about them we want letters. Before you forget it, send us that letter telling us of your plans and the type of merchandise you intend to feature.

NOTES from SUPPLY HOUSES

Sun Radio Company announces that its 1941 catalog is now available. The 25-page booklet devotes space to public-address systems, record players, microphones, and amplification systems. Sets are of interest to concessionaires, bingo operators, and other price users.

In order to serve an increasing list of customers, headquarters of Sally's Furs in Kansas City, Mo., have been moved to New York. Firm will be known as McBride Fur Company. It has taken large space in the heart of the fur district at 49 West 27th Street. Sam Rose, operator, says the policy of quick service will continue.

L. Frank of Arrow Fur Company, reports that a big demand is expected for Easter merchandise. Orders from jobbers indicate that 1941 will surpass all previous records because of the defense program putting large amounts of money into circulation, Frank says. Frank adds that his firm has several new numbers that show indications of being leaders in their fields.

SUBSCRIPTION COUPON

The Billboard,
 25 Opera Place,
 Cincinnati, Ohio.

Please enter my subscription to The Billboard, for which I inclose

- \$5 for one year, 52 issues.
- \$8 for two years, 104 issues.
- \$10 for three years, 156 issues.

Name Occupation
 Address New Renew
 City State

DRAFT PLATES

Small Quantities 6 Cents Each, 100 for \$5.00, 200 for \$9.00, 1,000 for \$40.00.

Special Security Plates, 100 for \$9.00. Genuine Leather Wallets, \$1.00 a Dozen. Imitation Leather Wallets, 60 cents a dozen. Pass Cases with American Flags, 5 cents each. Complete Stamping Quills for stamping names and numbers on plates, \$4.00. Send 25c for samples of Plates and Wallets. Catalog free.

RELIABLE SALES CO.

Dept. BK
 1153 BROADWAY, NEW YORK CITY

INAUGURATION

PRESIDENT ROOSEVELT AND VICE-PRESIDENT WALLACE
 JANUARY 20TH 1941

Vendors will be allowed to sell only OFFICIAL SOUVENIRS APPROVED BY THE INAUGURAL COMMITTEE. They may obtain license and permit after they have passed examination by the POLICE DEPARTMENT and purchased their supplies. Vendors desiring to sell other merchandise will have their permit revoked and will be subject to a fine. APPROVED OFFICIAL SOUVENIRS MAY BE OBTAINED AT

GARRISON'S
 1215 E. St., N. W., Washington, D. C.

AGENTS — SELL DRAFTS

Now everlasting combination copyrighted IDENTIFICATION plates, containing Draft and Order number, Name and Social Security number. Quick sale, big profits. Send 1.00 for sample and price for supplies.

FRANK BONOMO (BB-18)
 65 Central Ave., Brooklyn, N. Y.

ELGIN & WALTHAM—Second-Hand \$1.85
 Watches as Low as

DIAMOND RINGS — Solid Gold \$2.40
 Mountings as Low as
 Send for Descriptive Circular

H. SPARBER & CO.
 106 North 7th St., ST. LOUIS, MO.

Believe It or Not, N. Y. City Plans Co. Fair at Garden

NEW YORK, Jan. 11.—Less than a year following closing of the World's Fair (remember?) the town will have a "County Fair," first of its kind in 44 years. Sponsor is the American Institute of the City of New York, and to make the city angle more impressive contracts for staging of the event were signed in the mayor's office.

Same institution staged a "county fair" in the Old Garden in 1897. Garden is also the site this time. Before that the sponsor staged one in 1828, when Gotham had about 100,000 population.

Institute has been conducting similar but smaller scale shows regularly, but not in the Garden. Its president is Dr. H. C. Parmelee, whose org still holds the first charter for a county fair issued by the State Legislature. Exhibits will take in manufacturing, agricultural, industrial, and scientific units, including livestock, farm products, and typical entertainment. Dr. Parmelee claims the backing of State aggie officials.

Institute's first fair was held in Masonic Hall, Broadway and Pearl Streets, October 23-28, 1828. Subsequent fairs were staged at the egg-laying Crystal Palace and other spots. Horace Greeley was one of the institute's early leaders. Big industrial, professional, and scientific gentry are either officers or trustees.

Hooked up with the institute at one time was Judge Oscar W. Earhorn, former president of the New York State Association of Fairs and its delegate to the annual convention in Albany.

FINAL CURTAIN

(Continued from page 29)

Symphonic Orchestra, and John Schuett, music instructor, January 6 at her home in Pleasant Ridge, Cincinnati. Survived by another son, Carl Jr., and two daughters, Mrs. Charles A. Shephard and Mrs. George Harold. Services January 8, with burial in Walnut Hills Cemetery, Cincinnati.

SMITH—Charles (Buck), 61, veteran circus trouper, suddenly December 29 in Albany, Mo., of acute indigestion. Smith had been with Sells-Floto, Hagenbeck-Wallace, 101 Ranch, Yankee Robinson, World Bros., Robbins Bros., Cole Bros., and Patterson shows, and two years ago was with Chase & Dore carnival. Services in Albany December 31, with burial in the IOOF Cemetery there.

SMITH—Charles H. (Main Street), 69, recently at a resort which he operated on the Chetco River near Brookings, Ore. Many years he operated shows on Main Street, Los Angeles, and later was in the amusement device business. Remains cremated December 28 at Eureka, Calif.

SMITH—William H., Ten-in-One showman the past 50 years, December 22 in Buffalo. Smith had been with the Henry Meyerhof, Francis Perari, and George L. Dobyns carnivals.

STRICKLAND—Henry, 10, son of Mr. and Mrs. J. R. (Smokey) Strickland, of Southern States Shows, in a Tampa hospital December 27 after being struck by an automobile. Besides his parents, he is survived by a sister, Elizabeth, and three brothers, James, Earl, and Johnnie Strickland.

TEN EYCK—George B., 40, active in the motion picture business in Trenton, N. J., December 25 at his home in that city of a heart attack. He built the Gaiety Theater in Trenton.

VINCENT—Henry B., 68, composer, founder, and director of the Erie Playhouse, Erie, Pa., in that city January 7 of a heart attack. Vincent was organist and lecturer at the Chautauqua Institute, Chautauqua, N. Y., and director of the Community Chorus, the Erie Symphony Orchestra, and the Community Players. He composed more than 100 musical works, including an opera and two operettas.

VOORHEIS—Ben H., 47, outdoor showman and since last year publicist and promotional director of Summit Beach Park, Akron, O., December 11 of a stroke at the home of his sister, Mrs. Nettie Schaefer, in Columbus, O. Voorheis, who formerly directed press relations for lending carnivals and circuses, had been ill since last fall and was admitted to St. Thomas Hospital, Akron, September 12. He had been connected with Hagenbeck-

For 46 Years . . .

The Billboard has worked untiringly to make its readers engaged in or affiliated with the amusement profession speak well of the publication—by the best way of course, meriting it—thru conscientiously rendering a definite service to them.

This service has been performed in numerous ways. The publication has attacked editorially where attack was necessary, and it has defended where defense was needed.

It has always fought for the best interests of the amusement profession. It has always strived to have its news authentic and its criticism constructive.

It has offered suggestions for the betterment of show business. It has published for years a Letter List, Routes of transient shows and people, Lists of events of various kinds, etc., and of late years it has been running additional trade service features.

It has provided a special service at its various offices to inquirers or callers for information and advice concerning amusement organization and individuals.

The quality of The Billboard's service in the future is indicated best by the quality of its past performance. It is aimed to be of even greater and better service in the future, and criticism or suggestions to aid in accomplishing this are earnestly welcomed.

Also welcome, as in the past, is news or other data pertaining to the amusement fields that is interesting or has a definite value to readers of The Billboard.

Wallace Circus, Zeidman & Pollie Shows, and Geauga Lake Park. Geauga, O. He was a member of the Charles Siegrist Showmen's Club. Born in Portsmouth, O., he began his career in the entertainment field as a ticket taker and motion picture operator at the Sun and Lyric theaters there. Survived by his widow; two brothers, Frank, Columbus; Dan, Millers Run, O., and another sister, Mrs. Minnie Lucey, Cincinnati.

WELDON—Harry, vaude actor and last season with Harry Berry's *Senkist Verities*, a tab show, January 1 in Boston. Survived by his widow. Services in Neponset, Mass., January 3.

WILCOX—Marie Griffiths, 42, formerly with the Billy Allen musical comedy tab and on the Columbia burlesque circuit, in Tampa November 21 after an operation for ulcers. Survived by her husband, Thomas, sheetwriter.

WILSON—Reed D., 57, Akron, O., musician, January 4 in St. Thomas Hospital, that city, after a lingering illness. He played in the pit orchestra at the Colonial Theater, Akron, for 18 years and was a member of various musical units, including the Grotto Band. His widow and two sons survive. Burial in Akron.

WOODPIN—Eugene L., 45, free-lance writer and radio production man, suddenly in Fort Worth, Tex., December 24. Survivors include his widow, known professionally as Dorothy Compera, Chicago radio actress and former dramatics director at Station WBAF, Fort Worth; his mother, and two half-brothers. Services and burial in Abilene, Tex., December 27.

WRAY—James Q., 73, motion picture theater operator in York, S. C., for a number of years, December 24 at his home there following a stroke. Wray served seven years as mayor of York. Survivors include three sons and three daughters.

Marriages

BANTLY-HITCHINS—Harry Copping (Bud) Bantly, son of Mr. and Mrs. Her-

The Cincinnati offices of *The Billboard* have on file thousands of biographies of members of the amusement profession and allied

fields. Not a week passes that this biographical file is not drawn upon for data of people who have passed on. If you are not represented in this file please send to *The Billboard* Biographical Editor, 25-27 Opera Place, Cincinnati, O., the following data about yourself:

Name; age; place and date of birth; home address; number of years in amusement business, or if in allied

man Bantly, owners of Bantly's All-American Shows, and Regina Livingston Hitchins in Carlisle, Pa., December 27.

CALKINS-BRANNUM—Wyman Calkins, of Sharon, Wis., producer of the Dr. Sikkin shows, and Irene Brannum, December 29 in Pittsburgh, Kan.

CHESTER-GARRICK—Italy Chester, of the Dead End Kids, and Peggy Garrick, juvenile stage and screen actress, in Boston December 15, it has just been revealed.

FLETCHER-CHAUVIN—Frank (Red) Fletcher, well-known tab and rep show comedian and producer, and Eunice Chauvin, member of the Dan Fitch show playing the Kemp Time in the South and professionally known as Letty Lorre, December 19 in Birmingham, Ala.

GORDON-BELL—Paul Gordon, orchestra leader, currently at the Broadwater Beach Hotel, Biloxi, Miss., and Skippy Bell, violinist with the orchestra, January 1 in Gulfport, Miss.

HARTIGAN-BROWN—Jack Hartigan, musician, and June Brown, nonpro, of Pittston, Pa., at Calvary Baptist Church, Pittsburgh, December 30.

KIRKENDALL-CARTER—Merle C. Kirkendall and Mary Carter, rodeo performers, January 6 in Oklahoma City.

WEINBERGER-KUNSTMAN—Henry J. Weinberger Jr., projectionist at the Rex Theater, Sheboygan, Wis., and Emily Kunstman December 28.

WEST-BLACKWELL—Frederick W. West, radio director, and Amelia Blackwell, nonpro, in St. Ignatius Church, Kingston, Pa., December 27.

Coming Marriages

Hoskins L. Deterly, former musician and comedian, and Pauline Ware, singer, in March.

Donald Dawson, traffic manager at Station CKCK, Regina, Sask., and Muriel Robinson soon.

Romo Vincent, night club performer, now at Hurricane Club, New York, and

Mildred (Mickey) Hamilton, showgirl at Jack Lynch's Walton Roof, Philadelphia, in New York soon.

Jim Price, announcer at Station WCAM, Camden, N. J., and Ruth Murren, one of the Three Rhythmettes, singing trio heard over Station KYW, Philadelphia, in the latter city in April.

Jack Owens, nonpro, and Ruth Smith, cashier at Warner Bros.' State Theater, Philadelphia, in that city soon.

Joseph Coopersmith, manager of Eddie Sherman's booking office in Philadelphia, and Nina Mander, nonpro, in Philadelphia soon.

Philip Coren, saxophonist, and Hilda Cohen, nonpro, in Philadelphia soon.

Joe Connelly, publicity and promotion head at Station WCAU, Philadelphia, and Mary Louise Maloney, formerly in the publicity department at Station WFIL, Philadelphia, in that city next month.

Les Damon, New York radio actor, formerly heard on Chicago airmans, and Ginger Jones, Chicago radio actress, soon.

Helen Rita Comerford, Scranton, Pa., daughter of late M. B. Comerford, general manager of Comerford Theater Corporation, and Francis Forrest Egan, of Pittston, Pa., soon.

Lioma Massey, Hungarian actress and singer, and Alan Curtis, film actor, March 30 in Los Angeles.

Births

A daughter to Mr. and Mrs. Steve Anclawski at St. Mary's Hospital, Philadelphia, December 23. Father is chief projectionist at the Avenue Theater, Philadelphia.

A son to Mr. and Mrs. Lew Colantunonis in Philadelphia December 29. Father is assistant manager of the Hiway Theater, Philadelphia, and mother is Peggy Peters, former secretary to David Weisner, Warner Bros.' district manager in Philadelphia.

A son to Mr. and Mrs. V. E. Thomas in Shawneetown, Ill., December 28. Parents are affiliated with the Community Players' show.

A daughter, Holly Hunt, to Mr. and Mrs. Griff Williams in Passavant Hospital, Chicago, December 21. Father is the orchestra leader currently appearing at the Stevens Hotel, Chicago.

A boy to Mr. and Mrs. Paul Lazarus Jr., December 27 in Woman's Hospital, New York. Father is connected with Warner Bros.' home office.

A son to Mr. and Mrs. Chief Ed Eagle, rodeo and free-act performers, in Hopkins Clinic, Gideon, Mo., recently.

A son to Mr. and Mrs. Eugene Swigart in Presbyterian Hospital, Chicago, January 7. Mother in professional life is Ruth Bailey, Chicago radio actress, heard in *Guiding Light* and *Helen Trent*.

A daughter to Mr. and Mrs. Albert Evans December 30 in Philadelphia. Mother is the former Violet Christian, show girl.

Twin daughters to Mr. and Mrs. Larry Lane December 30 in Trenton, N. J. Father is singer-tenor at Jack and Bob's, Trenton night club.

A daughter, Patricia Ann, to Mr. and Mrs. J. Lennon January 2 in Philadelphia. Mother, Ruth May Lennon, is a singer.

A daughter, Brenda Elaine, to Mr. and Mrs. Howard C. Cooper October 2.

A daughter to Jane Wyman and Ronald Reagan in Hollywood January 4. Parents are film players.

Divorces

Dorothy Hermann from Ralph Hermann, musician, in Milwaukee December 26.

Ruby Keeler, film actress, from Al Johnson, radio, stage, and screen star, in Hollywood December 28.

Joyce Stanley, show girl, from W. E. (Doc) Stanley November 19 in Lamesa, Tex.

Margaret Almslee O'Neil, former film actress, from George H. O'Neil in Los Angeles January 9.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION

for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Pomona Signed By ACA in Plan To Visit Coast

POMONA, Calif., Jan. 11.—A report that General Manager J. C. McCaffery, Amusement Corporation of America, has contracted the Rubin & Cherry Exposition, an ACA unit, for the midway of the 1941 Los Angeles County Fair has been confirmed by C. B. (Jack) Aflerbach, secretary-manager of the fair.

It is said that General Manager McCaffery, who could not be reached for a statement, is also seeking the midway contract for the 1941 California State Fair, Sacramento. The Sacramento fair has been played by Foley & Burk Shows and the Pomona Fair by Crafts 20 Big Shows.

Visitation of the West Coast by the ACA would mean an extension of the route of the ACA unit which plays North Montana State Fair, Great Falls, and Midland Empire Fair, Billings, Mont. Rubin & Cherry Exposition played the dates in 1940.

Hiddleston Given Life Term In P. J. Sperioli Murder Case

RUSHVILLE, Ill., Jan. 11.—James Hiddleston, alias Jimmy Murphy, Clinton, Ill., yesterday was sentenced to life imprisonment for the murder of Peter J. Sperioli, carnival owner, who was slain last October at Mount Sterling, Ill.

Hiddleston, former husband of Mrs. Sperioli, became involved in an argument with Sperioli, which precipitated the fatal shooting while the shows were playing Mount Sterling.

Hiddleston's only comment on the sentence, the result of a jury's verdict, was, "That's a long time."

Joyce To Join Coast Show

CINCINNATI, Jan. 11.—Word was received here from Lahue, Juan, T. H., that Jack Joyce, who has been presenting his novelty music act with the E. K. Fernandez Show in Honolulu, T. H., to successful results, will return to the United States about March 1 to open with the West Coast Shows. He reports a good season with Fernandez.

BADGERS MEET

(Continued from page 41)

An outline of what the association has accomplished in the two years of its existence. Ralph E. Ammon spoke briefly on Wisconsin Agriculture and the Fair. James H. Cullison Jr., speaking on When It Pours—Rain Insurance, gave some excellent recommendations to the fair men on how best to protect themselves against inclement weather. Arlie Muecke, assistant director of Agricultural Extension, Madison, was to have spoken on The Older Rural Youth but was unable to reach Milwaukee in time for the session.

Seven directors elected to serve during 1941 are Taylor G. Brown, Oshkosh; Douglas Curran, Black River Falls; A. W. Kalbus, Milwaukee; William S. Klaus, De Pere; John T. Omerick, Antigo; W. H. Edridge, Plymouth, and J. P. Malone, Beaver Dam.

The annual dinner dance and floorshow was held Thursday evening in the Grand Ballroom, with a pleasing line-up of acts furnished by booking offices.

RADIO MEN MEET

(Continued from page 55)

the Mericans when Marissa Flores was femme half of the team (Miss Flores clicked on her own last year in the Rainbow Room, and the current team has also played that stand); Berry Sisters, previously known as the Bagelman Sisters, who were on Yiddish radio shows and records, and Dick Barstow, who is now the associate producer at the Sherman Hotel, Chicago.

Charles Spivak did recordings, as recommended, and Julio Martinez Oran-guyen and Barton Mumaw have done concert work.

Other letters recommended by The Billboard include Maxie Beer, Phyllis Colt, Dudley and Bostock, Nanette Fabares, Joan Edwards, Jack Guilford, John Hoystadt, Lucienne and Ashour, Lydia Sue Leeds, Norman Lloyd, Marty May, Barbara Terrell, Patricia Howell, Mabel Scott, Betty Jane Smith, Joe Oakie (who was caught as a stooge with Jack Haley

at the Strand and who has been signed for the Dennis King show), Fin Olsen, and Jane Pickens.

In Films

Also landing roles in films have been Bonnie Baker, Bobby Burns, Johnny Mercer, Buddy Brock, Herbert Rudley, Rosario and Antonio, who have been signed for MGM's *Ziegfeld Girl*; Phil Silva, Nina Russell, Nina Orla, and Norman Conway, who was recommended as a writer while in radio. *The Take It or Leave It* airshow, which was recommended for vaude, not only made a vaude appearance at the Fox, Detroit, but has made film shorts.

Other radio performers are Carlo Butti, Shering Oliver, Marty White, and Harry Mahool. Monica Moore, caught at a Beacon, New York, night club, is now in Havana doubling on the air and at San Soud.

Added possibilities who have appeared in vaude are the Hobby Lobby radio show, Arthur Elman, Charles Fredericks, Bobby Morris, and Jimmy Mulcahy.

Romo Vincent, who was listed as a legit possibility from the Hurricane, is not included in this recapitulation, since the show in which he has been signed has not yet opened.

Another legit possibility who is not included in the credits was caught while a student at the American Academy of Dramatic Arts. She is Helen Cannavaro, now fashion editor of PM, Henri Gine, formerly of the dance trio of Gine, De Quincy, and Lewis, is now a talent booker.

It was reported here that the broadcasters would contact Department of Justice officials within three days after their meeting Wednesday. It was expected that representatives of BMI would inform Mr. Arnold of the measures to be taken by the industry to avoid anti-trust action by the government. It was felt, possibly from the Hurricane, is not included in this recapitulation, since the show in which he has been signed has not yet opened.

Phila. Holiday Legit Grosses Look Good

PHILADELPHIA, Jan. 11.—Aided by New Year's Eve and Day business, local legit houses came thru with favorable grosses last week. For the first time in many a season week found four houses open, with two premieres on the board. Dennis King's *She Had To Say Yes*, at the Forrest, came thru with a neat \$20,000 on a \$3 top, with thanks to a New Year's Eve sellout at a \$4 top. Local critics said "no" on this one.

First Step to Heaven, the second bowing production, which relighted the Er-langer, squeezed thru with a fair \$9,000 at a \$2 top for a five-day week, having opened on New Year's Eve. Critics no liked, but added ifs.

Holiday coin plus extra matinees enabled *Sin, Sin, Sin* at the Locust Street to get \$3,500 on its closing second week. Walnut Street, opening with *Three Daughters*, Yiddish, reported his for first week above average. Hopes to hang on until *Life With Father* comes in.

Case of the Vanished Ducats

BOSTON, Jan. 11.—Two men have been ordered held for the grand jury by Municipal Judge Charles Carr on charges of receiving stolen property in connection with the disappearance of tickets to legit shows.

Mrs. Martha Levy, manager of Herri-ck's ticket office, told the court she had discovered that several hundred good tickets had disappeared over a period of 10 weeks. Some of the tickets, a block of 15, were for the Leonard Silman production, *All in Fun*.

The two men were said to have sold tickets to various individuals at their face value. Herri-ck's and other agencies collect a service charge in addition to the face value of the tickets.

A Cowhorn Already

CAPE MAY, N. J., Jan. 11.—The Cape Theater here has been leased for the third successive season by T. C. Upham and will open June 23 for 11 weeks of summer stock, two weeks more than in previous years. The following plays are scheduled: *Pymmalton, You Can't Take It With You, The First Mrs. Fraser, Stephen Foster, The Silver Cord, The Prince of Lairs, Lightnin', Margin for Error, Autumn Crocus, Candida*, and a new play.

San Carlo to Philly

PHILADELPHIA, Jan. 11.—Shuberts' Forrest Theater goes grand opera for the first time, booking in the San Carlo Opera Company for two weeks, starting January 27. Seven years ago the San Carlo troupe sang here.

Other bookings added brings *The Time of Your Life* to the Locust Street Theater the same night for a two-week stand. March 3 has been set for the opening date for both *The Man Who Came to Dinner* and *The Male Animal*, one going to the Forrest and the other to the Locust, selection still pending. New-comer scheduled, with date and house to be selected, is Johnny Belinda.

Shore's Legit Debut

CHICAGO, Jan. 11.—Willie Shore, comedian and institution at the Hi Hat Club, will take the lead in *See My Leisler*, Milton Berle's vehicle in New York. Curtain will raise around February 1 at either the Selwyn or the Studebaker. Shore will double at the Hi Hat, missing the first show to debut in legit.

"Ice Follies" Philly Click

PHILADELPHIA, Jan. 11.—*Ice Follies* of 1941 scored for the first three performances here at the Arena in a 10-show run ending tonight. Near-capacity of 5,200 attended the 6,000-seat Arena opening night (3), with 5,800 at the Saturday matinee (4), and a sell-out for the evening show. It was necessary to place three rows of seats on the ice surface for the Saturday matinee. Total for the full eight-day run (no Sunday) is expected to exceed 30,000, advance sale being heavy. Compares favorably with last year's engagement for the *Follies*, which had an attendance of 80,000 for 14 performances.

"Paris" Unit for Newark

NEW YORK, Jan. 11.—*Streets of Paris* unit has been set for the Adams, Newark, N. J., for three days, starting January 8.

The deal calls for 50 per cent from the first dollar, with the unit getting a guarantee of \$3,500 net. Bill Miller and Eddie Sherman set the date.

Harvester Company Shows

CHICAGO, Jan. 11.—International Harvester Company is launching a series of sales promotional shows that will

play 65 Illinois towns during the next seven weeks. Shows are being booked thru Elsie Cole, of Chicago Artists' Bureau, and will consist of a band and six acts. They will be staged in theaters, auditoriums, and halls.

Two towns a day will be played under auspices of the local International dealers, a matinee being played in one town and a night show in the next.

Bookings include Don Jaks and his orchestra; Bill Talent, juggler; Annette Arius, acrobatic violinist; Parker Brothers, knockabout comedy; Chick Thomas, comedian, and Cadet Kosak, xylophonist.

GREAT SUTTON SHOWS

OPEN SATURDAY, APRIL 19

WANT

Shows, rides and clean concessions. Would like to book Tilt-a-Whirl with own transportation. Will furnish tents and panel fronts for any good show. What have you? Will sell exclusive on Cookhouse, Photo Gallery and MHF camp. Will book cheap concessions and Ball Racks very cheap. GREAT SUTTON SHOWS, Box 304, Osceola, Arkansas

WANTED

For Kissimmee, Florida, Agriculture and Live Stock Fair at Kissimmee, Fla., week of Jan. 20th to 25th, inclusive. Legitimate Comedians of all kinds, especially RINGS, Long Range Gallery, American Pastry, Ball Games, Scales, Cigarette Gallery, Shows with own outfits (no Girl Shows), Glass House, Ribbon, wire, Billops, Cookhouse and Rollo-Plane. Fair grounds right in the heart of the business district. Other spots to follow. Address:

Lorene Midway Attractions

HARRY C. DALVINE, Mgr., Tampa, Florida, 311 Jan. 15th

BRIGHT LIGHTS EXPOSITION SHOWS

Want for coming season, open last week in April in Ohio. Want Shows, Rides and Concessions of all kinds. Cook House and Blinks will open. Positively no racket of any kind. Everything open except Pop Corn and Jingles. Write or wire

JOHN DECOMA, Mgr., Pittsburgh, Pa. P.O. Box 200, Progress, Pa. to info at once.

WANTED CARNIVALS

And other Attractions by Disabled American Veterans for spring and summer beginning week of April 28th.

MILES MEREDITH

County Court House, PADUCAH, KY.

West Coast Amusement Co.

Can play the Act that can double in circus program. 24 week season guaranteed on West Coast. Harry and Viola Binks, write.

JACK JOYCE, Circus Manager, Honolulu, T. H. Box 2297,

Ideal Exposition Shows, Inc.

America's Best Amusements

For 1941 season we will present the most modern Outdoor Exposition, with new outstanding fronts, streamlined riding devices and illumination that will be a revelation. Celebration Committees and Fair Secretaries, write us for our new plan and proposition, it will interest you. We will show in Eastern territory from Florida to Maine and as far west as Ohio.

Can place Octopus and Rollo Plane, also any new Riding Device. Will book real Side Show with or without your own outfit, also Expose Show and Posing Model Show or any new Attraction worth while.

All Concessions except Bingo now being booked, including Wheels, Palmyrist and Grind Store. Have complete Cook House ready to operate. Will sell at sacrifice bargain, and will book it on the show or will sell it without booking. Will book good Cook House with own outfit. Carl (Huncky) Kolinsky, get in touch with me at once.

Write or wire WILLIAM GLICK, Gen. Mgr., 817 St. Paul St., Baltimore, Md. Winter Quarters, Fair Grounds, Salisbury, N. C.

FUNLAND SHOWS

FIRST CALL! Open March 31 in South Carolina—WANT

Shows and Rides not conflicting. Drome, Minstrel, Monkey, Girl and Sideshow, Silver Streak, Rollo-Plane and Rides-O-OPEN. Concessions all open except Bingo, Popcorn, Apples and Floss. (No spin-dolls, dunks or gyps.) Jack Perry, E. Schnopol, Chase and Whitaker, answer. All replies: WINTER QUARTERS, COLUMBIA, S. C.

Hartmann's Broadcast

CINCINNATI

THE UNIQUE funeral of Dode Fiske, the veteran ex-circus owner, at Columbus, O., probably created more concern than the funeral of anyone else either in or out of show business. Newspapers everywhere in this country carried stories, in a number of cases on their front pages, and magazines and newsreels also gave the funeral considerable attention.

They say it was the wish of the deceased that his funeral be without the usual mourning and weeping and with plenty of live music, and all reports indicate that the wish was more than fulfilled. There are some who think this manner of conducting a funeral is disrespectful, while others can see no objection.

Parson Doc Waddell, the old-time circus and carnival press man, who was selected as the one to preside at the service, says the publicity given the funeral was the greatest he ever figured in. We believe readers of this column will be interested in his own account of the funeral, as follows:

"The Dode Fisk funeral set a precedent. Showfolk present expressed the opinion that they wanted to be laid away in the same manner and form—no flowers, no crepe, no weeping, plenty of live music, everything snappy. And men of business said the same thing. I was glad to be the master of ceremonies for my old friend, brother, and pal. Of course the daily press printed wisecracks, which most clergymen and the holler-thoughtful, who are bitter enemies of the show, pick up and detest and use unjustly. Really, the Dode Fisk funeral service, while 'circusy,' was beautiful and international. It crashed the front pages of newspapers in all parts of the world. *Life*, other magazines, all big city papers, and Hollywood cameras were busy. It is the greatest publicity I ever figured in.

"Several days after the unique funeral I was in a ministers' meeting. A young lady, single, was introduced as 'the most outstanding social service worker' the pastor ever knew. I believe I have met some who excel her. They are married women, the mothers of children, and know the home and kiddies are truly practical. The young lady's address was paper or empty. She read it off. No mention of God, Christ, Holy Word in it. Then the ministers complimented it. One took a rap at the town because it had no board of health, solar-plexed the city commission, and from his attitude and remarks, all were wrong, except him. Right there I arose, as the circus preacher, and said: 'We can well forget health board, city commission, social service. To my way of thinking, in all these things and, perhaps, in ourselves is lacking Jesus Christ.' I sat down when one of the prominent pastors passionately lamned at me that I had been at a funeral where a woman said there was everything except a drink.' To this I replied: 'You evidently read the papers, depend on hearsay, not facts. The funeral was beautiful. And get this, wherever you find the circus parson he will be for Jesus, and know this, I'll always be found seeking the lost.'

"Why this unjust, uncalled for assail against shows and showfolk? It is born of erroneous-thinking minds, and these are generally possessed by highbrows who think they have religion, when, in reality, they have gypsypia.

"I am glad I established the 'canvas church' for showfolk; that I preach in the worst spots where no other minister goes, and wherever and whenever I preach I take the part of showfolk and shows and defend them.

"Dode Fisk's funeral sermon will not be the last one at which I will speak memory tribute. He made the 37th for which I officiated, and the way letters are coming in from showdom's well known making request for me as their final 'master of ceremonies,' I will be kept quite busy if I live."

IN A NEWS release issue recently, Paul V. McNutt, Federal Security Administrator, gave brief accounts of developments in each major geographic area in the country that should be of some help to circus, carnival, and many other traveling showmen when arranging their routes for the coming season.

In New England (all six States) and New York he said continued acceleration

of industrial activity is reported. The some machine shops are still inactive, most defense industries are operating additional shifts or working overtime. Plant expansion is widespread; some plants being able to accommodate additional workers until they have more space and equipment. Construction of army camps and housing developments in several of these States, in addition to plant expansion, is creating a great demand for construction workers of all kinds.

To the Middle Atlantic area (New Jersey, Delaware, Maryland, District of Columbia, Virginia, West Virginia, and Kentucky—no report from Pennsylvania) more than one-third of all defense contracts awarded have been allotted, causing a sharp increase in industrial and construction activity.

In the Southwest (Kansas, Missouri, Oklahoma, and Texas) business conditions are uneven, some areas reporting little change from previous months, while others report increased activity in all lines of business because of the defense program. Greatest activity is centered in the construction and aircraft industries. Much of the construction is military—forts, cantonments, and flying fields. In industrial areas, plant expansion is widespread, and residential building to accommodate workers is also in process.

The North Central States (Iowa, Nebraska, North Dakota, South Dakota, and Minnesota), because of being largely agricultural and having no sizable inland waterway ports, have not yet felt any great stimulus from the national defense program. The greatest activity is in military construction.

All of the States in the Great Lakes region (Illinois, Indiana, Ohio, and Wisconsin—no report from Michigan) report considerable plant expansion and increased employment. A large volume of public and private construction is under way, with more projects planned for the near future.

Every State in the Southeast (Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina, and Tennessee) reports increased industrial activity. Building construction continues to be most important, with work on army and navy contracts creating the greatest demand for workers. The volume of private construction has also increased.

In the Rocky Mountain region (Arizona, Colorado, Idaho, Montana, New Mexico, Utah, and Wyoming) a shortage of harvest hands and migrant workers continues. Among non-agricultural activities, there has been an increased demand for workers in the oil fields, in cotton ginning, and in public and private construction in New Mexico.

In the Pacific region (California, Oregon, Washington, and Nevada) aircraft and shipbuilding continues to lead the industrial upswing. Construction activity is extensive on new plants and plant additions and on shelters for men and machines at army bases and airports. Industries allied to aircraft have also been stimulated.

Leonard Traube's Out in the Open

NEW YORK

Rodeo on the Fade?

A GOOD friend and shrewd observer forwards a brief but interesting analysis of the rodeo business. He describes it as "a ramble not for publication," but we think if his name is omitted his confidence has not been misplaced. Is this treachery? We hardly think so because the correspondent owes it to the field he loves so much to state his position on a branch of the amusement business in which so much money is tied up—or used to be, at any rate. The observations:

"From all I can observe of the rodeo business, unless some drastic changes are made in its organization, exploitation, and presentation, it is bound to follow the path of the old-time traveling Wild West show. They went out of business when the field was swamped by imitations of the real thing; and it is beginning to look like something along that line is transpiring in what is nowadays referred to as the 'rodeo' field. That billing seems to take in a lot of territory absolutely foreign to the original frontier day celebration and cowboy contest upon which public interest and general support was founded.

"These boys with the tuxedos and the radio technique who insist on 'streamlining' and 'modernizing' such celebrations and introducing on the program such 'thrilling' events as crooners, horse-shoe pitchers, circus Liberty acts, personal appearances of screen and radio stars, etc., are sure living up to a 'thrilling program.' Certainly such 'dare-devil' feats streamline a cowboy show right out of the picture.

"I'm afraid anyone advertising Indians on the warpath . . . scalping people . . . in a show . . . in this day and age . . . would find such activities pretty tame compared with what science and diabolical planning by our moderns have accomplished in 'streamlining' mass murder."

WHEN the opening of an amusement park is characterized as one of the most important events of the year, it's News with a capital N. In its annual listing of the most important events of 1940 *The Springfield (Mass.) Republican* included the following: "May 29—Great crowd at Riverside Park, Agawam; opening crowd causes terrific traffic jam." Eddie Carroll, managing director, and his tub-thumper, Harry Stovin, should be proud even if the listing is confined to local or State-wide news events.

It reminds us that when Carroll departed for the Chicago convention the rotogravure section ran a picture of the Bay State Barnum showing him getting off for the Windy City. We're just wondering how many other park impressions or their Friday boys make it a custom of capitalizing on off-season events.

MRS. TOM RANKINE of the Showmen's League Ladies' Auxiliary (not to mention Royal American Shows), came east for a post-holiday visit, including a

look-see of her home town, Worcester, Mass. "That's where Fred Allen is from," she was told. This was new to Mrs. Rankine. "I always knew there was something about Worcester I like in addition to the fact that I originated there," she said. . . . Also around town preparatory to shooting down to the Florida State Fair at Tampa was Irish Horan, unit manager of Jimmie Lynch's Death Dodgers.

. . . Publishers Harcourt, Brace have put out a buck-forty-nine edition of M. B. Werner's *Barnum*, thus scooping the field. This year is the 60th anniversary of P. T.'s death. . . . Art (Duffield Fireworks) Brisse saw Doc Shean and Lew Dufour in Miami and was so inspired that he went to Key West to do a little fishing. Probably very little, if we know our Arturo.

A READER sends a note with a clipping. The note: "Many a carnival magnate might get some value out of the following if it were not such a mental strain trying to figure out what it means."

The clipping: "Many business firms have gone into bankruptcy in the past decade largely because of the bullheadedness of some of the leaders who couldn't read the signs of change in this streamlined modern age and who thought they could still win their way to success by using the old methods that had proved successful in previous decades."

Amusement Corporation of America publicity man is in Louisville, Ky., doing some special press work. . . . Sam (Hellsopple) Stratton hopped into Chi for a couple of days and we're wondering whether that's an indication that the Billy House-Eddie Garr opus may come into the Windy City before the season wanes. Show had a big week in Detroit, the 11-day engagement hitting around 550. It's on one-nighters now, keeping Sam and his right-hand man Eddie Johnson on the jump. . . . Pat Purcell came in early last week for a preliminary pause before starting on the fair meetings, and the best he could do at the Sherman was to get a room for two days, due to convention activities. . . . Karl and Jennie Knecht postcarded from Port Lauderdale, Fla., that they have been having a delightful time on their Southern vacation trip. They spent New Year's Day with Clara Knecht at Clyde Beatty's animal farm. . . . Ned Toril hustled back to Milwaukee after a brief sojourn in Chi and had everything in readiness for the Tin Bucketers when they descended on the City of Beer. . . . It looks as if several of the circus boys who were with carnivals in '40 will be back in the white top fold this season. . . . Harry Hennes recovered from a set-to with a cold in time to make the Indiana fair meeting.

PAUL VAN POOL, Joplin Coca Cola man and circus fan, writes that Claude and Pauline Webb are doing all right this winter at Rolla, Mo., where considerable defense work is in progress. With thousands of soldiers at Rolla, the Webbs should have an excellent opening in the spring—if they happen to make their starting date coincide with a payday. . . . One look at Jim Malone's Florida State Fair News is enough to make a guy want to chuck business and hustle off to Tampa. Looks like a great show this year! Incidentally, the Pennsylvania railroad is co-operating with Florida with a spectacular exhibit in the Union Station here, celebrating the initial run of the road's new streamliner, the South Wind, which is setting a new time record to Florida.

Selective Service Mail

In the Circus 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 Circus Department is given a list of registrants who are considered delinquents.

Nat Green's

The Crossroads

CHICAGO

TOO bad that most of the outdoor showmen are not in Chicago this week, as they undoubtedly could not get some new ideas at the International Home Furnishings Show now in progress in the huge Merchandise Mart. There's one exhibit that the girl show producers probably would appreciate and it might give them some new and workable ideas for their shows. This is the girl dressed in gas vapor and light. She's beautiful and shapely, and strides around the fluorescent lighting exhibit like a Queen of Light. Idea back of the exhibit is to demonstrate the use of fluorescent lighting in homes, but it opens up a lot of possibilities for shows, too. By use of the "black light" many marvelous color combinations can be worked out and numerous deceptive

effects bordering on magic can be obtained.

Speaking of magic, the hotel men are wishing that by some hocus-pocus they could increase their room capacity. With 12,000 furniture buyers, 30,000 shoe men, 5,000 coin machine men, and thousands in other lines attending conventions in Chi this week, every big and little hotel in town is packed to capacity. Association of Commerce estimates there are 130,000 visitors in town. Which is a bit of all right for the theaters and night clubs!

J. C. DONAHUE, Ringling traffic manager, returned early last week from a business trip to Pittsburgh and is busy figuring out the routing of the Big One for next season. . . . W. B. Naylor,

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •

AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers.

Conducted by WALTER W. HURD—Communications to Ashland Building, Clark and Randolph Streets, Chicago

The Year 1940

IN SKETCHING a brief history of the highlights of the coin machine industry during the year 1940 it will be expedient to consider the industry in its three main divisions—amusement games, music machines, and merchandising machines—as each division has its own major developments in the course of a year.

Briefly, the year focused chief attention on ray target machines and on the spread of the replay (free-play) principle in the amusement games field. In music, the outstanding feature was the continued use of accessory equipment, such as wall boxes and bar boxes, on a surprisingly large scale. In the merchandising machine field, the success of beverage venders during the summer and the spread of a slug epidemic on a national scale attracted wide attention.

I. AMUSEMENT GAMES

Alphabetically, amusement games come first. In the absence of statistics concerning the trade as a whole, it is not possible to make comparisons. When the annual convention brought the trade together on January 15, 1940, the usual hope for a new and revolutionary type of amusement game was in everybody's mind. But games for the last few years have held generally true to type and the amusement field still awaits an unusual and original trend. Following the convention, bowling games and the ray target machines soon began to show a rapid climb to prominence. Bowling games did not maintain the pace for more than a few months but the targets continued very popular thru the year, thus marking up an unusual record. It was a revival of popularity for the targets since they have had a previous period of wide use.

Since pinball games in all their forms are subject to many legal ups and downs, both the bowling games and targets proved very useful to fill in for operators when pinball games came into political disfavor in any territory. This use of the two types of machines served to introduce them anew in wide sections of the country and also to demonstrate their value for operation.

Preparedness Influence

It was evident also that the growing interest in military preparedness thruout the nation proved helpful to the ray targets. The whole coin machine industry felt the beneficial effects of preparedness and defense money as the year moved forward. And the popular interest in the targets was only one of the many influences of preparedness, and it was an important one. Models were developed to imitate machine-gun fire and targets were constructed to suggest a semblance of actual warfare. The war spirit had really entered the amusement machine field. Near camps the targets were said to prove especially attractive to soldiers when off duty.

Games Still Popular

While these specialties made big headway, at the time the modern pinball game in all its variety was holding its own as a big business. The year 1940 may be called a year of transition between two legislative years, with the games subject to many local political influences. With few State Legislatures meeting during 1940, legal interest centered chiefly in the cities. Several new games license systems were passed in the smaller cities. There was also a tendency to increase the license fees in cities. This is a tendency that long had been expected, and those who opposed license systems in the beginning argued that once a license is on the books the tendency will be to raise the fees higher and higher. Until the legislative period of 1941 is over it is not possible to suggest any permanent solutions. Two large cities discarded the licenses altogether—Los Angeles just before the beginning of 1940 and Detroit on July 1, 1940. In both cities the games business came to an end,

so it seems that a license system is almost the only way to give some legal stability to a business subject to political agitation and crusades. New York dropped its license system during its last mayoralty campaign, due to political agitation, but games have since operated successfully without a license system. On December 31 trade reports indicated a conservative estimate of about 15,000 games in New York and suburbs.

Good Legal Foundations

Since the year 1940 was a transition period for the amusement machine field, between two legislative years, then it is well to consider that some good legal foundations had been laid for legal recognition of the industry. How much this will help during a new period of legislation remains to be seen. It is probable that the examples now on record may be the basis of several new State and city license systems.

The Arkansas license system adopted in 1939 operated so well during 1940 that it can be considered as a model State license law. The 1939 law was amended to correct some unfair points of the earlier law. Thus, a license system can be improved once it is on the books. The Arkansas law has the unfavorable point that it includes music machines and vending machines in the same law with amusement machines. Most legislatures will show a strong tendency to group them all together.

North Carolina, South Carolina, Tennessee, Virginia, and Vermont also have State license systems on the books; the Vermont law is more of an enabling act than anything else. Texas has a State license law on the books but it has been inoperative for years due to political conditions. Pennsylvania collects a State tax on amusement games by virtue of two State Supreme Court decisions which have declared the games subject to a 1907 tax law applicable to bowling, pool, and similar games. Due to this high court sanction, games operate in the State, and many cities in the State also have followed with local licenses. The State fee and the city fees tend to be excessively high for novelty games.

In the national picture, more than 50 cities of importance now license amusement games. License systems have spread widely in the Minnesota area, following a survey on amusement games licensing by the Minnesota Municipal League a few years ago.

The amusement machine trade had these legal foundations in 1940 and a large national industry was maintained with this aid thru the year. It is hoped that these legal foundations will serve as a starting point for many legal gains in 1941.

The trends during 1940 may be summarized as: (1) The amusement games industry followed national popular trends, as shown by the spread of target guns; (2) Several State and city license systems were being given a thorough trial in actual use; (3) Taxes tended to go higher in keeping with all taxes; (4) Pinball games tended to hold true to type, with plenty of variety but no real innovations; and (5) One of the main points of legal contention was over the question of replay (free-play) systems of award on pinball games.

Law Strains at Gnat

As a matter of legal history, this controversy over the question of replay (free-play) awards on pinball games hovers between the ridiculous and the sublime. That it was sublime is indicated by the fact that the Ohio State Supreme Court, in a belabored opinion, tried to point out just why all mechanical games are basically gambling devices and hence any extra plays are also gambling. That there is a ludicrous side to the question was indicated by a Circuit Court opinion in Kansas City, Mo., December 31, 1940. (This case may go to the Kansas Supreme Court.) The question of free-play games came before the court. The judge announced his unfavorable opinion of the games in themselves



"EVERYBODY WORKS for defense, and defense money works for everybody." (Cartoon by Shoemaker, Chicago Daily News, January 3, 1941.)

but said that to bring the question of free-play awards before a court was raising too momentous a question. The opposition contended that free plays are a "thing of value" and hence constitute gambling when given as an award.

The Kansas City judge suggested that calling such free plays "a thing of value" or property is just like calling kisses or love "property" or "a thing of value." The points of argument are "too momentous" for courts to decide, he suggested.

Yet many a court considered this weighty question during 1940 with a seriousness as if the fate of the nation depended upon it. As the year closed, a Federal Court in New Orleans was considering the question in all seriousness.

Who knows but that in 1941 the question of replay (free-play) games may become a national question of greater importance than the European war?

What is this replay or free-play games question? Manufacturers had developed a type of pinball game that would mechanically give the player additional plays (called replay or free plays) under certain conditions of playing or for certain scores. This proved to be widely popular because it is universal to give additional plays or extended playing for skill or certain scores. A baseball game may be extended several innings under certain conditions—and the spectators get more for their money. In all games some provision is made for extra plays, call them replays, free-plays, or what you will.

In amusement games this matter was finally solved mechanically, and coin-operated games became that much more true to life. No one dreamed that the question would become such a "momentous" problem for the courts to decide. The legal question involved was whether any additional plays (replays or free plays) are "a thing of value." If the additional plays have value, then such awards would make the offer of the extra plays an act of gambling.

When the games were first introduced they were called free-play games. When the free-play idea became such a momentous legal question, many people in the trade adopted the term replay games in order to avoid the word free. The year came to an end without any court passing on the question whether "re-" or "free" would be the better word. However, it will go down to the glory of our courts and legal systems that the principle of extra, additional replays or free-plays was a big question in amusement games history in 1940.

While no statistics are available to show how many amusement games were in operation in 1940, a few random figures from scattered States and cities will indicate some-

thing of how widespread the machines are: North Carolina, 9,395 licensed games; Arkansas, 2,262 licensed games; Philadelphia, 4,500 licensed machines; Lake Charles, La., 193 games; Wilkes-Barre, Pa., 235 licensed machines; Detroit, 153 licensed operators and 3,565 licensed locations (June 30, 1940); Syracuse, N. Y., 369 licensed games.

The Census Bureau released its census of manufacturers in 1940, which was for the year 1939. This report gave the total games manufactured in 1939 as 109,579. Other amusement devices were reported as 2,741.

II. MUSIC MACHINES

A point of saturation is expected to come in the use of every mechanical device and saturation had been expected in the music box field every year since 1936. Manufacturers themselves often had the jitters, but the year 1940 established a new idea in the music field that music men generally agree gives the whole business "at least two more years of prosperity"—and in two years other ideas will come along.

What would be a point of saturation in the music box trade? For practical working purposes, the trade estimate was placed at 400,000 music boxes in use in the United States in 1940. The phonograph manufacturers' association placed the number very conservatively at about 250,000 machines. There are no definite statistics otherwise available, but State and city license systems and trade associations began to give a definite check in certain areas. For example, it was known that about 14,000 music boxes were in use in Chicago and its suburbs. Trends during 1940 have tended to decrease the number of phonographs sold but to greatly increase the use of records and the value of the music services given to the public.

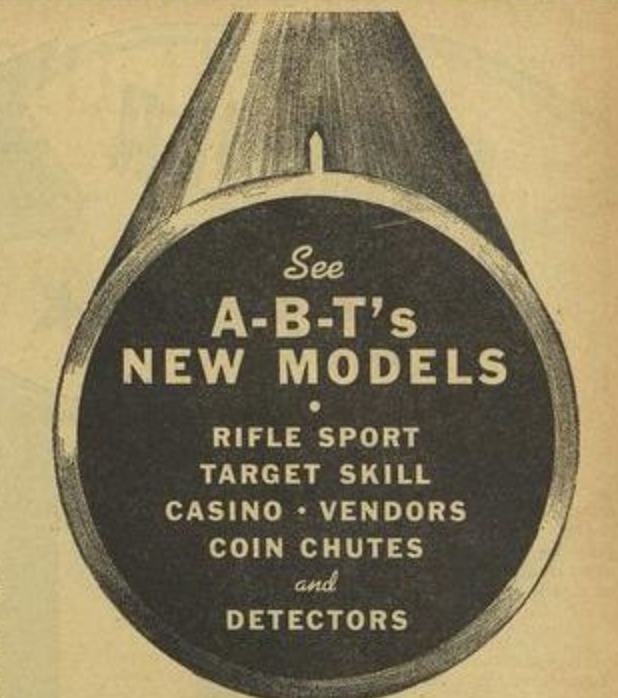
The phonograph industry during 1940 turned completely to the idea of giving greater music service to the public by the use of various accessories, such as wall boxes, bar boxes, wireless and wired speakers, and similar devices. The whole idea underlying the success of these accessory devices was that they make it much more convenient for the patron to deposit his coin and select the desired music. It was just another step in catering to the public and it had to come in the music business. The effect was to increase the popular favor and esteem of the phonograph music services; that the increased installation of these improved services will continue during 1941 is generally expected by the trade.

The volume of business in these music accessories may be indicated by the report that one phonograph manufacturing firm had gross sales of such accessories in one month of almost \$500,000.

Manufacturers said that the emphasis would soon shift back to and would always be on the quality of music reproduction, and that better and better phonographs would be the watchword. They would continue to manufacture what the trade immediately demands but the glorified phonograph with constantly improved music qualities is the ideal of the industry. Operators echoed the same desire for better music quality but they usually think of it in terms of better records. They kept calling for better recordings, or more hit tunes.

Widespread Publicity

The music box business was disturbed, or honored, by a great amount of newspaper and magazine publicity during the year 1940. Trained to generally shun publicity, most of the music operators were disturbed by so much publicity. Then a lot of it was written by freelance writers who did not know and



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Financially sound and successful operators can increase their weekly income by operating our RAY-O-LITE Electric Ray Guns on percentage basis. Limited number available.

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FAN DANCE TONIGHT!

Some folks like their amusement on the burlesque side, while others prefer more sedate entertainment. But you'll find that EVERYONE, EVERYWHERE, gets a big kick out of talking pictures on the great PHOTOMATIC machine! The ONE coin machine that has made big money LEGALLY for ops every week for the past seven years.

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BARGAINS FROM DAVE MARION

Money Back Guarantee If Not Satisfied.

Gloper (Last) \$10.00	Imp 16 Cig. . . \$ 7.50
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Liberty Bell . . 21.50	Ottobello T. Drive . 9.00
Wills B. Dial . . 10.00	Model F (Last) 16.00
Challenger . . 12.50	
Vad Pockets, Lile Blue & Gold (Like New) 24.50	

Write for Jan. Pre-Inventory Bargain List.
Always—Write Us for Quotations—All Types.
1/3 Deposit Required—Immediate Service.

Write for Complete Bargain List.
MARION COMPANY, Wichita, Kansas.

could not be expected to know when they were injuring the business. There are highly competitive angles in the music field and many of the articles appearing in the press were definitely favorable to one angle of competition and injurious to another branch. Free-lance writers did not realize in a highly competitive age how easy it is to injure a business. As usual, much of the publicity tended to exaggerate the earnings of the music boxes, without giving any attention to the heavy investments, outlays for records, and commissions paid to the establishments where music boxes are placed.

Experienced men in the business, however, recognized that an industry with machines in so many public places and occupying so important a place in supplying popular music to the masses must come in for much publicity and human interest stories.

Another factor that added to the bulk of publicity during the year

was the introduction of modern movie machines and the advent of telephone music systems. The coming of coin-operated movie machines brought the interest of the movie industry with all of its high-powered publicity into the music machine field. For the new movie machines were heralded as the ultimate in coin-operated entertainment. A phonograph manufacturer took the lead in the introduction of the new movie machines and as many as a dozen firms announced developments in this field.

The real crux of the movie machine picture in 1940 hinged on the production of suitable and attractive films. Hollywood producers turned their attention to this problem, which probably will continue to be the biggest job facing movie machine backers. It was found that an entirely new type of film, with new acting technique, would have (See THE YEAR 1940 on page 70)

ROCK-OLA

PRESENTS

for '41



Spectravox Tone Column—An amazing new achievement in acoustical engineering. Nothing ever before like it. Completely eliminates high frequency beam projection of sound and extends musical spectrum two full octaves beyond ordinary cabinet reproduction. Picks out individual instruments in orchestra and recreates them with life-like, third dimensional Beauty.

★

ROCK-OLA
SPECTRAVOX
Tone Column



Plus



PHONOGRAPHS

ROCK-OLA Luxury Lightup Phonographs need no introduction. Their splendid performance record speaks for itself. In Beauty, Simplicity and Reliability they have long led the field of Automatic Music. From coast to coast the acclaim has been: *first in profits—first in service—and first in quality.* Of them it may be truthfully said, "*The Best There Is In Music!*"



Dial-a-Tune

Fascinating remote control Wall and Bar Boxes that bring music to every patron's elbow—easily and profitably! Each unit gorgeously lighted, attractively finished, and equipped with individual coin receptacle. It's *fun* to make selections the Dial-A-Tune way. Increases earnings as much as 300%!



MYSTIC MUSIC

The *perfect* wired music system for all better locations. Offers a wide selection of records and "sells" patrons the thrill of actually talking with the Mystic Music Personality Girls. Can be used as conventional phonograph whenever desired by simply pressing a convenient button located on side of machine.



ACCESSORIES



THE GREATEST LINE
OF Luxury Lightup MUSIC
EQUIPMENT BUILT IN
THE GREATEST FAC-
TORY IN THE INDUSTRY



The Year 1940

(Continued From Page 67)

to be developed for the movie machines. Current developments during the year tended to be simple illustrations of musicians in action, giving what might be called an illustrated recording. The possibility of musical shorts and musical comedy stunts was suggested. Producers predicted they would meet the new opportunities during 1941. As to the coin machine industry, it seemed that successful coin-operated movie machines had at last been produced after many years of costly and unsuccessful attempts. And as a matter of history, the movie industry which started from the biograph and the nickelodeon days was now turning back to coin-operated movie machines.

Telephone music attained considerable attention and enjoyed a widespread newspaper publicity wave near the close of the year. The system consisted of a central board or studio with leased telephone wires extending to music outlets in 10 to 30 establishments. The central studio had one or more attendants and from a few dozen to hundreds of popular records which could be placed on record turntables and piped to the point where the music had been requested. The patron spoke into a microphone to request a recording and also deposited his coin. The phonograph trade met this new idea by fitting standard phonographs with microphones and using them in the telephone systems as music outlets. When it was desired to discontinue leasing the telephone wires the standard phonographs would remain in the establishment to furnish popular music as usual.

The wide publicity given to movie machines and telephone music tended to disturb music operators for a long period during 1940, as they did not know how big an inroad the new music ideas would make on their locations. Time proved that the new music ideas would be limited in their field and would take only a few of what may be called the best locations.

Juke Box Jitters

Another type of publicity that made the music box trade nervous during 1940 was the use of the term juke box to refer to phonographs. The newspapers liked the term and it was also popular with the public. Due to its similarity to the juke joints in certain Southern States it was supposed to suggest a bad atmosphere and the phonograph trade tried hard to promote the use of the term music box instead of juke box. But nothing could be done to stay the tide for juke box as created by popular opinion and the newspapers.

So, trade opinion began to favor accepting juke box and to make the best of it. Government agencies were asked to trace the term juke to its origin and see if a favorable human interest story could be found. Reports indicated that it originated in Europe, perhaps Vienna, and that it has a very favorable and historic background. Where juke joints are known the phonographs are usually called "piccolos" so it may be that juke boxes will be the most favorable and the most popular name for the phonographs, with an interesting historical background to support it.

Popular Music Service

The phonograph industry added another year to its record of supplying popular music to the American public. The year was most successful for the industry due to the normal increase of the industry as a whole and also to the national recognition given to the phonograph

business for its great service in supplying popular music to the masses. In 1940, the music box trade came into full recognition along with the movies, radio, and night clubs as suppliers of popular music to the people. It was found that the popularity of the music boxes in thousands of establishments stimulated all branches of the music business, from sheet music and instrument sales to the national popularity of orchestras and musicians. The great boom in the sale of records was another score for the phonograph industry. More important than all in its commercial import was the fact that commercial phonographs had at last made the public conscious of the record changer and so home phonographs with record changers came on the market in large numbers during the second half of 1940. This promised to be one of the outstanding trends in phonograph and record history, for it would give the phonograph new meaning in the home and would also boost the sales of records in complete sets or programs rather than by single records.

Those Phonograph Earnings

On the other hand, the recognition of the importance of the music box in the popular music field had at least one unfavorable reaction. It was given widest publicity in the movies made by ASCAP (American Society of Composers, Authors, and Publishers) to assess larger fees both on broadcasting stations and also on the commercial phonographs. The movement came before Congress early in the year in an effort by music publishers to get a change in the copyright law which would open the way to assess special fees on the music boxes. Due to the press of greater issues, this movement was lost by March, 1940. In June, the American Federation of Musicians in national convention did not pass any resolutions concerning phonographs, so the issue seemed settled until test cases began to appear in court. A number of these cases were passed upon in State and Federal districts, all unfavorable to ASCAP and similar interests, and the year closed with the United States Supreme Court agreeing to hear at least two of these cases on appeal, which means that the whole issue is sure to come before the highest court. Also pending at the end of the year was a test case started in Pennsylvania in which phonographs and phonograph locations were definitely involved. Radio stations were



MOË MANDELL, owner and manager of Northwestern Sales & Service Company, Brooklyn, won the title of No. 1 Northwestern distributor in a contest conducted by the Northwestern Corporation, Morris, Ill., manufacturer of vending machines.

in the forefront in all these tests asking for higher fees on copyright music, but the ultimate effect would be to involve the commercial phonographs. The Department of Justice entered the situation late in the year with announcement of anti-trust prosecutions against any and all monopolies in the music field. The attitude of the national government was expected to be against copyright monopolies, following the principles set forth by the TNEC report in 1939.

Phonograph production figures for 1940 were estimated tentatively at 48,000 machines by the manufacturing industry. This compares with about 70,000 machines in 1939, and 53,000 machines in 1938.

III. VENDING MACHINES

The year 1940 was a normal one in the vending machine field, with the exception of the effect of State taxes on cigarette machines and also the widespread slug epidemic that seemed to follow the price changes caused by increased taxes. A year that is normal has little to put down as history, so the record of vending machines in 1940 can be told in briefer space than that of amusement and music machines.

The entire vending machine business was stimulated by the increased industrial and business activity all over the nation, due to the spread of defense money. Never before in the history of the trade, since the big promotions of the late '20s, had the vending machine trade felt such signs of prosperity. But this time the business growth during 1940 at least remained normal and without

any of the unsound promotions of the late '20s. The only vending machine field where any promotional money was seen at all was in the beverage machine field, and this took the form of sound financing of purchases by experienced financial houses.

Therefore, the year 1940 may be called the best year in vending machine history, with normal expansion in all types of machines based on national trends and with no unsound promotions showing up.

The benefits of defense money came about by the fact that many industrial plants opened up or expanded activity. Industrial plants always have been good locations for vending machines. By 1940, much greater attention was paid to the welfare of employees, so that managements invited the use of machines dispensing candy bars, nuts, soft drinks, cigarettes, and milk, for employees. As plants began to open up the call for vending machines increased rapidly. This trend is expected to become even greater in 1941.

Cigarette Taxes Spread

The most interesting chapter in vending machine history during 1940 relates to the spread of State and city taxes on cigarettes; also the Federal tax on cigarettes was increased by one-half cent during the year. The year closed with 28 States having a tax on cigarettes. The cases of a direct tax on cigarette machines were few, but each additional tax on cigarettes affected machines because in most cases it meant a price change, and price changes also brought competition between chain stores and independents in the picture sharply. One interesting sidelight on the spread of State cigarette taxes was the lobbying done for such taxes by makers of stamping devices that place the stamps on the packs. Most States allowed a commission (often 3 to 10 per cent) to jobbers for affixing these tax stamps, so the vital question was raised whether cigarette operators are jobbers, sub-jobbers, or retailers.

In Wisconsin, it was tentatively decided that cigarette operators are sub-jobbers; in Denver a court decision placed cigarette men in the class of retailers and reduced the city tax on cigarette machines to the same fee as that assessed on tobacco retailers. In Illinois, the State association of cigarette operators asked the Legislature to classify them "as operators of cigarette merchandising machines performing wholesaling functions in the sale of cigarettes." This seemed to be the most logical definition for determining the legal status of cigarette operators.

In Ohio, independent tobacco retailers instituted test cases under the State fair-trade laws to compel chain stores to sell at a standard price, not to use cigarettes as loss leaders. The verdicts in appellate courts were against the independents. The cigarette retailers accepted cigarette operators as a division of their trade association during the year. At least one test case was destined for the Ohio Supreme Court. It appeared at the end of the year.

No one ever dreamed that taxes on cigarettes would raise so many questions for cigarette operators, such as fair-trade laws, price changes, independent vs. chains, whether jobbers or retailers, and others. But the spread of State cigarette taxes raised all those questions, and also one of the most unusual slug epidemics in vending machine history.

How It Paid to Slug

The spread of taxes made it necessary to increase cigarette prices in machines in many States to 16, 17, or 18 cents. In general, independent stores also raised their prices (See THE YEAR 1940 on page 77)



HAVING FUN WITH DAVAL'S CUB AND ACE are the two Daval girls. Officials declare: "Since Daval featured these girls, thousands of operators have elected the baby beauties of the coin machine business—Cub and Ace."

1940 Market Reports

ONE of the highest types of news services that can be offered to an industry is that of regular and reliable market news and reports. But to offer such services calls for trained reporters and an efficient organization.

The Billboard has been publishing various types of market news services since 1933, beginning at that time with a special monthly bulletin of market suggestions for manufacturers. At that time also began the big job of training editors and news reporters to supply the news and handle it properly. It has been a long road, requiring volumes of correspondence, bulletins, personal visits, and many other steps.

The next expansion of this service was to issue a monthly bulletin giving market and legal news, which was distributed to manufacturers, distributors, and associations. The final aim was to develop a service for the entire industry. We are publishing several annual reviews or market reports in this issue, which indicate what can be done in this field of high-grade news services.

New York

City Continues To Be World's No. 1 Pin Game Market . . . Games and Guns Especially Strong During 1940 With Phonographs and Venders Plenty Active . . . Increased Business During Closing Months Indicates a Banner 1941

NEW YORK, Jan. 11.—With operators here buying between 15 and 20 per cent of the annual pin game output, New York has always enjoyed the distinction of being the outstanding game market of the world. During 1940 New Yorkers again proved by their constant patronage that pin games are one of their favorite forms of amusement. Early months of the year were characterized by a brisk demand for good reconditioned equipment. Beginning early in the fall new equipment sales picked up and continued to mount to a point where during the last months of the year sales graphs hit not only highs for the year but came close to topping the all-time marks.

On the phono front business was uniformly good throughout the year. Sales of new equipment are reported to have reached their peak during April and May. Practically all sales were being made to established operators. Widespread use of remote-control units began in last six months of the year. First wired music installation was made in Brooklyn in August, with several other installations soon following both in Brooklyn and Manhattan.

Throughout the year music operators here followed closely moves in the ASCAP-radio fight. In July they hailed as a signal victory the U. S. Circuit Court of Appeals decision that neither recording artist or the record companies could put any restrictions on the use of phono records. The decision is expected to stop, in this district at least, any attempts by National Association of Performing Artists, Music Publishers' Protective Association, and other such groups to exact tribute from use of records on music machines.

Early in April and thru May and June movie machines were frequently mentioned in the daily press. Operators, however, on the whole adopted a wait-and-see attitude.

Plenty of activity all year long in vending circles. Cigarette operators began the year in the doldrums as the result of the State's slapping a 2-cent-per-package tax on the already 1-cent tax the city had in effect. Sales thru machines were reported as off 35 to 40 per cent as result of tax and the bootlegged cigs brought over from New Jersey. Collections picked up, however, after July 1 when the efforts of the operators and the tobacco retail groups effected a repeal of the city tax.

Cigarette operators also felt the

effects of the slug plague several times thruout the year. Close co-operation of the men with their association heads and the authorities, however, stemmed these losses, quickly, however.

Outstanding victory for vending groups here was the reduction in the city's occupancy tax won in October. Under new provisions penny venders pay 10 cents a machine a year, 5-cent venders pay 25 cents; cigarette machines, 50 cents, and all machines vending commodities for 25 cents or more, \$1—the same fee that applied to all machines prior to this reduction.

After a slow first half of the year, activity in bulk vender and penny nut, gum, and candy machines picked up to close strong. Five-cent candy bar venders made their debut in the city subways in June, and many more operators were reported to have taken on this equipment during the succeeding months.

Much progress was made in the bulk drink vending field during the year, and many believe that the greatest strides in the industry will be made with this equipment during 1941.

An avalanche of anti-aircraft guns descended on the city at the close of the fair, and New Yorkers took to them like ducks to water. Small stores housing batteries of 15 or more guns were opened on a 24-hour basis on Times Square and in other parts of city where crowds gather. They assumed the role of "featured attraction" in the many arcades located here. Aided by several good publicity breaks in the daily press plus the keen interest of all New Yorkers in the war, play on these machines continued at a high peak as 1940 bowed out.

Outstanding news notes of a more general nature during 1940 must include the State's oking the use of pari-mutuel machines, and The New York Daily News' continued crusade for legalized gambling. In a historic editorial published January 23, rebuking the State Liquor Board for canceling tavern licenses on account of pinball games, the paper bluntly stated: "To deprive a man of his living because he lets his customers play the pinball machines—that's the damndest thing we ever heard of."

During the closing months of the year the early effects of the government's defense program already were beginning to be felt. As all business indicators point unani-

We have selected about thirty cities as the big market centers and will undertake to develop real market news reports from such centers. In all this work we have had the co-operation of many distributors and operators and it will be necessary to solicit more and more co-operation from the progressive-minded men of the industry. The idea is that a small amount of co-operation from an individual will help us to give an important news service to the industry as a whole.

During 1940 we began publishing a market and legal news bulletin on every weekday when important news reports justified such a bulletin. This bulletin necessarily has a very limited circulation, but it does indicate the big job that can be done in this field.

We naturally feel that a big start has been made in the work of developing market reports which will become more and more useful to the industry as each month goes by.

Denver

Defense Money Expected To Help the Entire Rocky Mountain Region in 1941

DENVER, Jan. 11.—Coin machine sales in the Rocky Mountain Region were determined during most of 1940 by the introduction and growth of sales of remote-control phonograph equipment. From the very start remote control caught on until today there is hardly an operator in this region who does not have one or more installations, and any number have changed all their operations to remote control. The sale of ray guns also has been good thruout this region and the peak in these sales has not yet been reached. Sale of used equipment has kept pace with the sale of new equipment. Sales on various game machines have been more or less spotty with the peak season reached during the tourist season, when the summer spots made particularly good fields to work in due to less restrictions and the tourist influx.

The tax situation has kept both phonograph operators and cigarette

machine operators in a dither. The phonograph operators waged a successful fight to have the tax on machines reduced and today are well satisfied with the present situation. With regard to the cigarette tax, the passage of the 1-cent city tax hurt the use of machines, but the recently passed ordinance making it mandatory for the consumer to pay the tax will doubtless react favorably to machine use.

The tourist season, which is one of the high spots in Colorado operations, fell short of expectations this year; however, considering general conditions, operators were satisfied with activity in this field. As a whole, coin machine activity both from the standpoint of distributors and operators has, in the light of foreign and domestic conditions, worked out rather favorably. And with increased national spending Rocky Mountain coin operations should see a profitable 1941.

Buffalo

Trade Overcomes Unfavorable Season and Events of Earlier Part of the Year

BUFFALO, Jan. 11.—With the 1940 season closed the coin machine industry is finding business at the peak. The past few months have been considered the finest in a long time by local coinmen. Defense industries have helped Buffalo to rise to new heights in prosperity. Spending all around is fine and a fair share goes to the coin machines.

Distributors closed 1940 with excellent sales and all expressed pleasure over the best business in years. Games are finding the best market in years right now and are selling well. Phonograph accessories, more so than the machines themselves, were found successful in the fall and early winter. Wall boxes came into their own in 1940 and sold well whether wired or remote control.

Games operators took a severe blow caused by many legal difficulties during early 1940 but rallied in the fall and are now prospering. Phono operators aren't getting collections equal to those in former years, but are holding their own with the addition of new equipment

which stimulated locations. The vending field was fairly stable, but cigarette machines were hit hard by the new taxes this year and aren't up to the takes of former years.

Legal difficulties in the games field lasted from December, 1939, until June, 1940, when a new amendment to the city ordinance ironed out the difficulties to some extent. The pinball games business was completely paralyzed the first half of the year, but things are now riding smoothly enough to suit everybody in the games line. Many new and improved pinball games have appeared during the last months, and operators are buying much new equipment. Talk of a new amendment to the existing ordinance, which was to have licensed the individual operator in addition to the machines, has momentarily been abandoned. A new license director has not as yet taken up the interrupted procedure to secure the new license. Operators are not in favor of it, naturally, altho a few at first thought it a good way to cut competition.

Phonographs as a whole didn't prosper too much during the past year. Early 1940 was affected by a business and employment slump, and after the summer the news of such ideas as telephone music and movie machines worried the operators. The movie machines are still

absent, but are expected to arrive here any time now. Telephone music was only invested in by a few local men and results remain to be seen. Wall boxes seem to be the best and safest item and the most popular one, too.

While in past years summer locations played an important part in the coin machine biz, the 1940 summer brought nothing to get excited about. Most men didn't even bother about these short-seasoned spots, and those that did regretted it, as the cold and rain hurt collections badly. During the fall various new city locations were opened to the trade because of improved equipment and better general business conditions here.

The emphasis during 1941 is ex-

pected to be placed on new ideas, new equipment, which in turn ought to result in new sales and new locations. Distributors are confident that the selling boom will continue for a while yet before the annual late-winter drop sets in. Most men are eager to see what will be shown at the 1941 Coin Machine Show in Chicago, and much speculation is heard. Operators' mental attitude is one of hopefulness and optimism toward the future. Plans are beginning to take hold in some men's minds for the forming of an operators' association here, and possibly this move will be made before too long. According to various opinions an association would be most helpful and beneficial for the local trade in 1941.

Cincinnati

Past Year Kind to Queen City Coin Machine Industry . . . Pin Games Stage Strong Comeback . . . Defense Work and New Building To Benefit All Branches of Business . . . Rosy Outlook for 1941

CINCINNATI, Jan. 11.—Conservative Cincinnati, always the last to feel a depression and the last to know prosperity has arrived, has treated the coin machine industry kindly during the past year, and if 1941 pans out as well the lads who earn their scratch from pennies and nickels gathered from the automatic machines will have nothing to moan over.

Pin games came back strong during 1940 after a spell of lethargy occasioned by an Ohio Liquor Board ruling which forbade license holders from displaying games that might be used for gambling purposes. While the Liquor Board's warning to saloon keepers, tavern owners, and nitery operators was rather vague, still many owners of such establishments insisted upon having the games yanked for fear they might lose their licenses if the board decided that pin games came under its ban. However, early last year, when these location owners found that the liquor board's bite was not as bad as its bark, and that its ruling was not meant to cover games that were used for amusement only, the retail beer and liquor dealers turned eagerly to the pin games, always an important source of revenue for such business places. As a result, few such locations within the city limits are without one or more of the replay or free-play type games. Bells, payout games, and digger-type machines are out as far as the city proper is concerned, although a number of spots in the county still house these revenue-getters.

Being the machine tool center of the world and the biggest coal distributing point in the United States, the Queen City has benefited immeasurably from the country's defense spending, a fact that has been reflected in the play of all types of coin-operated devices in recent months. With all local machine shops and foundries working with extra shifts on war materials, unemployment is down to its lowest ebb here since the catastrophic collapse of 1929. Benefiting directly from the busy factories are the countless hundreds of coin-operated vending machines on location in these spots. Increased employment has meant vastly increased play, with machines being added almost daily to take care of the added influx. Nut, candy, cigarette, and soft drink venders are the big items. Bulk drink venders are spotted in a few of the factories, but the bottle-type vender has been popular for some time. Bottle milk venders are

gradually attracting attention, with several factories having them, but their inroad to date isn't such to cause much excitement. Local vender operators will benefit further from the numerous additions being made to factories working on defense orders, and lucky will be that operator who succeeds in gaining access to the new \$42,000,000 Wright Aeronautical Corporation plant being erected here, and which is expected to employ 15,000 persons.

Biggest headache in the vending end was experienced by the operators of the cigarette machines who were plagued for many months by a siege of slugging. Not only did the sluggers benefit by the cigarettes, which they sold at bootleg prices, but each slug also netted them 4 cents in cash, the change returned in each 16-cent pack. One local operator is reported to have lost more than \$1,000 in one month to the slugging thieves. The operators and the co-operation of the local police and federal officers have succeeded in whittling the slug loss to a comparatively negligible figure. Further schmerzen was occasioned by the need of hiring extra help to inject the 4-cents in change in each pack, but operators soon forgot this handicap when cigarettes sales continued at the usual pace, despite the added defense tax.

A serious blow to all Ohio cigarette machine operators came with the recent Court of Appeals decisions, which failed to uphold the fair-trade prices on cigarettes, and which permit cut-rate stores to reduce the price to 15 cents a pack. The retail cigarette dealers of the State are planning to appeal the decisions. It is too early to judge what effect the recent court rulings will have on cigarette vender sales.

Music machines retained their healthy state here during 1940. Operators and location owners benefited materially from the influx of the new wall and bar box installations and remote-control systems, which tended to boost play considerably at a time when complaints were being heard of a lag of collections. Further impetus was given the music business here by the introduction of telephone music by two local distributors-operators late in the year. One can only venture a guess as to what the outcome of the telephone installations will be, but at this writing the novelty is still there and the play is in line with expectations.

All in all, the coin-operated machine industry is in a sound state here, and still prospering, with 1941 promising to show a still further gain in all branches of the business.

Philadelphia

Amusement Games Follow Venders Into New Locations . . . Target Machines Do Well . . . Optimism for '41 at Peak as Philadelphia Gets Lion's Share of Defense Orders

PHILADELPHIA, Jan. 11.—Amusement and vending machine operators in the Philadelphia area have never started a new year with a greater degree of optimism. Not that 1940 provided much cause for complaint, but from all indices of business trends the year 1941 should be the banner one of all times. The feeling is that 1941 will be the big year for venders, with amusement machines also coming in for a big share.

The biggest factor in the anticipated upswing here is the superabundance of national defense orders, with Philadelphia getting admittedly more than its geographical share. The National Advisory Defense Commission a few months ago advised representatives of Philadelphia industry that they will receive \$1,500,000,000 in defense contracts. That sum is equal to the total amount of money spent in Philadelphia for all purposes last year and should increase spending in Philadelphia by one-third.

From all indications that figure, spread over the next two or three years, will exceed the \$1,500,000,000 mark. An indication of the extent of work increase here is seen with the reopening of Cramp's Shipyards in the Kensington section, which in former years had a high degree of unemployment and now finds the hundred and one mills and factories working on day and night shifts.

The War Department awarded a \$9,035,000 contract for enlargement of the Army Quartermaster Depot here, which will increase by 50 per cent the capacity of the depot, already the world's largest clothing factory. The contract represents the construction cost only, contracts for equipment to be let later. On the other side of the river, at Camden, N. J., the New York Shipbuilding Corporation now has more than 10,000 men employed, with a weekly pay roll in excess of \$450,000, 75 per cent more than was spent a year ago. These same spurts are being duplicated in practically every field.

What it all means to the coin machine industry is fairly obvious. Operators have been fast to put their finger on this pulse, with the result that distributors for every type of machine are heavily stocked with orders. It is expected that more new machines will be sold in the first three months of 1941 than during entire 1940. Moreover, with so many industries on 18-hour and 24-hour shifts, the earning power of

many locations is practically doubled. Vending machines are finding their way into types of locations previously closed to any kind of machine, and before the new year is over operators believe venders will be tailing the pinball machines as far as the number of locations are concerned.

In the music field the new year will find a continued swing to wall boxes. The music business for 1940 fell short of expectations, and operators look to wall boxes to bring new life to the music field in 1941. Practically all new year buying is for the wall boxes. The operators who are members of the local music association are pledged to spend 20 per cent of the year's profits for new equipment. It is interesting to note that the association members are practically all investing that appropriation in wall box equipment.

Pinball machines have held up well for 1940 and, with the factories in full force, will undoubtedly get a lion's share of the spending in 1941. The biggest impetus to 1940 business was the target machines. That they grossed "like a house on fire" would only be putting it lukewarm. The target machines in 1940 came when needed most, during the summer, and more than made up for the seasonal slack that sets in for all other machines. In fact, the 1940 summer was the best in years.

Drink venders were instrumental in opening up new locations, the past year finding them for the first time in movie theaters and department stores. The feeling is that all other venders will follow placements of beverage vending machines, decidedly so in shops and factories where there has been created a definite demand for venders.

Cigarette machines hit a business slump late in 1940, being caught in the middle of a cigarette price war among retailers when the national emergency defense taxes went into effect. There is little likelihood of an appreciable pick-up in cigarette vending business in 1941, the taxes being just a little more than what the machines can stand.

Diggers and cranes are still on the forbidden list here, and no efforts have been made in the past year to return them. Salesboards encountered legal difficulties in 1940, but with the distributors gaining a favorable court decision, it is expected that boards will re-enter the scene in 1941.

Atlantic City

Cold, Rainy Weather Hindered Spring and Early Summer Business, But Losses Were Recovered Before Labor Day . . . Target Games and Drink Venders Made Most Progress, But All Types Fared Well Latter Part of Season

ATLANTIC CITY, Jan. 11.—As in every other endeavor to turn this town into a playground for summer visitors, the success or failure of any year, financially or otherwise, depends upon receipts from Easter Sunday to Labor Day. Everything else that comes in is purely gravy. The 1940 year was as up-and-down as the weather, which is the greatest factor influencing business here. When it rains or it's unseasonably cold the folks inland stay at home. Given a heat wave, Atlantic City and all the neighboring South Jersey resorts are packed to the fill.

As a result, prospects for the 1941 year depend entirely on the will of the weather gods, the only encouraging sign in that connection being the fact that Easter Sunday, which officially marks the opening of the season, falls on a late date. In 1940 it came March 24 and brought cold spells and rainy days with it. This year it falls on April 13, more in keeping with the various programs planned for the entertainment of visitors.

All machines are licensed by city authorities, and until an interlude late in the summer, when city of-

ficials went on an unexplained raiding rampage, gambling casinos were all part of the entertainment program for this playground.

It wasn't until late in July that things started happening, the heat waves bringing unprecedented crowds here, the pinball and music machine operators sharing alike in the wave of prosperity. Arcades on the Boardwalk and bagatelle parlors offering merchandise prizes all enjoyed good business.

While the season was comparatively short, earlier season losses in revenue were made up after the regular season with an unprecedented number of conventions coming to town thru the fall and winter.

Except for drink venders, vending machines have made little inroads here. A law prohibiting the sale of cigarettes to minors limits the number of possible cigarette locations. It's strictly pinball and music machines here that bring in the bulk of the revenue, with slot machines always going great guns at the casinos. For the first time, however, another machine almost stole the play from pinball, target machines immediately catching the fancy of the 1940 summer throngs.

Penny scales are always standard

Boston

Last Six months' Spurt More Than Offset Early Year Slump . . . Beverage Venders, Music Wall Boxes, and Target Games Had Most Attention . . . Bowling Alleys Developed Into A-1 Locations

BOSTON, Jan. 11.—A general, tho at times rather slow increase in industrial activity in Massachusetts was reflected in 1940 in the coin machine industry. Coin machine earnings during the past 12 months have followed a rising line, sometimes exceeding the proportional increase in general business conditions.

The year started out slowly for the coin machine industry, with phonographs and games reported holding their own during the first quarter, while other machines were down somewhat over the figures for the corresponding period of 1939. In the spring conditions picked up slowly. One reason for this, apparently, was the increase in the number of arcades and the release of several new target machines. The target machines formed the nucleus of many arcades during the summer and proved well worth the investment. Summer trade on the whole was exceptionally good. New England enjoyed the greatest tourist trade in many years, and considerable sums were spent in arcades and at resorts. A few scattered locations reported slumps, but as a rule the increased number of tourists and the generally good weather spelled profits for operators. The season was extended a bit, too, when fair weather kept some spots open after the usual Labor Day deadline. A sudden cold wave at that time knocked off some of the expected surplus profits, however.

Music machines enjoyed a spurt in business in the last six months of the year. In general, the music machine business was slightly ahead of last year both in the matter of sales and collections. The collections for the last six months greatly exceeded the figures for the corresponding period of the previous year, bringing the 1940 average up to a good mark. Remote selective equipment held the spotlight until the fall, when the first installations of telephone music systems were reported.

After the first few weeks operators began to look for more or less unusual installations and locations. Night club locations were found as the year closed, and an unusual set-

up was made whereby the club paid a flat fee for the music and the patrons were not obliged to insert coins in the machine. Selections could be made by pressing a button and notifying the operator. Equipment was the same as that in general use, but the coin slots were removed. This was regarded as more or less apart from the regular coin machine field by most operators, but more installations of this type are expected.

Beverage Venders Started
Beverage venders bowed into Boston early in the year, and at the close of the first year of their appearance the Beverage Dispensers of Boston, Inc., reported 25 locations in Eastern Massachusetts, for which section the Boston group holds the franchise. Nine of the locations were in theaters.

Foot oscillators made their appearance at the beginning of the year, advertised as the "Hit of the World's Fair," and were sold like scales. A number of department store locations were secured, the machines being placed outside the store after store hours. Soon more locations, particularly in resorts, were signed, and by the close of the year many machines of this type were on locations thruout New England.

Cigarette Price Changes

Cigarette machines had to be changed over at the close of the summer when the new defense taxes went into effect. This was just at the close of the first year of the Massachusetts cigarette tax of 2 cents and consequently the machines had to be changed over to vend cigarettes at 17 cents a package. All members of the Cigarette Merchants' Association agreed on the 17 cent price, but a few non-member companies continued to vend packages for 15 cents, absorbing both State and federal taxes. Following the changeover, wholesale outbreaks of slugging were reported. Dozens of cases were reported, the sluggers apparently seeking both the cigarettes and the cash. Officials of the Cigarette Merchants' Association and members of the district attor-

Ontario, Canada

All Types of Machines Enjoying Unprecedented Popularity . . . Amusement Value of Games Appreciated by Public and Officials, But New Embargo Will Slow Expansion

TORONTO, Jan. 11.—During the past 12 months the coin machine industry hit a new high in all departments in Ontario due to increased employment, the opening of military training camps, the depleting of the ranks of local orchestras, forcing resorts and owners, in many instances to use automatic phonographs, and the licensing of pin tables in many small cities.

The amusement business in all its lines showed a definite upswing. Phonograph sales took the lead early in the year and held first place thruout the 12 months. There were approximately 3,000 phonographs in operation in this Province during the peak season. Target guns increased in popularity as the year progressed and are now big business.

Record Sales Higher

Record sales, according to local jobbers, followed in the footsteps of phonographs, hitting a new high. Pin games were particularly popular at summer resorts and in training camps. This form of entertainment is regarded as an excellent pastime and looked upon with much favor by authorities as well as the soldier boys.

War Affects Trade

On December 1 Canada enacted a bill prohibiting the importation of coin-operated amusement and vending machines. This will make a definite change in the industry. Distributors with large stocks of used equipment on hand expect to benefit.

Some operators look upon the new regulation with favor, as in their opinion it will lessen competition from new equipment. Under the ruling, replacement parts may be

brought in under a 25 per cent excise tax.

During the 1940 Canadian National Exhibition here there were more coin-operated machines on the grounds than ever before. These included all types of vending machines, scales, cranes, and ray guns.

Canadians Like Machines

Canadians have definitely put their okeh on coin-operated machines of all types. Last year saw more vending machines on location than ever before. In December the first cigarette machine was turned out by the Vend-o-Matic Company, Toronto. The unit has 12 compartments, merchandising 10-cent packages. The premiere of the machine was held at Union Station in Toronto and registered a success from the start. The firm plans to launch a Coast-to-Coast advertising campaign early in 1941.

Public confidence in the industry reflected itself in volume of sales by local distributors. Peak months were May, September, and December. The outlook for the coming months is even more promising.

The Ontario Amusement Machine Association has a publicity campaign lined up, using the entertainment angle, which will center around training camps. The idea is to acquaint the public with the part amusement machines are playing in keeping the boys entertained in their off time, particularly in the camps located away from larger centers. The campaign calls for pictures of soldiers and airmen in action on anti-aircraft guns, pin tables, and with groups surrounding phonograph machines. These will be released to Canadian newspapers and magazines.

ney's staff collaborated and secured convictions, checking the epidemic somewhat. As high as \$150 a day in slugs was taken in by association machines at one time during the epidemic.

In the main, the slugging was confined to cigarette machines, where there was a possibility of getting not only cash but a commodity that could be sold easily and cheaply.

Bowling games made their appearance and were well received. In most locations the bowling games proved more popular than the regular pinball games, altho the latter are regarded as stand-bys by game operators. The electric ray guns went big on summer locations and arcades.

Distributors who specialized in music machines only reported general business good, with accessories getting a tremendous play during the last half of the year. Wall boxes were the important feature and will make the future of the industry, according to New England coinmen.

Venders Get Boost

Venders of all kinds boomed following the placing of the first defense orders and then skyrocketed again when the first selective service draftees were sent to camps. It was generally found that manufacturing plants were ideal locations for vending machines, but that locations near selective service camps were as good and in some cases better. In connection with the camps operators found that despite the low pay the trainees receive, games and music machines, as well as venders, received a good play. A chance installation of a target machine led to demands for more, as the draftees relished taking a shot at something

when they weren't ordered to do so.

Installation of cigarette machines in factories paved the way for installations of penny venders, as the employees sought to get rid of the pennies which they received in change. Gum, candy, and nut venders of the penny variety boomed as a result.

At the close of the year New England Chambers of Commerce reported business had reached a new peak and conditions seemed better than for almost two decades. This was reflected in the attitude of coin machine men as they awaited the Chicago show, and all were optimistic. The year 1941 promises to be the best New England coin machine year yet.

Bowling Alley Locations

Many New England operators found new revenues last year by tapping virgin locations for cigarette machines, candy bar venders, beverage vending machines, target guns, scales, and all types of penny venders and digger machines. The new locations in the main consisted of bowling alleys.

In this area, particularly, arcades have been restricted to a seasonal business. Few, if any, were operated after the close of the summer season. The few that were in existence had a small number of machines in a limited space and could not do the business that there seemed to be good reason to expect.

With the first installation of games in bowling alleys, however, the picture changed. Alley owners welcomed them. It was a good medium for obtaining stray nickels and pennies, while patrons were resting between strings or waiting for alleys.

Baltimore

1940 Gains Reflected in Opening of Five New Distributor Offices . . . Ice Cream and Bulk Drink Venders Make Unusual Progress . . . Music Operators Now Buy 5,000 Records Per Week

BALTIMORE, Md., Jan. 11.—The year 1940 closed with an optimism for 1941 that is said to be more sincerely felt than the usual anticipation of a new year. One of the principal reasons for this feeling is the increased employment, increased pay rolls, and the general upswing in business. The aircraft, shipbuilding, hard goods, cotton goods, and other large industries favored with government orders necessary under the defense program are a major factor. Building operations in Baltimore for 1940 were more than double those of the previous year. Department-store sales showed a consistent monthly gain of 10 per cent. These and other gains noted have been reflected in the coin machine lines.

Phonograph sales showed a decided upswing, particularly during the last half of the year, when wall boxes were introduced on a large scale, and operators following the popular trend effected installations in large numbers. As one of the largest operators declared: "You have to have the newest, as the patronizing public demands it." This development brought about large sales and at times the larger distributors found it impossible to meet the demand. Wall boxes boosted not only sales for distributors but also the intakes for operators.

The year 1940 also witnessed the introduction in this market of the telephone-directed phonograph machines operated thru a central station. Only one distributor had the operation. A goodly number were installed and within a few weeks the distributor found it necessary to employ seven hostesses to take care of the system. The heavy load was in the evenings. The machines were installed in best spots.

Games also witnessed an upswing, with distributors reporting the introduction of new numbers increasing sales and operators reporting increased takes with the new machines.

The year 1940 witnessed the addition of three new distributors here for games and two for phonographs. It also witnessed the opening of substantially larger quarters by one of the largest distributors of phonographs and games machines. Furthermore, the year witnessed the addition of a large candy vending machine operator and a large beverage vending organization. Furthermore, it was marked by the introduction of the first ice-cream vending machines.

There are now more beverage dispensing units in operation in this city than ever before, most of them vending bulk beverages.

Last half of the year saw fair sales on bowling games and a substantial gain in the sales of ray guns of various makes.

Free-play games proved particularly popular, also other types of games also found considerable favor. The claw games so popular last year slowed up during 1940, yet one of the larger operators of claw games stated his business for the year was on a par with that for last year.

The introduction of movie machines scheduled for the early part of December failed to materialize, and it is now expected that they will make their local debut around February.

The taverns and night clubs proved the best bets for phono-

graph machines, especially for the wall box and counter operations. Bowling alleys were found to be excellent spots for games.

In the beverage field bowling centers were the best outlets, the industrial plants, theaters, and filling stations shared in the favored spots. The year marked the introduction of beverage dispensers in super markets and the department-store field.

Candy Vender Boom

Candy vending machines made a big splurge during the year, with more installations effected than during any other previous year. Industrial plants and theaters proved the best spots. Filling stations, parking lots, auto service shops, and bowling centers also were numbered among the favored spots. There are now more candy vending machines in operation here than ever before.

Cigarette Venders Up

The year 1940 has witnessed an increase in cigarette vending machine operations, according to leaders in the business. The gain, however, is not as great as it might have been had it not received a temporary set-back in midsummer by the imposition of the cigarette tax under the national defense program.

For the first half of the year the number of cigarette machine installations showed a definite and appreciable gain. But when the cigarette tax went into effect July 1, resulting in a price increase on cigarettes, the new installations for a time were virtually at a standstill. While the number of installations tapered off to a larger degree than the operators would have wished during the last half of the year, it is reported that the operations for the year have been highly satisfactory and show a gain over the previous year's business.

On August 1 the operators found it necessary because of the increase in cigarette prices to reduce the commission to the establishments in which the machines were located by one-fourth of a cent. After a few months of operation under the reduced commission basis the store owners became more reconciled to the new basis of operation.

Some operators have attempted to use the machines as a combination cigarette and candy vender, but, according to one of the largest operators in this market, this operation has not proven satisfactory, as one-half of the combination vender would be empty for a long time before a servicing could be made. Some machines are still being operated in this manner, but the larger operators are either making the machines entirely cigarette vending units or entirely candy vending units.

Ice Cream Venders

The year 1940 marked the debut in Baltimore of ice-cream vending machines early in the fall. The operation to date has been satisfactory. Twenty-five of the machines were placed on the local market and 25 in Washington, where the Simco Sales Service also distributes and operates them. It is planned eventually to have at least 1,000 of these machines in operation in each of these markets. This, however, is not expected to develop until next summer. Present installations are in industrial plants.

Record Sales Jump

Phonograph operators are reported to have contributed approximately 20 per cent of all the phonograph record volume done in this market during 1940. This is a substantial amount, especially since 1940 was the biggest year since the revival of the record business several years ago. This estimate is based on information provided by local record distributors. Weekly sales have averaged around 5,000 records a week, which means that more than a quarter of a million records were purchased by phonograph operators. Best sales have been in the popular hits.

An interesting angle of the purchases by operators is the trend or preference for the higher bracketed hit numbers. It was pointed out that the larger operators purchased hit numbers in 75-cent records, when they could just as easily have

purchased the same hit numbers on records in the 35-cent field. The popularity of the recording artists has been one of the factors for this trend.

Another interesting angle in purchases made by operators was that the larger operators would buy one or more records of each hit number for each machine operated. This, it was pointed out, has been a general practice of the larger operators. The smaller operator, however, with only a dozen machines or so would buy a different record for each machine. The result was most unsatisfactory, for by the time the different records were shifted to the different spots the short-lived hit number would no longer be a hit and the operator might just as well not have had it. The system of the larger operators, it was pointed out, was the best. This was shown by the receipts.

New Orleans

1941 Coin Outlook Rosy in Deep South as Prices Advance on Lumber, Cotton, Rice, Sugar, Sulphur, and Fish... Oil Industry Booming... Demand for Cigarette and Beverage Venders on Upswing... Music Operators Have Good Year

NEW ORLEANS, Jan. 11.—While 1940 will hardly be looked back upon as a great year for local pinball, bell, and counter games operators, music men did good business except for several prolonged periods of bad weather. Return of pins and counter games to local spots is a matter of days now, and the general business outlook is rosy enough. Sections of the State depending upon lumber, oil, sulphur, cotton, rice, sugar, and fishing have benefited from recent price advances. Lumber mills in the Southern pine belt have been forced to operate 24 hours a day to fill rush government orders and private demand. Mills are apparently making money for the first time in several years.

The oil industry grows in Louisiana and East Texas, as dozens of new wells are brought in each week. Recently three new fields have been found in the Gulf area, all within shadows of the city's skyscrapers. One of these new areas is within five miles of Canal Street, the main stem.

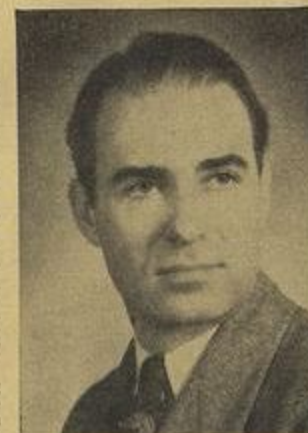
Lower Louisiana, the sugar and rice bowls of the United States, is benefiting from higher prices on both crops. However, the sugar yield will not be as large as usual, the result of the disastrous floods of last spring. In other agricultural regions of the State cotton is highly important as a money crop and this year the demand for the white staple has been brisk despite almost total loss of the export market. Domestic consumption of cotton during 1939-'40 established a figure that a few years back would have sounded fantastic. Those planters who are not fully satisfied with returns on their cotton are placing their yields in the government loan and assuring themselves of ready cash without having to completely lose all chances of sharing in a war boom.

Louisiana's income from fishing and fur trapping is tremendous. The lowly muskrat of the Louisiana swamps brings in an annual return of \$8,000,000, while commercial fishing far surpasses that figure. Both these industries have been unusually good this season, and those thousands who live in the lower bayou reaches of the State also face a bright future.

The fact that Louisiana carries the highest tax of any State on

cigarettes (5 cents), cigarette vending machine operators report a steady increase in patronage in the last quarter of the year. These operators of other merchandise venders feel that buyers will look more to machines for their needs, especially since such venders are daily becoming more foolproof. As 1941 opens there are more beverage vending machines on location in New Orleans than any time in its history, the machines invading many of the business offices of the city.

Phonograph operators give credit to general business improvements for their better business but express belief that the greatest stimulator of the closing year has been installation of remote-control features. There is hardly a prominent spot in town without these installations, and those still unequipped are rapidly swinging over to the modern idea. The convenience of being able to place nickels, dimes, and quarters in wall boxes without getting up from their tables strikes home, and increase in operation has trebled accordingly.



H. R. SMITH has been appointed by Homer E. Copehart, president of the Packard Manufacturing Corporation, as district manager for the States of Utah, Colorado, and Wyoming. Smith has been in the industry since 1932 and spent all of his time in the music field. He is well qualified to help operators solve music problems.

Legislative Year

A sixteen-page bulletin outlining various suggestions and ideas concerning legislation on coin machines may be had by addressing The Billboard, 155 North Clark Street, Chicago, Ill. The bulletin is suitable for placing in the hands of editors, officials, and civic leaders.

Since practically all of the State legislatures convene some time during the odd years, the year 1941 may be regarded as a "Legislative Year" just as 1939 was also called a "Legislative Year."

Modern economic and social trends make taxation and revenue of increasing importance in the affairs of government, and the State legislatures that meet during 1941 are certain to introduce many bills for taxing many lines of business.

The coin-operated machine industry is a comparatively new industry and is getting increased attention in legislative sessions. During the first two months of 1939 more than 150 bills relating to the coin-operated machine industry were introduced into the various State sessions. Most of these bills related to coin-operated amusement games, while others related to coin-operated music machines (phonographs), and still others to vending machines. Many bills included all types of coin-operated machines in the same measure.

Many of these bills indicated a lack of understanding of the coin-operated machine industry, or that perhaps newspaper reports and rumors had given an exaggerated picture of the industry as a whole. Published information on the coin-operated machine industry is lacking and for that reason this article is published for the purpose of listing ideas and policies that should be considered when legislation affecting coin-operated machines is being studied.

Due to the lack of reliable information about the coin machine industry, the business is somewhat on the defensive in many cases. The industry has the right, along with other American industries, to ask for a hearing and also to be given the same fair treatment that would be given to major industries. The coin-operated machine industry must be considered as a minor industry in the great business structure that makes up our American life, and for that reason it should receive encouragement wherever possible. The coin-operated machine industry has increased rapidly in commercial importance during the past decade, yet its commercial and employment benefits can be destroyed by unreasonable taxation.

National and State problems are such that minor industries need all the encouragement and consideration possible when looking for revenue sources. Progressive leaders recognize that a healthy increase of minor industries is the logical way to take up the slack of employment that has taken place in the major industries during the last several years.

The coin-operated machine industry does not want to escape its just share of supporting the government. It expects to pay taxes and to welcome necessary regulation in line with the policies toward other lines of business.

During the 10 years of its modern existence much experience has been gained as to the business importance, employment value, and earning power of coin-operated machines. This experience is now sufficient to be the guide for future legislation so that no branch of the industry would be subjected to unreasonable or discriminating taxation.

Many members of legislatures, city councils, and administrative and tax officials will appreciate an opportunity to gain some knowledge of the problems of the coin-operated machine industry as expressed by the trade itself. Progressive leaders in business will be glad to know more about the business importance of the industry. Newspaper men who discuss economic and government problems will welcome a portrayal of the industry's angles on current questions of taxation and control.

Many industries have come thru an early period of adverse publicity and of opposition. The tobacco industry has grown to be a major business after long opposition on moral and physical grounds. The automobile industry had much opposition in its early years and was even opposed

Legislatures Meeting in 1941

STATE	CONVENES	STATE	CONVENES
Arizona	Jan. 13	New Hampshire	Jan. 1
Arkansas	Jan. 13	New Jersey	Jan. 14
California	Jan. 6	New Mexico	Jan. 14
Colorado	Jan. 1	New York	Jan. 8
Connecticut	Jan. 8	North Carolina	Jan. 8
Delaware	Jan. 7	North Dakota	Jan. 7
Florida	Apr. 8	Ohio	Jan. 6
Georgia	July 14	Oklahoma	Jan. 7
Idaho	Jan. 6	Oregon	Jan. 13
Illinois	Jan. 8	Pennsylvania	Jan. 7
Indiana	Jan. 9	Rhode Island	Jan. 7
Iowa	Jan. 13	South Carolina	Jan. 14
Kansas	Jan. 14	South Dakota	Jan. 7
Maine	Jan. 1	Tennessee	Jan. 6
Maryland	Jan. 1	Texas	Jan. 14
Massachusetts	Jan. 1	Utah	Jan. 13
Michigan	Jan. 1	Vermont	Jan. 8
Minnesota	Jan. 7	Washington	Jan. 13
Missouri	Jan. 8	West Virginia	Jan. 8
Montana	Jan. 6	Wisconsin	Jan. 8
Nebraska	Jan. 7	Wyoming	Jan. 14
Nevada	Jan. 29		

by moral and religious forces. The liquor industry has finally become legitimate after long and bitter opposition.

The coin-operated machine industry is suffering from a similar opposition because of its newness. Some of the bills introduced as revenue measures are designed to destroy the industry rather than to promote its success as a source of revenue. The industry is compelled to defend itself against such measures and for that reason appeals for the same tolerance that has been given to cigarettes, to automobiles, to liquor, and other products that have grown to be major industries.

The lesson to be gained from the experiences of other industries is that new ideas and new industries should not be hampered by unreasonable taxes nor unfair regulation. Nor should theoretical opposition be allowed to kill off new industries.

Why We Don't Issue a Daily . . .

SEVERAL years ago we considered issuing a convention daily because, if the trade desired a convention daily, we would have the staff do it. Also, in November The Billboard staff discussed the idea of issuing a daily paper during the 1941 Coin Machine Show. Plans were made at that time to apply to the convention management for official permission to issue such a paper.

After full discussion, however, it was decided not to issue a daily paper. Such a paper can render no real service to the industry or the convention, except to try to attract attention to the firm issuing the paper. During all the years of coin machine shows there has been a tradition that trade papers should not try to attract too much attention during the convention, for any stunts detract from the exhibit booths, and daily papers detract from the exhibitors' advertising matter.

This has been the tradition with regard to the trade papers thru the years and almost without exception the trade papers have adhered to it. That is why the trade papers do not try to put on extra stunts.

Due to a proposed daily paper for the 1941 convention, the board of directors of Coin Machine Industries voted to place a ban on any and all daily convention papers. If it had not been for this ban, we would be compelled to out-do any other proposed convention daily.

We have the staff and the organization to issue a real convention daily and if ever the convention management and the exhibitors indicate they want a daily newspaper during the convention we can supply the staff to issue a real newspaper.

But experience has shown that to throw the convention open to photographers and newspapers of all kinds leads to growing confusion. If the convention management had removed the ban on dailies, there would have been at least three publishers messing up the convention with such papers.

This year The Billboard has arranged for telegraphic news reports from all State capitals and 30 important trade centers during the convention, if any important trade news should happen.



RICHARD GROETCHEN, head of the Groetchen Tool Company, Chicago, is a member of the directorate of Coin Machine Industries, Inc., manufacturers' association sponsoring the convention.



B. D. LAZAR, PITTSBURGH DISTRIBUTOR, meets train on arrival of first carload of Bally Broadcast novelty-replay games. Left to right are H. Lantrost, B. D. Lazar, Fred Ludin, and E. H. Goldberg.

1941 Association Roster

WE ARE publishing in our 1941 Convention Issue of The Billboard a list of trade associations within the coin machine industry or closely associated with it. The list has been corrected as of January 1 in accordance with as many reports as we have been able to get concerning associations.

It should be understood that many of the trade associations listed are inactive and exist in form only, having officials elected, but meeting only on call and usually in case of some urgent need. The addresses given, however, provide a point of contact for organization purposes.

We received more than 36 reports in response to an official inquiry blank sent to all associations registered with us in December. This means that there are at least 36 active trade organizations in the industry at the present time. The number will probably be 40 or more. This is in all probability a record number of active trade associations within the industry.

Our staff plans to keep in close contact with all trade organizations during the year, and the association news which we publish from week to week constitutes the greatest and most widespread exchange of ideas in association work that that can be had. Many association officials have recognized the value of this exchange of news and ideas and are very cooperative in reporting their activities for our news columns.

Statistics Needed

One of the great needs in the industry is reliable statistics for publicity and public relations uses. We have been able to collect a lot of data, and the Census Bureau is also working on statistics for the industry, but the collected data still remains small and in piecemeal fashion.

Thru the co-operation of city and State associations we hope during the year to collect enough facts about the industry so that it can be put together in order to arrive at a true estimate for the industry on a national scale. For example, the Illinois cigarette association reports an estimate of about 6,000 cigarette venders in the State and an estimate of about 100 operators, with about 30 of these operators being well established in the business.

With a few such pictures as this, it will be possible to arrive at a fair estimate for the nation. We will solicit the co-operation of all associations on this matter during the present year. The phonograph manufacturers' association now collects annual statistics of the number of phonographs manufactured, employment, business volume, and other important facts.

Corrections Wanted

There will be errors and omissions in the association list as published below. We will appreciate any co-operation in helping us to correct errors or omissions. The association list is corrected at various times during the year and we will be glad to furnish association workers the latest revised association list upon request.

Making Announcements

Our news columns are open to all associations for making announcements of meetings, general instructions to members, appeals to non-members, and other association publicity.

Our mailing department is glad to co-operate with associations by making special mailings of circular announcements or other information to operators on our list in an entire State. Many State organizations have used this service to advantage. Our circulation department also makes a special offer to associations on subscriptions for members.

To parties interested in starting new organizations we can supply sample bylaws and other bulletins.

On matters pertaining to association activities, address Walter W. Hurd, The Billboard, 155 North Clark Street, Chicago.

The list of coin machine associations as registered with us is as follows:

Alabama

Report in December is that efforts are being made to form an active association with headquarters in Birmingham. Report of organization will be made in our news columns.

Arizona

No association listed in this State.



JOSEPH BERKOWITZ, head of Universal Manufacturing Company, Kansas City, Mo., recently supervised moving of his plant into a new and larger factory. He reports that added production will add much to Universal's new line which is being displayed at the show.

Arkansas

Arkansas Music Operators' Assn., Louise Early, secretary, 910 Union Life Bldg., Little Rock.

California

Amusement Merchants' Assn., Sid Mackin, managing director, 429 Marshall Square Bldg., San Francisco.

Associated Operators of Los Angeles County, Curley Robinson, secretary, 1351 W. Washington Blvd., Los Angeles. Meet monthly.

Automatic Music Merchants' Assn., Joseph Baker, 401 Grove St., San Francisco.

California Amusement Machine Operators' Assn., George D. Cooley, secretary, Subway Terminal Bldg., Los Angeles. Meet on call.

California Cigarette Vending Machine Operators' Assn., A. B. MacDonnell, secretary, 1340 Flower St., Los Angeles.

California Music Operators' Assn., Burton F. Ellis, secretary, 776 N. Hoover Ave., Los Angeles.

California Music Operators' Assn. of Sacramento, J. L. Bristow, secretary, 4036 42d St., Sacramento.

San Francisco Operators' Assn., Louis Wolcher, secretary, 1023 Golden Gate Ave., San Francisco.

Tri-County Operators' Assn., F. S. Grant, secretary, Watsonville.

Colorado

Independent Phonograph Operators' Assn. of Colorado, Walter C. Jantz, secretary, 901 Jackson St., Denver. Meet second and fourth Wednesday of each month.

Connecticut

Cigarette Merchants' Assn. of Connecticut, Inc., 105 Meadow St., Waterbury.



CHEERY JIM GILMORE, secretary-manager of CMI, is the fellow you'll see plotting around the Convention Hall with everybody trying to get his attention. Jim will work until the last coinman has left Chicago—and then finally get a rest from months of arduous activity in preparing for the show.

Delaware

No association listed in this State.

District of Columbia

No association listed in this State.

Florida

Coin Machine Operators' Assn. of Dade County, C. A. True, 1245 Terrace, Miami Beach.

Coin Machine Operators' Assn. of Florida, Fletcher Fuller, director, Ocala.

Florida Music Operators' Assn., E. E. Clark, secretary, 206 13th St., N., St. Petersburg. Meet first week in May (general); other meetings on call.

Georgia

Amusement Machine Operators' Assn. of Georgia, 151 Nassau St., N. W., Atlanta. Meet on call.

Georgia Music Operators' Assn., 1420 William Oliver Bldg., Atlanta.

Idaho

No association listed in this State.

Illinois

Associated Phonograph Owners, Inc., Morris Keenigold, secretary, 510 N. Dearborn, Chicago.

Automatic Phonograph Manufacturers' Assn., C. S. Darling, secretary, 120 S. La Salle, Chicago.

Central Illinois Phono Operators' Assn., Inc., J. Leo Arnold, secretary, 504 E. Forest Hills, Peoria.

Cigarette Vender Operators' of Illinois, Jack Kelter, president, 540 Lake Shore Drive, Chicago.

Coin Machine Industries, Inc., James Gilmore, secretary, Hotel Sherman, Chicago.

Electric Phonograph Operators' Assn., James R. Kley, secretary, R. F. D. 1, Rockford.

Illinois Federation of Retail Assns., J. C. Spics, president, 140 S. Dearborn, Chicago.

International Assn. of Automatic Electric Phonograph Owners, E. C. Steffen, president, 201 N. Wells, Chicago.

Mississippi Valley Phonograph Owners' Assn., E. R. Carlstedt, secretary, 2307 11th Ave., Moline.

National Automatic Merchandising Assn., C. S. Darling, secretary, 120 S. La Salle, Chicago.

Phonograph Owners' Assn., B. H. Schneider, secretary, 410 Missouri Ave., E. St. Louis.

Vending Machine Operators' Assn., W. P. Conzidine, secretary, 6400 Ellis Ave., Chicago.

Indiana

Automatic Merchandisers' Assn. of Indiana, J. M. Daily, president, 1249 Roosevelt Ave., Indianapolis.

Indiana State Operators' Assn., Mrs. R. C. Jones, secretary, 341 Indiana Ave., Indianapolis.

National Assn. of Tally Card Manufacturers, Guy E. Noel, secretary, 422 E. Howard St., Muncie.

Iowa

Automatic Merchandisers' Assn. of Iowa, Fred K. Chandler, secretary, 3017 47th St., Des Moines.

Kansas

Kansas Coin Machine Operators' Assn., E. J. Groh, secretary, 1027 University Ave., Wichita.

Kentucky

Kentucky Operators' Assn., 547 S. Second St., Louisville.

Louisiana

Coin Vending Machine Operators' Assn., A. C. Pons, secretary, 1100 City Park Ave., New Orleans.

New Orleans Automatic Dealers' Assn., F. S. Driebels, secretary, 2600 Frenchman St., New Orleans.

United Music Assn. of New Orleans, Jerry Germents, 432 Harrison Ave., New Orleans.

Maine

Maine Skill Games Operators' Assn., John Carlton, secretary, 26 Main St., Waterville.

Maryland

Maryland Operators' Assn., Harry Rosenberg, secretary, 2316 Whitaker Ave., Baltimore.

Massachusetts

Automatic Music Assn. of Massachusetts, Nick Russo, Copley Square Hotel, Boston.

Automatic Music Assn. of New England, Inc., Lloyd F. Tuttle, business manager, 22 Huntington Ave., Boston. Meet each Tuesday.

Cigarette Merchandisers' Assn. of Massachusetts, Walter R. Guild, secretary, 1 Federal St., Boston. Meet first and third Tuesday of each month.

Coin Machine Assn. of Massachusetts, Walter R. Guild, manager, 1 Federal St., Boston.

Michigan

Automatic Merchandisers Assn. of Michigan, L. L. Lane, 1314 Division Ave., S., Grand Rapids.

Detroit Skill Game Operators' Assn., Inc., 6329 Diversey Ave., Detroit.

Flint Coin Machine Assn., H. C. Englehart, secretary 211 W. Third Ave., Flint. Meet first Tuesday of each month, Durant Hotel, Flint.

Greater Detroit Vending Machine Operators' Assn., F. E. Turner, secretary, 1103 La Fayette Bldg., Detroit. Meet monthly.

Kalamazoo Coin Machine Operators' Assn., J. R. Peters, president, 456 Portage St., Kalamazoo.

Michigan Music Operators' Assn., Max Marston, secretary, Penobscot Bldg., Detroit.

Oakland County Coin Machine Operators' Assn., George Lasley, secretary, 102 S. Rose-lawn, Pontiac.

Western Michigan Coin Machine Operators' Assn., Inc., P. M. Yoo, secretary, 540 S. Division Ave., Grand Rapids. Meet last Monday of each month.

Minnesota

Minnesota Amusement Games Assn., Inc., P. E. Moses, secretary 1905 Chicago Ave., Minneapolis. Meet first Monday of each month.

Minnesota Amusement Games Assn., Inc., H. P. Hunter, secretary, Aitkin. Meet second Friday of each month, Hotel St. Paul.

Mississippi

Mississippi Coin Machine Operators' Assn., C. M. Staples, secretary, 3045 W. Capitol St., Jackson.

Missouri

Associated Phonograph Owners, Inc., M. C. Balensiefer, secretary, 1500 Market St., St. Louis.

Hobbies, Inc., Harry Schwimmer, business manager, 3410 Main St., Kansas City.

Independent Phonograph Operators' Assn., Duke Storer, secretary, 5390 Pershing Ave., St. Louis.

Missouri Amusement Machine Operators' Assn., H. W. Davies, secretary, 4505 Manchester Ave., St. Louis.

St. Louis Operators' Assn., L. D. Morris, president, 4505 Manchester Ave., St. Louis.

Montana

No association listed in this State.

Nebraska

Nebraska Coin Machine Operators' Assn., T. F. Leonard, secretary, 5315 Knox St., Lincoln.

Nevada

No association listed in this State.

New Hampshire

No association listed in this State.

New Jersey

Amusement Board of Trade of New Jersey, Inc., LeRoy B. Stein, secretary, 1142 Broad

St. Newark. Meet second Thursday of each month.

Automatic Music Assn. of New Jersey, LeRoy Stein, manager, 1142 Broad St., Newark.

Cigarette Merchandisers' Assn. of New Jersey, J. V. Cherry, secretary, 60 Park Place, Newark. Meet fourth Tuesday of each month.

Interstate Cigarette Merchandisers' Assn., Robert Hawthorne, secretary, 60 Park Place, Newark. Meet as necessary.

National Cigarette Merchandisers' Assn., Inc. 60 Park Place, Newark.

New Jersey Automatic Merchandisers' Assn., 29 Elizabeth Ave., Newark.

Union County Amusement Assn., M. J. Salzman, president, 122 Washington St., Rahway.

United Music Guild, J. J. Hart, 10 Pennington St., Newark.

New Mexico

No association listed in this State.

New York

Amalgamated Vending Machine Operators' Assn., 1941 Broadway, New York.

Automatic Music Operators' Assn., Seymour Pollock, secretary, 68 Main St., Yonkers.

Automatic Music Machine Operators' Assn., Inc., Al Bloom, secretary, 250 W. 57th St., New York. Meet last Tuesday of each month.

Buffalo Amusement Machine Operators' Assn., A. Mansell, secretary, 386 Main St., Buffalo.

Central New York Skill Games Assn., William P. Donlon, secretary, 26 Bank Place, Utica. Meet on call.

Cigarette Merchandisers' Assn. of New York, Tom Cola, secretary, Chamin Bldg., Lexington and 42d Sts., New York.

Cigarette Merchandisers' Assn. of Syracuse, 935 S. Salina St., Syracuse.

Frontier Cigaret Operators' Assn., T. D. Phillips, secretary, 203 Morgan Bldg., Buffalo. Meet monthly.

Greater New York Vending Machine Operators' Assn., Jack Tashman, secretary, 186 Jerusalem St., Brooklyn.

New York Cigarette Vendors' Assn. (Eastern division), H. Frumkin, secretary, 754 Broadway, Albany.

Rochester Amusement Machine Operators' Assn., 1009 Joseph Ave., Rochester.

Ulster Automatic Merchandisers' Assn., J. J. Carroll, secretary, W. Hurley.

North Carolina

North Carolina Automatic Music Assn., 121 W. Fourth St., Greenville.

North Dakota

No association listed in this State.

Ohio

Automatic Merchandisers' Assn. of Ohio, William Mamer, secretary, 14th St. and Central Parkway, Cincinnati.

Cleveland Operators' Assn., 3504 Carnegie Ave., Cleveland.

Columbus Amusement Assn., 518 S. High St., Columbus.

Ohio Cigarette Vendors' Assn., S. L. Abrams, secretary, 1740 E. 12th St., Cleveland. Meet last Sunday in January, April, July, and October.

Photograph Merchants' Assn., L. J. Dixon, secretary, 5005 Euclid Ave., Cleveland.

Ohio State Automatic Electric Photograph Owners' Assn., C. De Frlze, secretary, 5005 Euclid Ave., Cleveland. Meet first Monday each April.

Oklahoma

Coin Machine Operators' Assn., C. A. Kettering, 925 N. W. Sixth St., Oklahoma City.

Oklahoma Progressive Merchants' Assn., Roy W. Smith, secretary, Wells-Roberts Hotel, Oklahoma City.

Oregon

General Amusement Committee, Budge Wright, 1226 S. W. 16th Ave., Portland.

Pennsylvania

Allegheny Cigaret Service, Harry Rosen, Wilkesburg.

Allentown Assn., P. H. Snyder, 1720 Cedar Ave., Allentown.

Philadelphia Amusement Machine Assn., Martin Mitnick, president, 418 Schaff Bldg., Philadelphia.

Amusement Machine Operators of Pennsylvania, H. M. Wexelblatt, secretary, 913 Franklin Trust Bldg., Philadelphia.

Automatic Cigarette Merchandisers' Assn., L. E. Holtzapple, 125 W. Jackson St., York.

Automatic Cigarette Vendors' Assn. of Eastern Pennsylvania, Norman H. Fuhrman, secretary, 1411 Fox Bldg., Philadelphia. Meet third Tuesday of each month.



PERSONNEL OF PLEASURE MUSIC COMPANY and Crescent Cigarette Service (top photo) in New Orleans, operators of phonographs and several hundred DuGreiner Champion cigarette merchandisers. Dan B. Cohen is owner and founder of the firms. Left to right: Frank Gleason, Sidney Wasserman, Eddie Barrios; Bill Maris, cigarette department manager; Mitchell Moorehead, William Peacock, Bill Peacock Jr.; Dan B. Cohen, owner; Lillian Harries, Lester Bloomstein, Byron Morris, Mitchell Moorehead Jr., and two porters.

In the lower photo, Crescent officials and personnel look over a recently arrived shipment of DuGreiner Champions. Left to right are Bill Maris, cigarette department manager; Don Ornday, DuGreiner representative; Andrew Monte, Doris Randolph; Dan Cohen, owner of Crescent, and Lillian Harries.

Central Pennsylvania Operators' Assn., 1527 N. Third St., Harrisburg.

Cigarette Merchandisers' Assn. of Pennsylvania, E. J. Dingley, secretary, 115 Chestnut St., Philadelphia.

Eastern Pennsylvania Operators' Assn., 1423 N. Third St., Harrisburg.

Legal Amusement Operators' & Distributors' Assn., J. J. Redyke, Cherry Valley Road, Delaware Water Gap.

Philadelphia Photograph Operators' Assn., Harry Etkins, secretary, 124 Market St., Philadelphia.

Photograph Operators' Assn. of Eastern Pennsylvania and New Jersey, T. G. Mullin, business manager, 734 N. Lumber St., Allentown.

Photograph Operators' Assn. of Scranton and Wilkes-Barre, Ben Sterling Jr., secretary, Rocky Glen Park, Moosic. Meet every two weeks.

Scranton Pin Game Operators' Assn., S. M. Busch, secretary, 136 Franklin Ave., Scranton. Meet every two weeks.

South Jersey Amusement Assn., T. R. Marks, secretary, 6738 N. 18th St., Philadelphia.

Western Pennsylvania Operators' Assn., 1300 Fifth Ave., Pittsburgh.

Rhode Island

No association listed in this State.

South Carolina

No association listed in this State.

South Dakota

No association listed in this State.

Tennessee

No association listed in this State.

Texas

Associated Phonograph Operators of Harris County, Texas, H. L. Eason, secretary, 512 Anita St., Houston.

Dallas Coin Machine Mens' Assn., John Bachman, secretary, 5400 Goodwin Ave., Dallas.

Fort Worth Music Operators' Assn., Jack Maloney, 1010 Monroe St., Fort Worth.

Texas Coin Operated Vending Machine Assn., John Bachman, secretary, 5400 Goodwin Ave., Dallas.

Texas Music Operators' Assn., 5400 Goodwin Ave., Dallas.

Utah

No association listed in this State.

THE YEAR 1940

(Continued from page 70)

accordingly. The fact of a cigarette tax in 28 States, while adjoining States had no special cigarette tax also made it profitable to bootleg cigarettes. So a unique combination appeared in the wake of State cigarette taxes. It would now pay lawbreakers to make high-grade slugs with which to obtain cigarettes from machines and in turn bootleg these cigarettes at prices lower than retail. To make the idea still more attractive, it was a general practice in the vending machine trade to insert the odd pennies in change inside the cellophane wrapping of the pack; thus, if the price was 17 cents, the customer would insert 20 cents in the machine and would get a pack of cigarettes with three pennies inside the cellophane cover.

Now the slugger could get a pack of cigarettes to sell at bootleg prices and also get three pennies as an extra bonus, all for a bogus coin. The rapidity with which professionals and gangs caught onto this soon made it a national evil and it became very threatening to the whole cigarette business, as well as to other vendors and to phonographs on a lesser scale.

But the coin mechanisms of the cigarette machines were so efficient that it was necessary to make the bogus coins so nearly like the real thing that it actually was counterfeiting. The federal agents considered it such and they began a search for the professionals or gangs in all parts of the country. In December of 1940 the federal government obtained a conviction on three counts in its first test case in a Federal District Court in Omaha. Plans were made to carry the test to higher courts so that federal agents would be armed with complete and full power to immediately convict makers, sellers, and users of bogus coins wherever they found them. Meanwhile, it was also discovered that the high quality slugs were the work of professionals and gangs, another fact which attracted the interest of federal agents. The slug epidemic of 1940 was truly serious but it also brought about the greatest hunt for sluggers in trade history.

Bulk venders had a very successful year in 1940 and shared fully in the increased industrial activity. The United States Census of Business in 1940 began to collect statistics on merchandise sales thru cigarette and candy venders and these facts will serve to increase the commercial importance of the vending machine industry.

Beverage Venders Succeed

As early as 1930 there was much talk of refrigerated vending machines for dispensing soft drinks, ice cream, milk, and fruit juices. But refrigeration and mechanical problems were too great. However, the year 1940 marked an actual demonstration that mechanical and refrigeration problems had been solved and the beverage vending machines were a success.

The largest manufacturer of bottled beverage machines reported it had made 18,000 machines in three years. The largest manufacturer of cup beverage venders reported it had made 1,000 machines during the year. The number of beverage machines for vending milk in bottles reached a surprising total so that the National Dairy Council became interested. Industrial plants began to call for the venders faster than they could be supplied.

A new and vital branch of the vending industry, the beverage machine industry, had attained national success in 1940.

This is a record of the highlights of the coin-operated machine industry in 1940. On the whole it was a very successful year for all branches of the industry.

Vermont

Vermont Coin Operated Amusement Machine Assn., D. H. Roach, secretary, 5 Walker Place, Brattleboro.

Virginia

Tri-State Phonograph Operators' Assn., J. Bruce Counts, secretary, St. Paul. Meet on call.

Washington

Pierce County Amusement Game Operators' Assn., R. D. Peck, 324 Tacoma Ave., Tacoma.

Washington State Amusement Assn., J. O'Connor, secretary, 301 Bayview Bldg., Seattle.

Washington Automatic Merchandisers' Assn., 925 N. 70th St., Seattle.

West Virginia

No association listed in this State.

Wisconsin

Green Bay Operators' Assn., Earl LaLuzerne, secretary, 819 S. Roosevelt St., Green Bay. Meet first week of each month.

Milwaukee Skill Games Board, C. C. Shy, 1201 W. Mitchell St., Milwaukee.

Skill Games Board of Trade of Wisconsin, Michael Klein, business manager, 161 W. Wisconsin Ave., Milwaukee. Meet fourth Monday of each month.

United Venders, Michael Klein, business manager, 161 W. Wisconsin Ave., Milwaukee. Meet second Wednesday of each month.

Wisconsin Automatic Phonograph Assn., 161 W. Wisconsin Ave., Milwaukee.

Wisconsin Cigarette Operators' Assn., Walter Williams, secretary, 720 State St., Madison. Meet on call.

Wisconsin Assn. of Coin Machine Operators, Inc., P. O. Box 307, Madison.

Wyoming

No association listed in this State.

Canada

Ontario Amusement Machine Assn., A. E. Wood, secretary, 50 Raglan Ave., Toronto.

Ontario Coin Machine Operators' Assn., G. M. Noble, secretary, 25 King St., W., Hamilton.

Puerto Rico

Assn. of Operators of Automatic Vending Machines in Puerto Rico, Antonio Agudo, Hotel Palace, San Juan.

Colorado Assn. Secured Lower Phono Taxation

(Association Report)

DENVER, Jan. 11.—Organized in April 1939 for the purpose of presenting a united front against exorbitant taxes on coin phonographs as passed by the city council, the Independent Phonograph Operators' Association of Colorado now has 18 members, 17 in the Denver area and one in Colorado Springs.

Two Denver distributors are included in the membership roster. Milton Pritts is president of the association; Art Hopkins, vice-president, and Walter Jantz, secretary-treasurer.

The organization is made up largely of smaller operators. That the organization accomplished its original purpose is attested to by the fact that subsequent ordinances introduced into the council not only did away entirely with the original license but the fee was gradually reduced to its present low rate. The association has not only brought to the front the adage that "united we stand" but also has given member-operators an opportunity to discuss common problems and to seek solutions equitable to all.

Unfair competition among operators has been condemned, commissions have been held at a fair profitable rate, and the organization has done much to foster good will not only among the operators but among the public in general as well. Meetings are usually held in the quarters of one of the Denver distributors, and although they are scheduled for twice a month, lack of new business problems and the general smooth functioning of activities have brought about a temporary suspension of meetings.

Ohio Cig Assn. Active for Fair Trade; Hit Slugs

(Association Report)

CLEVELAND, Jan. 11.—Organized officially August 14, 1940, the Ohio Cigarette Vendors' Association has been continually active in behalf of 97 cigarette vending machine operators in Ohio. The association is affiliated with the Ohio State Tobacco Association.

When cigarette fair-trade contracts were entered into early in September, the Ohio Cigarette Vendors' Association offered its cooperation. Within 10 days after the new prices went into effect, 10,000 cigarette machines were operating within the law, despite work and expense in changing the vending operation from 15 cents to 20 cents and inserting pennies in each package.

The OCVA then undertook the job of fighting the slug evil, which became even greater when pennies were put in the cigarette packages. An amendment to the present slug statute in Ohio has been prepared to put teeth into the law, and it will soon be introduced to the Legislature. Members also contacted their city, State, and federal officials for aid. Detectives were hired to track down sluggers and convictions were obtained in Columbus, Cleveland, and Cincinnati.

The anti-slug drive is still on, with the co-operation of the telephone companies. Now that the federal decision in Omaha opens the way to more aggressive federal action, efforts of the OCVA will be based upon the federal counterfeiting statutes.

The Ohio Cigarette Vendors' Association will also co-operate with the Ohio State Tobacco Association in

seeking an Unfair Trade Practices Act and will help fight any attacks on the fair trade law. Distribution of posters, stickers, and other material useful to the operators on a cost basis will be carried on.

Officers elected August 14 for one year were: Lou Golden, Ace Cigarette Service Company, Cleveland, president; Albert Ture, A. H. Jamra Company, Toledo, vice-president; Steve Lederer, Cincinnati Cigarette Vending Machine Company, treasurer, and Samuel L. Abrams, secretary. Board members are J. R. Kramer, East Liverpool; Max Mink, Canton; Jerome Pangallo, Springfield, and David Cole, Columbus.

The constitution provides for regular quarterly State-wide meetings. The most recent meeting was in Cleveland January 5. The next regular meeting will be held in Cincinnati in April.

Crosby Appoints Committees for Northwest Show

MINNEAPOLIS, Jan. 11.—With definite show dates set for March 25-26, plans for the third annual Northwest Coin Machine Show to be conducted here at the Radisson Hotel, will gather full steam when the colmen return from the Chicago conclave.

Tom Crosby, of Faribault, president of the Minnesota Amusement Games Association, which in co-operation with State distributors is sponsoring the Northwest show, has appointed Kelly, of Chaska, Minn.; A. I. Buck, of White Bear, and Peter Van Nef, of St. Paul, to the floor committee for the exhibit.

Crosby said all Twin City jobbers are co-operative 100 per cent with the association in sponsoring the show. Contracts being let for space



ASSOCIATED AMUSEMENT DISTRIBUTORS, coin machine men's association in Portland, Ore., takes part in Toy and Jcymakers' annual Christmas delivery of toys to children whose folks could not afford them. In the above picture, left to right, Budge Wright, Victor Brown, and a Portland fireman hold some of the toys donated by the association.

are calling for large blocks of space for exhibits.

"We are going to Chicago," Crosby said, "determined to obtain for the Northwest show the finest equipment and the most outstanding exhibits to be displayed at our show. An invitation will be extended to all those in attendance at the Chicago coin show to come to Minneapolis for the Northwest exhibit.

"Our committees are being appointed right along and are beginning to function immediately. No stone will be left unturned in an effort to make the Northwest Coin Machine Show, March 25-26, one of the finest."

Hurrah for the Ray Guns!

Pep added to amusement field as targets spread during 1940—attention to defense zooms popular interest—prospects for increasing success of guns for another year

By HERB TRACKMAN, Denver

WITH national defense the most talked of and written about subject of the day, the coin machine industry has capitalized on this popular and ever-present subject both from the standpoint of amusement as well as profit. During the past few months the ray gun in its various forms has risen to one of the most popular of coin-operated machines.

Other than its connection with national defense there have been several other contributing factors to the success and popularity of the ray gun. Anyone can operate one of the guns, therefore it has popular appeal. The element of skill has not been overlooked, since the user can see immediately the results of his growing ability to hit the target. The fact that the user gets his money's worth has added to the ray gun's popularity. He doesn't get just one or two shots but enough to make him feel his money is well spent, and in many machines the acquisition of greater skill is fostered by an increase in the number of shots allowed for successful hits.

The designers of the various gun machines come in for a large share of the responsibility for their success in that alertness to eye-appeal has resulted in a wide assortment of attractive presentations in the appearances of the guns. Further, manufacturers have kept pace with the times and are constantly introducing new styles of guns, each of which acts as a stimulus in the use of the machines.

Profitable operation of ray guns has been aided by the fact that this type of machine is adaptable to practically any type of location. Not only the usual run of locations but hotel lobbies, theater lobbies, dance halls, and night clubs have proved profitable locations for ray guns. Another innovation is the placement of guns in arcades, where a battery may be used. Not only are they profitable in themselves in arcades but they serve as a stimulus to play other types of coin-operated machines in the same location. The variety of styles and models offered gives the operator an opportunity to rotate machines from one location to another and thus extend the length of profitable operations.

That the use of ray guns will diminish is, of course, a possibility, but with the nation daily becoming more conscious of national defense the probability of this happening soon is remote. Despite the fact that operating the gun is a far cry from actual machine-gun operation, the presentation and the idea are there, sufficiently so to keep interest and a steady flow of coins on the increase for ray guns.

Washington Assn. Wins Co-Operation From Merchants

(Association Report)

In a letter from Horace Biederman, secretary-treasurer of the Washington Coin Machine Association, the aims and views of the association are presented. The following are registered as officers of the association: Evan Griffith, president; Simon Gerber, vice-president, and Horace Biederman, secretary-treasurer.

Says Biederman: "We meet the first and third Thursdays of each month at offices and homes of members. Temporary address is 1356 Rittenhouse Street, N. W., home of the secretary. At present there are 10 members in our association, which is at least 75 per cent of the total number of pinball operators in this city.

"Inclosed is a letter which was sent by our association to all location owners and merchants in Washington. This letter was praised by many merchants and helped us to advertise our merits for the merchants and the same inviting prospective operators to join our association.

"Hoping association and good will among operators during 1941 will continue to rise, I remain, Horace Biederman."

Letter to Merchants

The letter which the association sent to merchants follows:

Dear Merchant:

If the first words that your eyes lighted upon here were "do you love your wife?" you would certainly become angry. And justly so, because it is none of our business. But if we were to ask you, "Why do you keep pinball machines?" we feel that the only honest answer would be that it is to increase your income.

An ostrich hides his head in the sand and imagines that because he can see no one he is invisible. Please, let us not try to fool ourselves likewise. You know as well as we that this business is one that, if not closely supervised, can overstep the properties of the law.

Printed elsewhere is a list of operators who have realized the urgency of defending the best interests of all associated in this business. They are law-abiding citizens who are permanently established, and to whom a fair profit is a set goal. They are sincere in their desire to create a chain whose links of harmony will include you as a merchant, they as operators, and the civic authorities.

The association has the highest regard for those operators who are not included in the roster. We don't doubt that your dealings with our operators are of the best, even if he is a non-member. We are interested primarily in one thing, and that is to promote what is most beneficial to all of us. To further this aim we retain the services of a distinguished member of the bar who closely examines every angle of the law as it concerns our business.

We ask only this of you. Check the list to see if your operator is one of us. If he isn't, you are in a position to help yourself—by that we mean that you request of him that he tender his application. There is nothing secretive about our organization, and we will be only too happy to furnish you with information on any point that is not clear.

Members of the Washington Coin Machine Association are W. M. Andrews, Horace Biederman, Simon Gerber, Glove Coin Machine Company, C. W. Hendrix, Hub Enterprises, Phillips Novelty Company, Pioneer Novelty Company, George G. Price, and Washington Novelty Company.

Oregon Association Celebrates Their Pinball Victory

(Association Report)

PORTLAND, Ore., Jan. 11.—April 30, 1940, will be commemorated by Oregon operators for many years as a sort of Independence Day for the pinball trade.

It was on that day that the Oregon Supreme Court handed down its unanimous ruling that pinball machines are legal when played for amusement only. For some months previous to the decision pinball interests of Multnomah County were operating under an injunction granted them by the Circuit Court, restraining the law enforcing bodies of the county, including those of Portland, from seizing the games if played only for amusement. Operators in other districts were doing business under local tolerance.

After many years of battle and confusion the test case of Walter R. Fuller, local cafe owner arrested for possessing and operating a game and thereby conducting a lottery, came to Circuit Court late in 1939 and obtained a favorable decision. That opinion was upheld April 30 when Chief Justice Rand of the Supreme Court wrote: "The whole purpose of this statute (the Oregon lottery law) is to prohibit the use of devices played for a prize. As so described, this device lacked one of the essential elements of a lottery, namely prize, and hence was not a lottery nor, so far as the information charges, was it ever played, or capable of being played, for any unlawful purpose, it being played merely for the amusement of the player."

Fuller and Ace Arnsberg, president of Portland Operators' Association and head of Northwest Amusement Company here, played big parts in seeing the case thru the courts. The pair were guests of honor and toasted by appreciative operators at a coin machine men's banquet here December 20. Another important figure in the fight was Ralph Herzog, of Portland, attorney who ably defended Fuller and the pinball cause.

Portland Operators' Association has 28 members, Arnsberg reports. The board consists of Budge Wright, local manager for Western Distributors, Inc.; Jack R. Moore, Northwest coinman with headquarters here; William Goebel and Fred Grohs, both local operators. Alice Balangrad is secretary of the association.

Arnsberg described 1940 as a very good year for the coin machine trade, with new types of games proving especially popular. It is his opinion that if manufacturers continue to produce the same quality of games this year business will continue to increase.

San Francisco Assn. 1 Mo. Old; Does Big Things

(Association Report)

SAN FRANCISCO, Jan. 11.—The big news of the year here happened in November, 1940. It was then that operators and distributors in the San Francisco area decided an association and public relations set-up was needed—and did something about it.

Operators led by Lou Wolcher, Al Armos, Wolf Reiwitz, and Ed Mape called a general meeting November 14. About half of the 100 active operators attended. Sid Mackin, public relations counsel, was invited to set forth a provisional program. In mind was tax ordinance and restrictions imposed but a few weeks previous.

Considerable credit for awakening



DAVE GOTTLIEB, serving his second term as president of Coin Machine Industries, Inc., as engineer of convention preparations, has been busy for many months. With the show finally on, he may look around and be happy that it is the largest show ever held.

to the need for a co-ordinated public relations program is due to the campaign carried on by The Billboard.

Membership has registered a steady growth and should soon include every operator. The enthusiastic reception of the co-operative plans by the operators has enabled the organization to strive for desirable practices and ethics.

In its first month the association has held two general meetings of the membership with very good attendance. Successful groundwork has been laid for a general public relations program, the results of which have already been noticeable.

Recognition has been established with several municipal departments interested in the operation of amusement devices. Municipal departments and civic organizations have come more than halfway in extending co-operation to the organization.

The association has issued a number of informative bulletins to its members. The sincerity of the organization is best evidenced by a resolution passed at the general meeting December 20, a copy of which follows:

Amusement Merchants' Association, Marshal Square Bldg., San Francisco, Calif.

RESOLVED: That this association endorses the position taken by the chief of police as disclosed in an article appearing in The San Francisco Examiner December 19, in which he pointed out the seriousness of the situation resulting from the operation of vacant stores containing a dozen or so pin games and no other furnishings nor any article for sale; further, it is hereby declared that the Amusement Merchants' Association adopts the policy and goes on record encouraging the restriction of pinball games in excess numbers in any one establishment. Furthermore, the members of the Amusement Merchants' Association express their wholehearted desire to co-operate with the police department in establishing an acceptable method of co-ordinated monitoring which will provide mutual agreeable settlement of such problems that require attention.

I hereby certify that the above and foregoing is a true and accurate copy of the resolution by the Amusement Merchants' Association at its regular meeting December, 1940.

(Signed) SID MACKIN.

The association will mark its entry into the second month of its existence by announcing formal incorporation. They will celebrate the occasion by holding a dinner meeting.

A NICKEL IS BORN

By HERB TRACKMAN

SMALL, light in weight, ever present and ever in demand, accepted as rather commonplace, yet without it there would be no coin machine industry—the nickel. Did you ever stop to think what would happen to the industry if suddenly the supply of nickels were taken away? To dispell any thoughts about the birth of the lowly nickel the writer recently made a trip thru the Denver mint, upon permission of Mark Skinner, superintendent. And if anyone in the future tells you its easy to make money, tell them that as far as coinage is concerned it's an involved process.

The life-blood of the coin machine business gets its start in the make-up room. Only pure nickel, all of which is obtained in Canada, and electro-litic pure copper is used. A set of scales so accurate they can weigh a one-hundred (.01) troy is used to obtain the proper balance. The coins contain one-fourth nickel and three-fourths copper, and this balance must be exact as to weight and fineness.

The proper weight balance of

Strike Keynote For Co-Operation

BUFFALO, Jan. 11.—The most generally heard opinion on how to aid games operators in the coming year is that there should be a movement for better co-operation among the rank and file of coin machine men, while there isn't at present any warlike atmosphere among the trade here, the general sentiment is quite far from co-operative. To further the interests of the entire group, it is often said an organization of operators should be formed.

Most beneficial to games operators in 1941, it is said, would be the forming of an association, and the advantages of such a move cannot even be counted off-hand, because they are so numerous and far-reaching. Better working conditions, less cutting-in and clear competition, and finer understanding among the trade's members would be only a few of the benefits operators would derive from such a move.

With a definitely organized group of operators here, licensing problems, taxation, and other matters could be disposed of in an easy, businesslike manner, the opinionated coinmen say. All fuss when a new difficulty of some sort threatens might be avoided. Regular meetings of the operators would decide just how to handle the various problems, and the chosen representatives of the association could then step out and bargain for the group.

As in any situation where many widely different opinions and various types of people have to be taken into consideration, a concerted move to get anything as important as an association under way is difficult, they believe. Undoubtedly attempts to organize have been made already, but results so far haven't reached any definite stage. It is most probable, however, that the coin machine men will try harder than ever in 1941 to find a solution to their problems in some co-operative way. At present no interference by officials is felt, but just as soon as any complexities arise the desire of several operators to organize should jell into something better than just wishful thinking. The new year might likely be timely for forming an association of games operators, since they themselves now feel that the idea is sound, needed, and would benefit everyone concerned.

nickel and copper then goes to the ingot melting room, where it is placed in a melting furnace with a temperature range of 2,400 degrees. The resulting molten mixture is then poured into ingots of 66 ounces each. These ingots are washed in a mixture of sulphuric acid and water to remove grease and dirt and to bring out a brighter color. The ingots are then topped and the rough edges cut off. There are 56 ingots in a melt, which will make about \$750 in nickels.

Into the rolling room go the ingots, where they are put thru a breakdown, and then given an intermediary and finished roll with as much as 50 tons of pressure at a time. The original foot-long ingot finally emerges about 6½ feet long. Micrometer tests are made for standard weight and thickness and if a coin is three grains over or under standard thickness of 62-thousandths it is condemned. Nickels are punched three at a time and about 30 minutes is required to punch out \$750.

Punched blanks are then taken to a bleach room where they are first annealed, or softened, by being put in a furnace at a temperature of 1,400 degrees, with enough atmosphere admitted to prevent oxidation. Following a sulphuric acid wash, coins are put in a cream-of-tartar solution to polish and then in a centrifugal extractor for drying. There is a .35 ounce loss in handling. However, the room has a lead floor which drains into subterranean tanks where particles of metal are recovered thru a series of baffle tanks.

Finally, the blank coin is ready for the press room where it is first put into the upsetting machine to form the border. Then a press with reverse and adverse dies stamp the coins on both sides in one operation. Sixty tons of pressure are used in this stamping, which stamps about 100 coins a minute. Coins are then placed in an automatic counting machine which packs them \$50 to a bag. They are then ready for distribution.

Despite 24-hour, seven-day-a-week shifts, there is a definite shortage of all coins except dollars at the Denver mint, and the mint is unable to meet orders for new coins. The increased use of coin-operated machines is acknowledged one of the important reasons for this shortage. So you see, Uncle Sam has the same trouble most of us have, he can't make enough money. And the next time the subject of nickels comes up, remember what the lone, unpretentious coin has to go thru before it is eligible to go into a coin machine and eventually mean \$\$\$ to you.



GEORGE MOLONEY, of Bally Manufacturing Company, is treasurer of Coin Machine Industries, Inc., sponsor of the 1941 Coin Machine Show held in Chicago.

The Buyers' Guide

Manufacturers: If your machines or products are not listed in our annual Buyers' Guide, please send us a complete list at your earliest convenience

THE purpose of the Buyers' Guide is to list each year at the time of the annual trade convention all the coin-operated machines and accessories that are said by the manufacturers to be actively on the market. It is recommended that members of the trade file the list for reference purposes.

This list is incomplete, but from year to year its usefulness will increase each time it is published. More than 500 notices were mailed to manufacturing firms. Notices were also published in The Billboard, asking for information from all manufacturers. The listing contains only those machines and products reported by manufacturing firms as actively on the market December 31, 1940. Obviously, it would not be practical for our staff to determine what products are, or are not, actively on the market. If certain machines or products do not appear, it is an indication that no report was received.

Information Services

This listing is a part of The Billboard's information service, which is available to anyone who seeks sources of supply or desires special information about the coin machine industry.

All inquiries regarding the coin machine industry should be addressed to The Billboard, 155 North Clark Street, Chicago.

The descriptive comments in this listing are based on the reports of the manufacturers and have been edited to coincide with the reports insofar as space permits.

Manufacturers are requested to file lists of all new machines and products with us, in order to complete our files, and also to send us circulars on machines and products.

I. AMUSEMENT MACHINES

ACE—counter machine, five-reel poker game; automatic coin divider and two cash boxes. Daval.

AIR RAIDER—anti-aircraft machine gun, shows pilot balling out; new film targets. Metropolitan.

AMERICAN EAGLE—small counter bell, free-play token award; also gum vander model. Daval.

ASKER—penny amusement machine with 12 questions. Operators Supply.

ATTENTION—pinball game, convertible for novelty or replay; plastic bumpers, high score, and other features. Bally.

BANG TAILS—console made in various models, including replay. Evans.

BAKER'S PACERS—console made for all coins; also jackpot, daily double cash play, or checks. Baker.

BALLY BABY—three-reel penny play counter game with cigarette reels; no automatic payout. Bally.

BANG-A-WAY—miniature shooting gallery, features moving targets on endless chain; score register. Mutoscope.

BATTING PRACTICE—skill baseball game; features high score of week. Scientific.

BIG TOP—three-reel electric console; three models—replay, payout, and payout with compulsory skill feature; comic symbols on reels, mystery bell award, nickel or quarter play. Bally.

BINGO—a competitive roll-down group game for parks, beaches, etc. Scientific.

BICYCLE TRAINER—a standard bicycle mounted, with exercise and amusement appeal, for arcades, etc. Exhibit.

BOBTAIL—small console equipped with new mechanism (Chief), single unit, coin detector, colorful sporty top. Jennings.

BONUS—an amusement machine made in various models for counter use. Evans.

BOOSTER—counter game trade stimulator. Exhibit.

BROADCAST—pinball game, convertible for novelty and replay; standard table with backboard; high score and various features. Bally.

BOWLING ALLEY—automatic duck-pin bowling alley using regulation ducks and balls and featuring automatic pin setter. Evans.

BOWLING ALLEY—portable, complete automatic pin reset and ball return, coin-operated, 10-cent play, slug-proof coin chute. Pace.

BOWLING ALLEY—high-class duck-pin alley, not coin-operated. Electro.

CASINO GOLF GAME—novelty, strictly legal table game, 5-cent play. Waizer.

CIRCUS—penny counter amusement machine, new idea of skill test. Bally.

CLUB CONSOLE—a Silver Moon Club in special cabinet, rich walnut; available for all coins. Jennings.

COCK-EYED CIRCUS—battery of six different peck-in machines; sold singly or desired Exhibit.

CRYSTAL PALACE DIGGER—digger machine made in four models. Exhibit.

CUB—a three-reel counter game, ciga-

rette, fruit, and number reels; coin divider; two cash boxes. Daval.

COUNTRY CLUB—a bowling alley. Penny Products Co.

DARK HORSE—multiple type replay pinball game featuring pin and spring action, mystery selections, changing odds, win-place-show, and purse awards; table or console, convertible for one or five-ball play. Bally.

DEFENDER—machine-gun type of ray gun (100 shots for 5 cents), with airplane target. Bally.

DRIVE-MOBILE—miniature novelty automobile test driving machine. Mutoscope.

DERBY—a multiple group game for 10 or more players; each player operates own individual pinball board; board runs length of concession; units from 10 to 30 games (not coin-operated). Pacific.

PAST TIME—Deluxe, console built with Chief mechanism (1941), complete in single unit; available with Trading Post top, Free-Play top, and Skill Play top; 1-cent to 25-cent play. Jennings.

FOX HUNT—an amusement table game (pinball) with modern features. Chicago.

FLYING FORTRESS—a new type of amusement machine complete in one cabinet; simulates dropping bombs, registers hits. Metropolitan.

FREE-PLAY BELLS—free-play model, no slides or jackpot; four-row mint compartment, front vander, nickel chute. Pace.

GALLOPING DOMINOES—console machine made in various models, including check, ticket, and replay. Evans.

GALLOPING DOMINO—a counter model of the console, non-payout. Evans.

GOOFY BALL—a competitive amusement game for two players; 2-cent play. Exhibit.

GREAT WHATSIS—battery of three models, amusement device, for arcades, etc. Exhibit.

GYPSEY CARD READER—amusement machine, tells fortunes with cards, very lifelike gypsy head in glass case; great flash. Operators.

HAMMER STRIKER—a miniature of the big popular striker machine. Exhibit.

HIGH-HAND—replay, five-reel poker console with hold and draw feature; nickel or quarter play. Bally.

HOCKEY—novelty game for two players, size of pinball table. Mutoscope.

IN THE BARREL—Amusement console game made in novelty and replay models. Evans.

I. O. U.—counter game, trade stimulator type. Exhibit.

JIG SAW—a competitive roll-down group game for amusement parks, beaches, etc. Scientific.

JUNGLE CAMP—small size console machine made in various models, including replay and mint vander models. Evans.



HERB JONES, advertising manager of Bally Manufacturing Company, is the head of the publicity committee for Coin Machine Shows. Herb is responsible for the large amount of convention news which reaches every section of the country.

KEENO—amusement machine made in various models and adapted for counter use. Evans.

KENTUCKY DERBY—competitive roll-down group game for parks, beaches, etc.; also known as Sport-o-Kings, Track Time, Hialeah, etc. Featured at 1940 World's Fair. Scientific.

LONG SHOT—multiple payout game, pin and spring action, mystery selections, changing odds, win-place-show-purse awards; one-ball play; console type cabinet. Bally.

LONG SHOT—console bell machine; triple coin head, two separate payout mechanisms; accepts, nickels, dimes, quarters; guaranteed jackpot. Jennings.

LUCKY LUCRE—payout console machine featuring multiple payouts to conform with five-coin, gyp-proof coin head. Evans.

LUCKY STAR—console amusement machine, being the modern version of the original Dewey machine. Evans.

LUCKY STRIKE—counter game, twin-play horizontal dial penny play, with ball gun attachment, with or without registers. Baker.

LITE-A-LINE—electric bingo, not coin-operated, winner automatically shuts off all other tables; sold in units of five; can be installed up to 50 units. Pacific.

MARVEL—counter three-reel cigarette symbol, token payout machine, plain model or ball gun vander. Daval.

MASTER CHIEF—bell-type machine, equipped with slug rejector and coin detector. Jennings.

MUTOSCOPE—the original Mutoscope picture machine, all models, hand-operated, showing exclusive Mutoscope reels. Mutoscope.

MUTOSCOPE—selector model; picture machine showing five exclusive Mutoscope reels. Mutoscope.

OLD-AGE PENSION—counter game, trade-stimulator type. Exhibit.

PACERS—console amusement machine, companion piece to Bang Tails machine. Evans.

PAYDAY—a nine-coin electric console, five-cent or 25-cent play. Pace.

PICK-A-PACK—cigarette hold and draw game featuring two plays for one penny. Baker.

PINBALL GAMES—various models released at intervals. Exhibit.

PINBALL GAMES—various models released with all features. Baker.

POKEROLL—roll-down poker game, backboard, flat rolling surface. Mutoscope.

POKERINO—roll-down poker game, backboard, inclined pitch surface. Mutoscope.

PITCH-TO-THE-LINE—counter game, uses penny-pitch appeal; light-up backboard, pitch till you win. Metropolitan.

RAPID FIRE—machine-gun type of ray gun (160 shots for five cents) with diving submarine target. Bally.

ROCKET JACKPOT BELL—single jackpot, concealed reserve, visible escalator, five to 25-cent play. Pace.

ROLL-EM—console, two-reel dice game, automatic payout, seven-selection coin head; nickel or quarter play, with or without check separator. Bally.

ROLL IN THE BARREL—manually operated game, featuring player's individual score, and daily or weekly high score; with or without free-play mechanism. Jennings.

ROLLETO JR.—console amusement machine constructed in a variety of models. Evans.

ROLLETO SR.—de luxe console featuring multiple play. Evans.

ROYAL DRAW—console, five-reel poker game with hold and draw feature, payout, nickel or quarter play; with or without check separator. Bally.

ROYAL LUCRE—console amusement machine in the Lucre group of consoles. Evans.

SARATOGA BELLS—several models, including Saratoga Senior, Saratoga Junior, Saratoga consoles with free play, mint venders and various equipment; also, a novel bell with phonograph. Pace.

SARATOGA SWEEPSTAKES—a counter horse race game with realistic features. Evans.

SELECT-EM—counter game of trade-stimulator type. Exhibit.

SILVER CHIEF—bell-type machine with chrome front and other features. Jennings.

SILVER MOON CHIEF—bell machine, flashy jackpot, large reserve to automatically refill. Jennings.

SILVER MOON CLUB—bell machine for clubs. Jennings.

SILVER MOON CONSOLE—playing field has fruit symbols; standard three-five payout mechanism. Jennings.

SKY FIGHTER—anti-aircraft machine gun, self-contained cabinet, 300 shots. Mutoscope.

SKY PILOT—rapid-fire machine gun featuring movable targets with action and high-score devices. Baker.

SMOKER BELL—bell machine, with standard mystery mechanism. Pace.

SUPER CHIEF—bell-type machine with extra slug protection. Jennings.

SPORTS PARADE—modern pinball game with latest features. Chicago.

STANTOLINER—modern pinball game with latest features. Chicago.

TEN STRIKE—console bowling-type game, made in novelty and replay models; offers realistic bowling game. Evans.

X-RAY POKER—roll-down poker game; one model for taverns, another for parks and beaches. Scientific.

II. MUSIC MACHINES

Phonographs

No lists were submitted in this field, due to announcement of new models coming in January each year.

Movie Machines

METERMOVIES—sound on film machine contained in cabinet with a large day-or-night screen; capacity 8 to 12 film subjects. Metermovies, Inc.

PHONO-FILM—coin-operated sound motion picture machine, made in two models, a portable type with large wall screen and a console model which is self-contained. The Phonofilm Company.

PANORAM SOUNDIES—a self-contained complete sound motion picture machine, coin-operated. Made by Mills Novelty Company and distributed by Soundies Distributing Corporation.

PHONOVISION—a coin-operated, self-contained automatic sound motion picture machine. Phonovision Corporation of America.

VISIONTONE—a selective coin-operated sound-on-film motion picture machine. Tonovision Corporation of America.

TALKAVISION—coin-operated sound-on-film motion picture machine, self-contained in hardwood cabinet. Talkavision, Inc.

Telephone Music

JENNINGS TELEPHONE MUSIC—central studio equipment, approved by telephone companies and licensed by FRI; also accessory equipment. Jennings.

TELO-TONE—full line of equipment for music distribution over telephone wires; studio units; Telo-Box, a private two-way communication wall box; Telo-Dapter, equipment to convert phonographs to telephone systems; Telo-

Speaker, complete location equipment. Telo-Tone.

Music Accessories

ATLAS PRODUCTS—full line of accessory equipment, including baffles and enclosures, extension speakers, plug connectors, public address speakers, microphone stands, speakers, wall cabinets, etc. Atlas.

FUN-O-MIKE—a microphone adapter for all music machines, using crystal microphone with vacuum tube amplification. Waterman.

PLAYALL—music studio equipment adaptable to phonographs in system; operators can use to operate any installation. Waterman.

PENNY-MUSIC—counter and wall boxes, using come-on play idea. Telo-Tone.

MIRABEN PRODUCTS—complete line of cabinet ensembles for various makes of phonographs, electrical repair kits; spring kits, bulb and fuse kits; complete line of replacement parts and accessories. Miraben.

WATERMAN PRODUCTS—stage speakers, music speakers, special microphones, music studio equipment, etc. Waterman.



A. E. GEBERT, head of Advance Machine Company, Chicago, is a director of CMI, manufacturers' association sponsoring the 1941 Coin Machine Show. Gebert has been very active in planning for the conclave.

III. VENDING MACHINES

Beverage Venders

JENNINGS BEVERAGE DISPENSER—for bottled drinks, two-flavor, fully automatic, with a large vending and pre-cooling capacity; available in several colors. Jennings.

KALVA 3-WAY VENDER—bottle venter, three flavors; 72 bottles in vending compartment, 72 in pre-cooling compartment; dry cooling. Kalva.

PELCO BEVERAGE VENDER—dry refrigeration, holding 40 bottles in drum, 100 bottles in pre-cooling compartment; dispenses all size bottles; handles selection of flavors. Pelco.

SELECTIVEND—selective-type bottle venter, 24-bottle capacity, 6 to 10-ounce bottles; fits Atlas standard cooler. Senior model holds 40 bottles and fits oversize standard Atlas cooler. Selectivend.

SIMPLEX BEVERAGE VENDER—junior model holds 19 bottles, 6 to 10-ounce, fits junior Atlas cooler. Senior model holds 39 bottles, 6 to 10-ounce, fits oversize standard Atlas cooler. Selectivend.

VENDALL—vending dispenser for beverages and milk drinks, handling various shapes and sizes of glass and paper bottles; two models, electric refrigeration. Hydro.

Bulk Venders

COLUMBUS VENDERS—14 models for vending all types of small candies, nuts, gum, charms, etc. Models include two and three-compartment de luxe floor machines, table and counter, and special booth models. Columbus.

ADVANCE VENDERS—several models of bulk venders for dispensing a variety of products commonly sold in these venders. Advance.

BANTAM—small porcelain venter, with tray, adjustable portions. Casam. **PUSH TRY-BULK**—bulk nut venter, primarily for bars, booths, counters. Reliable.

CENTURY—modern nut and candy venter. Ad-Lee.

CLIMAX—bulk venders for peanuts, etc. Advance.

DERBY—confection or ball gum venter, with amusement feature of six racing horses. Simpson.

DOUBLE NUGGET—two complete vending units in one, aluminum alloy, polished, for candies, nuts, gum, penny. National.

EVER-READY—four-in-one penny nut and candy venders. Ad-Lee.

E-Z BALL GUM—old number coming back again; 5-cent, with lucky numbered ball gum feature. Ad-Lee.

FAMOUS—for ball gum, penny, or 1-2-3 feature. Simpson.

MAGNA—single bowl, penny bulk venter for candies, nuts, gum; aluminum alloy. National.

NORTHWESTERN—a popular line of several models for bulk merchandising; all sorts of combinations and colors. Northwestern.

IDEAL—hot peanut machine, polished aluminum, holds five pounds, heats electrically. Also, model without heat which holds 28 boxes nuts. Speciality.

OCIETTE—bulk candy and nut venter, combination 1 and 5-cent play. Pace.

PENNY SHOW—a three-in-one nut and candy venter. Ad-Lee.

PETITE NUT VENDER—a small polished aluminum venter for counters, bars, etc. Speciality.

PETITE PELLET—small polished alu-

IV. MISCELLANEOUS MACHINES

ASTROSCOPE—amusement machine adjustable to patron's birthdate; vends astrological reading for dime. Operator.

ARCADE MACHINES—big variety of all types of arcade machines, from small penny devices to elaborate ideas. Exhibit.

ARCADE MACHINES—big variety of all types of machines, from small penny devices to high-grade machines and special ideas. Mutoscope.

AUTOMATIC LIBRARY—a machine for vending 10-cent booklets, especially the Haldeman-Julius library. Jennings.

CENT-A-MINT—penny venter specially for Mason's mints. Cent-a-Mint.

ELECTRIC SHOCKER—models by Advance.

FOOT MASSAGER—also listed as Vi-Ped-Ex.

FOOT EASE—also listed as Vitalizer. **IN A BAG VENDER**—a special peanut venter which vends nuts in bags. Jennings.

MINTROLL VENDER—special candy venter for bus and theater seats. Advance.

PACKAGE VENDERS—made by Advance; Speciality.

NAB DINER—a five-column venter for 5-cent package cookies; holds 115 packages. Trimount.

POST CARD VENDERS—made by Advance. Exhibit.

PLANETELLUS—an earlier model of the Astro-Scope; readings still supplied. Operators.

PHOTOMATIC—an automatic picture-taking machine which delivers a metal-framed picture within one minute after coin is inserted. Mutoscope.

PENCIL VENDERS—made by Advance; Shipman.

PACKAGE VENDERS—made by Advance.

PARKING METERS—see separate list. **POSTAGE VENDERS**—made by Advance, Northwestern, Shipman, Speciality.

PEEK-PEEK MACHINES—for arcades; made by Exhibit, Mutoscope, Shipman.

SMILING SAM—vends a lucky charm poker piece. Exhibit.

SCALES—made by Royal, Jennings. **SANITARY NAPKIN VENDERS**—made by Advance.

TESTOGRAPHES—special adaptations of arcade testers for gymnasiams. Mutoscope.

TELESCOPE—coin-operated. Bausch & Lomb.

TARGET SKILL—counter pistol target machines, in several models. A. B. T. **VOICE-O-GRAPH**—automatic voice recorder; records, plays back, and vends record; two models. Mutoscope.

VISTASCOPE—stereoscopic picture-viewing machine. Advance.

VI-PED-EX—an automatic foot-massaging machine. Vi-Ped-Ex.

VITALIZER—a foot-ease machine, coin-operated. Exhibit.

CERTEX—a venter for prophylactic products. Peerless Products.

CIGA-ROLA—a cigarette machine with built-in bell (Jennings Chief) mechanism, de luxe cabinet; patron may play for amusement or purchase cigarettes outright. Jennings.

Parking Meters

O. D. Jennings & Company, Minute Minder.

Duncan Meter Corporation, Miller. Michaels Art Bronze Company, M-Co. M. H. Rhodes, Inc., Mark-Time.

V. PARTS AND SUPPLIES

ARCADE SUPPLIES—Exhibit, Mutoscope.

BULK MERCHANDISER KITS—service kits for bulk venders. Peerless.

BAG FILLER—Peerless.

COIN CHUTES—A. B. T. Advance. **COIN COUNTERS**—Peerless.

COIN WRAPPERS—Schubb. **GAMES ACCESSORIES**—New York Specialties, Pacific.

GUM—chewing gum of all kinds for vending machines. American.

LOCKS—for all types of machines. Corbin.

NUTS—cashews, almonds, etc. Reliable. **PAY LOCKS**—Advance. **PHOTO SUPPLIES**—Exhibit, Mutoscope.

POST CARDS—Exhibit. **PHONOGRAPH ACCESSORIES**—Baker, Miraben, Atlas, Waterman.

SALES—Jennings. **SLUG EJECTORS**—A. B. T. Exhibit. **SALESBOARDS**—designed for all types of operations. Baltimore. **SALESBOARDS**—(punchboards) Peerless, Gay Games. **TIMING DEVICES**—Advance.

Canadian Coinman, War-Time Officer, Dies in Montreal

ST. JOHN, N. B., Jan. 11.—Lieut. Col. C. H. McLean, of St. John, N. B., whose death occurred suddenly at Montreal after finishing a drive from Boston, has been active for many years in the coin machine field at St. John, his home town, and also in Toronto, Hamilton, and Montreal.

He was 68 and had been a distributor of music machines, candy venders and pinball games. He was with the Canadian Expeditionary Force in the war of 1914-18 as commander of the Fifth Mounted Rifles.

Before the war he was a major in command of a cavalry unit in the Canadian militia at St. John. After the war he resumed his affiliation with the cavalry militia of Canada as commander of a St. John unit until retired from the reserve about three years ago.

He had driven a sister from St. John to Boston and was completing a journey alone from Boston to Montreal when a sudden heart attack developed. His death occurred in a few minutes.

A lawyer before entering war service, he did not practice after demobilization, entering the coin machine trade at St. John. He was awarded membership in the distinguished service order for war service.

Appreciation for Bulletin Data

To the Editor:

Many thanks for your kind letter of December 17, also for your material sent under separate cover (legal bulletins, etc.). This material is most interesting and I am sure it will prove to be of a big help to us in setting up our program.

I also want to take this opportunity to express my appreciation for the fine treatment and send-off you have given us in your December 28 issue.

The reception of our association to date has been more than encouraging. Other civic organizations and the municipal departments with which we have already established liaison contact have been extremely co-operative and the tremendous groundwork that is necessary for the proper functioning of an organization of this type has been progressing most favorably.

The spirit and co-operation of the operators and jobbers comprising the membership has been more than enthusiastic, and we feel confident that we will achieve a permanent and lasting basis for satisfactory operation of mechanical amusement devices in this community, which should prove to be of real value to the amusement game industry as a whole.—Sid Mackin, managing director, Amusement Merchants' Association, San Francisco.

New Dues Schedule Jersey CMA Drafts

NEWARK, N. J., Jan. 11.—A proposed scale of dues for 1941 to be brought before the regular meeting January 28 for final action was drafted at a special meeting of the New Jersey Cigarette Merchandisers' Association board of directors Monday night. In addition to this, board went on record as favoring the move to join with New York CMA in sponsoring the annual banquet.

Special meeting was called Monday to allow members of the board to attend the Coin Machine Show in Chicago. James V. Cherry, manager, said a good representation from the organization would be on hand to see the 1941 machine designs.

MUSIC MERCHANDISING

MUSIC BOXES IN LIMELIGHT

Phonos Now Sole Medium for Mass Exploitation of Songs

ASCAP-radio feud presents music machine industry with opportunity to render public service by helping to perpetuate old songs and popularize new ones banned from the air

NEW YORK, Jan. 11.—In the midst of the welter of facts, rumors, demands and counterdemands, denials, opinions, and general vituperation that surrounds the epic struggle between the radio industry and the American Society of Composers, Authors, and Publishers, one indisputable fact shines thru with the clarity of a beacon light. This is the simple and unalterable fact that the automatic phonograph industry is now the sole sizable outlet thru which the bulk of this country's music, old and new, can be transmitted to the vast majority of the American public.

Up until midnight of December 31 there were two great media for mass exploitation of music—automatic phonographs and radio. But at one minute after 12 o'clock on the morning of January 1, 10 days ago, one of those channels—radio—ceased to function in the same proportion and to the same extent that it had been functioning insofar as its projection of American music was concerned. The impasse that had existed between ASCAP and the radio networks over the signing of a new contract to replace the five-year pact that expired at midnight on December 31—an impasse brought about by increased demands on the part of ASCAP for the networks' right to use its catalog, and by the networks' refusal to accede to those demands, and by their further refusal to deal with the Society under the same blanket payment terms as heretofore, desiring instead to pay for ASCAP music on a per program basis—has now grown into a full-bodied feud that has received much newspaper space and that has transcended the status of a mere music trade war. Instead it has now risen to a point that affects every American with an interest in the great popular and light classic music that is this country's melodic heritage.

Simple Arithmetic

Now the vast majority of that popular, standard, and semi-classic music is banned from the radio. Not completely, for there are a number of the smaller, independent stations that have signed with ASCAP and are free to use its music. In a tremendous general sense, however, due to the large networks' constant refusal to negotiate the matter, the American public now cannot hear such classics of varied musical Americana as Hoagy Carmichael's "Stardust," Jerome Kern's "Old Man River," George Gershwin's "Rhapsody in Blue," Cole Porter's "Night and Day," Victor Herbert's "Ah, Sweet Mystery of Life," and innumerable others—cannot hear them, that is, via radio, one of the two great conveyor belts between musical production and consumption in this country.

The deduction that follows is a matter of simple arithmetic, a case of taking one away from two and leaving one. The "one" in this case is the music machine industry, which never before in its comparatively short history has had the oppor-

tunity of really cementing its relations with the public to the extent that is now offered it.

Public Service

Music machines have served the public well in the past half decade. They have carried numberless songs by numberless artists into the hearts of all those who patronize the 400,000 phonographs all over the country. They have created their own hit songs, and they have pushed fair successes to the heights of smash hitdom. In a general sense, they and they alone have effected a revival of interest in phonograph records that still amazes recording executives; they have brought a once great, then almost defunct, industry back to the tremendous proportions it enjoyed years ago.

All thru this metamorphosis they have been aided, abetted, and sometimes perhaps hindered by radio and its ability to create hit songs. But now they stand alone as the one sole enormous waterway along which flow the musical efforts of all composers, lyricists, and artists. The service they can now render the public surpasses in importance all the previous good done by the coin phonographs. Previously they had an entertainment function to per-



ARTHUR J. OLSEN, president of Perno Products Corporation, maker of the Perno Point phonograph needle, has announced the appointment of E. C. (Gene) Steffens (left) to Perno's executive staff. Steffens has been president of the International Association of Automatic Electric Phonograph Owners the past two and one-half years. Olsen and Steffens are at the convention in Suisse 712-714.

form almost exclusively; now they are saddled with a mission, a mission they can discharge easily and with profit to themselves and to their followers.

Music Refugees' Haven

This ASCAP-radio-BMI (Broadcast Music, Inc., the publishing house set up by radio to combat ASCAP) fight has one large meaning for music machine operators. Outside of the actual pale of hostilities, since ASCAP and its licensees are still a remote factor in the lives of most operators and location owners—and will be as long as the current Copyright Act of 1909, with its tax exemption for coin-operated phonographs, exists—operators are affected by the present situation in the most favorable of all ways. They simply can't lose.

For they are free to play the same tunes and artists they have always played. They are free to play the new hits, near hits, or even failures produced on the air by BMI, Public Domain material, and non-ASCAP publishers. They are free to play

Texas Distributors Enlarge Quarters

FORT WORTH, Tex., Jan. 11.—Many expansion programs have been in evidence in this area during 1940 among distributors and operators. F. C. Ewing Company, distributor and nut roaster, added a large brick addition to its plant.

Willard White, operator, opened attractive offices and shops. Joe Sherburn, factory representative, opened offices and showrooms on West 13th Street. Bennie McDonald moved his Star Coin Machine organization into an attractive brick building on Northwest 23d Street, and Panther Novelty Company also made several expansion moves.

The Frankrich Distributing Company launched out into the distributing business larger than ever. There were renewed activities at the headquarters of the Ideal Novelty Company on Main Street, M. & W. Distributing Company on Primrose Street, Southwest Coin Machine Company on Jennings, and Chancellor Brothers on West Richmond.

Distributors and operators in this territory are set for a big year during 1941.

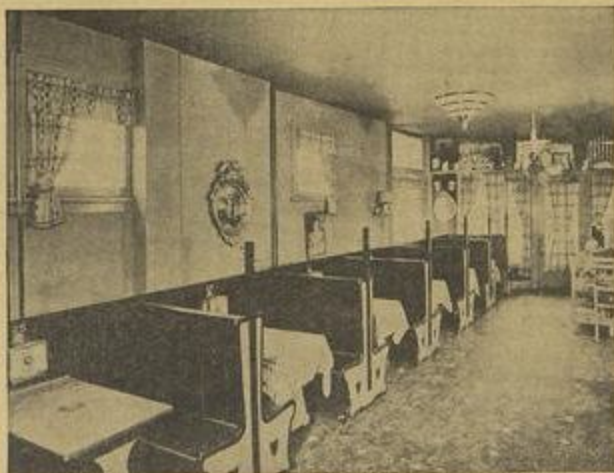
anything they want, as recorded by anybody. This freedom can't fail to result in profit, particularly with the only other mass exploitation, radio, now shackled by the bonds of "can play" and "can't play."

In short, the country's music boxes have become a haven for the musical refugees caught in the ASCAP-air lanes war. And at the same time, the victors of that war can find themselves just as much at home in the machines as the sufferers.

Capitalize on It

The old saying is that everything comes to him who waits. In the present instance, coin phono operators are certain to benefit even if they only sit by and "wait." But they will benefit more if they go out and exploit the fact that they can supply the current missing links of radio's melody chain. This type of exploitation was excellently typified by a large New York department store the day after the ASCAP ban went into full effect on the air. This store ran big ads in New York dailies, reading, "Listen to the music you can't hear on the air by buying and playing these records." Below this admonition was listed a pretty complete roster of those public favorites that are now forbidden to the airwaves.

Music machines can adopt the same technique. It's simply a matter of calling the public's attention to the fact that available in those machines are the current hit tunes like "Ferryboat Serenade," "A Nightingale Sang in Berkeley Square," and "Beat Me Daddy, Eight to a Bar," songs whose careers have been nipped in the popularity bud by the ASCAP controversy. And songs like "Smoke Gets in Your Eyes," "St. Louis Blues," and "Dinah," those well-known and well-loved standards whose familiar strains are at least temporarily restricted from radio airings.



PEGGY'S GRILL, CINCINNATI, has boosted its income with Keeney wall boxes and a Keeney speaker, according to Ohio Specialty Company officials, who made the installation.



Win With
WURLITZER *Victory Models for 1941*

Again in 1941, Wurlitzer Music Merchants will forge ahead to new victories—will win the best locations against all competition—will entrench themselves more firmly than ever before with their present locations—thanks to Wurlitzer's great new line of feature-packed, crowd-pulling Victory Phonographs.

Each is distinguished by brilliant developments in eye and ear appeal. Each is an example of Wurlitzer's long established engineering leadership. Each is available with Remote Control or may be adapted to it in the field. All are designed to score smashing victories for Wurlitzer Music Merchants in 1941.





WIN LARGER PROFITS WITH THE

WURLITZER *Victory Model 850*

Never before has Wurlitzer set the pace for style and beauty more decisively than on its Super DeLuxe 1941 Victory Model 850.

Here, to Glamour Lighting on the grand scale, Wurlitzer adds the wonder of Mystic Polaroid Illumination to magically light its attention-arresting peacock panel. A built-in Eye-Line Push Button Electric Selector guarantees patrons that every record selected will play.

Without exception or exaggeration, the Victory Model 850 offers Wurlitzer Music Merchants the greatest opportunity they have ever faced to capture the cream of the locations in their territories—to hold them against all competition—to roll up new records for profits based on the spectacular contribution of Polaroid Colors to the play appeal of this phenomenal Wurlitzer Victory phonograph.

WURLITZER
 Victory Model 850
 HAS
MAGICAL POLAROID*
ILLUMINATION
 AND
EYE-LINE ELECTRIC
SELECTOR



Wurlitzer's Eye-Line Push Button Electric Selector guarantees patrons that every record selected will play. It is foolproof . . . once chosen, a number cannot be canceled. Brilliantly illuminated push buttons, opposite program slips, make reference to numerals unnecessary. Patrons know records chosen because button light goes out when record is selected — remains out until played. Standard built-in equipment on the Victory Model 850.

Ever alert to scoop the industry in spectacular lighting effects—to give Wurlitzer Music Merchants the newest and best, Wurlitzer engineers quickly sensed the startling contribution Polaroid Illumination could make to Glamour Lighting on the new Victory Model 850.

Today this sensational development of science, mystical in its workings, magical in its effects, is Wurlitzer's and Wurlitzer's alone in the automatic phonograph field.

All colors of the rainbow constantly changing are produced on the peacocks from sheets of colorless material. Every feather on the peacocks, every background leaf and

flower is ablaze with a perpetual parade of ever-changing, eye-challenging hues.

The breath-taking beauty and eye-arresting action of Polaroid Color is so far ahead of anything ever offered in any automatic phonograph that it assures a sensational reception for the Victory Model 850.

Location owners will want it on sight. Patrons will play it on sight! Wurlitzer Music Merchants will be rewarded with the greatest earnings ever produced in automatic music history.

* T. M. Reg. U. S. Pat. Off. by Polaroid Corp.



An Eye-Arresting Parade of Ever-Changing Polaroid Colors
ANIMATES THE PEACOCK PANEL ON THE WURLITZER MODEL 850



MODEL 750

WIN NEW
LOCATIONS
WITH

WURLITZER
Victory Model 750

Again Wurlitzer has broken with tradition . . . outstepped competition in styling its new Victory Model 750.

Note its novel and beautiful cabinet! Here's a glorious new version of Glamour Lighting! Brilliant plastic pillars! Illuminated basketweave grille! Blue plastic panels on the coin slide unit! And, again, animated tubes of gay dancing champagne bubble illumination to command attention and inspire play . . . another exclusive Wurlitzer feature!

Never before has a standard model phonograph offered such ultra-smart styling or so many money-making features as are built into this instrument.

The Wurlitzer Model 750 can be supplied either with the Mechanical Selector as standard equipment, or with the Electric Selector at slight extra cost.

See and hear this vividly beautiful Victory Model at your Wurlitzer Distributor's. You'll readily realize it is destined to win new locations and greater profits for you during 1941.

DOMINATE THE COUNTER MODEL BUSINESS IN YOUR LOCALITY WITH

WURLITZER *Victory Models 41 and 81*

ONLY WURLITZER MAKES COMPLETE COUNTER MODELS

Both Wurlitzer Counter Models are complete phonographs with Built-In Speakers, Glamour Lighting and Visible Record Changers.

Victory Model 81 features a cabinet design of highly figured Oriental Walnut and Myrtle Burl with plastic pilasters of eye catching brilliance.

Model 41 still remains the smallest counter model ever built.

Each offers a wide-open opportunity for Wurlitzer Music Merchants to extend their operations and their profits for 1941. Each costs so little to buy and operate that it will quickly pay for itself and thereafter earn you a big return on your investment.

Below: MODEL 41



Above: MODEL 81

ONLY WURLITZER MUSIC MERCHANTS PROFIT BY A NAME FAMOUS IN MUSIC FOR OVER TWO HUNDRED YEARS

When you operate Wurlitzer Automatic Phonographs you are in a position to capitalize on "a name famous in music for over two hundred years". No other automatic phonograph has this public acceptance. The name "Wurlitzer" is known and recognized by location owners and patrons alike for the best there is in automatic music. Cash in on this fact with Wurlitzer Victory Models. It means more locations—greater profits for you as a Wurlitzer Music Merchant all during 1941.





MODEL 780

**WIN HARD-TO-
GET LOCATIONS**

WITH
WURLITZER
Colonial
MODEL 780

Another Wurlitzer first! A new Wurlitzer Phonograph that meets the demand for an instrument of conservative design in the hard-to-get high-class location field—the Colonial Model 780.

Governor Winthrop cabinet top! Pewter-finished hardware! Spinning-wheel grille with patchwork background! Butterfly peg construction!

Here is authentic early American beauty in an instrument that will open to Wurlitzer Music Merchants the doors of the finest hotels, private clubs, night clubs and other hard-to-get locations as well as thousands of restaurants, cocktail lounges and similar places of distinctive character.

The "Colonial" can be supplied either with the Mechanical Selector as standard equipment, or with the Electric Selector at slight extra cost.

Capitalize on this exceptional opportunity to land locations you could never touch before—to make your 1941 profits the highest in your history! The Rudolph Wurlitzer Company, North Tonawanda, New York. Canadian Factory: RCA-Victor Co. Ltd., Montreal, Quebec, Canada.

MADE IN U.S.A.

SOLD ONLY TO MUSIC MERCHANTS

Music Highlights in 1940

One of the most interesting topics of discussion among phonograph operators is the whats and wherefores of hit records. This article discusses some of the popular hits of 1940 and forms a part of the music history of the times. It is written by our staff music editor who checks and compiles the various reports that help to make the weekly Record Buying Guide and who also writes one of the most complete weekly record reviews now published—"On the Records."

By DANIEL RICHMAN

THE year 1940 will go down in the annals of musical Americana as a year when practically anything could happen, and almost everything did—everything from the incredible overnight success of a young feminine songwriter who hit the heights with her first published effort to the unprecedented war between the music and the radio powers of the country. And spread all around the phenomena of Ruth Lowe and her sensational "I'll Never Smile Again" and the even more sensational (and vastly more important) dislocation of American music in its etherized incarnation were sundry and assorted items of varying degrees of significance, all going to make up the skin and joints of the finger pointing the direction in which the popular music of this nation will travel during the twelvemonth to come.

Obviously the most important and far-reaching development in music during the year just passed was the bitter battle between the American Society of Composers, Authors, and Publishers and the National Association of Broadcasters over the renewal of contracts between ASCAP and the radio networks, contracts which expired at midnight December 31 after having been in effect for five years. The controversy, in its essentials, was simple; the Society requested more money from the networks for permission to use its enormous catalog, and the networks said "no." At the time of writing the controversy remains at that impasse; possibly by the time this appears in print the matter will have adjusted itself or will be well on the road to a solution acceptable to both sides. Whatever the final disposition, no discussion of the highlights of 1940—musically speaking—could hope to be complete without leading off with the situation that affected 90 per cent of the light, popular music that America has taken to its heart over the past quarter of a century.

That popular music is the most unpredictable business in the world was never proved more resoundingly than in the case of young Miss Lowe and her tremendously popular "I'll Never Smile Again," which will have to go down in anyone's record of the song hits of 1940 as the biggest of them all. Miss Lowe had never had a song published before; she was the rankest of amateurs as far as Tin Pan Alley was concerned; and she was just one of the Lord alone knows how many people in this country who fancy themselves as songwriters but who aren't. And yet she provided America with its most popular, most talked-about song success of the year. Which must prove something or other, but most probably doesn't.

Dorsey Disk Helped

IN ANY evaluation of the hit that this youthful composer and lyricist registered, however, there looms large the Tommy Dorsey record that made the song, the writer, the publisher, and, in a way, the band. Dorsey's stock was not at the high levels of a year or more before. Loss of his radio commercial necessitated cutting down on his musicians, with resultant weakening of the band's quality, and the ascendancy of the Glenn Millers, the Woody Hermans, and others had put Tommy a little bit in the shade. Then came that excellent Frank Sinatra lead singing on top of the Pied Pipers' fine harmony work, that appealing, soft-lights-and-sweet-music, slower than slow tempo, that Dorsey golden trombone between first and last choruses—in short, the "I'll Never Smile Again" record. Its leap into public favor was immediate—and for four solid months it was one of the strongest records ever to spin merrily under the needles of America's 400,000 coin-operated music machines.

In point of time during which the public dropped innumerable nickels to hear it, "Smile Again" was not supreme in the machines, as revealed by The Billboard's weekly Record Buying Guide. One song surpassed it in length of time, and one song equaled it for a continuous run in the phonos. The Glenn Miller recording of "In the Mood" enjoyed continued popular acclaim for the amazing period of 21 weeks, more than five months, and only a few weeks short of a complete half year. The enormous success of this disk started a vogue for similarly arranged numbers under a variety of titles that rarely made their mark in the boxes if indeed they found their way into them at all.

Miller achieved a free, easy, relaxed swing tempo with attractive sax scoring and brass figures in the background—a style that was not especially new or original, but one that was emulated by a number of bands after the success of "In the Mood," each orchestra hoping to duplicate the success by duplicating the technique. As is usually the case, it failed to work, the nearest

approach coming from Miller himself again, this time with "Tuxedo Junction," which stayed on top of the heap for 15 weeks—and which, in its turn, let loose a flood of like swing numbers in title and general set-up. Naturally, not all the follow-ups to "Mood" and "Tuxedo" were dismal failures; some accomplished a fair degree of success, but in comparison they flopped. The odd part of "Tuxedo," incidentally, was that Erskine Hawkins originally recorded and featured the song, but it wasn't till Miller's record hit the high spot that the number meant anything to the general public. And then Hawkins' disk was carried along on the strength of the Miller version.

Polka Influence

THE song that equaled the coin phonograph performance of "I'll Never Smile Again"—pointing again to the Record Buying Guide as a source—was "The Woodpecker Song," which chalked up a very nice mark of 16 weeks. By the time this lively opus had reached its peak its original beginnings had largely been forgotten, but not too much research reveals the fact that, at least indirectly, the immortal "Beer Barrel Polka" sired this 1940 hit.

After the terrific impact registered by "Beer Barrel" the machines were inundated (quite as always) by a flood of Johnstown proportions of all sorts of oddly and quaintly named ditties, more or less in polka tempo, but all dead sure to have the word "polka" some place in the title. Nothing happened. At least, not one of them could even be mentioned in the same breath as "Beer Barrel" from the standpoint of popularity.

Then Will Glahe and his Musette Orchestra—the same that rolled out the memorable "Barrel"—made a little thing called "Woodpecker." It looked good. It had the same light, bouncy rhythm. It had the same reversed background. It not only looked good, it was good—but less for Glahe than for several other recording artists. A leading music publisher took over the song, plugged it, made a hit out of it—a four-month phono hit, which, in Tin Pan Alley parlance, isn't hay.

The polka influence that had indirectly produced "Woodpecker" also gave birth to a follow-up success in "Ferryboat Serenade," which upset accepted standards by managing to click despite the fact that it was an out-and-out sequel, thus making it the exception that proves the rule that sequels never amount to as much as their predecessors.

No Two Alike

THE leading phonograph hits of the year just ended—the biggest hits, that is—illustrate another rule, namely, that diversification in music brings the greatest financial returns. In addition to swing tunes like "Tuxedo Junction" and "In the Mood" and polka-inspired compositions such as "Woodpecker" and "Ferryboat," 1940 elicited such variegated items as "Scatterbrain," Frankie Masters' cute novelty tune; "Indian Summer," a resurrected Victor Herbert melody, with all its original loveliness left intact; "Playmates," a more or less nonsensical kiddie song; "Careless," a conventionally styled, the pretty, ballad, and "The Singing Hills" and "Sierra Sue," both in the same pattern but different in detailed construction and conception. Each of these numbers enjoyed 11 or more weeks, up to 14, among the "going strong" songs in the Record Buying Guide for the past year.

Musical Trends

What of musical trends? Insofar as they touched the music machines there were none, with the possible exception of one, and that was such an abortive attempt that it can hardly be considered a phonograph trend in the true sense of the word. Altho night clubs and hotel supper rooms in metropolitan centers saw an eyebrow-lifting stampede toward Latin American rhythms on the part of the dancing and dining public, this south-of-the-border rage was reflected only slightly in the coin phonographs.

No dance set nowadays, even among bands devoted almost exclusively to swing in its wildest manifestations, is complete without at least one conga or one rumba. Orchestras don't wait to get a request for a Pan-American number; they know it's expected of them, and they give forth unasked. Yet curiously enough, despite the already large and constantly increasing popularity of rumbas and congas, there has still to come forth a stable music machine hit.

IT CERTAINLY isn't due to a dearth of such recordings. Every company has available a list of



MILLS WESTERN DIVISION MANAGER CHARLIE SCHLICHT shows Panoram to Freddy Fisher (right), orchestra leader, at Vic Manhardt's showing in Manhardt's new Milwaukee headquarters. Mills Throne of Music, at the right, is also distributed by Manhardt.

Latin American disks, some played by native bands, others by top-ranking dance orchestras, just waiting for an introduction to the music boxes, but so far there have been no takers in a general, nationwide sense.

By the same token the recording companies have conscientiously cut, pressed, and made available a long string of Hawaiian-styled melodies, to which the machines have likewise turned a deaf ear. There is no explanation for this apathy on the part of the coin phono industry toward musical styles other than straight American dance music in its diverse forms. It is entirely possible that one of these types of melody, perhaps the Latin American, will eventually gravitate to the machines in all the force with which it has hit dine-and-dance spots.

Patriotic Records

The trend that has made its presence felt sufficiently in the boxes to entitle it to be called a trend in the first place is that of patriotic music. Naturally, the European war, with its attendant repercussions in this country, was bound to loose a flock of war songs, anti-war songs, and general flag-waving effusions over here. Timeliness, of course, is the peg upon which is hung the reason for the writing, digging up, and recording of songs like this.

Outstanding among them has been Irving Berlin's "God Bless America," written in 1917 when the composer was in training camp himself during the last war and introduced more than a year ago by Kate Smith on one of her commercial broadcasts. Miss Smith's and Bing Crosby's records were fairly popular under the needles and would have been more

so except for the composer's desire to hold back on the song, preferring to have it turn into an auxiliary national anthem rather than have it killed off in a few months as just another popular song.

Runner-up in the patriotic sweepstakes was "I Am an American," recorded by Gray Gordon and featured almost exclusively by him on the air. But despite an extremely intensive publicity campaign, complete to buttons, the song was far from a world beater.

There was a general movement among phonograph operators to use at least one patriotic record in each music box in order to win public good will, and without any expectations that such records would be profitable. Newspapers took note of the fact and some favorable publicity was received. In some cases progressive music associations planned a publicity program in connection with the use of patriotic records.

Boogie-Woogie

AS THE year came down the home stretch a new style was introduced to the machines (and also to the dancing, listening public at large) that at least added a novel touch to the roster of popular fancies and foibles as expressed by nickel-dropping preferences.

Will Bradley, a new band, made a recording of a jazz piece dubbed "Beat Me Daddy, Eight to a Bar," which established him as a potential threat to the swing throne. With Glenn Miller and the Andrews Sisters jumping on the same ditty, the machines became conscious of it in three popular versions, and phono patrons in increasing numbers were educated to boogie-woogie rhythm, which, translated, means eight beats to a bar, in four-four time, instead of the usual four. The style is not new, but public acceptance of it is, definitely giving it the right to the distinction of being termed a music highlight of 1940.

Thus, 1940. The new year will undoubtedly produce its quota of sudden successes and unexpected flops, of "I'll Never Smile Again" and "In the Moods," of new styles that should have clicked and didn't, and stereotyped songs that contained the basic appeal to put them on top.

And thru it all the greatest highlight of the music business of this year, last year, or of any year for the past half a decade—the automatic phonograph—will continue to take hits and flops, new and old styles, in its stride—a stride that constantly lengthens as it takes more than 400,000 steps across 48 States.

Strong Ohio Phonograph Association

(Association Report)

CLEVELAND, Jan. 11.—The seven chapters of the Ohio State Automatic Electric Phonograph Association have held regular meetings on the second Thursday of each month at headquarters in the Euclid-Windsor Building. The organization will be two years old in April, and it is expected that a convention will be held at that time and trustees elected.

Each chapter of the association is represented by a trustee who attends the monthly meeting in Cleveland. This keeps the entire organization in close touch with whatever transpires in each section and the opportunity to iron out any difficulties that may arise. A report on yearly progress and suggestions for improvement are aired at the annual gathering.

Names of chapters and their representatives are: Akron-Canton, Joe Elum; Cincinnati, J. H. Cavanaugh;

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Counter Model Cabinets!

Specially made for your 12 or 16 record Rock-Ola mechanisms! Marble-gold and liberally adorned with lit-up plastics and chrome trim! Don't let your 12 and 16 record Rock-Ola mechanisms rot in your basements when you can install them in these cabinets and place them in the best spots! Order now! Cabinet for 16 record mechanism, each \$44.50. Cabinet for 12 record mechanism \$39.50 Each



JUST OUT! WURLITZER "500" TRANSFORMATION!

Amazingly beautiful! Light-up dome of two-color genuine marbled plastic in heavy polished aluminum casting! Side plastics to match! A real buy at \$24.50

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ELECTRICAL KIT!

Everything you need for service calls! Includes spring leaves, silver points, bushings, contact adjuster, etc. Absolutely no obsolete parts of any kind! Every item useful to you. No. KB14, Complete \$6.50

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Every type of bulb and fuse for servicing most any game! Save time! Save money! Never be without bulbs and fuses. No. KB20, Complete \$7.50

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CHICAGO HAYmarket 2893

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Special Offer!

ONLY GENUINE
PERMO POINT
NEEDLES SERVE
YOU BEST

The Heart Beat of Your Phonograph

Full information available at the Show, Suite 712-4, Hotel Sherman. If you do not attend, ask any Decca Distributing Branch, R.C.A. Victor or Columbia Record Distributor about PERMO'S SPECIAL SHOW OFFER, good only from January 13th to 31st, 1941.

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5 YEARS IN ADVANCE

Rock-Ola Has It For

-1941- ?

Kentucky Operators, Contact Now

CARL A. HOOPER

Your Kentucky Distributor

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LOUISVILLE, KY.

REMODELED WURLITZER 500



ATTENTION!

OPERATORS ★ JOBBERS ★ DISTRIBUTORS

★ WRITE! WIRE! PHONE FOR QUANTITY PRICES ON REMODELING PARTS FOR WURLITZER 500 AND SEEBURG REGAL!
The most gorgeous remodeled phone in all history... so beautiful that it will steal your breath away. Parts built in self-contained units and easily installed by your own mechanics. No cutting or sawing operations necessary. Secure in place with a few screws and the job is done. We have a complete line of remodeling parts for Wurlitzer 412, 414, 24, Seeburg Rex and SEEBURG REGAL phonographs. Write for color circular and prices. We furnish simple remodeling instructions with each order!!
For Sale—Newly remodeled phonographs in any quantity. ORDER QUICK FOR YOUR OWN BEST INTEREST AND GREATER PROFITS!
TERMS: 1/3 Deposit, Balance C. O. D., F. O. B. New York.

Complete Set of **\$4900**
Parts for 500 ...

Your Phone Completely Remodeled at Our Factory, Only **\$5700**

For Sale—Completely Remodeled "500" as Shown, Only **\$19700**

ACME SALES CO. 625 TENTH AVE. N.Y.
TEL: LONGACRE 3-5136

Important Data

TO ALL COIN MACHINE MEN:

In this issue is printed a registration blank for the 1941 Coin Machine Show. The necessary credentials entitling coinmen to admission will be ready for all those who use this blank. Coinmen who fail to make advance registration will be required to register before entering the convention floor. Advance registration will eliminate annoying delay in obtaining these credentials.

TO MUSIC MACHINE OPERATORS:

A ballot appears in the music section which has provision for the nomination of the three top recordings and the three top recording orchestras or artists of 1940. The results of this poll, conducted under the auspices of Coin Machine Industries, Inc., will be announced during the 1941 Coin Machine Show in Chicago.

TO ASSOCIATION SECRETARIES:

Each year we publish a directory of trade associations in the coin-machine industry. This directory is used generally by the trade for correspondence with the various associations. We are requesting association officials to give us the necessary data for bringing the directory up to date.

Association officials are requested to answer the following questions and mail to Walter W. Hurd, The Billboard, 155 N. Clark Street, Chicago:

1. Give full name of association.
2. Official headquarters address of the association.
3. Name and address of the secretary and president.
4. Names of other officers and directors.
5. Times of regular meetings of the association.

Many associations send an annual report for publication in the convention issue of The Billboard, telling what the association has done during the present year and what it plans to do next year.

These reports give good publicity to your association and are very helpful as an exchange of ideas with other associations. We would appreciate having a report from your organization.

Address all communications to Walter W. Hurd, The Billboard, 155 N. Clark Street, Chicago. (New Chicago office is in the Ashland Building—just across the street from the Sherman Hotel.)

Ideal For All Phonos!

"MUSIC BOX" EXTENSION SPEAKER

Operator's Price **ONLY \$9.85**



COMPLETE—READY TO INSTALL HI-FIDELITY 12" P. M. SPEAKER IN ACOUSTIC WALNUT CABINET

Operators are wild about the new "Music Box" Extension Speaker... a great sales idea for all types of locations! The 12" P. M. Dynamic Speaker reproduces phone music with life-like fidelity. The rich looking walnut cabinet dresses up any installation. Extension speaker supplied complete... ready to hook up with all model phonographs. **RUSH YOUR ORDER NOW!** Write for order, balance C. O. D.
★ FREE! Catalog F-40 describes many new, exciting Extension Speakers and Baffles. Get your copy now!

ATLAS SOUND CORP., 1448 28th Street, BROOKLYN, N. Y. DISTRIBUTORS: Write for Detail

MASTER CRAFT PADDED COVERS

FOR AUTOMATIC COIN PHONOGRAPHS For Every Make and Size. Machine No. 4 Adjustable Pac—Accommodates all makes and sizes **\$10.25 each**. No. 35 Adjustable Garbage—Accommodates all makes and sizes **\$6.25 each**. 9" Carrying Strap... **\$1.75 each**. Wise investment at small cost because only one size pad or harness needed. Sturdily made and waterproofed. Write for prices on other pads to your specifications. **BEARSE MANUFACTURING CO.** 880, 1021, 3315-3325 Cortland St., Chicago, Ill.

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- In Good Condition, Ready for Location. First Come, First Served. 1/3 Deposit, Balance C. O. D.

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USE ADJUSTABLE Fulco PHONOGRAPH COVERS. Cannot be surpassed for long life and general usage. Fits any phonograph and coin machine.

write for prices **Fulton Bag & Cotton Mills** Manufacturers since 1850. PHILADELPHIA, 1876; ST. LOUIS, 1884; CHICAGO, 1893; NEW YORK, NEW ORLEANS, BOSTON, 1904.

Reliable WALL ORGAN

The WALL ORGAN contains a Magnavox speaker, is fully illuminated through a maximum of plastic and is beautifully finished in two-tone high gloss Art Deco. Fully enclosed with switch and volume control. Inside dimensions 20 1/2" high x 17 1/2" wide x 9" deep. Outside dimensions: 30" x 10 1/2" x 22".

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With SPEAKER... COMPLETE * READY TO INSTALL

CORNER WALL ORGAN

made to fit in the corner. RELIABLE'S new Wall Organ, with inclined baffle boards, are the sensation of the year!

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DISTRIBUTORS: Your territory may open!

RELIABLE SPECIALTY CO.

2920 PROSPECT COURT, CLEVELAND, OHIO.

Panther Gets Fort Worth Promotional Bouquet in 1940

PORT WORTH, Tex., Jan. 11.—One of the most aggressive moves made by any operator or operating firm in this area during 1940 was the outdoor advertising campaign sponsored by the Panther Novelty Company.

Last July, Jack Maloney, owner and manager of Panther Novelty Company, launched for the first time a special Music Week and exploited same with strong outdoor billing, using more than 100 three-sheet billboards throughout the city area. The advertising suggested that patrons play their favorite tunes at their regular taverns and then listed several late hits.

Panther Novelty Company reported that the campaign increased phonograph play 20 per cent the first week and that the weeks tapered off with an increased play of 15 per cent. Maloney plans another such campaign the coming summer.

1c PENNY-TUNES

IS A WALL OR BAR BOX 10 1/2 x 7 1/2 x 4 1/2, but the right size, complete with its own speaker. Here is a smart way to utilize all your old phonographs.

UNIVERSAL DISPENSER CO.

GLENDALE, CALIFORNIA Territories Open

LARGE QUANTITIES **USED RECORDS BOUGHT FOR CASH**
A. de RIXA, 220 FIFTH AVE., New York, N. Y.

We'll be There!

RCA Victor Exhibit
Governor's Suite
Sixteenth Floor
Hotel Sherman—Chicago

Come See Us at the Show!

From the opening, Monday, January 13th right on through the 16th, members of the RCA Victor staff will be happy to welcome you in the Governor's Suite at the Hotel Sherman. Sample pressings of the latest Victor and Bluebird releases will be on hand. Your orders will be taken on the spot—forwarded by air mail to the distributors in any operator's territory... We'll be expecting your visit!



More than ever—it pays to use

VICTOR and BLUEBIRD RECORDS

VICTOR DIVISION

RCA Manufacturing Co., Inc., Camden, N. J. • A Service of the Radio Corporation of America
In Canada: RCA Victor Co., Ltd., Montreal

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)

HAL KEMP (Victor)

You're the One—FT. VC. I Can't Remember To Forget—FT. VC.

This is the last Kemp record, recorded on the Coast shortly before his recent death from injuries sustained in an auto accident. Both songs are done in the typical stylized manner that made Hal a headliner for so long, exhibiting the usual compact sectional work of the band in a couple of effectively colored orchestrations. Janet Blair is unfair to the light, amusing lyrics of the good picture song on the A side, altho they manage to shine thru her inability to sing them well. Bob Allen is Bob Allen on the B side vocal, which means it's good.

BUD FREEMAN (Columbia)

Comes Jazz—Four-Record Album.

Real jazz stuff is this album, played by Freeman and a group that includes Eddie Condon, Jack Teagarden, Dave Tough, Pee Wee Russell, Max Kaminsky, Dave Bowman, and Mort Stuhlmaker, and explained to the uninitiated by John Hammond, jazz authority and Columbia recording exec. With its beginnings founded in the Chicago style of jazz, the music dispensed here takes in jazz in a general sense and is a must for every swingophile. Very few others will care, however.

TINY HILL (Okkeh)

The Guy at the End of the Bar—W. VC. All the World Will Be Jealous of Me—FT. VC.

Coin phonograph possibilities are written in large letters all over the A side here. It's pretty perfect tavern stuff, lilting three-quarter-time tempo, novelty in format, and amusing in its lyrics, not to mention the co-relation of the title to the bar spots where it should do well. Flip-over is a corny song, the lyrical quotient of which is gone into at great length by Al Larsen. Band does well enough with it, but it's just one of those things.

DINAH SHORE (Bluebird)

Memphis Blues—V. Somewhere—V.

Miss Shore gives the W. C. Handy blues classic some of her most velvety touches, never forgetting at the same time that she is singing blues that require a slightly different approach than does the pop ballad on the reverse. Latter is sung carelessly and convincingly in very slow tempo. Fine vocal jobs from this singer now seem to be merely a matter of course.

GLENN MILLER (Bluebird)

French—FT. My Blue Heaven—FT.

Miller has another good coupling here, placing back to back the lovely Mexican melody that has clicked to such a large extent and the Walter Donaldson oldie, done here as Donaldson probably never intended it to be done. A furious pace, some zany scoring, and a Miller hot trombone passage make "Heaven" interesting and effective. "French" is played with all the softness of blending and shading for which this ork is noted. Beautiful brass harmonies and the lovely Miller reeds adapt themselves richly to this better-than-average melody. This should be one of Glenn's best sellers, because it combines practically all the features that originally established him and that have kept him on top.

COUNT BASIE (Okkeh)

The Five O'Clock Whistle—FT. My Wanderin' Man—FT. VC.

"Whistle" bears the added attrac-

tion of the subtitle, "Jump Version by Don Redman," in this delineation, but it will probably be a disappointment to those who like the song, Redman, or Basie. The melody comes thru only occasionally in the midst of some typically uninhibited jazz, the arrangement is formless, sprawling, and forced in its desire to be different, and there is no Basie solo piano in evidence from rim to label. The Count's ivory work on the plattermate makes up for the lack of it on side A, and there's a good trumpet in the first chorus.

HIT RECORDS for HIT MAKERS

FIVE O'CLOCK WHISTLE

Bluebird — GLENN MILLER
Decca — ELLA FITZGERALD
Okkeh — COUNT BASIE
Columbia — WILL BRADLEY
Victor — DUKE ELLINGTON
Decca — WOODY HERMAN

ALONG THE SANTA FE TRAIL

Columbia — RAY NOBLE
Columbia — KATE SMITH
Okkeh — DICK JURGERS
Decca — GUY LOMBARDO
Decca — BING CROSBY
Victor — SAMMY KAYE

IN A SHANTY IN OLD SHANTY TOWN

Decca — JOHNNY LONG
Decca — ROYAL RHYTHM BOYS
Decca — DICK ROBERTSON

YOU'RE BREAKING MY HEART ALL OVER AGAIN

Victor — TOMMY DORSEY
Bluebird — BOB CHESTER
Okkeh — GENE KRUPA
Decca — INK SPOTS—Vocal

SUNSET AT SEA

Okkeh — FRANKIE MASTERS
Victor — SAMMY KAYE
Bluebird — TEDDY POWELL

SIDEWALK SERENADE

Recordings in preparation

SHADOWS ON THE SAND

Bluebird — GLENN MILLER
Victor — TOMMY DORSEY
Okkeh — RAY HERDECK
Decca — JOHNNY LONG

CHAPEL IN THE VALLEY

Victor — KEENE BAKER—Vocal
Bluebird — GLENN MILLER
Decca — BING CROSBY—Vocal
Decca — ROY ROGERS

MUSIC PUBLISHERS HOLDING CORP.
R.C.A. Building — New York, N. Y.

Helen Humes' vocal is all right if you like guttural blues voicing.

ORRIN TUCKER (Columbia)

Strawberry Lane—PT, VC. *I Could Kiss You for That*—PT, VC.

The juvenile antics of the Tucker aggregation on side A make one wonder if the boys are kidding, or what? Maybe the song is cute in the Paramount film Tucker just made ("You're the One"), in which it's part of the score, but in the cold light of a living-room phonograph it's noisy, infantile nonsense in the guise of a novelty tune. Reverse is also from the movie, a light romantic ditty that isn't bad, but that is made unbearable, at least for this listener, thru Bonnie Baker's simpering, which is worse than usual here. The young lady's whining coyness in lieu of good singing is now being laid on with a trowel, and what she seems to forget is that not every song is an "Oh, Johnny" with its peculiar adaptability to her technique.

EDDY DUCHIN (Columbia)

Did Anyone Call?—PT, VC. *Jeanie With the Light Brown Hair*—PT, VC.

First side leads off with much promise in the form of a typical Duchin piano intro and a few bars from a growl trumpet, but, altho the arrangement continues nice and smooth thru its length, it doesn't live up to its promising beginning. Tony Leonard sings the entire "Jeanie" side in slow, enervated tempo.

BEA WAIN (Victor)

Hello, Ma! I Done It Again—V. *How Did It Get So Late, So Early?*—V.

Miss Wain makes an interesting piece of listening out of the Ralph Rainger-Leo Robin "Hello, Ma" number from 20th Century-Fox's "Tall, Dark, and Handsome." Lyrics are amusing, and Miss Wain projects them with the necessary esprit. Companion piece is a weak-kneed

musical show number (from "All in Fun," which closed in New York after a couple of performances), and altho Bea tries hard to make something out of it, the 'ob proves a little too tough.

MITCHELL AYRES (Bluebird)

I'm Flute About the Good Old U. S. A.—PT, VC. *Lily—Hot From Chili*—Rumba PT, VC.

Ayres has two good commercial items in this pair of sides, altho the A number misses fire in a couple of places. Based on the radio transcriptions advertising Chateau Martin wine—with the mythical "Gaston" extolling his love for the good old Oo-Ess-Ay—the song version here is light and catchy, and done cleverly enough by the Ayres crew. The impression received, tho, is one of a few lost opportunities for added humor and novelty. Reverse is better, a good novelty tune and lyric, performed in a way to add to its intrinsic listening value.

GENE KRUPA (Okeh)

Washington and Lee Swing—PT. *Feelin' Fancy*—PT.

It may not be Washington and Lee all the way thru, but it certainly is swing. A danceable, medium tempo beat, fine clarinet on the second chorus, and some good solos that completely disguise the college song come out of the grooves on this side. Flip-over is an ordinary killer, highlighted by good piano and some Krupa drum breaks that have plenty of snap and punch.

XAVIER CUGAT (Columbia)

Two Dreams Met—Beguine. VC. *A Million Dreams Ago*—Beguine. VC.

A smart merchandising move puts Cugat to work here on a couple of pop ballads played in the fascinating beguine tempo. A more judicious choice of tunes would have been better, since "Two Dreams" is on its way out, and the other song never

really made it. But Cugat's handling of them makes that objection minute, for he brings to them his lovely, colorful string work and generally lush orchestrating patterns, all backed by the sensuous, undulating beguine rhythm. Lina Romay's two vocals are likewise good.

TEDDY WILSON (Columbia)

My Melancholy Baby—PT, VC. *I Cried for You*—PT, VC.

This is really one for a disk collector's books. Wilson on piano, John Kirby on bass, Johnny Hodges on alto sax, and Cozy Cole on drums make up part of the instrumentation, with Ella Fitzgerald and Billie Holiday taking the A and B side vocals respectively. A line-up like that practically makes it mandatory for the inclusion of this disk in any wax collection worthy of the name. Naturally, it's all fine jazz playing and singing, with the honors going to no one in particular but being stretched out evenly among all the participants.

TOMMY TUCKER (Okeh)

Everything Happened When I Saw You—PT, VC. *All Things Come to Those Who Wait*—PT, VC.

The A side ballad is conventional in orchestration, instrumentation, and vocal, one of those sides that isn't bad and isn't good. The reverse has fair music machine potentialities, dug mostly to its novelty get-up. It's a jingle tune and a silly sort of lyric that is more asinine than genuinely humorous, except at the end, which contains a nice laugh.

ART KASSEL (Bluebird)

Alexander the Second—PT, VC. *Little Sleepy Head*—PT, VC.

Another idiotic novelty, which this crew must have gone to left field for, is the first side incumbent here. This thing is just a little too ridiculous to be funny, altho it might have its share of appeal for record listeners under eight years of age. (A "swoose," incidentally, is half swan, half goose.) Reverse is a tired number in melody as well as title, and Harvey Crawford intones the lyrics laboriously. This side has absolutely nothing.

SIX HITS AND A MISS (Okeh)

The Karlstad Ball—V. *Ramona*—V.

The Karlstad Ball is described by the record label as a "Swedish schottische," which must make dancing in Sweden pretty tough, if the designation is academically correct. This vocal group changes tempos so often that doing the schottische or any other form of tertsichore is out (See ON THE RECORDS on page 104)

Victor Distrib Stresses Service

By DAVE WACMAN

Merchandising Manager Kirsch-Radisco, Inc., Newark, N. J.

SERVICE has always been a byword with Victor and its distributors. As the Victor distributor in this area, we've done all we can to streamline our business that all operators receive the benefits that only an efficiently run organization can give.

This service starts with the buying of sufficient records to keep the music machines supplied with hit tunes. Orders that are filled over the counter and telephone are recorded daily on a breakdown sheet. As the records go out on individual orders, they are checked on this sheet, giving the head of this department a perpetual inventory. Because the system has been worked out to such a fine point, the number of records of a specific tune can be told immediately. Stocks are replenished daily and no shortage of certain tunes, should they immediately skyrocket into public favor, is feared.

To give better service to the operators who can't get into the store for their records, two clerks are employed full time to take telephone orders. Numbers of the records are repeated by the clerks to lessen chances of mistakes. These orders are taken on a special form. In addition to name and address of person ordering, other information includes date received, order number, credit approval, and instructions for shipping. There is also title space for ordering two different numbers and the quantities wanted. A section of the sheet is devoted to needles, albums, carrying bags, stock envelopes, stickers, and similar items. Salesmen also carry a supply of these sheets.

Operators who call for their records find two clerks in the section devoted to serving phonograph operators. Adjoining the counters is a special room where operators may hear the week's releases.

There is no lost motion in getting the latest releases from the receiving counter to the operator. When the stock arrives on Thursday and Friday, it is checked and sold directly to the operator. The remainder of the stock is tabulated, entered on the breakdown sheet, and put into stock. Operators want tunes while they are hot and for this reason we have reduced checking and handling to a minimum in order to speed up our service.

Another important method of selling the operator is having our salesmen take a record of "hot" parts of the new releases with him in calling on the trade. These excerpts give the buyer a good idea of what the record is like. "We realize that an operator's profits depend on how rapidly he can get hit tunes. We follow *The Billboard's* Record Buying Guide and find it invaluable in putting over our streamlined service.



"The Man Who Came Around" last year Comes Around Again with a new batch of hit records for music machine operators

TOMMY TUCKER

AND HIS ORCHESTRA



offers these new OKEH Money-makers

THERE I GO
LIL ABNER
YOU WALK BY
BECAUSE OF YOU

ALL THINGS COME TO THOSE WHO WAIT
SEVEN BEERS WITH THE WRONG WOMAN
PAPA'S IN BED WITH HIS BREECHES ON
THE MAN DON'T COME TO OUR HOUSE ANYMORE

Hear them in the Columbia suite at the Show.

Get them for all your machines today.

TOMMY TUCKER

and his orchestra are currently featured on the new Greater New York

POT O' GOLD

show, sponsored by TUMS and broadcast every Wednesday, 8:30 to 9 P.M.



KEENEY WALL BOXES in a Baltimore location. The operator installing this system reports that location owners are so enthusiastic that they insist on complete installations.

Here's to a Bigger and Better
COIN MACHINE SHOW
 than ever before . . .
 and to all music machine operators
 everywhere our best wishes for a
 tremendously successful 1941



★ JAN ★ SAVITT

AND HIS ORCHESTRA

Have you heard these
JAN SAVITT DECCA RECORD HITS

- 3196 Her Name Was Rosita
 I'm Stepping Out With a Memory
 Tonight
- 3188 Make Believe Island
 Ask Your Heart
- 3178 It's a Lovely Day Tomorrow
 You Can't Brush Me Off
- 3177 You're Lonely and I'm Lonely
 The Lord Done Fixed Up My Soul
- 3153 Secrets in the Moonlight
 Where Was I?

Watch Your Release Sheets for Some New
DECCA HITS BY JAN SAVITT and his orchestra
 Coming Soon!

WOOD (N) NICKELS FOR YOU!!

Star of the Lucky Strike (CBS) Hit Parade

BARRY WOOD'S

First VICTOR Record ★ Just Released

"AMERICA, I LOVE YOU"
 "DEAR OLD PAL OF MINE"



WURLITZER'S WESTERN DISTRIBUTOR reports that the Colonial model has been accorded a rousing reception. In the above picture, M. G. Hammergren (right) hears the news from M. H. Rosenberg (left), Wurlitzer district manager for Iowa, Nebraska, Kansas, and part of Missouri, and Don Clark, president of the Interstate Distributing Company, distributor in Omaha and Des Moines.

The Critical Disk Situation

Which may sound bad but isn't, since it refers to the tremendous record review coverage in the nation's newspapers and the resultant excellent publicity for all branches of the record business

NO LESS than 450 publications throughout the country devote prominent space to reviews and news of records. Of this number 300 are daily newspapers running reviews of the new recordings and the remainder consists of college papers and national magazines. This is unmistakable proof of the tremendous popularity enjoyed by the record industry today.

In addition to weekly columns devoted to reviews, news of the industry and the more interesting activities of recording artists is published in many of the 450 publications.

Recording companies and operators all over the country encourage such publicity. All possible co-operation is given the publications, particularly by the recording companies that furnish reviewers with up-to-date information and the latest records.

The buying public today is being trained to expect record coverage just as it expects to find coverage of the screen and stage in its favorite papers. In most cases newspaper men covering music are assigned to record coverage in order to give the reviews a sense of authority and fair play to the readers, the record artists, and the manufacturers.

New York recording studios and their branches in key cities have open doors to record critics at all times. Invitations are extended to those men located in smaller communities who have few opportunities to look over a recording studio or watch an actual recording session. The publicity offices of the major recording companies are today personally acquainted with many newspaper men who in the last year have visited New York headquarters or the allied branches.

During the visiting days the recording company takes advantage of the opportunity to explain to the reviewers the importance of the industry, its acceptance by the public, and to point out the dozen and one problems that come up with each recording assignment. Back at their desks these men can write with a more understanding viewpoint and a more practical slant of the industry.

The major companies admit that record columns do much to encourage interest in the business and, indirectly, to help the music machines, where most records, before actual purchase, are properly tested. Operators report that customers frequently come into their locations with newspaper clippings looking for the records suggested in the columns.

The more ardent record fans are the most avid readers of the record columns, operators agree. A fan of this type prefers the location where he can play any tune at his leisure rather than sample them at a record store.

Music Cheers

Due to its wide usage in the music machine trade, the following article published in The Billboard June 1, 1940 (in slightly different form), ranks unquestionably as the "best editorial of the year":

ONE of the important needs in this country is to encourage all those things that help to maintain American morale. The impact of war news (or economic troubles) day after day upon the minds of the people tends to be discouraging.

Anything that contributes to cheerfulness in time of crisis should be encouraged if possible. Even when there is no disturbing news, that which promotes good cheer is a welcome tonic.

The automatic phonograph and the music operator have a big place, along with other music mediums, in helping to keep up the spirit of the American people.

Reports from Canada and England indicate that the automatic phonograph is actually playing a significant part in supplying cheerful music to those in uniform as well as the civilian population. No doubt the civilian population needs its ration of music to keep up courage more than the armed forces.

There has been quite a change between this war and the last. It has been very evident that the democracies went to war this time without the militant music which played so large a part in moving the people during the previous World War. Some say this is a sign that democracy has failed, but the real fact is that the people still want music. They depend upon popular music to help keep heads up. They want music at home and whenever they stop to eat, to rest a few minutes, when they stop for a drink and at many intervals during the day and evening—they want good music.

The automatic phonograph is an instrument that makes available to patrons of public places the wide variety of popular music at all times. If the whole truth is told the phonograph makes it possible for many citizens to hear good music at a low price. This is a fact that needs emphasizing in modern times, and all agencies and organizations that have regard for the common man will keep this idea in mind.

The many small establishments where people stop for a few minutes, or where they linger during an evening, also deserve consideration in keeping our spirits up. All those restaurants, taverns, hotels, and other public gathering places can best serve their patrons by providing good music. Many of these places have found it possible to supply the most popular music since the modern automatic phonograph has become a reality.

The people who patronize the many small business establishments are the rank and file of the American people. They also deserve consideration. To them music is a well-deserved encouragement. The good cheer which they derive from popular recordings helps to bolster the national staying power.

It is a national asset that the people can have phonographs and radio in the home. It is also a great asset that we can have instruments which make popular music quickly available in business locations where people congregate or go for simple means of diversion. The American people have built up a heritage of popular music and now that vast store of music can be made to serve a useful and very patriotic purpose.

All this popular music can be used to boost the courage of the masses when there are many things to discourage. All this music may help the people to keep faith in their country and to stand up when times are hard. The automatic phonograph is not the only means of cheering people, but the 400,000 machines with from 12 to 24 records on each machine do make an army for good cheer that is sure to be greatly appreciated as time goes on.

The spirit of the phonograph industry was amply shown when it adopted the slogan, "A Patriotic Record on Every Phonograph." This did not mean any extra money for the men who own the machines, because the public does not always like to have its patriotism served at all times of the day, or when seeking some means of diversion. But the very presence of a patriotic selection on phonographs in all parts of the country helped to give an object lesson in devotion to country that is worth while.



AMERICA'S
Hit
TUNE
MAKER



EDDY HOWARD
WILL BE YOUR 1941
Money Maker!

COLUMBIA RECORDS

35868	"Mean To Me"	35771	"Star Dust"
	"Or Have I"		"Old Fashioned Love"
35794	"When It's Christmas On the Range"	35747	"Jealous"
"Whatever Happened To You"			"How Deep Is the Ocean"

**THERE'S NO QUESTION
ABOUT IT!!!**

"The Champagne Music"

OF

**LAWRENCE
WELK**

IS THE CHOICE OF
PHONOGRAPH OPERATORS EVERYWHERE

LATEST OKEH RECORD HITS

--- 5976 ---

"LITTLE SLEEPY HEAD"
"SWEET AND LOW"

--- 5939 ---

"DADDY'S LULLABY"
"MARIA ELENA"

Currently Trianon Ballroom, Chicago



HAROLD DAILY, of South Coast Amusement, Houston, Tex., Mills Novelty Company music distributor, shows a Mills Throne of Music to a Houston operator.

Behind the Records

How are artists picked to record songs? Do they choose them themselves? What's the procedure? Herein the answers to these riddles are related.

The selection of tunes for recording purposes is not an easy job. Prove to any recording manager that you know what songs will go best on records and why certain artists are best suited to make those records and you will be offered a job at your own salary. Just as it is difficult for a music publisher to predict a hit, it is difficult for record manufacturers to say which tune will sell more than another and why.

Operators frequently ask, "Why didn't such and such a leader record that song?" or "Why not use a different style for this type of tune?" Most tunes, however, are recorded immediately after they are written, and a recording manager has little or no definite proof that the songs will register well or that the artists selected are the best possible candidates for the job.

It is no longer news that it took months for "Beer Barrel Polka" to register solidly with record fans. Tommy Dorsey had a copy of "I'll Never Smile Again" for several months before he published it and recorded it for Victor.

The recording manager, as a rule, has the final say on the choice of tunes for any artist under contract to his firm. Despite occasional errors, his experience in the field has equipped him with the best possible judgment in these matters. Of course, many discussions are held with the band leader and band manager before an assigned tune is actually recorded. If the artist is a strong favorite on records, his opinions about the tunes selected are sometimes given serious consideration, and the recording manager is often swayed by his arguments.

The recording manager also must consider the potential publicity value of the song. If the tune is to be used in a forthcoming picture,



"YOURS IS THE SPIRIT OF LEADERSHIP," says D. C. Rockola, president of the Rock-Ola Manufacturing Corporation, to two beautiful and talented young ladies. They are Joan Hoff and Doris Simpson, recently chosen as the Rock-Ola Leadership Girls. K. F. Boldt (right), advertising and sales promotional manager, discusses plans for the convention with them and Mr. Rockola.

it means that much more exploitation for the record. Heavy plugging over the nationwide radio networks is another important consideration.

Because of their following, the top music box favorites usually get first choice on all the most promising songs. Music publishers are naturally always eager to plant their tunes in the hands of the better known recording names, because the leader's name guarantees a certain sale on retail record counters and more than average attention on music box locations.

In many cases, however, errors have been made in persuading a well-known band to record a song which did not go well with the personality and style of that band. This is only natural; no one can come up with a perfect score in any business that depends on unpredictable public reaction. But, altho trial and error is bound to enter in, the high percentage of successful choice is both remarkable and consistent.

This is a real tribute to the astute selection of the recording managers, because success depends upon three highly variable quotients—the future success of the song itself, the publicity that the tune will be able to achieve, and its suitability to the style of the singer or band recording it.



THE SWING is to BIGGER PROFITS for ALL MUSIC MACHINE OPERATORS

with these

New VICTOR Releases by

SAMMY KAYE

and his Swing and Sway Orchestra

- | | |
|---|--|
| 26795 DREAM VALLEY | 27262 SIDEWALK SERENADE UNTIL TOMORROW |
| A NIGHTINGALE SANG IN BERKELEY SQUARE | 27257 I GOTTA SEE A DREAM ABOUT A GIRL |
| 27220 ALONG THE SANTE FE TRAIL DOWN THE GYPSY TRAIL | A CATHEDRAL IN RIO |
| 27232 I SOLA DELLA HIGH ON A WINDY HILL | |

SAMMY KAYE and his Swing and Sway Orchestra have TWO SMASH VICTOR HITS listed in the RECORD BUYING GUIDE in the current issue of THE BILLBOARD.

DREAM VALLEY. Getting better with each succeeding day, this seems almost certain to jump into the "swing strong" classification in another week. The simple melody is being carried into the main phonos by SAMMY KAYE.

ALONG THE SANTA FE TRAIL. Another ballad that gives every indication of stepping out among the real blue ribbon winners in another week or two is this Western-Dynasty song. It has one of those sweeping melodies that catches the ear, and its Italian flavor with the Warner Bros. Serza Fe Trail, isn't having it any. SAMMY KAYE... doing the honors here.

currently

STRAND THEATER, New York

... and then a Coast to Coast tour of the leading theaters and ballrooms throughout the country.

WATCH FOR KAYE in your territory and tie in with his personal appearances for a bigger take on all your machines!

WATCH YOUR RELEASE SHEETS FOR SAMMY KAYE'S LATEST VICTOR RECORDS

★ GET THEM IN YOUR MACHINES RIGHT AWAY YOU'LL GET MORE NICKELS WITH SWING AND SWAY

Co-Operation Decca Creed

By HARRY KRUSE

Sales Manager, Eastern Division, Decca Records, Inc.

DON'T kid yourself—it took a lot of raw-boned courage to launch a new company back in 1934. You remember how things were then? But the men at the head of Decca had a plan, or perhaps it was a hunch, that if the talents of top-flight stars and bands of radio and screen could be featured on records priced low enough to make Mr. Average Man feel that he wasn't shooting the bank roll when he blew himself to a record, they'd click.

Another hunch was that records by such stars as Bing Crosby, Guy Lombardo, and the Boswell Sisters would be stand-out hits on the new automatic phonographs just then beginning to come to the fore. By making such records available to the operators of these machines at a lower price, Decca execs felt sure operators would respond by using records, not only because of the box-office power of the recording artists, but because the lower price would enable them to change records more often.

The progress Decca has made during the past six years is in itself the best proof of how these hunches panned out. From the day the first Decca record was pressed, the automatic phonograph operator has been regarded as one of the foremost factors in the record business. The entire popular catalog thru these years has been tailored expressly to fit operators' needs. Recording directors, before picking a song or signing up a new artist, from sheer force of habit consider at length their potential appeal on the phonos of the nation. From the beginning Decca has followed

a policy of working in close co-operation with operators. Their opinions and suggestions on talent and tunes are being solicited constantly, not on any "suggestions welcomed" basis but by the brass-tacks method of having our salesmen in the course of their weekly calls on operators fill out detailed reports concerning the hit and flop records of the week, as well as specific suggestions and criticisms these men may bring up. Many a hit record has been born of these suggestions; many a service improved. There would have been no such series as Dick Robertson's Old-Time Songs and others if operators' suggestions hadn't been solicited so earnestly.

One of the main reasons Decca decided upon a branch office system of distribution instead of the usual distributor set-up was to facilitate operator co-operation. Knowing that operators cannot afford to waste time in picking up records, each of our 26 branches has been located deliberately in a section of the city where operators can park their cars with a minimum of difficulty. Each branch has demonstration booths, a complete stock of records, needles, lamps, plus a trained personnel to assist those operators who prefer to pick their own records.

By now most operators know by actual experience that Decca is strictly a shirt-sleeve organization in which everyone from the highest executives to the office boy will cup a willing ear to any suggestions, ideas, or criticisms they might have. Early in our life, friendly operators co-operated with us by testing our first records under actual operating conditions. Our salesmen reciprocated by helping operators set up efficient record filing and collection systems. This spirit of mutual co-operation has grown a hundredfold in the succeeding years. It's the cornerstone of Decca's policy, as no firm appreciates more fully the importance of the operator in the record business.

Music Men Must Be Showmen

Don't make the mistake of taking your business for granted. That's the mistake the motion picture men made. Now they are giving away dishes, double features, bank accounts, and what not. All of this could have been prevented if they had originally used more showmanship.

By SAM LERNER

President, Stanley Music & Amusement Company, Philadelphia

TALK to any motion picture theater owner and he will tell you that the ills of the motion picture business may be blamed on the fact that it has become necessary to give away dishes or present double features in order to attract people to the box office. And even that hasn't been enough. The public soon became dissatisfied with dishes alone and demanded bigger and better things. Nor did double features prove the cure-all. There was greater consternation in the industry when some theaters offered triple features.

When you are in the business of selling entertainment in any form your business must be predicated on the ability of being able to sell that form of entertainment. Smug and complacent movie theater owners began taking their patronage for granted, and that form of entertainment soon became a take-it-or-leave-it proposition. Soon they found that the public wouldn't take it. Instead, they left it. Following the path of least resistance, the movie men turned to selling dishes, double features, bank nights, bingo, books; in fact, everything but what they were supposed to sell, namely, entertainment.

It would be a sorry state in our own music machine industry if we had to induce the folks with dishes to put their nickels, dimes, and quarters into our machines. What kind of a future would the music machine industry hold for us if we

had to go double feature and offer the people two recordings for a nickel.

Not that there is any imminent danger of such a situation happening here, but who among us do not agree that the machines can make more music than they did in 1940. As big as business might have been for you in 1940, there is no question that 1941 should be even bigger. And the way that can come to pass is by selling what we are best equipped to sell—music. Never let it come to pass where the music machine operator will have to go shopping at the china store. Double features should never become part of our business.

The way to successfully build our business is to apply the same principles of selling as employed by other successful entertainment merchants. They are showmen by virtue of the fact that they apply showmanship to what they are selling. By the same token let us consider ourselves showmen. That's the best dose of medicine anyone can apply to his business.

There is a definite and ready-made market for our form of entertainment, but we can't lose sight of the fact that competition is ever increasing. We have forged ahead as the foremost exponents of recorded music. That's been the secret of our success. We made it possible for the public, at a reasonable price, to get the kind of music it wants exactly when it wants it. We are not alone in that field of endeavor any longer, but we can still keep that lead position. Considering our great investments in this business, we must. But only by applying that showmanship gloss can we hope to keep our present position at the head of the recorded music parade.

Northwest Coin Machine Show Dates Set for March 25 and 26

To the Editor:

At the last regular meeting of the board of directors the dates for the Third Annual Northwest Automatic Amusement Games Show, sponsored by the Minnesota Amusement Games Association, Inc., were definitely set for March 25-26 at the Radisson Hotel, Minneapolis.

The board of directors meets the second Friday of each month at 7:30 p.m. at the Hotel St. Paul, St. Paul.

TOM CROSBY, President,

Minnesota Amusement Games Association, Inc.

1946 University Avenue,
St. Paul.

Music of Yesterday and Today
Styled the **BLUE BARRON** Way
means greater profits for
Operators every day!



IN THE RCA-VICTOR SUITE

Hear the Latest

BLUEBIRD HIT RECORDS BY

BLUE BARRON

AND HIS ORCHESTRA



B-10808 "TRADE WINDS"
"IN A MOONBOAT"

B-10905 "RIVER HOME"
"THE BELLS OF MONTEREY"

And watch for these new hits to be released soon:

"MEAN TO ME"

"MY MOTHER'S LULLABY"

"WALKIN' THRU MOCKIN' BIRD LANE"

"IN COPACABANA"

Place your orders now for at least one for every one of your locations. Blue Barron has built up a tremendous following for the Music of Yesterday and Today by record-breaking personal appearances from Coast to Coast, by radio network broadcasts. Cash in on this great band's popularity!

Direction: CONSOLIDATED RADIO ARTISTS, INC.

Best Wishes For a BANG-UP Convention
Blue Barron

GREETINGS, Operators!

from

ART KASSEL

and his



"KASSEL'S IN THE AIR"



FEATURING A BRAND NEW RECORDING HIT!

"Alexander the Swoose"

COUPLED WITH

"Little Sleepy Head"

BLUEBIRD NO. 10990

Currently Bismarck Hotel, Chicago • WGN-MBS Network

MUSIC MACHINE OPERATORS!

At the Show ask
RCA Victor's
Jack Williams
or any of his men
to play these

NEW VICTOR HIT RECORDS

- Victor 27269
"TILL THE LIGHTS OF LONDON SHINE AGAIN"
"MUSIC IN THE EVENING"
- Victor 27254
"THE LAST TIME I SAW PARIS"
"HIGH ON A WINDY HILL"
- Victor 27202
"CROSSTOWN"
"MARIANNA ANNABELLA"
- Victor 26784
"MOONLIGHT AND ROSES"
"WHISPERING"

LANNY ROSS

Radio's Foremost
Singing Star

On the Air
5 Times Weekly
Monday to Friday
7:15 to 7:30 (EST)

CBS

Coast to Coast
for

FRANCO AMERICAN
PRODUCTS

Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

By SAM HONIGBERG

News Notes

Decca has re-signed the Andrews Sisters to a three-year contract. The trio also has signed with Universal Pictures for a third feature to start late in March. They wound up their second picture, "Buck Privates," in record time last week to enable the company to be one of the first on the market with an army camp story. Don Raye, one of the writers of the Andrews Sisters' songs, landed a role in that picture.

Bing Crosby will do more standard songs than popular tunes under his present Decca contract because of the \$60,000-a-year guarantee given him. The company wants to make sure that each record will sell. Bing, incidentally, earned some \$5,000 in royalties from his "Silent Night" record and turned it over to a charity group.

Bob Crosby is not doing too badly either. He has just signed a contract with Republic Pictures to co-star with Judy Canova in "Sis Hopkins." . . . Glenn Miller has signed a new three-year pact with Victor. . . . The same company picked up the option on the services of Joan Merrill singer, who will do 16 sides on the Bluebird label. While her first two numbers, "Miss Johnson Phoned Last Night" and "How Did He Look?" are originals, many of the others will be pop dance tunes. . . . Hildegard will make a minimum of two albums and four individual records for Decca this year. Her records are included in the Personality Series and retail for 75 cents.

Romo Vincent and Carmen Miranda, Decca artists, have been signed to star in "Crazy Show," coming Broadway musical to be produced by Olsen and Johnson. . . . The Korn Kobblers have been set for eight sides by Columbia. They will be issued under the Okeh label. . . . Victor has signed Joe Reichman.

A Chain Grows

THE Howard Johnson roadhouses, now numbering over 250 in 12 Eastern States, will more than double in number within a year. Leases for new locations will take the chain into new States. Each of the leading Johnson locations has two music machines, one in the cafeteria, the other in the manager's office. Wall selectors are located in the booths. The volume is controlled by the cashier.

The largest Johnson road restaurant is on Queens Boulevard in Long Island, N. Y., serviced by the Modern Scale & Amusement Company, Dorchester, Mass. Most of the national leaders are favored artists here. Of the current recording artists in the cafeteria machine, only Tiny Hill has more than one record. He is currently featured with "Til Keep On Loving You" and "For He's a Jolly Good Fellow."

He Saw Paris

ONE of the fastest rising songs on music machines today is "The Last Time I Saw Paris," written by Oscar Hammerstein II, with

music by Jerome Kern. It is Hammerstein's first popular song and is based on his own experiences in the former French capital. The words came to him about a week after Paris fell and he presented them to Kern, who switched from the operetta field for a moment to pen the melody.

This and That

FOUR new songs are introduced in the Milton Berle picture, "Tall, Dark, and Handsome." They are "Hello, Ma, I Done It Again"; "Did I Have Fun?"; "I'm Alive and Kicking"; and "Wishful Thinking." . . . Frankie Masters has recorded "Margie," the old Benny Davis song, which will also be used as a title of a forthcoming Universal picture. . . . A novel two-side record, "Whose Theme Song?" has been made by Richard Himber. Snatches of eight theme songs used by name-band leaders are heard.

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:

Huckleberry Duck. Raymond Scott.
An original novelty by Scott

A Real Coin Machine
Special!

"HOW DID HE LOOK?"

Lyrics by Gladys Shelley
Music by Abner Silver
Recorded by

Bluebird No. B10971 ABE LYMAN
Bluebird No. B10956 JOAN MERRILL
Columbia EDDY DUCHIN
Decca No. 3567 MILLS BROTHERS
Okeh No. 5954 GEORGE HALL
Victor 27236 BEA WAIN

★ ★ ★

LINCOLN MUSIC CORP.
1619 Broadway, New York, N. Y.

LAWRENCE DUCHOW'S

RED RAVENS ORCHESTRA

Hilbert, Wis.
PERSONAL MANAGEMENT
DECCA RECORDS

Open for Location
Feature Number Red Raven
Polka 2543

No Matter Which Phonograph Catches
Your Eye at the Coin Machine Show

—ask to hear it play the latest music machine
sensation by

MITCHELL AYRES

and his "Fashions in Music" orchestra

★
BLUEBIRD #B-10966

"I'M NUTS ABOUT THE
GOOD OLD U.S.A."

(Plugged by Chateau Martin's Gaston on the air!)

"LILY - HOT FROM CHILE"

(Madame LaZonga's Fourth Latin Daughter!)

Two Hits for the Price of One! They
hit the jackpot on ANY music
machine, and pretty soon the cus-
tomers will be standing in line to
play them on EVERY music machine!

MITCHELL AYRES is now at Hotel St. George,
Brooklyn, and on NBC

Exclusive Management

MUSIC CORPORATION OF AMERICA

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

TRADE OFFER & COUNTERS ONLY IN U.S.A.

played in his own distinctive style. It is doing better here than anywhere else because of Scott's appearances in this area the last several months. He played the Sherman Hotel and is currently featured at the Blackhawk Cafe. Earlier Scott also appeared at the Ambassador East Pump Room, society cafe.

CHARLESTON, W. VA.:

Please, Bing Crosby.

More than ever before recording favorites are finding much luck with old hits which have developed into standards. This one lends itself favorably to Bing's style and is easy

to sell because of the popularity of both the tune and the artist. Operators here list it among their leaders.

INDIANAPOLIS:

You're the Onc. Orrin Tucker and Bonnie Baker.

Of the scattered areas cashing in early with this tune, the Hoosier State is reporting the best success. A purely local angle, resulting in more publicity for Tucker records, is due to Tucker's personal manager, Ted Nicholas, who was formerly a newspaper man here and manager of the Lyric Theater. The boys cooperate in publicizing Tucker's wares, particularly if they are above average.

ATLANTA:

Taking a Chance on Love. Benny Goodman.

A new ballad with an original arrangement by Goodman and his revamped band. It is building fast, a good sign in an area dominated by hillbilly records. They are buying Goodman on his past performances, since his current combination is comparatively new.

Steffens Joins Permo Products

CHICAGO, Jan. 11.—Arthur J. Olsen, head of Permo Products Corporation, manufacturer of the Permo Point phonograph needle, announced recently the appointment of E. C. Steffens to the executive staff of the firm.

"In our desire to improve our service to phonograph operators," declared Olsen, "we have secured the services of one of the best informed and experienced men in the phonograph operating field. Steffens for five years supervised the operations of approximately 10,000 phonographs thru offices in 35 principal cities. This is an operating experience equaled by few persons in the industry.

"For the past two and one-half years he has been president of the International Association of Automatic Electric Phonograph Owners and has assisted in the formation of many local associations. He has made a thoro study of the operating industry and the ways and means of meeting its problems. Permo offers to operators the benefit of his knowledge and experience."

Steffens, in commenting on his new position, declared: "In my years of supervision of thousands of phonographs we conducted many exhaustive experiments and tests with phonograph needles. Invariably we arrived at the conclusion that Permo Point provides the best reproduction and is the most economical from the standpoint of reduced record wear and long life." Steffens concluded his statement with the words that he was happy to be associated with Permo Products Corporation and that he looked forward to seeing colmen at the 1941 Coin Machine Show.

The World's Biggest Record Sellers

A NIGHTINGALE SANG IN BERKELEY SQUARE

(Barkley)

—dance—

GLENN MILLER — BLUEBIRD
GUY LOMBARDO — DECCA
SAMMY KAYE — VICTOR
GENE KRUPA — OKEH
RAY NOBLE — COLUMBIA
AMBROSE — DECCA

—vocal—

KATE SMITH — COLUMBIA
JACK LEONARD — OKEH
DICK TODD — BLUEBIRD



By Lew Brown, author of
"BEER BARREL POLKA"
JOHNNY PEDDLER
(I Got)

—dance—

ABE LYMAN — BLUEBIRD
KAY KYSER — COLUMBIA
TOMMY TUCKER — OKEH
JOHNNY LONG — DECCA

—vocal—

ANDREWS SISTERS — DECCA



Published by

SHAPIRO, BERNSTEIN & CO., Inc.
RKO Building, 1270 Sixth Ave.,
New York

TWO RECORDINGS FOR YOUR "MUST" LIST

"THERE'LL ALWAYS BE AN ENGLAND" ★
"WE'LL MEET AGAIN" ★

Guy Lombardo—Decca
Happy Gang—Bluebird
Coldstream Guards—Victor
British Fusilliers—Columbia


Kay Kyser—Columbia
Charlotfeers—Columbia
Jack Leonard—Okeh
Mitchell Ayres—Bluebird
Guy Lombardo—Decca
And in Preparation
"THE INKSPOTS"—Decca

OPERATORS: All we ask is for you to hear any of these records and you'll agree.

DASH, CONNELLY, INC., 1619 Broadway, New York


• Hear the LATEST HITS on International VICTOR RECORDS in the RCA-VICTOR rooms at the Hotel Sherman during the Coin Machine Operators' Convention in Chicago.

An International VICTOR Record



CANNIBAL'S POLKA

and PUPPY LOVE POLKA
by René Musette Orch.



V-771
LO-LO LITA
HERE COMES BABY

V-756
WINDMILL TILLIE
LET'S STEP HIGH, BABY

V-766
LUCKY BIRD
TRIANGLE POLKA

And...

V-775 COME ALONG TO HOBOHEMIA
ZIG-ZAG—Polka

René Musette Orch.

V-777 MY GUITAR AND I
ROOKIE PLAYING HOOKEY

René Musette Orch.

• SEE YOUR RCA-VICTOR DISTRIBUTOR NOW •

STANDARD PHONO CO., INC.

(Yetos Demetriades, Pres.)

168 W. 23d St.

New York, N. Y.

At the Show and At Your Local Distributor, Hear These

★ **OUTSTANDING RECORDS** ★
OF
★ **OUTSTANDING FAVORITES** ★
BY
★ **OUTSTANDING ARTISTS** ★

"You Made Me Love You"

Bing Crosby and the Merry Macs—Decca

Judy Garland—Decca

Una Mae Carlisle—Bluebird

"I'll Be With You in Apple Blossom Time"

Dick Todd—Bluebird

"I Used To Love You, But It's All Over"

Dick Robertson—Decca

King Sisters—Bluebird

"When You're a Long, Long Way From Home"

Bing Crosby—Decca

Jack Leonard—Okeh

"Oh, By Jingo"

Ella Logan—Okeh

"I'm the Lonesome Gal in Town"

Bea Wain—Victor

Teddy Grace—Decca

Tunes That Will Tickle the Nickels

SONGS PUBLISHED BY
BROADWAY MUSIC CORP.
1619 BROADWAY • NEW YORK

Live Suggestions for Wide Awake Music Machine Operators

Coin Machine Operators, Order Your Records Now!

DOGHOUSE POLKA

(Papa's in the Doghouse Now)

POY MUSIC CO., INC., 1619 Broadway, New York

Partners In Business

Recording artists are rapidly beginning to wine and dine phonograph operators in towns where they happen to be playing. . . . They not only learn much that helps them in turning out better records, but in many cases they have as much as doubled their ballroom or theater grosses because of the resulting co-operation of operators in placing their records in more machines

FOLLOWING closely on the heels of ability itself as the prime factor in pushing any venture to a successful conclusion are the two henchmen of basic merit—contacts and good will. Ability may get there alone, but the odds lengthen considerably if it's not backed up friendship and the strength of co-operation induced by the creation of good will. Webster, who had a way with the definition of words, puts it nicely in one of his most neatly turned sentences when he takes the term "good will" apart and reveals what makes it tick—"the advantage in custom which a business has acquired beyond the mere value of what it sells."

Making records is a business, and selling them to a too-often fickle and unpredictable public is likewise a business—and that "advantage in custom" applies just as much in these businesses as it does in any other field that Webster may have had in mind when he framed his definition. Staying in the classroom a bit longer, then, and doing a simple bit of arithmetic that involves adding two and two, it would seem to be obvious that good will is a pretty important item in furthering both the business of making records and of selling them.

More and more recording artists who may never have majored in mathematics or never delved into the etymologies of Webster are nevertheless coming to the conclusion that the establishment of good will ties between themselves and the most important medium in the projection of their efforts—the music machine operator—is something to be taken as seriously as the recording studio crisis that arises when the trumpet lead has ruined six masters in quick succession. And with this realization artists have abandoned their former indifferent attitude to the music boxes, and are building a closer co-operation with operators that is proving mutually beneficial. The operator increases his take, the artist increases his music machine and box-office draw—and each side acquires an advantage "beyond the mere value of what it sells." Webster never

dropped a nickel in a music machine, but he certainly knew what he was talking about.

The Outstretched Hand

BIG NAME band leaders and semi-name artists alike, in the past year or so, have tested and ultimately learned the value of achieving operator good will. It should not be too difficult to imagine, human nature being what it is, that a music machine operator, studying new release lists before laying his money on the line for this or that disk, is going to react more kindly than he normally might to a certain artist's recordings if the artist has shown him the outstretched hand—thru personal contact, thru offering exploitation tie-ups to better his take, and thru a general endeavor to make the operator's job a little easier and his financial return a little bigger.

Not only does an artist's personal contact with an operator foster good will and an either conscious or sub-conscious leaning on the part of the operator to that artist's recording output, it also can be of invaluable direct aid to the artist in the personal appearance field. Many stunts have been undertaken by band leaders and singers to promote their records in the machines, and the exploitation has rebounded to their advantage in bigger grosses on theater and ballroom appearances.

The asset of gaining and nurturing phono operators' friendship is now recognized by wax artists to the point where get-togethers of various automatic music machine operators' associations have been turned into an autograph fiend's idea of heaven, so many leading lights of the band world have graced these conclaves with their presence. At the Waldorf-Astoria Hotel in New York and at the Sherman in Chicago all the maestri within a radius of a great many miles showed up to cement their relationship with the men who buy (or don't buy) their records when phono associations held their annual banquets at these spots last year.

The process of hands across the turntable has in the past number of months manifested itself not merely in mass demonstrations of friendliness at conventions and music men celebrations, when a general aura of conviviality is engendered anyway, but in a number of specific instances where some of the top band names have gone out of their way to map out special phonograph exploitation campaigns. Some of them illustrate the benefit of good will far better than any elaborately worded generalities.

Smart Guy

TAKE the example of Guy Lombardo. The Royal Canadians were set for a one-nighter at the Tromar Ballroom in Des Moines, but before the date Lombardo effected a tie-up with local music machine operators to promote his disks a couple of weeks in advance of his actually playing the town. When he arrived in Des Moines he played host to several operators. The personal touch solidified his relationship with these men, and Guy's subsequent gross at the ballroom wrote a very nice finis to a very pretty picture—he did the best business in two years at that spot, and in addition doubled the plays on his records in that area.

Perhaps the intelligence that enabled Al Donahue to pass thru a law course was responsible for his realization that operators are an extremely important ally of a band leader. His form of contact was the employment of a special record promotion man, Henry Okum by name, whose duty it was to travel ahead of the band on its tours and make friends with the boys who have the power of putting or not putting Donahue's disks in their machines. His special disk promotion material helped operators, and so did his promotion of closer co-operation between ops and local owners of theaters and ballrooms featuring recording names.

Horace Heidt carries this special promotion angle even farther by planning campaigns not only on his own disks but on other artists' efforts as well. Naturally Heidt is interested primarily in selling his own wares, but his set-up, supplying music machine men with tips on exploitation and promotion, can be used in connection with any record ops care to work with. A couple of the Heidt knights get together with operators on every tour the band makes, offering helpful selling hints.

The list goes on. During Duke Ellington's run at the Denver (Col.) Theater, house manager Bernie Haynes brought about a liaison with Gibson Bradshaw, Denver's Rock-Ola distributor, to feature Ellington records in 300 locations. The Duke's engagement was advertised on stickers placed in each machine, and his disks were played in the lobby of the theater on a new music box. Net result—a better than normal

Greetings

CMJ CONVENTION

from

DICK TODD

Thank you, Operators, for your help in my being selected as one of the most popular recording artists of 1940 in the survey conducted by The Billboard.

BLUEBIRD RECORDS
DON'T MISS THESE LATEST RECORDINGS

10968

10949

'Three at a Table for Two' 'Along the Santa Fe Trail'
'Love of My Life' 'Do You Know Why'

10912

10933

'A Nightingale Sang in
Berkeley Square'
'Goodnight, Mother'

'Dream Valley'
'Adi-Adi-Adios'

A Salute to the Greatest Recording Firm
RCA-VICTOR



LARGE WIRING DEPARTMENT of O. D. Jennings & Company, where skilled employees are busy with the wiring of the Jennings telephone music systems.

gross for the engagement. Jumping over to Seattle and a two-week stand at the Show Boat, Ellington continued his good will campaign by spending hours with record people and visiting numerous locations. Duke's music isn't the only thing that he's smart about.

Party Tosses

ABE LYMAN, while in Miami during the past winter season, made it a point to meet and greet as many operators as possible. Just a few weeks ago, during the course of his stay at the Bon Air Country Club in Chicago, he played host to a gathering of more than 200 operators and their wives. In addition to having a swell time, all the operators who attended the affair reported they enjoyed discussing their business with Lyman and learning from him many interesting facts about the music business. Lyman also took time out while in Chicago to go thru the Rock-Ola plant and find out first hand how the music boxes are made.

PROBABLY one of the most conscientious music machine operator builder-upper is Tommy Dorsey, who has spent a great deal of time and much money hosting and toasting the phono boys in towns where he happens to be fulfilling a theater or ballroom date. This fraternization cannot help but produce the most cordial relations between operator and artist, and it has an added benefit—it gives the artist, in this case the sentimental gentleman of swing, a much clearer conception of an operator's views and problems. He can learn at first hand what an operator wants and why he wants it, and his future recording work is certain to be affected, and undeniably bettered, by what he learns.

Tiny Hill is another one who considers, and rightly so, the operator as a "partner in business." Ever since his recording of "Angry" skyrocketed his popularity in the Midwest he has personally visited operators in every town he has played, offering his services in any way possible, and distributing sample disks of the releases he feels will find the most favor among music box patrons. Lawrence Welk has been pioneering in the linkage of the performer-operator fields, with his efforts resulting in the placement of a machine in the lobby of the Riverside Theater in Milwaukee when his "champagne music" soothed the palates of audiences there last year. With the co-operation of the Riverside's manager, Eddie Weisfeldt, and leading phono men, Welk had cards distributed atop many boxes in the Milwaukee territory announcing his

engagement. The promotion was so successful that this leader has repeated it in every place he has played since.

And still they come. Ella Fitzgerald and Vincent Lopez have presented operators with novelty gifts that boosted their personal stock and their records incalculably. Miss Fitzgerald mailed beer coasters bearing the imprint of her latest releases to ops who in turn placed them in the hands of location owners; Lopez netted attention with a novel piano ash tray which found its way into the home or office of the operator.

Friendly calls on operators have yet to fail to bring about good will for both parties. When in Kansas City, Al Kavelin dropped in on the W. B. Novelty Company to look over the latest models; Griff Williams, a Chicago favorite, is a familiar face around the offices of the Mills Novelty Company in that city. Other visitors there have been Jimmy Dorsey and his vocalist, Bob Eberly; the opportunities to make, build, and renew valuable operator contacts are obvious. Russ Morgan put in an appearance at the Martin Brothers Restaurant in New Orleans, where his disks were featured on a music machine; accompanying him was Dan Cohen, the local operator.

Office Get-Togethers

EARLIER last year, the Modern Vending Company of New York inaugurated a series of weekly get-togethers for leading recording artists and operators, held in its offices. The importance of these informal, open forums cannot be stressed too heavily in the general good they do for both artist and operator. Individual problems and mutual questions can be aired and solved, with both performer and operator served in their variegated but common purpose.

As cognizant of the value of operator friendship and good will as the musical properties they handle are the large booking offices, who go out of their way to furnish operators with information about their artists and with helpful record selling suggestions. Music Corporation of America, General Amusement Corporation, Consolidated Radio Artists, Gale, Inc., and Frederic Brothers Music Corporation maintain large publicity departments which are always ready, willing and anxious to co-operate with the men who buy the disks.

A band can be good, a record can be good, and a song can be good—but there is that "advantage beyond mere value" that makes something better than good—that makes it great. The continued good will between men who make records for other men to buy possesses that advantage—that extra something that is making the automatic phonograph industry better and greater all the time.

ACCLAIMED THE FINEST

4000 Play

Pfanstiehl
CORN
MACHINE Needle

PFANSTIEHL CHEMICAL COMPANY

100 Lake View Ave., Waukegan, Illinois

No Break-In Period . . . No
Break Point . . . Needle
Must Never be Turned . . .
Round Point, Truer Tone.

JUST 2 THINGS
TO REMEMBER

HAVE YOURSELVES A HECK
OF A GOOD TIME!

AND

ORDER PLENTY OF THE

DICK JURGENS

LATEST RECORDING HITS FOR
YOUR PHONOGRAPH MACHINES

ON OKEH RECORDS

5962

"The Last Time I Saw Paris"
"Melody"

5898

"Isola Bella"
"I Do, Do You"

5858

"Sweet Molly Malone"
"Along the Santa Fe Trail"

5801

"Goodbye, Little Darling, Goodbye"
"Dancing on a Dime"

5934

"San Antonio Rose"
"Garland of Old-Fashioned Roses"

5871

"My Mother Would Love You"
"You Say the Sweetest Things"

5825

"I Want To Live"
"There Shall Be No Night"

5787

"In a Moon Boat"
"When You Said Goodbye"

Up your TAKE with
these LATEST HITS by
WOODY HERMAN
AND HIS ORCHESTRA
The band that plays the blues

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

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

3454—THERE I GO
BEAT ME DADDY

3577—CHIPS BOOGIE WOOGIE
CHIPS BLUES

currently
A double winner in The Billboard's Record
Buying Guide

DREAM VALLEY "Getting better with
each succeeding day,
this seems almost certain to jump into the
"going strong" classification in another
week. The simple melody is being carried
into the coin change by Woody Herman.

FRENES! "Climbing remarkably fast is this
beautiful Mexican number which
has been a pretty big retail record seller
for some time, but which has only just
started to strike in the music machines.

now appearing
in a Return Engagement by Popular
Demand at the

HOTEL NEW YORKER
New York

Best wishes to all you
operators for an enjoyable
and profitable convention!

ON **DECCA** RECORDS

Detroit Music Operators Get United Action

(Association Report)

DETROIT, Jan. 11.—Achievement of unity among phonograph operators has been the outstanding feat of the United Music Operators, local music association, during 1940. The industry presented a somewhat divided front at the start of the year, following upon a history of various attempts at organization that resulted in two or more association groups now soundly merged into one body.

Membership of the group has increased from 12 to 67 during 1940, according to James Ashley, president, and the membership now covers all but two of the larger operators in the territory, which includes Wayne and Oakland counties. Ninety-five per cent of the music machines in this area are now represented by association membership, Ashley estimates.

Outstanding result of this situation is the harmony that prevails among business rivals here. Location jumping, for instance, was one of the obvious evils of the city's operations. A check-up reveals that this has been almost entirely eliminated.

With a united front, the local music field is in a position to face the problems of 1941 upon a sound basis without bitter intra-industry factionalism.



POPULARITY OF THE NORMANDY CAFE, Seekonk, Mass., can be deduced from the reserved signs which dot the location. Operator J. Weisel believes his Seeburg remote control music system plays a great part in the success of the cafe.

Cleveland Phono Assn. Represents 3,500 Machines

(Association Report)

CLEVELAND, Jan. 11.—A year ago this month the Automatic Electric Phonograph Owners' Association opened an office for the convenience of members in the Euclid-Windsor Building. The association was founded in September, 1938, and its members have more than 3,500 phonographs in operation. The State organization also uses the office for headquarters. Arline Wapperer serves as office manager for both bodies.

Membership is drawn not only from Cuyahoga County but from surrounding counties as well. Meetings are held on the first Thursday of each month at a downtown hotel.

The association took an active part during the year in combating the proposed State taxation on phonographs, and thru its legislative committee and officers is constantly on the alert for anything that may crop up that would adversely affect the industry.

During December a committee headed by Jack Cohen, vice-president, formulated plans to popularize a record of the month thru extensive advertising over the air and by other means. Formal approval is expected at the January meeting and the campaign is due to be launched around February 1.

The association works in close

harmony with the State organization and has been the means of straightening out many problems that have arisen. The officers, who are all active in the industry, are: Jerry Antel, president; Jack Cohen, vice-president, and Leo J. Dixon, secretary-treasurer. The board of directors consists of George De Frieze, Nate Pearlman, Lloyd Evans, Harry Lief, Peter Lukich, and James Ross.

OUR "HIT" PARADE WE THREE

By Dick Robertson, Nelson Cogane
& Sammy Mysels

INK SPOTS	— Decca No. 3379
TOMMY DORSEY	— Victor No. 26747
YVETTE	— Bluebird No. 10872
BOB CHESTER	— Bluebird No. 10865
GLEN GRAY	— Decca No. 3416
RAY NOBLE	— Columbia No. 35733
RAY HERBECK	— Okeh No. 5762

LOVE OF MY LIFE

By Johnny Mercer & Artie Shaw

ARTIE SHAW	— Victor No. 26790
FRED ASTAIRE	— Columbia No. 35815
WOODY HERMAN	— Decca No. 3528
TONY PASTOR	— Bluebird No. 10938
DICK TODD	— Bluebird No. 10968
CLAUDE UNDERHILL	— Okeh No. 5901

YOU FORGOT ABOUT ME

By Dick Robertson, James F. Hanley
& Sammy Mysels

BOB CROSBY	— Decca No. 3417
ARTIE SHAW	— Victor No. 27256
LARRY CLINTON	— Bluebird No. 10984

OH! THEY'RE MAKIN' ME ALL OVER IN THE ARMY

By Ira Schuster, Paul Cunningham
& Leonard Whitcup

GRAY GORDON	— Bluebird No. 10925
GENE KRUPA	— Okeh No. 5872
DICK ROBERTSON	— Decca No. 3558

I AM AN AMERICAN

By Ira Schuster, Paul Cunningham
& Leonard Whitcup

GRAY GORDON	— Bluebird No. 10783
DICK ROBERTSON	— Decca No. 3323
GENE KRUPA	— Okeh No. 5701

MERCER & MORRIS, Inc.
1619 Broadway, New York City

TO THE MUSIC MACHINE OPERATORS AT THE CONVENTION IN CHICAGO



I wish I could be with you boys. I met many of you during my stays at the Bon Air and I got a kick out of every minute I spent with you.

I know that at the Coin Machine Show you're all going to have a swell time, and I regret I can't share that swell time with you. You do a little business at those Shows, too, I know, and you really go out to Chi to look over the new offerings. While you're looking, stop in at the RCA-Victor suite and listen to our newest Bluebird Records:

B-10992	Oh! How I Hate To Get Up in the Morning
B-10971	You're In the Army Now
B-10945	Johnny Pedler (I Got)
B-10924	Wrap Your Dreams in the Red, White and Blue

Thanks for all you've done for our past records and till I see you again, have a great time at the Convention.

Sincerely,

ABE LYMAN
AND HIS CALIFORNIANS
ON BLUEBIRD RECORDS

THE LAST "WORD" IN YOUR LETTER TO
ADVERTISERS, "BILLBOARD"



D. C. ROCKOLA, president of the Rock-Ola Manufacturing Corporation, is one of the directors of Coin Machine Industries, Inc., the association sponsoring the show.

What Every Music Machine Operator Should Know

Weekly features in The Billboard that should be required reading on the part of all automatic phonograph operators who are interested in increasing their profits. For profits can be increased only thru a thro knowledge of the music business and all the component parts that go into the playing, recording, and marketing of a song, an artist, and a record.

RECORD BUYING GUIDE—A complete, comprehensive analysis of current popular songs and recordings from the standpoint of their value to automatic phonograph operators. Based upon weekly reports from the leading operators in 30 key centers, the music machine industry is apprised of hits, near hits, and potential hits in, on, and for the machines.

ON THE RECORDS—A critical analysis of the latest record releases, stressing their commercial value and importance to phonograph operators. This column is designed to aid operators in the selection of material for their machines, employing a descriptive appraisal and evaluation of every record released in which the operator might be interested.

MUSIC POPULARITY CHART—A full page of listings showing the 10 national and the 10 regional (in the East, in the Midwest, in the South, on the West Coast) best selling records in retail stores throught the country—the 15 national and the 15 regional sheet music leaders—the songs most played on the radio, and the number of performances achieved by each—and the records most popular on music machines.

TALENT AND TUNES ON MUSIC MACHINES—A column for phonograph operators of all news, suggestions, advice, and opinions that can possibly be of aid to him in the most profitable conducting of his business. News notes, territorial favorites, excerpts from letters from operators, promotional and exploitation stunts make this feature invaluable for music machine men.

ORCHESTRA NOTES AND BANDS ON TOUR—Each column tells where orchestras are playing and where they will be playing for the next number of weeks, all of which operators should know so that a particular band's disks may be played up when that band is in a certain territory.

ON THE STAND—A review of every orchestra seen and heard in in-person appearances, the critical comment based upon the band's present or potential commercial value as well as its musical quality.

ON THE AIR—Critical comment on dance programs heard on the radio from the standpoint of showmanship, presentation, and general listening appeal. Bands make records, and operators want good records; a band's records will resemble its work over the air; operators should know what's right and what's wrong with all phases of an orchestra's performance.

MUSIC ITEMS—The news and items of the music-writing and publishing business, encompassing the newest tunes written by known and unknown writers and the placing of these tunes for publication with leading music publishing houses.

GROSS STORIES—The amount of business done by an orchestra in its personal appearances is the best indication of the public's reaction to it. Every week The Billboard runs numerous stories giving attendance and gross figures on bands both large and small. Operators need the information contained in this type of story.

GENERAL NEWS—Complete, concise general coverage of the entire field of music, written clearly, impartially, and accurately.

"America's
Most Imitated Band"

CLYDE McCOY

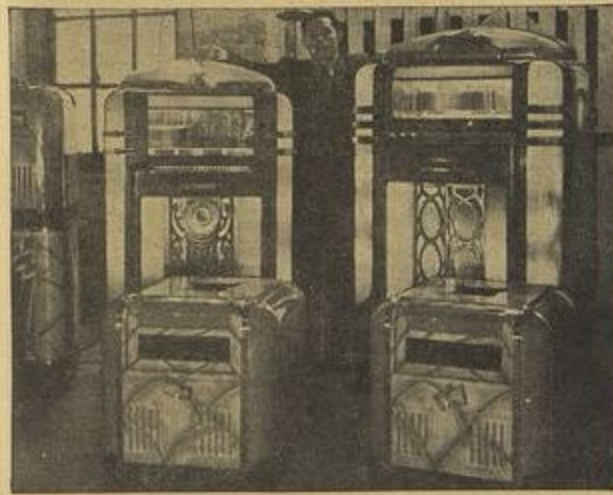
500,000 RECORDS OF SUGAR BLUES
SOLD TO DATE



COIN MACHINE RECORD HITS

- No. 381—"Sugar Blues"—"Tear it Down"
No. 544—"Wah Wah Lament"—"Dry Ice"
No. 1152—"Black & Tan Fantasy"—"Mood Indigo"

- "There'll be Some
Changes Made"
"Whispering"
No. 1917
"Blue Fantasy"
"Blue Prelude"



OFFICIAL BEN LUTSKE of the Miraben Company, Chicago, stands between two of the phonograph modernization jobs created by his firm. In front of the console cabinets are two of Miraben's counter model cabinets.

CURRENT DECCA RECORD RELEASES
Number 3581

"Bugles in
the Sky"

"Love Can Do the
Darndest Things"

WATCH FOR FUTURE RECORD RELEASES

★ MAKING RECORD-BREAKING APPEARANCES AT LEADING THEATRES —
BALLROOMS — HOTELS

★ Personal Management GUS C. EDWARDS WRICLEY BUILDING
CHICAGO

Greetings to MUSIC MACHINE OPERATORS from DECCA and these Top Notch DECCA Nickel Nabbers...

BING CROSSBY
JIMMY DORSEY
WOODY HERMAN
HENRY BUSSE
JOHNNY LONG
BOBBY BYRNE
DICK ROBERTSON
MILT HERTH
ELLA FITZGERALD
LOUIS ARMSTRONG
MILLS BROS.
HARRY OWENS
RICHARD HIMBER
TED LEWIS
VICTOR YOUNG
PANCHO
ART TATUM
JOLLY JACK ROBEL

GUY LOMBARDO
BOB CROSSBY
GLEN GRAY
RUSS MORGAN
INK SPOTS
HARRY MORLICK
TERRY SHAND
"SCHNICKELFRITZ"
FISHER
CLYDE McCOY
ANDY KIRK
THE JESTERS
AMBROSE
CARMEN CAVALLARO
TED WEEMS
RUBY NEWMAN
DIOSA COSTELLO
JIMMIE DAVIS

ROY SMECK
ANDREWS SISTERS
CONNIE BOSWELL
DEANNA DURBIN
JUDY GARLAND
TONY MARTIN
FRANCES LANGFORD
FRANK LUTHER
MARY MARTIN
MERRY MACS
DICK POWELL
HILDEGARDE
MARLENE DIETRICH
CARMEN MIRANDA
CAROL BRUCE
GLORIA JEAN
ELVIRA RIOS
ROY ROGERS
PHIL REGAN

... operators use more DECCA records because DECCA artists get MORE NICKELS!

OVERNIGHT SERVICE

There are 26 DECCA Distributing Corporation Branches set up to give you overnight delivery on all DECCA records. They carry full stocks to insure efficient handling of your orders.

H. C. KRUSE
619 West 54th Street
New York, N. Y.

JACK W. MEYERSON
22 Brighton Avenue
Boston, Mass.

GEORGE P. FREEMAN
2100 Arch Street
Philadelphia, Penn.

VAN H. SILLS
213 W. Palmer Street
Charlotte, N. Car.

SALVATORE LA SCOLA
6633 Hamilton Ave.
Pittsburgh, Penn.

FRED TURNER
52 "O" Street, N. W.
Washington, D. C.

LESLIE B. HALPER
701 McCarter H'way
Newark, N. J.

KERMIT B. SUITS
730 Erie Blvd., East
Syracuse, N. Y.

SELLMANN C. SCHULZ
22-24 W. Hubbard St.
Chicago, Ill.

J. T. TURNER
1515 Market Street
St. Louis, Mo.

HARRY MILLER
1405 McGee Street
Kansas City, Mo.

WILLIAM GLASEMAN
23 Erskine Street
Detroit, Mich.

CLARENCE W. GOLDBERG
911 N. Market Street
Milwaukee, Wis.

PAUL COHEN
United Bank Building
3rd & Walnut Streets
Cincinnati, Ohio

STANLEY DIRECTOR
1834 E. 23rd Street
Cleveland, Ohio

DUDLEY FOSSUM
17-19 E. Hennepin St.
Minneapolis, Minn.

R. N. MCCORMICK
517 Canal Street
New Orleans, La.

H. E. BLED SOE
72 Central Ave., S. W.
Atlanta, Georgia

R. S. CAMPBELL
632 Madison Avenue
Memphis, Tenn.

R. E. ALEXANDER
508 Park Avenue
Dallas, Texas

J. W. McCONNELL
1313 Dallas Avenue
Houston, Texas

R. T. BADEAUX
323 East Bay Street
Jacksonville, Fla.

H. L. ALEXANDER
217 E. Grand Avenue
Oklahoma City, Okla.

L. C. GILMAN
108 East 17th Street
Los Angeles, Calif.

W. M. VAN DEREN
35 Stillman Street
San Francisco, Calif.

W. M. CLARK
3131 Western Ave.
Seattle, Washington

BE SURE TO VISIT OUR
BOOTH AND ROOMS AT
THE CONVENTION —
... HOTEL SHERMAN ...

AT THE SHOW:
BOOTH 202
ROOM 1029

DECCA RECORDS
INC.

50 WEST 57th ST.
NEW YORK

On the Records

(Continued from page 93)

of the question, which makes listening the only outlet for enjoyment of this one. And that outlet is clogged up thru a confused, complicated arrangement of a lot of notes and a lot of words that don't make much sense. The Mabel Wayne oldie on the reverse is much better, taken at a light, bouncy tempo in an arrangement that is pretty good in some spots.

MICHAEL LORING (Columbia)
Meet the People—V. The Bill of Rights—V.

This has a likely chance for nice home sales, due solely to the unusual type of material contained on both sides. The musical show that bears the same title as the A side is the source from which these numbers spring, and Loring does adequately by the songs in musical comedy finale style. Ditties have much melodic and lyrical punch, and Loring gives them more or less the proper stirring treatment. His conception of "The Bill of Rights" is particularly adept.

GRAY GORDON (Bluebird)
Eloise—PT; VC. Scarf Dance—PT.

Gordon begins his version of Charminade's "Scarf Dance" in the classical vein in which it was originally penned and then starts swinging a quarter of the way up the side's surface, thereby emphasizing some nice, easy dansation that has no difficulty in holding a listener's attention. Plattermate is also done expertly and smoothly, with a good Art Perry vocal chorus.

WAYNE KING (Victor)
Wine, Woman, and Song—W. That Naughty Waltz—W.

King, the leading protagonist of three-quarter-time tempo among name bands, here meets up with Johann Strauss, the leading Viennese protagonist of the same a century ago, and does his usual soft, sweet

Abe Lyman, Exhibitor

CHICAGO, Jan. 11.—Abe Lyman is doing the unusual by maintaining an exhibit at the coin machine convention here this week (13-15). Altho it's no novelty for the recording firms and coin machine companies to arrange elaborate exhibits and displays, it is something new when an orchestra leader does it.

Lyman, who makes records for the Bluebird label, will have his disks on display, and will otherwise promote and foster good will between himself and the operators of automatic phonos thru autographed photos and various brochures and exploitation material.

job on Strauss's "Wine, Woman, and Song." Saxs and strings blend nicely here and on the reverse, with the leader's horn highlighting the latter in a pretty solo.

JIMMIE LUNCEFORD (Columbia)
Rock It for Me—PT, VC. Barefoot Blues—PT, VC.

The Lunceford technique is brought to bear to good advantage on "Rock It for Me," and a good jazz vocal by Joe Thomas is also on the disk's credit side. Plattermate is slow blues, with Willie Smith contributing a good vocal of its type. There's little general sales appeal on either side, but artistic merit is present in abundance.

AL DONAHUE (Okeh)
Ohio Breakaway—PT. My Disposition—PT, VC.

Side A is just another swing tune, embellished with the expected ensemble and solo riffs and rides. It's scored and played all right, but it lacks any particular quality that makes a second hearing essential. A good medium beat aids the ballad on the flip-over, with Phil Brito for a nice vocal.

To The CMI

... our sincere thanks for inviting us to the opening day luncheon at your Convention.

TO MUSIC MACHINE OPERATORS EVERYWHERE

... our heartfelt appreciation for featuring our "I Am an American," "Ferryboat Serenade," and other recordings in your machines. It was only through your fine co-operation that we were able to consistently "make" The Billboard's Record Buying Guide.

GRAY GORDON

AND HIS ORCHESTRA
Appearing

for the entire run of the Convention at the

STATE-LAKE Theatre, Chicago

To All Operators at the Show:

May we suggest that while you're at the Sherman, you look up Jack Williams or any of the RCA-Victor associates and ask them to let you hear our latest recordings. We believe we have a "natural" follow-up hit to "I Am an American" in our

B-10925 "THEY'RE MAKING ME ALL OVER IN THE ARMY"

(featuring "The Gordon Goons")

backed by

"I'LL TAKE YOU HOME AGAIN, KATHLEEN"

and another follow-up hit to "Ferryboat Serenade" in

B-10942 "YANKEE DOODLE POLKA" (vocal by Meredith Blake)

backed by

"THE KERRY DANCE"

We believe you'll like these new Gray Gordon Bluebird releases, too:

B-10988 "KEEP AN EYE ON YOUR HEART"

backed by

"SAN ANTONIO ROSE" (vocal by Art Perry)

and

B-10993 "ELOISE"

backed by

"SCARF DANCE"

... And while you're in Chicago be sure to come backstage over at the State-Lake to say hello. I'd like an opportunity to get your suggestions about the kind of tunes you'd like us to record.

Sincerely, GRAY GORDON

Personal Representative: Arthur Pine
Direction: Consolidated Radio Artists, Inc.



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 IN CHICAGO**
JANUARY 13, 14, 15, 16
 come in and see us at
EXHIBIT 209

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 private headquarters
 in the
POLICE GAZETTE SUITE
 and give you the inside
 dope on

- BENNY GOODMAN**
KAY KYSER
WILL BRADLEY
HORACE HEIDT
RAY NOBLE
ORRIN TUCKER
EDDY DUCHIN
XAVIER CUGAT
KATE SMITH
EDDY HOWARD
RAYMOND SCOTT
FRED ASTAIRE
GENE KRUPA
DICK JURGENS
FRANKIE MASTERS
TOMMY TUCKER
GENE AUTRY
BUDDY CLARK
JACK LEONARD
JOHN KIRBY
THE McFARLAND TWINS
TINY HILL
LAWRENCE WELK
COUNT BASIE
CAB CALLOWAY
HOOSIER HOT SHOTS
 and many others



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WAYNE VARNUM • JACK HEIN •
BOB SAMPSON

COLUMBIA and OKEH
RECORDS

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.

Frenesi. With the ASCAP ban in full force on the networks now, excellent material like this is at a premium, and that undoubtedly accounts for the rush to the top taken by this lovely song. It has enough merit to have made it normally, but its quick jump can probably be traced directly to the ASCAP-radio battle. Be that as it may, it's a No. 1 music machine item at the moment, and deservedly so, in both the **ARTIE SHAW** and **WOODY HERMAN** versions, the first elaborately instrumental, the second almost entirely vocal, and each fine in its own right.

We Three. (11th week) **INK SPOTS, TOMMY DORSEY**.

Beat Me Daddy, Eight to a Bar. (9th week) **ANDREWS SISTERS, GLENN MILLER, WILL BRADLEY**.

There I Go. (6th week) **VAUGHN MONROE, WILL BRADLEY, TOMMY TUCKER, WOODY HERMAN**.

Down Argentine Way. (5th week) **BOB CROSBY, SHEP FIELDS, LEO REISMAN, GENE KRUPA**.

A Nightingale Sang in Berkeley Square. (3d week) **GUY LOMBARDO, GLENN MILLER, RAY NOBLE**.

Dream Valley. (2d week) **SAMMY KAYE, WOODY HERMAN, FRANKIE MASTERS**.

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.

Along the Santa Fe Trail. Going ahead slowly but surely, this is not making spectacular progress, but is advancing nicely. The Warner movie, *Santa Fe Trail*, is showing around in the neighborhood houses, and that's attracting more and more attention to the song. **DICK JURGENS'** disk has surpassed that of **SAMMY KAYE** as the leading purveyor of it in the boxes.

Stardust. Altho this revival of the Hoagy Carmichael standard started out as the exclusive property of **TOMMY DORSEY** as far as music machines were concerned, **ARTIE SHAW** has now stepped into the picture and is sharing phono honors with Dorsey. Probably the success of Shaw's beautifully full and rich recorded arrangement of Frenesi has attracted attention to this disk, scored along similar lines. At any rate both records—the colorful Shaw version and the Dorsey one, styled in *The Tender Smile Again* vein—are doing excellently in a great many machines.

Yes, My Darling Daughter. Another of this pillar's "Possibilities" to make good in the **DINAH SHORE** vocal recording of this interesting number. Miss Shore originally introduced it on the Eddie Cantor radio show and has featured it several times since, and finally her waxed version of it is coming into its own on the coin phones. **GLENN MILLER** is also present in this case, altho Miss Shore has a considerable lead at the moment.

I Hear a Rhapsody. Latest of the BMI tunes to start a career along the phonograph network—and also a Record Buying Guide "Possibility"—this melodic ballad gets going nicely, particularly in the **CHARLIE BARNET** and **JIMMY DORSEY** versions. Each disk is doing pretty well currently and each looks good for continued progress toward the heights.

The Last Time I Saw Paris. For some peculiar reason this distinguished pop song has eased off during the past week, despite the hold it seems to have taken on people everywhere. Perhaps it's only a momentary lull in the attack it figures to make on the portals of smash hitdom. **KATE SMITH** has the disk here.

You've Got Me This Way. Another casualty of the last few days is this picture (from *Kay Kyser's You'll Find Out*), which slipped back considerably. **KAY KYSER** and **GLENN MILLER** still have the only disks in the boxes, but neither one is doing too well currently.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which are still being mentioned on enough reports to warrant their inclusion in the Guide, even tho they most probably will never climb into "Going Strong."

Two Dreams Met. (7th week) Not much longer. **MITCHELL AYRES, TOMMY DORSEY**.

He's My Uncle. (6th week) Pretty weak. **ABE LYMAN, KAY KYSER**.

A Handful of Stars. (5th week) Scattered progress. **GLENN MILLER**.

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.

Anvil Chorus. **GLENN MILLER** has recorded a double-sided swing version of Verdi's familiar aria from *Il Trovatore* that is one of the best things this band has ever done, and one that already is beginning to attract attention from some operators. Better watch this one.

I Give You My Word. Still another BMI song and the likeliest looking of the bunch, judging from reports that indicate a certain amount of interest being generated by it in the machines.

Scrub Me, Mama, With a Boogie Beat. Also drawing notice in some scattered spots is this follow-up to *Beat Me Daddy, Eight to a Bar*, in both the **ANDREWS SISTERS** and the **WILL BRADLEY** versions. Keep an eye on this one, too.

Mean to Me. Another **ANDREWS SISTERS'** recording, mentioned here several weeks ago, that is at last starting to make itself felt in the boxes to some slight degree. The first ballad ever recorded by the girls, it should be a natural for the machines.

The Guy at the End of the Bar. A particularly apt item for taverns, due to the co-relation of the title and the lyric idea to the spots themselves. **TINY HILL** has one of the best disks of this, and while there's no guaranteeing anything for the ditty, it has its possibilities.

* Indicates a vocal chorus is included. Double-meaning records are purposely omitted from this column.



Coin Catchers
 on
VICTOR and
BLUEBIRD
RECORDS

VICTOR "POPULAR" RELEASE
NO. 406 — LIST PRICE 50c

27266 *Till the Lights of London Shine Again*
Music in the Evening
 Lenny Ross, Tenor

27270 *Rose*
 "At Home"—Walls
 Wayne King

27271 *Las Campanas De Oriente*
Rumba Congo
 "Buna La Congo—Congo"

Xavier Cugat and His Waldorf-Astoria Orchestra

27272 *Paramount Stomp*
Swinging With Django

Quintet of the Hot Club of France

27273 *Blue Beahells*
 "The Ghent"
 Ray Kinney and His Heaton Musical Ambassadors

BLUEBIRD "POPULAR" RELEASE
NO. 312 — LIST PRICE 35c

81099 *Carnival of Venice*
 Cielito Lindo

Larry Clinton's Bluebird Orchestra

81100 *"I'll All Gones Back to My New"*
 "Sunset at Sea"
 Teddy Powell

81101 *Salt Winds*
 "4/Post"
 Erskine Hawkins (The 20th Century Gabriel) and His Orchestra

81102 *"Tiger Rag"*
 Rask Rasin
 Albeino Rey

81103 *I Do, Do You!*
 I Hear a Rhapsody
 Dinah Shore

81104 *"These Things You Left Me"*
 "He's a Laid From Staten Island"
 Charlie Barnet

81105 *"The Prisoner's Song"*
 Maria Elena—Waltz
 Abe Lyman and His Californians

81106 *Duck Soup—Polka*
 Sax-a-Polka—Polka
 Harry's Tavern Band

BLUEBIRD RELEASE NO. 312
OLD FAMILIAR TUNES
LIST PRICE 35c

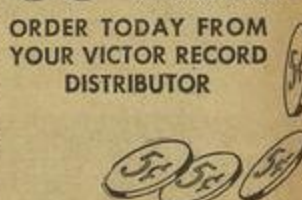
88602 *You're Broken Your Promise*
 I Don't Care
 Pete Pyle

88603 *Midnight on the Stormy Deep*
 Heanalin
 The Tobacco Togo

RACE
 88605 *She's Just Good Muggin' Size*
 My Little Girl
 Tommy McLennan

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Movie Machines

Never before has any coin-operated device been greeted with such a fanfare of publicity in the public press as that which greeted the movie machine upon its debut. Much has been accomplished in this field during the past 10 months. Like all new enterprises, many obstacles and problems are in its path which must be met and solved during the year ahead.

By MAYNARD REUTER

ON THE editorial page of The New York Post on February 20, 1940, an editorial appeared which read, in part . . . "This is just a warning to get prepared for an important change in a major aspect of American civilization. There is a strong possibility that within a few months the nickel automatic phonograph will be outmoded. Everyone will understand the importance of such a change. It means revolution in the atmosphere of diners, bars, bus terminals, roadhouses, and hamburger stands of the nation. The automatic phonograph is an institution, a cultural common denominator. Plans are being made to supplant the automatic phonograph with a coin-operated sound movie projector. For a nickel or a dime the roadhouse patron could not only hear his favorite band playing 'Nyah, Nyah, Nyah, Said the Little Fox,' but see it as well . . ."

This is but one of many new stories that flooded the press in the spring of last year heralding the latest development in coin-operated devices—the movie machine. Never before had any new coin machine been publicized so widely. Effects were felt immediately as operators, distributors, and manufacturers of coin-operated equipment, as well as location owners and the patrons who frequent their establishments, began seeking more information about this new product. They began wondering when it would be available for operation, and, of course, speculated on its value and potential place in the coin machine industry.

In the light of subsequent developments, leaders in the new field have been the first to admit that the fanfare which greeted the movie machine debut was premature. Many would much rather have followed the time-tested course of announcing new machines only after they are fully developed and perfected. However, this publicity undoubtedly provided the spark necessary to speed up the development of the machines. By the end of June four manufacturers had announced in the trade press that they were working on movie machines. Today this number has grown to 17. Certainly, it is doubtful if so many firms would now be busy in this new field had not the trumpets been sounded so loudly last spring.

Early History

While the press hailed the movie machine as another sterling example of the inventive genius of the American mind, the fact remains that a coin-operated movie machine was conceived as far back as 1912, when officials of the Essanay Film Company, one of the largest of the early film firms, commissioned an ace cameraman, Freeman Owens, to

go to work on the development of such a device. Owens' efforts resulted in a machine using 35mm. film for which 18 patents were sought. These patents, however, were never picked up by Essanay when official governmental approval was forthcoming, according to reports, because of developments engendered by the outbreak of the first World War.

The present type of movie machine, however, has been the goal of many inventors since the advent of 16mm. sound-on-film and the rise of the automatic phonograph to a position of nationwide importance a decade ago.

Purpose of This Article

It is not the purpose of this piece to delve into the history of the movie machine, or to discuss the merits of those machines now on the market. On the contrary, its object is to present in as disinterested and objective a fashion as possible what has gone on in this field in the past 10 months, so that all members of the coin machine industry may have a clear idea of what lies ahead; of the obstacles that must be surmounted, the dangers to be avoided, and the goals that must be attained if true progress is to be made.

Since February

The months that have passed since last February can best be summarized as those in which the movie machine business has been setting down its grass roots. They have been months of adjustment and development.

Like many new enterprises, however, growth has been impaired by periodic mushrooming of fly-by-night firms that visualize the new field as fertile grounds for various promotional schemes. Fortunately, operators and distributors were cautious about tying up with such firms; and most promoters soon decided the rich plum they had dreamed to be theirs for the picking was not to be had so soon.

In contrast, several other firms have speeded along developing their machines, producing films, setting up sales organizations, and taking care of the hundred and one other details that go hand in hand with the development of any new enterprise. Every month reports of more progress have been forthcoming, and many predict that 1941 will witness the movie machine business taking its first steps along the road that many predict will find it as firmly entrenched in the coin machine industry some day as the pin game, the vending machine, and the automatic phonograph.

Problems Ahead

Before this goal is realized, however, leaders in the new field concede much work has to be done. Certain bugaboos existing both within and without have to be dispelled.

One of the first and foremost of these is the mistaken idea that the movie-machine will ultimately displace the automatic phonograph. How far-fetched such reasoning is can instantly be realized by knowledge of the average take of the average phonograph now on location. Operating costs of movie machines of necessity are higher. Film rental fees likewise cost more than records for a phonograph. As a result, many years, years in which all operating costs must be greatly curtailed, must pass before an appreciable percentage of the locations now supporting phones will be able to support movie machines once their initial novelty has worn off and their operation settles down to a steady pace.

This, however, does not mean that there isn't a place for the movie machine. Many operators undoubtedly will find it a worth-while source of income in many locations. Some locations undoubtedly will support both a phone and a movie machine. Several authenticated reports from operators who have been testing movie machines on the West Coast have shown that not only did the movie machine click with patrons, but that collections of phones located in the same spots increased at the same time.

Exhibitor Opposition

Another more formidable bogey that must be dispelled is the fast-mounting opposition of various theater owner associations throughout the country who mistakenly see music machines as a form of theater competition. Some groups contend that the use of shorts in the machines would mean their eventual elimination in the theaters and that double and triple features would be necessary to meet the competition. Some also view with alarm the possibility of salacious films appearing in the machines.

It is heartening to note that many in the film business take an about-face attitude in their contention that movie machines will do much to make the public more motion-picture conscious, and consequently help rather than hurt theater box-office receipts. These men are

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VISIONTONE

THE AUTOMATIC MOVIE MACHINE WITH FULL SELECTIVITY

• In June of the past year we announced to the Coin Machine trade that we were preparing for demonstration a NEW coin-operated, automatic movie machine with the following guaranteed features:

FULL SELECTIVITY Fully perfected! As foolproof as the automatic phonograph. Enables customer to select any one of 10 different three-minute subjects... what he wants as he wants it! Leading operators agree: Selectivity is indispensable for success!

SIMPLE OPERATION. Fully Automatic! Just plug in. Easy to service. Fewer moving parts than an automatic phonograph. Self-winding reels. Drop of coin starts both music and picture.

LOW COST. Priced to sell in the same price range as a new automatic phonograph. You'll be able to spot VISIONTONE in all your best locations.

EYE-APPEAL. Complete unit housed in beautifully illuminated streamlined cabinet. Fits in perfectly with any location decorative scheme.

• In response to this announcement one thousand four hundred and thirty-two persons contacted us for further information and details about the machine. We humbly apologize for the manner in which we neglected these inquiries. Several unforeseen obstacles be-

hind our control—but which have since been overcome—made it impossible for us to begin active negotiation.

• We are not spending money for advertising space in The Billboard to hear ourselves talk in print. A number of the persons who contacted us after our original announcement offered to place deposits for territorial franchises and machines. We did not accept any such offers, nor are we accepting them at the present time. Tonovision Corporation of America is not a stock promotion nor an attempt to raise monies for any purpose whatsoever.

• Today, VISIONTONE is fully developed and production models are being readied as fast as is humanly possible. It is not our intention to throw any "monkey wrenches" into the plans of the nation's operators. We merely wish to extend a friendly invitation to operators who are interested in getting a MOVIE MACHINE WITH FULL SELECTIVITY AT THE SAME COST AS TODAY'S AUTOMATIC PHONOGRAPHS to wait before making any actual commitments until they see VISIONTONE. Demonstration Plans are now being organized and will be announced in The Billboard shortly.

TONOVISION CORP. OF AMERICA

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stanch believers in the creed that as long as Hollywood turns out first-class pictures the public will pay to see them. As a consequence they contend it is foolhardy to alibi lack of public patronage as being due to any form of outside competition if most of the films themselves are not up to standard.

As for use of salacious films in movie machines, this industry, as new as it is, already has taken steps to stop their use. Experienced operators themselves know such films are only a short cut to trouble. They recall what happened years ago when some off-color records made a brief appearance in some of the automatic phonographs. They know how fast such films could get any location owner dispensing liquor in trouble with his local licensing council. Another definite guarantee that such films will never have a place in the machines is the fact that practically every State having a censorship board has already stated all films shown in machines will have to be reviewed by the board.

As a whole, the activities of theater operator groups have been centered about the fostering of measures in their respective State legislatures and city councils of one or more of the following type: Those seeking to impose licenses on machines or operators; those seeking to require servicing of machines by union projectionists; those aimed to make it mandatory that the buildings in which film machines will be shown will be subject to the same regulations by which the theaters must abide; and those imposing censorship on films. To date opposition from this source has arisen in Illinois, Michigan, Ohio, Wisconsin, Minnesota, Pennsylvania, and West Virginia.

Film Costs

From the operators' point of view, film rental costs present another

problem. Manufacturers point out that the present standard rental fee of \$10 per week will be appreciably lowered once enough machines are on location to make it possible to lower this figure.

Reliable estimates of production costs vary from \$750 to \$3,000 per subject, depending on who makes the shorts and where they are shot. However, there are certain set costs which cannot be altered—costs for musical performance rights, talent, etc.

The American Federation of Musicians, for instance, set up a scale at \$30 per man for a three-hour recording session during which time a limit of four three-minute recordings on one or more films may be made. Leader gets double. For each additional three-minute recording, the rate is \$7.50 per man. In other words, cost of recording four three-minute shorts by a 10-piece band is \$360 for talent alone. AFM contract also stipulates that film shorts made for use in coin-operated machines can be used only in these machines and in no other way.

To this cost must be added the fee paid Music Publishers' Protective Association for the use of the music. MPPA has been too busy the past six months with the current ASCAP-BMI fight to work out any definite scale for licensing music for movie machine use. The first agreement announced with any movie machine producer called for a fee of 5 cents a foot on all film strips using music, as against a guarantee of \$100 per song used. MPPA execs state, however, they expect set fee schedules will be worked out early this year.

Should any acts be used in coin shorts, they must be paid not less than \$25 a day. This scale was set down by the Associated Actors and Artists of America last July as an experimental one and was to be voided September 1, at which time definite contracts governing wages

and working conditions were to be drawn up. This scale still remains in force, however, since the reorganization of American Guild of Variety Artists, one of the branches of the Four A's, has forestalled any further action in this field. Only members holding cards in either the Screen Actors' Guild, Actors' Equity Association, American Federation of Radio Artists, or American Guild of Variety Artists are eligible for work in the shorts. Fee for extras is set at not less than the scales provided for in the SAG's basic minimum contract of 1937 with producers.

Censorship fees are another factor that add to film costs. Fees vary in various States. Pennsylvania Board of Censors stated last July that films shown in movie machines would have to be approved by the censor and pay the regular \$2-per-reel fee. Boards in New York, Ohio, and other States having censorship boards issued similar decrees. Censorship fee averages \$2 to \$3 per reel, according to State.

IATSE-IBEW

Perhaps the biggest question mark in the movie machine business picture at this writing is just what the International Alliance of Theatrical Stage Employees and its various Motion Picture Machine Operators' Union locals is going to do. The course officials of this organization follow can do much to help or retard the progress of the new industry. As yet the IATSE has taken no national action on the movie machines except to order all locals to claim jurisdiction when machines appeared in their districts. To date among locals claiming jurisdiction are those in Los Angeles, Columbus, O.; Pittsburgh, Chicago, and San Francisco. Most of them indicated they would seek a weekly wage of \$100 per man. Officials of the IATSE also admit that they expect to have a jurisdictional fight with the International Brotherhood of

Electrical Workers, as many phone service men are IBEW members.

Obviously, if IATSE persists in such salary demands, or if a jurisdictional dispute arises between IBEW and IATSE, progress of the movie machine will definitely be affected. It is quite possible that thousands of men may some day be employed servicing these machines, but union leaders must be won over to the side of fostering the growth of this infant industry by extending their whole-hearted co-operation. Future benefits in terms of added employment must be driven home lest a short-sighted policy of unreasonable demands stunt its growth before it has a chance to get under way.

Conclusion

The 1941 convention of the Coin Machine Industries marks the first time movie machines have ever been exhibited. Opinions of operators and distributors seeing this equipment for the first time will naturally be varied. How far this new phase of the coin machine industry will progress by the time next year's convention rolls round depends greatly on the improvements made in the machines themselves, upon the reaction of the public to them and the films shown in them, especially after their initial novelty wears off, and, most of all, how the problems and obstacles set forth above are solved.

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Salt Lake City Police Become Vender Operators

SALT LAKE CITY, Jan. 11.—Officers of the Mutual Aid Association of the Salt Lake City Police Department looked over the hundreds of persons who daily enter the public safety building and decided something should be done about it.

So they turned to coin machines, and as a result, police station visitors have become paying visitors in more ways than one. Not only do some pay the desk sergeant for traffic tickets, but many drop nickels and pennies into vending machines which the association has installed in two lobbies of the building.

In the main floor lobby, thru which pass all persons entering the building, are a cigarette vender, a soft drink vender, and a couple of candy machines. On the second floor for the use of police court witnesses, defendants, attorneys, and spectators is a penny nut-vending machine.

Sergeant Thomas L. Dykes, association secretary, said that the fund set up for injured officers and for dependents of deceased officers is benefiting considerably.

Natheson Mexico Rep for Columbus

COLUMBUS, O., Jan. 11.—Columbus Vending Company, one of the largest and oldest manufacturers of bulk merchandise vending machines in the United States, announces the appointment of William Natheson as distributor of Columbus vending machines for the Republic of Mexico.

Natheson believes there are unusual possibilities for merchandise machine operators in his country, especially in view of his opinion that with the inauguration of the new administration in Mexico there will be an immediate improvement in business and that the country is about to enter the largest prosperity period it has ever enjoyed.

All venders shipped to Natheson are specially constructed by the manufac-

turer to vend on the 10 centavo coin, the equivalent of 2½ cents in U. S. money. Candy is the principal merchandise vended, and Natheson is featuring the Columbus Model 234, widely recognized as an all-purpose machine for vending pistachios, small candies, nuts, and charms.

New Electric Cigarette Vender

CHICAGO, Jan. 13.—A new all-electric cigarette machine makes its debut at the 1941 Coin Machine Show. Operators have been eagerly awaiting this showing since, rumors became current a few weeks ago, it is said.

The machine which bears the trade name Seelectric contains features which cannot be made available in mechanical equipment, the maker states.

Among the many exclusive features claimed for the Seelectric cigarette machine are 85 per cent fewer parts; a new light-touch tamper-proof delivery. From 300 to 400 packages of cigarettes can be vended for one penny's worth of electric current, it is said.

"Because of the comparatively small number of parts in this machine it is light in weight and can be easily handled and moved," firm officials stated.

"This last word in cigarette machines is being offered at a price considerably below what now prevails on the mechanical equipment."

Lewis A. Jaffa, a veteran in the industry, is in charge of operations and will shortly announce the personnel of the organization, most of whom are old-timers and well acquainted thruout the trade.

Packaging for Nuts, Candies

DETROIT, Jan. 11.—Peerless Products Manufacturing Company, Detroit, maker of the open-end "push" coin counters, is meeting with much success, its reports, with its package-filling machines. "Operators of nut routes are finding it profitable to make up their own packages of nuts and small candies," declare officials.

"With the Peerless machines they can do this at the rate of 800 packages an hour." According to Mr. Osher, manager of Peerless, an operator can save as high as 35 per cent of cost by putting up his own packages. "Operators have been very fast to take advantage of this opportunity for greater profits," concluded Osher.



MAX MILLER, of Miller & Bernstein, Lewisport, Pa.; Bobby Kline, DuGrenier sales representative in Pennsylvania, with offices in Philadelphia, and J. B. Goldenberg, Monarch Ohio Cigarette Company, Cleveland, Akron, and Canton, O., in the New York offices of Arthur H. DuGrenier, Inc., after viewing the Improved DuGrenier Champion cigarette merchandiser.

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MODEL 39

An all-around, all purpose, all product bulk vender designed by operators, built for operating—an ideal machine, but, because of the many varied locations, it is just one of the many Northwestern units which are available to meet every location requirement. Operators all over the country are turning to Northwestern, because they have learned from experience that they are the finest, most dependable bulk venders money can buy. Nine modern money-makers to answer every need. Here are just a few.

DELUXE

World's finest and most modern bulk vender. King of them all.

39 BELL

Same quality construction as the Model 39, with the addition of the sensational sales stimulating free play feature.

MODEL 33

A peanut vender you can't beat. Sales creating appearance! Low cost!

33 BALL GUM

A good money-maker by itself, or very successful for installing beside other venders.

33 JUNIOR

A midget machine that deserves a spot on every route.

MODEL 40

Super value in a low priced, all product vender within reach of every operator.

FREE!

If you require more information, write for a free literature folder to the distributor nearest you. For a list of distributors, see the Yellow Pages of your town and city or write to the nearest distributor.

Write today for information on our complete line of machines—our free trial offer—liberal financing and trade-in plan!

THE NORTHWESTERN CORPORATION
2407 BROADWAY STREET, CHICAGO, ILLINOIS

CUB	ACE
	
3-Reel 3-Way Play with Coin Divider and 2 separate Cash Boxes. Sample Case of 50 \$13.95 \$7.50	5 Reel Poker Play with Coin Divider and 2 separate Cash Boxes. Sample Case of 50 \$14.95 \$8.00
10 DAY TRIAL PLAN Order a Machine. If not satisfied with it after 10 days return prepaid for full refund.	TRADE-INS Liberal allowance on your old Counter Games. Let us know what you wish to trade.
DON'T DELAY! ORDER NOW! Just Attach \$2.00 Bill or M.O. as a Deposit and We Will Ship Balance O. O. D.	
RAKE	7 S. 22nd St. Philadelphia, Pa.

SILVER KING
\$5.50 Each in lots of 10

ONE OF THE 250 MODELS



5 lb. "SILVER KING," \$6.50
10 lb. \$5.50
FREE OIL & INSTRUCTIONS. Write today for terms.

TIME PAYMENT PLAN ON SILVER KINGS, NOW. LOW AS 50c A MONTH

TORR 2047 A-50. 68 PHILA., PA.

NATIONALLY ADVERTISED



NOW IN AMERICA'S FINEST 1c MERCHANDISER

Beautiful streamlined design. Sturdily constructed to stand up for years of hard service. Easy to operate! Perfect capacity! Mason's 1c Mints bring real repeat business. Convertible to 1c tab gum vender. A big steady money-maker! Write, wire or phone for sensational low price and easy time payment plan!

MIKE MUNFV'S CORP.
593 Tenth Ave., New York
New York Distributor

CENT-A-MINT SALES CORP.
545 FIFTH AVENUE, NEW YORK

"BARGAIN BUYS"

3 Col. 1c Cig. Machines, ONLY Brand New, Sells Pop **\$14.95**

5 & M Nut, 1-5c Comb. \$2.95
Wrigley 1c Gum 5.95
Keweenaw & Col. Nut 2.95
In-a-Bag 1c Nut 4.95
De Greiner Cig. & Col. 7.95
De Greiner Cig. & Col. 9.95
Duckways Cig. & Col. 22.50

Machines Wanted. All Types. Cash Waiting.

MIDWAY VENDING MACHINE CO.
432-B West 42nd St., New York City, N. Y.

FREE OFFER!!

REMIT \$12.50 FOR A SAMPLE IMP 1c CIGARETTE REEL MACHINE AND WE WILL INCLUDE 1000 BALLS OF GUM FREE.

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

Pan Expanding Vending Services

CHICAGO, Jan. 11.—"The big news we have for operators this year is the expansion of our services for vending machine operators. Accompanying the expansion, Pan Confections has secured the services of an experienced candy man, George Eby, to aid vending machine operators and give any services desired." Willard Seefeldt, Pan official, in giving the announcement, stated that Pan considers its vending department to have been one of the best servicing candy departments in the industry. The new expansion, he said, will make it undoubtedly the best.

"Service is not all that counts at Pan," continued Seefeldt. "Accompanying service is the quality of Pan products. We have candies galore for any and every taste, for every season of the year—all equally delicious and attractive to the vending machine patron. We are constantly introducing new items for use in vending machines. Increasing business shows not only that Pan has the quality candies, but that initiative in producing new items has actually increased business for vending machine operators.

"Pan has its customary booth at the 1941 Coin Machine Show and will have the customary welcome for all columnen who stop in at Booth 50. George Eby and myself will be on hand to see that everything is okeh and that all columnen are taken care of in the proper manner. We will have our full line of vending machine candies on display so that all may see what has made Pan the leader in supplying vending machine candies."

U-Need-A Design By Bel Geddes

CHICAGO, Jan. 11.—Cabinets of the new U-Need-A-Pak cigarette merchandisers shown at the CMI and NATD shows were created by Norman Bel Geddes, leading contemporary designer. Bel Geddes is the man credited with introducing streamlining, and has designed such exclusive projects as the General Motors Futurama at the New York World's Fair.

"With the release of the new U-Need-A-Pak merchandiser," declared U-Need-A-Pak officials, "Bel Geddes brings to the vending machine industry a simplicity of modern motif which only a man possessing his talents could accomplish. The new merchandisers offer a new type of mounted mirror—its body lines converge perspective to present a most attractive unit, and its chromed keyboard is graduated cleverly to reveal a beautiful innovation in this type of machine.

"Mechanically, the new U-Need-A-Pak merchandiser offers both dual cigarette and dual match columns, which increases its capacity materially. King-size columns are included as standard equipment. The merchandiser operates with free match delivery, but also allows for the sale of 1-cent box matches. The new model is manufactured in 7, 9, and 15-column units, to accommodate all types of locations."

Introduce Stoner Theater Univendor

AURORA, Ill., Jan. 11.—Stoner's line of Univendors has been added, reports C. R. Adelberg, Stoner official, with the introduction of a new Univendor Theater Model. This is a twin model, mounted on a large single base. The model has luxurious new appointments. The theater twin has a 350-bar capacity and can offer 16 different selections.

The machine is finished in a manner similar to wood graining and has been accepted by theater men as one of the best looking on the market. As in other Univendor models, action of mechanism is positive and quick working. Illumination is fully provided for, drawing the greatest amount of attention without being too conspicuous.

Other Univendor models are also available. These are the eight-column models which will vend candy, cigarettes, and similar articles. It is possible to set each column for a different amount for cents ranging in price from 5 to 20 cents.

WRITE ONE ORDER... PAY ONE FREIGHT

★ ★ ★ ★ ★ COMPLETE SERVICE

For all Merchandise Vending Machine Operators who want—Quality + Service and New Fast Selling Numbers

★ ★ ★ ★ ★ CANDIES



By the original proven to be the best for bulk venders

★ ★ ★ ★ ★ OUR LINE NOW INCLUDES

- Fall and Winter Candies
- Salted Nut Meats
- Ball Gum
- Charms
- 5c Package Candies
- Candies for 5c and 10c Bagging
- Crane and Digger Candies

★ ★ ★ ★ ★
Send for Our New Price List

PAN CONFECTIONS
345 W. ERIE ST., CHICAGO, ILL.

REMEMBER!—BOOTH 59

★ ★ ★ ★ ★

PAN CONFECTIONS 345 W. ERIE STREET, CHICAGO



HOME RUN NOW

ONLY \$15.00

Each in Lots of 5 or More, Sample Home Run \$16.50

Each Take advantage of this sensational offer! 1/3 cash with order, balance C. O. D.

Approximately 5000 balls of gum for use in Home Run can be purchased from us at \$3.50 additional; this includes 200 striped balls.



ESQUIRE

The last word in vending perfection.

Truly a great vendor—it is universal—results all types of bulk merchandise including Ball Gum & G. V. Vendors them acceptably—no additional parts necessary.

Sample Esquire

only \$6.95

Each

Porcelain Finish 80c Extra

TOPPER

It tops in modern design. Topper's sleek ultra modern design allows choice locations, greater patronage. Topper vends everything: almonds, cashews, mixed nuts, raisins, peanuts, pistachios, cherries, balloons, etc. When ordering Toppers for ball-gum, please show us security.

Sample Topper

only \$6.75

Each

Porcelain Finish 75c Extra



SPECIAL DE LUXE

Porcelain Enamel Finish

only \$5.25 ea.

In lots of 24 or more. Sample, \$6.95; 6 to 12, \$8.75 ea.; 12 to 24, \$8.80 ea. Beautiful Tiger-128 Porcelain. 1 1/2 in x 4 in. Charms. All porcelain merchandise there. Vends everything in 3 No. experts.

Operators, Order This Counter

Penny-Nickel combination slotted coin counter, polished aluminum, life-time guarantee. Only \$4.00 each record cash with order. No C. O. D. All orders require 1/3 cash, balance C. O. D.

VICTOR VENDING CORP.
5711 W. GRAND AVENUE, CHICAGO

Milk Venders Survey

1940 hailed as best year by all manufacturers of bottle milk venders as factory installations boom . . . dairy associations' promotional campaigns help . . . facts and figures of several operations cited

THE year 1940 has been the best 12-month period experienced to date by manufacturers of vending devices for marketing plain and chocolate milk put up in bottles. This is the testimony of leading manufacturers in this field in a survey made recently. Officials of these firms indicate demand this past year has grown by leaps and bounds, and all signs point to a substantial gain in placements in 1941.

At the outset most of the sales were made to dairy firms, but the past year has developed many private operators, who have the advantage of the experience gained in operating peanut, candy, and cigarette machines, and hence have an appreciation of how to determine the most profitable locations. They watch to see that the machines are serviced promptly and regularly by the dairy firm with which they make the arrangement and also make frequent inspections to insure perfect mechanical operation. Private operators use the venders as their main line of business, whereas some of the dairies look upon the machines as a side line and hence do not go after locations with the same enthusiasm as private operators.

Plants Welcome Venders

One factor helping the movement materially is the attitude of factory owners, personnel managers, employee welfare organizations, and plant superintendents. Invariably all of these persons are much in favor of having dairy products sold thru vending machines in their plants. Recognizing the healthful and nutritive properties of milk, they frequently prefer to see shop people consume a beverage of this kind than any other.

One thing that has greatly helped in factories is the work of the National Dairy Council, with headquarters in Chicago and branches in 40 key markets of the nation. This organization has been in existence for many years for the sole purpose of increasing the consumption of fluid milk and all allied dairy products. It issues literature to show the need of milk and dairy products in the diet and has aimed much of its promotional work at the factory worker.

Long before the vending machines for dispensing milk were developed the National Dairy Council carried on much missionary work to induce

delivery of bottled milk to factories so it could be made available to employees. Thus when the machines came along they found in many instances that a market had already been established. Of course, this is not true in all cities or in all plants, but it is something that has been encountered in many markets and found a decided advantage.

Since last August another favorable factor has developed in the creation of what is known as the American Dairy Association, headed by Owen Richards. The new organization has a purpose in this field that is unique and unusual. In recent years the dairy farmer in many of the leading producing States has looked enviously on the results achieved in other fields thru the medium of advertising. As a result there has been a movement nationally resulting in a decision on the part of dairy producers to advertise their products in a big way on a collective basis. The initial campaign was started last October, with \$250,000 budgeted for expenditure the first eight months. Beginning June 1, 1941, the program will be placed on an annual basis. At that time it is expected the annual outlay will be at least \$500,000, and it may go as high as \$1,000,000.

Manufacturers of dispensers say that the greatest obstacle they encounter in making placements is the attitude of the plant superintendent who cannot see how the space can be spared, and his second complaint that employees waste time in making trips to obtain milk from the device. It sometimes requires considerable tact and skillful handling to convince a superintendent that it is a positive advantage to install such a device, that it pleases employees, is a factor in building health, and that the loss of time is almost negligible. One argument is that there is certain to be a few moments of relaxation in every plant for every employee and that it might as well be taken in front of a milk dispenser as anywhere else.

One of the tasks of manufacturers of dispensers is to make dairy firms realize the possibilities of this method of marketing their product. A stock answer of dairy firm officials is: "The machines no doubt are all right, but I do not know any place where we could use them." The best reply to make to this assertion is to go out and secure one or two placements in good locations and let the dairyman supply his wares and then judge the results. It will frequently surprise fluid milk distributors when they realize how much of their product is consumed from these dispensers.

An Actual Experience

Recently the Ideal Dairy Dispenser Company, Bloomington, Ill., kept a careful record of sales thru 12 dispensers in what were regarded as fairly good locations. These tests were made in the months of August, September, October, and November, and included a knitting mill, two machine shops, an office of one of these plants, a post office, and a stove works.

The lowest figures in any of the locations were obtained at the knitting mill and were as follows: August, 325; September, 314; October, 425; November, 507; total, 1,631, or an average per month per machine of 407.75 bottles. At the larger of the two machine shops, where there

LOOK AHEAD
AND YOU'LL SURELY
DEAL WITH
G.V. CORP
NOW!



★ The sweeping success of the G. V. CORPORATION, indisputably recognized as "The Leading Sales Agency for 1c Gum and 1c Selective Gum Vendors," has been solidly built upon the foundation of one small word . . . YOU!!

★ YOU—the operator, are the main and only concern of our entire organization. To serve YOU best; to see that YOU make money; to insure YOUR future with the finest, time-proven equipment . . . these are our aims . . . because on YOUR success depends OUR success.

★ A record of responsibility, sincerity and experience in answering the problems of the gum vending field is our badge of honor—and to keep it bright by STERLING YOU RIGHT is our greatest ambition. That is why we wholeheartedly recommend and urge you to operate—ADAMS GUM VENDORS made by DuGrenier—the ONE merchandiser that TOPS THE FIELD AS A STEADY, PROVEN, MONEYMAKER . . . selling the universally known and liked 1c ADAMS GUM.

ONLY \$12.50
MODEL MODEL
24 MONTHS
TO PAY!

ORDER NOW . . . and be sure of TOMORROW!

G.V. CORP.
33 WEST 46th ST., NEW YORK

SPECIAL

FACTORY REBUILT

CENT-A-PAKS } \$8.00
PENNYPAKS }
IMPS } Each 1 or 100

TORR 2047A-50. 68
PHILA., PA.

JANUARY SHOW Specials!

- | | | | |
|----------------------------|-----------------------|-------|---------|
| 6 col. Stewart-McGuire, | 150 Packs | | \$12.50 |
| 4 col. Stewart-McGuire, | 100 Packs | | 9.50 |
| 2 col. Advance, Slightly | Used, 50 Packs | | 5.00 |
| 8 col. Round U-Need-A-Pak, | 144 Packs | | 5.00 |
| DuGrenier Pump Handle, | Wall Model, 41 Packs, | | 5.00 |
| 5c Hershey Machines, | Brand New | | 5.00 |
| Metal Stands | | 2.00 | |

All machines Money order in guaranteed in full must be A-1 condition; company all refinished and orders reconditioned.

X. L. COIN MACHINE CO., INC.
1351 Washington Street
Boston, Mass.

MAKE MONEY

In Business For YOURSELF



Model "M"

BI-Mer Model

SMALL INVESTMENT

Start in business for yourself on a small investment. Be your own boss. It's easy to establish a profitable route of business. Merchandise Vendors, Legally O.K. in all states. Beautiful models meet the requirements of every type location. Vent all kinds small route, machine, gum, etc. Many exclusive features and patented mechanisms. Last for years. Don't invest in unreliable equipment. Get started right with Columbus. We help you. Write for free information to:

COLUMBUS VENDING CO.
2009 E. Main St., Columbus, Ohio

ATTENDING THE COIN MACHINE CONVENTION

See Columbus Machines there. Find out why successful operators prefer them.

COLUMBUS VENDORS

ASCO WEEKLY SPECIALS

- VENDORS**
- 1¢ Peanut, 1 1/2 lb. cap. . . \$1.95
 - 1¢ Hershey, 1 lb. cap. . . 1.95
 - 5¢ Hershey, 2 lb. cap. . . 2.95
 - 1¢ Ball Gum, 200 balls cap. . . 1.45
 - 1¢ Tom Thumb, 2 lb. . . 2.45
 - 1¢ King Jr., 2 lb. . . 2.95
 - 1¢ Slick Gum, 200 balls cap. . . 2.00
 - 1¢ Silver King, 5 lb. . . 3.00
 - 1/2 Dep., Bal. C. O. D.

WE ARE NEW JERSEY DISTRIBUTORS FOR "HOLE-IN-ONE"

A New Counter Skill Game with Ball Gum Vender and Earning Power of a DOLLAR AN HOUR! Quick!! ORDER A SAMPLE TODAY!!

Only \$17.50

ASCO, 140 ASTOR ST., NEWARK, N. J.

A STEADY CASH INCOME

A Route of 100 NORTHWESTERN MODEL 40's (America's finest bulk vender) will give you a permanent cash income with a small investment.

RAKE

Sample \$5.45 Without Peanuts

FACTS AND FIGURES

Plan 21
For only \$545.00 you will receive 100 Model "40's" vendors and 800 lb. of peanuts.

Plan 22
For only \$372.50 you will receive 50 Model "40's" vendors and 200 lb. of peanuts.

Plan 23
For only \$151.70 you will receive 25 Model "40's" vendors and 100 lb. of peanuts.

Time payments can be arranged. Write for details.

Here is your opportunity to build a business that will give you a steady income. Don't delay! Start Now!

One-third Deposit Requested With Order!

7 South 22nd Street PHILADELPHIA, PA.

LUCKY CHARMS

FOR VENDING MACHINES

Large and attractive assortment of charms. Specially selected for vending machine purposes. Many new subjects in bright colors. Per Gum Special quantity discounts on request

60c

LEAD TOYS

1000 assorted . . . \$1.75

25% Deposit Required With All Orders

Dist. C. O. D.

EPSTEIN NOV. CO., INC.
116 PARK ROW, NEW YORK, N. Y.

were three dispensers in service and where prior to these four months the maximum total sales had never exceeded 5,500, there as an upswing as follows: August, 8,757; September, 7,052; October, 7,413; November, 7,132; total, 30,354, or an average per month per machine of 2,528.5 bottles. The 12 machines turned in a total sales record of 64,682 bottles of milk, buttermilk, chocolate milk, and some orange beverage and tomato juice in the four-month period, or an average per machine per month of 1,343.3 bottles.

Privileged to examine some of the letters received by the Ideal Dairy Dispenser Company from users of its dispensers, it was noticeable in this correspondence that dairy firms and others are most enthusiastic about results. In fact, their comments in some instances indicate that mild skepticism has been changed into appreciative acceptance and endorsement.

A. M. Pike, of the L. V. Pike Dairy, Aurora, Ill., stated that his firm is now using 21 dispensers. "We are dispensing on an average of 18,000 bottles per month," said Pike. "We believe that about 90 per cent of the sales we are making in these dispensers would have been lost to us otherwise. We have installed dispensers in several factories that our drivers were making before just once a day. Since installing dispensers in these factories our sales have tripled."

An official of Iowana Farms Milk Company, Davenport, Ia., wrote: "We have 11 dispensers in service and they are selling for us an average of 11,000 bottles per month. Our placements cover a wide variety of outlets, as we have dispensers in office buildings, a flour mill, a courthouse, service stations, garment factories, a packing plant, and a bakery."

A. C. Henriksen, of Fern Grove Dairy, Cornell, Wis., who installed two dispensers for test purposes, wrote to say that results had exceeded all expectations. He declared the possibilities in his State for a device of this type to be unlimited.

W. F. Heising, of the W. A. Sheaffer Pen Company, Fort Madison, Ia., had this to say: "During the fore part of 1940 Hamm's Dairy approached our company about installing our milk dispensing machine in our factory. The trial machine received immediate acceptance, and before the trial period of one week had expired employees of other departments were inquiring for machines for their departments. Eight machines were installed in the factory departments May 22 and all have functioned to our satisfaction. We found office employees were obtaining milk from the factory dispensers, so we eventually installed a dispenser in our office building."

It's the NUTS

People like their looks—so they drop a penny in. Then they like their taste . . . fresh and meaty . . . So they drop their second penny in. That's how our nuts make money for you!

SMALL FILBERTS (Blanched)
NEW CROP SPANISH
SMALL WHOLE CASHEWS
NONPAREIL MIXTURE
SUPREME MIXTURE
95% WHOLE MEDIUM VIRGINIAS

Made-to-order shipments sent out the same day. Send for FREE samples and low price list.

E. Cherry, Inc.
238 Market St., Philadelphia, Pa.
Dept. B

CONVENTIONAL SPECIALS

FOR VENDING MACHINE OPERATORS

MODEL 39 BELL
\$7.95
in Lots of 100 or More

\$8.45
Each in Single Lots

MODEL 39 BELL
\$9.25
Each in Lots of 100 or More

\$9.95
Each in Single Lots

DE LUXE
\$14.85
in Lots of 100 or More

\$15.30
in Single Lots

MODEL 33 BALL GUM VENDER
\$5.95
in Lots of 100 or More

\$6.40
in Single Lots

MODEL 40
\$4.95
in Lots of 100 or More

\$5.45
in Single Lots

TRI-SELECTOR
\$28.60
in Lots of 100 or More

\$30.80
in Single Lots

Rush Your Orders for these USED MACHINE BARGAINS

Northwestern Tricolors, 10-5¢ Vendors, \$18.00	Master Venders, 1¢, Porc. Top & Bottom, \$ 4.00
Northwestern Deluxe Merchandise, 10-5¢ 10.00	Master Venders, 1¢, All Porcelain, 4.50
Northwestern Coors, Merchandise, 14-5¢ 6.50	Master Venders, 1¢, 5¢, All Porcelain, 8.00
Northwestern 5¢ Merchandise, 1¢, with \$ 5.00	Four-in-One Rotary Vender, 3.50
S. E. Laco, 4.50	Juniata-In-Bag, 1¢ Vender, 2.00
Northwestern 5¢ Merchandise, 1/2, 10 4.50	Silver King, 1¢ Vender, Lead, 4.00
S. E. Laco, 4.50	Silver King, 1¢ Vender, Porcelain, 4.50
Northwestern Model 33 Peanut Vender, 1¢ Loco, 4.50	Two-in-One Venders, 1¢ 4.50
Booster Attachment for Model 33 Peanut Vender, 2.75	Stewart-McQuinn, Hirsch, Adams Tab Gum Venders, 5.25
Northwestern Model 33 Ball Gum Vender, Porc., 0.00	12 Totallizer, Counter Game, \$4.95
Stewart-McQuinn 14-5¢ Venders, Loco Mod. 3.25	1¢ Crisis Cross, Counter Game, Ball Gum Play 3.95
Smalls, 1¢, Three Comp., Detector Model 6.05	1¢ Bingo, Counter Game, Ball Gum Vender 2.95
Smalls, 5¢, Three Comp., Detector Model 7.05	1¢ Tic-Tac, Counter Game, Ball Gum Vender 7.95
	1¢ Gottlieb Hand Grip, 8.50

LOWEST PRICES ON ALL MERCHANDISE

Pistachios, Queens, White or Red, 5-Lb. Bag, 34¢ per Lb.	Virginia Peanuts, 10-Lb. Carton, . . . 12¢ per Lb.
Pistachios, Tulips, White or Red, 5-Lb. Bag, 32¢ per Lb.	Spanish Peanuts, 10-Lb. Carton, . . . 0 1/2¢ per Lb.
Indian Nuts, 5-Lb. Bag, 50¢ per Lb.	Cashews, 10-Lb. Carton, . . . 25¢ per Lb.
Jumbo Peanuts, 10-Lb. Carton, . . . 14¢ per Lb.	Almonds, 10-Lb. Carton, . . . 37¢ per Lb.
	Mixed Nuts, 10-Lb. Carton, . . . 20¢ per Lb.

COMPLETE LINE OF PAN CONFECTIONS

BALL GUM—Five Star Ball Gum, 1/2, Case of 50 Boxes, . . . \$6.00
Ball-Inch Ball Gum, Bulk, 110 Count, 25-Lb. Case, . . . 3.75
Ring Ball, 100 to Box, 1/2, 1/2, 18
Spotted Ball Gum, 100 to Box, 1/2, 1/2, 15

CRACKETS

ADAMS GUM, All Flavors, Tap and Candy-Coated, Box of 100 Pieces, . . . 45 Bx.

Merchandise prices subject to change without notice. 1/3 Deposit on all Used Machine and Misc. G. O. D. Orders. RUSH YOUR ORDERS! These prices good only while merchandise lasts.

NORTHWESTERN SALES & SERVICE COMPANY

New York and Brooklyn Headquarters: 589 Coney Island Ave., Brooklyn, N. Y.
Telephone: Bookbinder 4-2770

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IS AT

BOTH SHOWS

DISPLAYING

America's Finest

Automatic Merchandisers

COIN MACHINE SHOW
BOOTH 96, 97, 98

N. A. T. D. SHOW
BOOTH 20, 21

MAKE IT A POINT TO VISIT
Du GRENIER AT BOTH SHOWS

CONVENTION SPECIAL!!

★★★★★ 5 Star Ball Gum ★★★★★

\$12.00 6 Luscious Flavors \$12.00
per case of 100 boxes

Remittance in full must accompany order.

EAMCO. 350 MULBERRY STREET
NEWARK, NEW JERSEY

Pennies for Profits

Recent adoption of defense and sales taxes all over the country has filled the public's pockets with millions of pennies. Smart operators with clean modern equipment and fresh merchandise for sale can and will make more money with their penny vending machine routes.

By BILL HONOWITZ

Philadelphia Vending Machine Operator

IF THERE should be a slump in any line of the automatic machine business during the new year it should never come to pass in the venders—especially the penny machines. The closing months of the old year have seen a great awakening on the part of the public in pennies. While taxation in any form is not a pleasant thought, it is because of the national defense tax that the public has become penny conscious. The penny has become an important medium of exchange. The mints thruout the country can hardly keep up with the demand. The penny vending machine should reach maturity this new year, and with the medium of exchange in superabundance it is time for the vending machine operator to cash in.

Streams of Customers

There's no better customer than a satisfied customer. A good product that returns a reasonable profit will create more customers for your machine. It is important to pay just a little more attention to the quality of your merchandise. In this instance one complements the other.

Cleanliness is said to be next to godliness. The axiom applies ideally to the penny venders. Just because your merchandise is enclosed in a machine and free from dust is not enough. How about the machine itself? Make it a habit to see that each machine on location is thoroughly cleaned. Make the machine literally smile at the customer in the same manner as the clerk behind the store counter.

"Man Who Comes Around"

Still another important item is service. Make sure the machine is always well stocked. That spells freshness as far as the customer is concerned. A storekeeper doesn't fancy seeing an empty machine taking up valuable space in his store. Vending operators frequently are heard to complain that the storekeeper won't give the machine a chance, burying the machine in some obscure corner of the store. In most instances, however, it's the operator that hasn't given the machine a chance by paying little or no attention to servicing.

Variety is the spice of life, and a little variety can go a long way in prolonging the life of a penny vender. Just because the machine goes well the first month doesn't mean it will continue to do so. When the take starts falling off change the machine or offer something else for sale. No matter how much people like pistachio nuts, they won't eat pistachio nuts 356 days of the year. Change your product to create the maximum number of customers. It will make for the maximum amount of pennies for your machine.

Avoid Museum Pieces

Don't hold on to a machine until even the Smithsonian Institution would refuse it. The biggest mistake an operator can make is to hold on to old equipment. Too often that's the answer to the competition you face in holding on to your locations. Take inventory of your machines. The progressive and successful operator keeps investing in new equipment.

Moreover, never let the fact that

you already have "enough" machines deter you in your investments. The penny vender has still to reach its maturity. There are already a great number of machines, but by the same token there are also a great number of people that have to be served.

As a final thought, don't sit back and feel you have exhausted all the possibilities for locations. Where there is a flow of pennies it's a tip that it is a good location for a penny vender. A person buying from a cigarette vender will in many instances put his change into immediate circulation if a penny vender is close at hand. Attract the customer before he can put those pennies into his pocket and you have a profitable penny vender. Follow the trail of pennies, and any number of avenues that make for machine locations will open up to you.

**VENDCO
MERCHANDISER**

The Cigarette Vender That Has Everything

- CABINET DESIGN
Harmonious, streamlining. Choice of 6 color combinations.
- QUIET OPERATION
Better locations welcome VENDCO's silent operation.
- UNISELECT COIN CONTROL
No piling up—no 2 coins ever touch.
- QUIK-LOAD CABINET
Makes an instant hit with every service man.

Distributed By
UNIVERSAL DISTRIBUTING CO.
5508 Superior Ave. CLEVELAND, OHIO

PUSH

Open-End Coin Counter. Count and stack faster because you don't shake them up—Just Push.

(Dealers—Write for quantity price)

Penny Counters... 65c
Nickel Counters... 75c
Prepaid

SERVICE SET

Modern way to service all bulk venders. Neat, efficient, clean carrier with 4 regular and 2 extra containers.

PRICE \$3.75
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POPULAR PRICED BAG FILLERS
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PEERLESS PRODUCTS MFG. CO.
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That are second to none. Literature on request.

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DAVIS METAL FIXTURE CO.
LANSING, MICHIGAN

Minneapolis-St. Paul

MINNEAPOLIS, Jan. 11.—Minnesota State Legislature convened in St. Paul January 3. Coinmen are showing a special interest in proposed measures affecting the coin machine industry.

Ted Bush, of Acme Novelty Company, and Sales Manager Oscar (Ozzie) Truppman expressed great satisfaction with the manner in which National Wurlitzer Days were received, January 5-6, by operators in the territory.

Cliff Kemp, of the Wurlitzer factory at North Tonawanda, N. Y., was in Minneapolis to assist Acme with introduction of the 1941 line.

Panoram is doing well, according to Sam Taran, of Mayflower Novelty Company. Units are on display at the St. Paul and Lowry hotels in St. Paul, and Charlie's Cafe Exceptionale, Minneapolis.

Distributors and operators from the Twin Cities are well represented at the Chicago show.

William Cohen and Ben Friedman, of Silent Sales Company, are there. Mayflower Novelty Company is represented by Sam Taran, Herman Paster, Ray Peter-

son, Ted Seligman, and Morris Holmer, of the St. Paul office, and Gordon Michaelson, of the Des Moines office. Hy Greenstein and James H. Bessler represent Hy-O Amusement Company. Ted Bush, of Acme Novelty Company, and Archie LaBeau, of LaBeau Novelty Company, round out the Twin City distributors' delegation. In addition, Manny Levine and Lloyd Seecrest, of Spin-O Sales Company, are on hand to man the Spin-O display at the show.

Final arrangements for Minneapolis operators attending the Chicago show were made at a dinner meeting of the Minneapolis Amusement Games Association January 9.

William (Sphinx) Cohen, Silent Sales Company, reports business good for the opening of 1941. Genoo's new five-baller, Seven-Up, has arrived. Daval's Cub and Ace are in demand.

Harry Shepard, of Coin-a-Matic Company, has added 10 more phonographs to his wired remote-control system and now has a total of 40 units on his line.

Among the out-of-town operators who traveled long distances to take part in Acme Novelty's Wurlitzer Days exhibit were George Bergquist, Ironwood, Mich.; George Hansford, Yankton, S. D.; Harry Johnson, Mitchell, S. D.; Roy Foster, Sioux Falls, S. D. and Julius Koers, Rapid City, S. D.

With O. C. Bottger, Fairfield, Ia., operator, Ill, his son Cecil, operating out of Keokuk, Ia., has taken over servicing of his dad's route. Cecil came to the Twin Cities to look over merchandise at Mayflower Novelty Company.

Other Mayflower Novelty Company visitors during the few days included Al Redding, Houston, Minn.; Ted Clymer, T. C. Sales Company, Hudson, Wis.; Oscar Coffield, Coe Novelty Company, Annandale, Minn.; P. A. Nolan, Siren, Wis.; Roy Foster and Gordon Stouf, of Sioux Falls, S. D.; Julius Koers, of K & A Amusement Company, Rapid City, S. D.; Leonard McClelland, Litchfield, Minn.; Lou Feldman, Pipestone, Minn., and L. J. Savard, Red Lake Falls.

Close Out—Prices Slashed

Reconditioned Cigarette Machines
 NATIONAL 6-30, complete with cabinet stand \$19.95
 7 COLUMN STEWART & McGUIRE (Model 51), complete with cabinet stand 35.00
 8 COLUMN CHROME FACE (Model W) 9.95
 (See Stand \$1.50)
 LOTS OF 5—10% Discount
 To operate 15¢ or 20¢ coin slots. All Machines perfectly reconditioned.
 1/3 Deposit. Balance C. O. D.
HERALD VENDING CORP.
 45-14 24th Street, L. I. CITY, N. Y.



Rubber Suction Cups

For Counter Machines

All sizes and styles. Made of the finest raw rubber with patented grip construction to insure powerful suction grip. Lowest prices. Prompt delivery. Write for free illustrated catalog sheets and full information.

GORDON MFG. CO.
 110 E. 23d St., New York City, Dist. R4B.

PROVEN Money Makers!



Experienced operators know the important thing is to get the Vendor into the location! You Thrumb's got everything best! Handmade, non-rack, it gets into bars, waiting rooms, stores and restaurants closed to ordinary vendors. Thousands already placed; more for thousands more. The cost precision machine; no same-bats. We'll match it against any other in the low priced field. Has 12 revolutionary features, including Magic Coin Selector, Yale Transfer Lock, adjustable dispenser. Vends candy, gum or peanuts, 1/4 and 3/8¢ sizes. Thousands of free Thrumb Vendors now bringing real results to operators. Don't wait. Write for full details, prices and money-back guarantee form.

FIELDING MFG. CO., Dept. B-42, Jackson, Mich.

BALL GUM

A Real Quality Chew

Made of purest ingredients; smooth in texture, chews easily. Only best quality flavors used to insure long lasting taste. Assorted in 6 bright colors and black. Each piece brilliantly polished, perfectly round and uniform. We are able to supply 1/2" and 3/8" ball gum, in boxes of 100 or in bulk. Prize balls, too.

Write Today for Samples and Prices and state how many boxes of ball gum you use monthly.

CANDY CRAFTERS, Inc.
 Safe Shell Vending Machine Candies LANSDOWNE, PA. CHARMS

Fort Worth

PORT WORTH, Tex., Jan. 11.—Mr. and Mrs. A. C. Daniel, merchandise operators of Corpus Christi, were Fort Worth visitors a few days ago. They spent the Christmas holidays in San Antonio. They have two sons who are music operators, W. F. Daniel, Gulf Coast Music Company, Corpus Christi, and T. A. Daniel, Paris.

A new penny merchandise operator has entered the Fort Worth operating field. He is Operator Killian, who recently purchased an extensive route of Victor penny vendors.

Bob Cowan, one of the pioneer music operators of this city, has recently added several new locations to his route. Bob has been in the music business for several years. He caters to good phonographs and wall box installations.

Panther Novelty Company has a big year coming up for 1941. Manager Jack Maloney has several expansion plans up his sleeve and, no doubt, this area will be hearing a lot from the Panther organization during the new year.

The Frankrich Distributing Company is back in the distributing business stronger than ever. The firm is headed by Leale Frankrich, who has a wide

PRESENTING

The Finest Cigarette Merchandise Ever Produced Anywhere
 By The World's Greatest Designer

Coin Machine Show
 Hotel Sherman
 Chicago, Illinois
 January 13, 14, 15, 16
 BOOTHS 90, 91, 92

N. A. T. D. Convention
 Palmer House
 Chicago, Illinois
 January 15, 16, 17, 18
 BOOTH 36

U-NEED-A-PAK-PRODUCTS CORP.

113 PLYMOUTH STREET BROOKLYN, N. Y.

WE CHALLENGE ANYONE!!

1. To get a better deal on our new machines. Write for full details.
2. To buy or sell used machines, to beat our prices.
3. To get a better deal on all kinds of confections.

USED MACHINES	
Tid-Bit	9.45
Totalizer	8.99
Split-Fine	7.50
Handball	7.75
Victor Home-Run, Like New	14.95
Silver King, Porcelain	3.95
Silver King, Enamel	3.75
Challenger, Mtd.	4.48
Northeastern Deluxe	9.95
Northeastern 1/2¢ Standard	6.45
Northeastern 1¢ Standard	9.45

EXCLUSIVE DISTRIBUTORS NEW YORK	
TRIED — PROVEN — PROFITABLE	
TOPPER	ESQUIRE
\$6.75	\$6.95

CONFECTIONS	
Pec Wee Almonds (1200)	35¢ Lb.
Portachio Nuts	32¢ Lb.
Cashew Nuts	25¢ Lb.
Mixed Nuts	20¢ Lb.
Spanish Peanuts	10¢ Lb.
Virginia Peanuts	12¢ Lb.
Walshes Peanuts, Large (50 Lb. Carton)	11¢ Lb.
Pec Wee Rainbow Peanuts (35 Lb. Carton)	12¢ Lb.
Indian Nuts, Pinion (100 Lb. Bag)	16¢ Lb.
Pec Wee Jelly Beans (33 Lb. Carton)	12¢ Lb.
Choc. Cav. Wafers (30 Lb. Carton)	14¢ Lb.
Licorice Lozenges (50 Lb. Carton)	11¢ Lb.
Amer. Chicic Gum (100 Boxes)	\$11.50 Case
Amer. Chicic Gum, 50¢ (50 Lb. Carton)	\$6.50
1/4" 170 Ball Gum (50 Lb. Carton)	\$7.00
Adams Tab Gum (100 Pieces)	43¢ Box
Topsy Tab Gum (100 Pieces)	38¢ Box
Assorted Ivory Charms	65¢ Gr.



1/3 Cash With All Orders. Balance C. O. D.
PIONEER VENDING CO.
 461 Sackman St. (Est. 1925) Brooklyn, N. Y.

Mississippi

knowledge of the needs of the Southwest operators.

Dad Johnson, dean of Texas operators, continues to hold forth at his Ideal Novelty Company's headquarters on Main Street. Dad keeps a nice batch of equipment going through the city. He predicts a good year for 1941.

NATCHEZ, Miss., Jan. 11.—Introduction of table boxes as well as wall boxes in this vicinity marks the latest improvement in machine business. It has helped all locations where it has been tried.

Hugh C. Bowie, manager of Coca-Cola Bottling Company, largest beverage machine operators in city, left January 6 for Camp Shelby, near Hattiesburg, Miss., where he will be mustered into the army.

Dramatize Slogan In Bally Display

CHICAGO, Jan. 11.—Discussing show plans, George Jenkins, general sales manager of Bally Manufacturing Company, revealed on the eve of the show that Bally will feature one of the most spectacular displays in the company's history. "What we are doing," Jenkins explained, "is visualizing a new Bally slogan in a vast diorama stretching across the entire north end of the main hall. The slogan, it's Bally from Coast to Coast, sums up the nationwide popularity of Bally products. The background for the slogan was designed by Herb Jones, Bally's advertising manager, and painted by a prominent muralist. It represents a bird's-eye view of the United States, with the Statue of Liberty looking up strong in the East and the Golden Gate Bridge in the West.

"The display will serve as a background for an array of money-making products. First and foremost is Bally's Defender, one-piece machine gun, which goes into volume production during show week.

"For the music operators Bally offers a new wall box—the Bally Music Selector—designed for wall or bar operation. The exclusive feature of the Bally Music Selector is the fact that nickels, dimes and quarters may all be deposited in the same chute and at the same time. In fact, the patron can pay for all 24 selections at one time, depositing nickels, dimes, quarters, or mixed coins. The Bally Music Selector will be an eye-opener for music operators.

"Leading Bally's new line of novelty hits is Broadcast, which is already turning in full cash-box proof of earning power. Several hundred Broadcasts are already on location, including high-ranking records. By show time more than a thousand will be shipped and volume production will continue right thru the week of the show.

"There will also be an imposing selection of de luxe replays, pay tables, consoles, and counter games. Operators who visit Bally's display—Booths 16, 17, 18, 49, 50, 51—will see why it's Bally from Coast to Coast!"

Hail Wurlitzer Colonial Model

OMAHA, Jan. 11.—Reception accorded Wurlitzer Colonial model all over the country is very favorable, it is reported. It is affirmed in a statement recently made by Don Clark, executive of the Interstate Distributing Company, Wurlitzer distributor of Omaha and Des Moines.

In the presence of two Wurlitzer officials, District Manager M. H. Rosenberg and General Sales Manager Mike Hammergen, Clark said: "I can't recall any phonograph model which ever received a finer reception from the music merchants in this area than the Wurlitzer Colonial model.

"Our experience has proved that the model has two sizable markets. First is the hard-to-get location that never had any automatic phonograph. The beauty of the instrument has been particularly well received by the owners of the finest establishments, including hotels, private clubs, night clubs, and

Music Boxes Play

BALTIMORE, Md., Jan. 11.—The Baltimore Sun (January 7, page 24) gave special recognition to music boxes (juke boxes) and the part they are playing in supplying music to the public during the present "music war."

The Sun is publishing feature stories on developments in the music situation. Reporters made a survey among record distributors to find the 10 most popular records sold to music operators. If the survey means anything, the newspaper stated, then seven of the 10 most popular records on music boxes were "ASCAP tunes."

The suggestion is that in the present situation the public is becoming increasingly conscious of music boxes as a source of music.

the top-hat type of restaurant and cocktail lounge.

"Second is the ordinary location preferring the conservative beauty of the instruments to the brilliant illumination and predominance of plastics that mark the general run of automatic phonographs.

"Our music merchants are diligently canvassing every potential location in both classes in this territory. The results have been nothing short of amazing. All in all, I'd say every music merchant whom we serve will enjoy a substantial increase in his profits during 1941 from the Colonial model alone."

Pfanstiehl at Industry Show

WAUKEGAN, Ill., Jan. 13.—"We'll all be there to show them the phonograph needle which has taken the nation's operators by storm," declared Bill Hammerger, sales manager of the Pfanstiehl Chemical Company, in commenting on the firm's 4,000-play needle for automatic phonographs.

"The Pfanstiehl 4,000-play needle was not very well known at the time of the 1940 Coin Machine Show," he continued, "in comparison with the wide use it enjoys today. At the 1941 Coin Machine Show, Pfanstiehl's needle stands as the needle for automatic phonographs.

"During the past year more and more Pfanstiehl needles have been used by music merchants, as they have seen for themselves the definite advantages of using the 4,000-play needle. Not only are they being used by more operators in the United States, but also in Mexico, Canada, South America, Hawaii, and Cuba, where we have established distributing agencies.

"We'll be at the show, and the wel-

Atlas Completes Modernization

CHICAGO, Jan. 11.—Announcements from the Atlas Novelty Company reveal that all alterations to the firm's large quarters have been completed and that everything is in readiness for show visitors. Carpenters, electricians, plasterers, and other mechanical men have been working for weeks remodeling the Atlas display rooms and offices. Atlas now has one of the most modern of display rooms and office space.

Morris and Eddie Ginsburg say that during the show Atlas will be especially glad to see coinmen, and that everything and everybody at Atlas will be at the service of visitors. "We have a large stock ready for shipment immediately," the Ginsburg brothers declared. "Not only do we have a large used stock, but we are prepared to make quick shipments on many of the new machines which will be shown on the convention floor. We have beautiful big displays both on the convention floor and at our new quarters.

"Representing the Atlas Novelty Company at the two places will be men from the Pittsburgh, Detroit, and Buffalo offices, as well as from Chicago. A partial list of those who will be on hand for Atlas includes, besides ourselves, Bob Van Wees, Phil Moss, Irving Ortiz, Howard Proer, Harold Pincus, Harold Schwartz, Mike Kratzke, Ben Kulick, Barney Greenberg, Phil Greenberg, and Art O'Melia.

"Atlas will occupy Booths 155, 156, and 157 at the convention. The above-mentioned Atlas representatives will double back and forth between our home office and the show. For the latest and the best—in all ways, the best—see Atlas at either of these places."

Wilkes-Barre, Pa.

WILKES-BARRE, Pa., Jan. 11.—Many of the local operators are planning to attend the coin machine convention in Chicago.

In the estimated budget for 1941 nearby city of Scranton lists \$9,000 as expected revenue from license fees for pinball machines and \$1,500 from music machines. The parking meter revenue is listed at \$46,000.

Ben Sterling Jr., of Sterling Service, Meads, Pa., Wurlitzer distributor, is practicing what he preaches. In a recent co-operative full page New Year's greetings advertisement he was one of the contributing merchants.

come sign is out to all coinmen. I'll be there and there will be a number of other people from our factory. Drop in and see the finest phonograph needle that it is possible to obtain."

Eddie Lane Writes New Song

NEW YORK, Jan. 11.—Eddie Lane, songwriting brother of Bert Lane and copy writer at Byrde, Richard, & Pound, advertising agency, has turned out another song. This one is entitled "The Two Little Squirrels (Nuts to You)" and has just come off the presses of Santly-Joy-Select, music publishers.

Tune is described as being on the novelty side. It is scheduled to be recorded soon by several leading bands, Eddie says.

Eddie's collaborators on the song are Mack David and Vee Lawnhurst.

Rosenthal Brings Big Pitt Group

PITTSBURGH, Jan. 13.—Harry Rosenthal headed a special contingent to the 1941 Coin Machine Show from Pittsburgh for the fourth consecutive year.

Two cars attached to the Pennsylvania Trailblazer carried the following: Gust Georges, Lakey Grossman, Mr. and Mrs. C. W. Groves, Frank Impronto, Joseph F. Colteclara, Ray Edinger, George Glander, Mr. and Mrs. James Ferrissi, Mr. and Mrs. T. J. Harrison, E. Westbrook, Sam Stept, Pat Napolitan, George Laris, George Siegel, Clyde Siegel, Joseph Vinaky, Frank Leon, Fred Ludin, Nick Nigro, S. W. Goldstock, D. Huster, Ed Foster, Mark Rosenthal, F. C. Walter, Ange Berglass, R. L. Lindsay, Max Mullin, Ben Long, Harry Pessen, Frank Caravella, Al Davis, Pete Hess, Louis Olivetto, Sid Rosenthal, George Scrofani, William Miller, Howard Shappy, Howard Diegelman, Thomas Johnson, Art O'Melia, and Ambrose.

Keeney in New Quarters

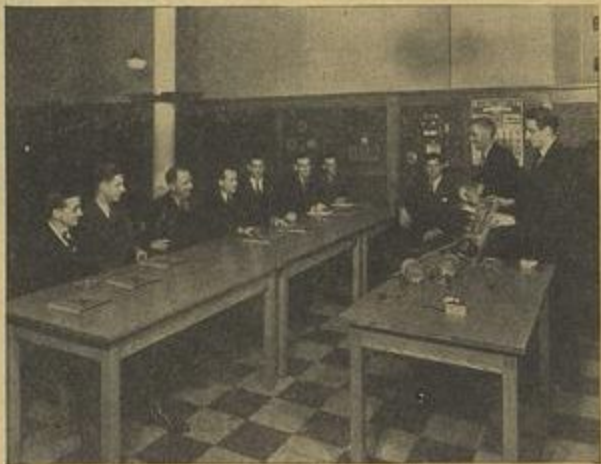
CHICAGO, Jan. 11.—J. H. Keeney & Company now occupy an entire building purchased by J. H. (Jack) Keeney to house the general offices and production facilities of the organization.

"No matter how good a game or other coin-operated equipment might be," said Keeney, "the operator must be given immediate service. Correspondence, billing, shipping, and delivery are important. It was to bring these service factors to the highest degree of efficiency that I decided to take the steps which resulted in occupation of a new building exclusively devoted to our firm.

"Efficiency will not be restricted to our offices. Our production lines will be the most modern that money and engineering ability can build. When our plans are finally completed, Keeney's will be the model plant of the industry.

"Nor are all our efforts directed toward the creation of a model factory," he added. "Production is going ahead at full steam on a new, original pin game. We are continuing in big production on the Keeney Wall Box for music operators. Air Raider, our machine gun game hit, occupies an important place on the production lines, thanks to the continued demand."

The new Keeney quarters are located on Chicago's South Side at 6630 S. Ashland Avenue. Ample parking space is available.



PACKARD MANUFACTURING CORPORATION'S service and merchandising school convenes in the firm's plant in Indianapolis. In the above group, left to right, are Charles Hermann, Playmore Distributing Company, Indianapolis; Walter Strickland, Kemo Novelty Company, Milwaukee; Ralph Bates, Lorch Music Company, New Albany, Ind.; Jerry Jaroy, Automatic Music Company, Kansas City, Mo.; Buster Ayo, R. & A. Distributing Company, Houston, Tex.; Frank Yeary, Yeary Bros' Company, Coeburn, Va.; Robert McClellan, Yeary Bros.; Stewart Tongret, Playmore Distributing Company, and teachers Harry I. Drollinger and Arnold Vallancourt, of Packard.

CLOSE OUTS

WE MUST MOVE A LARGE STOCK AT THESE NEW LOW PRICES.

Reconditioned Phonographs	\$25.00
Seaburg Symphonola Model Rex	35.00
Seaburg Symphonola Model N, 1, or J	29.50
Seaburg K-20 Model-Glo	15.00
Seaburg K-20	33.00
Seaburg Model A in Illum. Cabinet	55.00
Seaburg Selectaphone De Luxe	22.50
Seaburg Selectaphone	17.50
Seaburg Selectaphone, D. O.	22.50
Wurlitzer Symphonola Model E	175.00
Wurlitzer Counter Model 81	85.00
(Stand \$150.00 Extra)	
Wurlitzer 414	69.50
Wurlitzer 412 (Special Illum. Cab.)	69.50
Mills 1928 Throne	175.00
Mills Zephyr	59.50
Mills De Luxe	22.50
Rockola 1936 Model	27.50
Rockola Jewelrol #18 Revere	54.00

RECONDITIONED SHOOTING MACHINES

Rayo-Lite (Duck)	\$40.00
Rayo-Lite Chicken Gun	60.00
Rayo-Lite Jabber	95.00
Revco-Lite Midge Unit	80.00
Chute the Chutes Rayo-Lite & Base	110.00
Keeney Anti Alarm Gun	85.00
1/3 Depth, Balance, O. D.	

W. B. NOVELTY CO.

1203 Washington Blvd., ST. LOUIS, MO.

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 THE WORLD'S FOREMOST AMUSEMENT WEEKLY

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COIN MACHINE INDUSTRIES, INC.
GMT
 The Best Protection

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 105
 15

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*Simple Arithmetic Proves that
 You Save \$1.55 on this Special
 Offer!*



*-is a
 "convention"
 of NEW coin
 machines-
 LATEST IDEAS-
 LOWEST PRICES-
 Every Week!*

Hurry! Hurry!
 This Offer
 Expires in
 10 Days.



17 BIG COPIES FOR ONLY **\$1.00**

*That's Less Than 6¢ Each
 or a saving of 9¢ per copy!*



The Billboard
 25 Opera Place, Cincinnati, O. ***

I know a bargain when I see it. Here's my dollar—now you send me the 17 issues that would cost me \$2.55 at news stands

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Address

City State

REGULAR RATES

ONE YEAR \$5.00

SINGLE COPY 15¢

***Pin a dollar to this coupon
 and mail it today!***

Last Year's Show

In each annual Convention Number The Billboard reprints the editorial review of the previous Coin Machine Show for comparison with the present convention and exhibits. The following review of the 1940 Coin Machine Show held January 15 to 18, Hotel Sherman, Chicago, appeared in The Billboard January 27, 1940, issue. A similar editorial review of the 1941 Coin Machine Show will appear in The Billboard dated January 25, 1941.

SINCE the 1940 Coin Machine Show may be regarded as the beginning of a new unity within the coin-operated machine industry and the start of a better public relations program, these two aspects of the annual convention should be considered first, for they are really important.

Two conventions were held about one year ago and both of them taken together have been classed as the 1939 Coin Machine Show. This editorial review of the annual conventions usually undertakes to compare the present convention with that of the previous year, but due to the fact of two separate conventions a year ago, real comparisons are hardly possible. We might as well consider the industry as making a new start in its organized public programs.

The 1940 Coin Machine Show was sponsored by the Coin Machine Industries, Inc., an organization formed by manufacturers about a year ago, and the 1940 show was its second venture in this field. While the CMI membership is made up of manufacturers, its name and ultimate purpose is broad enough to include many groups and interests under the one name. The name of the organization itself is suggestive of a unifying purpose. The preliminary report of total registrations indicated that 6,000 or more coinmen registered for the convention. This is an excellent record and it does not include the large number of friends and relatives of coinmen who viewed the exhibition during the evenings.

Credit to Vendors

Much credit should be given to the vending machine division, particularly the manufacturers of cigarette and candy bar machines, for their strong support of the 1940 convention. Some 14 firms exhibited machines in this field this year, while our records show that eight firms exhibited these machines at the convention a year ago. Thus the cigarette and candy bar vending machine manufacturers can be said to have heartily supported the 1940 convention. The cigarette machine manufacturers also displayed more products this year at the Coin Machine Show than at the Tobacco Show, which was in session at about the same time. Taking the Coin Machine Show and the Tobacco Show together, the manufacturers of cigarette and candy bar machines were really putting on extensive displays of their products.

Credit is especially due these firms because there has been, and still is, some opinion that maybe such merchandising machines do not properly belong in a convention which is generally regarded as dominated by amusement games. In a year which has been marked by hard efforts to unite the industry as a whole, the manufacturers of high-grade merchandising machines came thru with real support for the annual convention. This was all the more noticeable because the music division did not show such marked support of the convention.

That business gains will come to the manufacturers of cigarette and candy bar machines goes without saying. The games industry had a difficult year in many respects during 1939 and many operators have come to the conclusion to diversify more. Also the total effect of the displays of cigarette and candy bar machines at the convention is so impressive from a business standpoint that not only will members of the trade itself be convinced of the growth of these machines, but newcomers will be attracted to such machines.

Convention Spirit

In the promotion of the unity of the industry, the prevailing spirit or atmosphere at the annual conventions is also significant. As a matter of personal observation in reporting on 11 annual coin machine conventions, I can say that less complaining was heard among the delegates to the 1940 convention than at any other convention within my memory. This was especially true of the first day. As I remember, it is the usual thing to expect lots of complaints on the opening day of conventions. The home-coming luncheon idea apparently helped a lot to give importance to the first day, but it is also true that the rank and file of operators have developed trade spirit, have come to understand the ups and downs of the business as they have grown with it during the past several years.

Organization among operators has also developed a spirit of fraternity that shows itself even in the national conventions. The city and State organizations encourage delegations to come to the convention, and when they get to the convention they have already been trained in working together for the good of the cause.

The music operators and the cigarette operators in particular have developed more efficiency in organized work and their associations command respect as established trade organizations. Music operators are by far the larger group and they are manifesting a business and fraternal spirit that is very encouraging for the industry as a whole.

Those who remember the former years will recall the agitation and complaining that usually infected large groups of operators, and will notice how much better the spirit is at the present time.

An impressive indication of what organization has done for operators was to be seen at a dinner on the third evening of the convention, when official representatives of operators' organizations from all parts of the country were the guests of the manufacturers. That business experience and training was improving the group spirit of the entire body of coin machine operators could clearly be seen. As one manufacturer said: "We once opposed organization but we know now that more machines are sold and credit is better in areas where there is organization."

Good Publicity

Another factor in promoting the good spirit of the 1940 convention was the excellent work done by the publicity committee for the convention. Much credit is due Herb Jones, who was chairman of the committee. His work recalls an editorial in The Billboard, September 24, 1938, in which it was said:

"If there is any question as to talent or ability within the trade itself, the firms in the industry also have a number of capable advertising and publicity men who would be willing at all times to contribute ideas and services. Thus, the framework and talent for an effective publicity agency has existed within the trade for all these years, awaiting the agreement of the manufacturing industry that something should be done. This talent has been augmented by capable association workers here and there who would also help."

The convention management also this year employed the services of a nationally known public relations organization to secure favorable publicity in trade papers and in Chicago newspapers. The result was many favorable news items in various trade papers just preceding the convention, and perhaps the only really favorable feature story ever to appear in a Chicago newspaper at the time of the coin machine convention.

The result of this publicity and of the good spirit within the industry will be to create more favorable public opinion. There was a kind of gentlemen's agreement among the manufacturers also, to keep most of the machines like bells off the convention floor. An abundance of machines were available to fill the exhibit halls, without the big displays of bells and similar machines that used to give the exhibits too much of a gambling atmosphere. If music machines had been exhibited in full quantity the total display would have been truly magnificent.

The exchange of admission courtesies with the annual convention of the National Association of Tobacco Distributors and the All-Industry air-conditioning and refrigeration convention also helped to create wider public understanding. The trade papers of the tobacco and refrigeration industries gave good publicity to the coin machine show, while our own

trade papers also publicized the co-operating conventions. Now, the good effects of all these moves toward trade unity and better public relations may easily be destroyed by later developments during the year, but at least a good beginning was made by the 1940 Coin Machine Show.

Business Indications

The annual convention, coming early in the year, is always of interest for its indications as to trade trends. The general indications were very favorable at the 1940 show. Manufacturers reported many buyers and good sales at the convention itself. These reports can be considered as reliable. The convention was a paying convention from a business angle. It was evident that most of the machines were already standard, and that as never before, it will not be true that most of the machines do not go into production. Heretofore, it has been considered that the convention is kind of proving ground and that many devices on display never go into production after the annual showing. Even in the games field, it was apparent that the games shown are already pretty



Coming Events

1941 Coin Machine Show and Convention, Hotel Sherman, Chicago, January 13, 14, 15, and 16.

National Association of Tobacco Distributors, Palmer House, Chicago, January 13, 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.

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.
 New York. Hotel Syracuse, Syracuse, January 21 to 23.
 Texas. Hotel Adolphus, Dallas, January 16 and 17.

well standard and hence will be manufactured.

The biggest gains in displays were shown by cigarette machines and by scales. The table games seem to have reached a status quo. Expansion in the phonograph field is largely in the field of accessories and of special adaptations of the phonograph idea. In my review of the show a year ago I emphasized trade stimulators as the chief factor of the convention and the industry. Phonographs and games are in effect trade stimulators, but the field of small trade stimulators declined at the 1940 show.

The key to the manufacturing industry, as shown by the convention, is that of expansion by adding new products, as contrasted with expansion in former years by adding plant facilities. This adding of new products is especially apparent among firms generally known heretofore as game manufacturers.

Music Machines

The music machine division still continues to lead the industry in commercial importance and in organized efficiency. Music operators may be considered generally as having reached a high stage in business progress. Three of the prominent manufacturers of phonographs did not exhibit, but the presence of two new phonograph manufacturers and of two special adaptations of the phonograph and an increasing line of cabinets and phonograph accessories still made the music field highly impressive.

One prominent phonograph manufacturer was mentioned as being a leading worker for the unity of the industry.

The presence of the record manufacturers must be set down as a decided adjunct to the trade. Decca, Columbia, RCA-Victor, and U. S. Record Corporation had displays. These firms not only contribute to the good atmosphere of the conventions but their distributors and representatives are among the greatest champions of the phonograph operators in the country; many of them also help operators' associations in their meetings and conventions. Some of the phonograph distributors also had displays.

About seven firms exhibited phonograph accessories in 1939. At the 1940 show seven firms exhibited 17 models of phonograph cabinets, and a wide variety of speakers and wall boxes was also shown. Three firms exhibited needles. A total of 19 firms exhibited phonographs, records or some accessory for the music operator.

Cigarettes and Candy

Since practically all of the cigarette machine manufacturers have, or can adapt their machines to sell candy bars, it is not easy to report on candy bar vending machines. Three firms featured candy bar venders in their displays, which is a good gain for this field. Seven firms displayed floor models of candy venders and probably five displayed wall models. About 10 models of candy bar vending machines (floor) were shown. Four firms displayed seven vender models in 1939.

Six firms displayed about 16 models or sizes of cigarette vending machines. Six firms displayed 14 models in 1939. In general, the cigarette machine manufacturers gave much stronger support to the 1940 convention than in 1939. A console type of cigarette vender (not on convention floor) was regarded as "something different" in the cigarette field.

No particular gains were shown in the penny candy bar vending field, although there would seem to be large possibilities in this item.

Amusement Games

Eight firms displayed 18 models of novelty pinball games at the 1940 show; seven firms displayed 18 models at the 1939 show. The nu-

meral type of scoring board predominated on pinball games, while the bowling motif showed a decided gain.

Three firms displayed five models of payout table games at the 1940 show. Three firms had eight payout models in 1939. Payout games were probably kept off the floor, in some instances, at the 1940 show.

Eight firms had console types of amusement machines on display. Probably as many as 16 types or models of console machines were shown. At the 1939 show six firms had a total of 20 consoles on display.

COUNTER DEVICES: The variety of small counter games and reel devices that come under the general heading of counter machines showed a decided drop in the number of devices on display, as compared with 1939. Ten firms had about 23 models of counter devices at the 1940 show. Eight firms had about 53 models of such amusement devices at the 1939 show. But some of the manufacturers at the 1940 show reported immense sales on the small counter amusement devices.

DIGGERS—Only one digger or claw machine was displayed at the 1940 show.

BOWLING GAMES—The de luxe bowling games came to the front in 1939 and, in conjunction with the ray targets, may be said to have been a life saver for the amusement machine manufacturers. Three firms displayed the de luxe bowling games at the 1940 show; a slight modification or two was also seen. Some pinball games have the bowling motif.

TARGETS—One firm displayed the standard ray target machine. If the machine gun variations be considered in this field, about four firms are now offering developments of the machine gun principle.

Two firms displayed models of standard bell machines, and one other firm had accessories for bell machines.

Arcade machines were displayed in two booths.

Bulk Venders

It is always hard to classify bulk venders and to make comparisons in this field because of the great variety of such machines. However, the 1940 show indicated that few changes had been made and no new developments had occurred. About seven firms had displays of several models; there were fewer models on display than at the 1939 show. Reports of sales of bulk vending machines indicate that steady progress is being made in the operation of such machines.

Drink Venders

Interest is increasing in this field. One bottled drink vender and three bulk drink venders were on display, made by three different firms. It is expected that interest will increase in this type of machine.

Miscellany

When an industry is expanding by the development of new products, perhaps a study of the miscellaneous products and devices displayed at the annual trade conventions would give the key to important trends. A greater number of miscellaneous products was on display at the 1940 show than at any previous convention. Some of them are mentioned in the following statements as suggestive of what is happening in the trade.

Two new high-grade machines for vending cookies were on display. These machines suggest important possibilities.

Two foot vitalizer or massage machines were shown.

A machine for making recordings of the voice was on display.

A coin-operated electric razor was a new and interesting idea.

A coin-operated machine for spray sun-tan fluids was shown.

A blood-pressure machine was another device in the health field.

Other coin-operated machines in-



WALL MODEL

★ REELTONE CONVERTIBLE

Can Convert our Floor Model to Wall or Table Model.

IMPORTANT

Machine is equipped with Remote Control Coin Boxes . . . It is not necessary to leave bar or table to operate REELTONE.

See REELTONE in Operation at our New York Studios

Our Commercial Projector and Rewind Features have been used Commercially for the past 16 years.



CONVERTIBLE MODEL

REELTONE MOVING PICTURE MACHINE CO., Inc.
245 FIFTH AVE. Phone: Murray Hill 3-4284-4285 NEW YORK CITY

cluded movies, photographic, metal stamping, sanitary venders, cigar venders, golf practice, and so on. There are wide limits in the miscellaneous field for the application of the coin-operated principle.

COIN MECHANISMS—Usually the displays of coin mechanisms indicate the great and enduring interest in the fight against slugs. Only four firms displayed coin chute mechanisms at the 1940 show, indicating probably that no new developments had happened recently.

SCALES—Scale displays indicated a decided pick-up in this field. Five firms had scales on display, three of them having rather complete displays of these devices. Horoscope and "guesser" scales seem to be the trend. The trend is also to larger sizes and to greater beauty of design.

SALESBOARDS—Twelve firms had displays of salesboards; at the 1939 show 16 firms had displays. Twelve firms had displays of novelty and premium merchandise, which was a good gain over the number showing in 1939.

Parts and supplies for various types of machines were shown by about six firms not mentioned under previous headings.

Since a number of manufacturers and distributors had displays in their hotel suites, it was not possible to check on some of the offerings in these private showings.

Coin Folks Honeymooning

RICHMOND, Va., Jan. 11.—James Koutros, owner of the Domestic Novelty Company, and his new bride are spending their honeymoon in the South. They were married early this week.

MT. PLEASANT, Tenn., Jan. 11.—Roy Edward Linam, local operator of coin machines, was married recently to Wilda Lumpkins, of Lawrenceburg, Tenn.

1941 MODEL

IDEAL PENNY CIGARETTE VENDOR
HOLDS 180 CIGARETTES

A BIG MONEY-MAKER
40% PROFIT

Only Vendor of Its Kind Made

Approved by U. S. Internal Revenue Dept.



A BEAUTIFUL WALL TYPE
VENDOR ONLY 2½ INCHES
DEEP AT BASE

Finished in White Baked Enamel with Chromium plated trimmings and built to last a life time. There are more good profitable locations for this Vendor than any other type of Vendor made. Be first to establish a route of these money-makers in your territory. Your investment is small and the income is large. Don't delay—save time. Order sample machine with 400 cigarettes at quantity price. Only \$17.40 for both. Send Check or a Money Order.

AMERICAN PRODUCTS COMPANY, Inc.
718 N. Taylor Ave., St. Louis, Mo.

Operators!

YOUR DISTRIBUTORS HAVE SEEN IT and
HAVE ORDERED CARLOADS OF . . .

Night Bomber

because they know
IT HAS THE MOST REALISTIC,
BIGGEST MONEY-MAKING ACTION
EVER PRESENTED IN A GUN
MACHINE! Deliveries will begin
soon . . . be sure to order early
and avoid delay!

SEE YOUR DISTRIBUTOR NOW!



Success MFG. Corp.

2626 W. WASHINGTON BLVD.
CHICAGO, ILLINOIS

6 WAYS TO WIN Play 10c Up

This game can be scored if wished for cigar stores, taverns, club rooms.

PRICE \$2.00 Postpaid. P. O. Box 2726, Sacramento, Calif.

Distributors Man Daval Show Booths

CHICAGO, Jan. 11.—Distributors report that they have been advising Daval that they expect to see Cub and Ace become the hits of the 1941 Coin Machine Show. Said one distributor: "There is no doubt that Daval will have one of the most popular booths at the show. The demand for Cub and Ace, plus continuing sales on American Eagle and Marvel, assure that Daval games will be the hits during 1941."

"Operators are sure to tell Daval officials that they want more Cub and Ace

—and faster. The demand has been so great that the supply has been temporarily exceeded. New production quotas, I am told, will soon remedy the situation."

Officials of Daval are practically turning their booths over to their distributors, they report. "We want our distributors to make the contacts," declared Dave Helfenb. "They are qualified, naturally, because they are the ones who have been doing a great job in acquainting coinmen with our counter games. In addition, they know the men who will be calling at our booths. They will be able to assure operators that immediate delivery will be made on all orders."

"This doesn't mean Al Douglas and myself, as well as others from the factory, will not be at the booths," continued Helfenb. "We'll all be there. Among the distributors who will be there are Roy Torr, Philadelphia; Carl Tripp, St. Louis; Art Sauve, Detroit; Mac Churvis, Chicago; I. H. Rothstein, Philadelphia and Pittsburgh; Irv Blumenfeld, Baltimore; H. P. Mosley, Richmond, Va.; B. D. Lazar, Pittsburgh and Philadelphia; Harry Payne, Nashville, Tenn.; Twin Ports-Sales Company, Duluth, Minn.; Max and Harry Hurvich, Birmingham, Ala.; S. H. Lynch and Ed Furlow, Dallas, Houston, and Memphis; R. D. Rose, Marietta, O. and Washington; M. Y. Blum, Detroit; Bill Marmer and Ben Goldberg, Cincinnati; H. Z. Vending & Sales, Omaha; Joe Frank, Nashville, Tenn.; Sam London, Milwaukee; Bert Lane, New York; Leo Weinberger, Louisville, Nashville, Cincinnati, and Indianapolis; Morrie and Eddie Ginsburg, Chicago, Detroit, and Pittsburgh; Art Nagel, Cleveland; Meyer M. Marcus, Cleveland; Harry LeVine, Chicago; Al S. Cohen, Newark, N. J.; Jack Kaufmann, Philadelphia; Ben Axelrod, St. Louis; Bill Gross, Philadelphia; Mac Mohr, Los Angeles; Joe Ash, Philadelphia, and J. E. Cobb, Louisville, Ky.

Tenn. Ops, Attention!

CHICAGO, Jan. 11.—Joe Frank, of Automatic Sales Company, Nashville, Tenn., announces that a meeting of Tennessee operators will be held during the coin machine convention at the Sherman Hotel here.

Frank says the meeting, which will be of prime importance to all operators in the State, will be given over to discussion of the bill introduced by Sam C. Davis before the Tennessee Legislature on the first day, affecting all coin machine operations.

For time and place of the meeting, Tennessee operators are requested to consult the bulletin board at The Billboard's booth in the exhibition hall.

Extension Speakers Reported Going Big

NEW YORK, Jan. 11.—Installation of extension speakers will hit a new high in 1941, predicts R. G. Reinhardt, sales manager of Atlas Sound Corporation, Brooklyn speaker manufacturer.

"Operators are realizing the profit possibilities of the new Music Box Extension Speakers, as well as our other popular numbers, and distributors are stocking up to meet the demand," he declared.

"In addition to the musical-motif walnut cabinets and permanent magnet speakers, we are also supplying certain special types of speakers, baffles, protectors, and housings. Many operators have found an added profit in locations using our outdoor weatherproof speakers, such as the Parabolic and Marine Horns."

The Atlas Sound Corporation is well known in the radio and public address fields and has supplied speaker equipment to some of the country's largest stadiums, colleges, military posts, and amusement centers, it is reported. They are now appointing distributors in various parts of the nation.

Acme Hails Latest Creation Best Yet

NEW YORK, Jan. 11.—Without exception every operator who has seen the new phono replacement cabinet created by Acme Sales Company has declared it outstanding. Acme execs decl.

"Our latest creation has taken the music field by storm," said Sam Sachs, Acme executive. "Veteran music operators have overwhelmed us with praise—and what's more, they have said it with orders. In fact, we have received more immediate reaction on our new cabinet than on any conversion we have ever turned out, and that's saying something."

Sachs continued: "We have certainly started off the new year in a blaze of glory with this new creation and, of course, it is a source of pleasure to know that we have been able to continue the unbroken string of leading remodeling creations which are so popular. The first showing of our new model was the most successful in our career, and we are certain it will be of great benefit to those operators who are in the phonograph business to make money."

Spotlight Skeds Movie Mach. Show

NEW YORK, Jan. 11.—Showing of the new Spotlight automatic coin-operated talking movie machine will be held soon, according to a joint release issued by Lewis J. Simon, president, and Wilfred E. Cohen, secretary and general manager of Spotlight Productions, Inc. Films for the machines are produced in the firm's own studio.

Speaking of the new movie machine, Simon said that he is ready to release Spotlight, his own invention, after two years' work perfecting it. Machine features an improved sound-head and re-winder that has never been seen on the market before. There is not a single sprocket in the entire mechanism, and re-winder has a capacity of 2,000 feet of film, equivalent to 20 three-minute subjects. Other features include self-operation, the fact that it operates for 5 cents, and permits approximately 1,500 showings without any wear or tear on the film, he said.

Spotlight is available in an artistic cabinet, containing a completely automatic unit which synchronizes the sound with the film and projects it brilliantly and clearly on the large screen in the top of the cabinet.

Distrib Offers Show Services

CHICAGO, Jan. 11.—"Nobody will be neglected during the show," said Mac Churvis, of Grand National Sales. "We plan to maintain an office staff at our plant as well as one at Booth 206."

In previous years it has been revealed that fellows who are too busy to make the show can't get service for several days, but this year we'll still be answering the mail and phone and filling orders right thru all of the festivities."

Al Sebring, head of the firm, will be on hand at the show to aid operators and to tell them of Grand National's plans.

Hooper Production

LOUISVILLE, Ky., Jan. 11.—Carl A. Hooper, Rock-Ola distributor for Kentucky, is proud of his affiliations with the Chicago music machine firm as is evidenced in the name he has given to his new daughter, Says Hooper: "I'm proud of being with Rock-Ola so, on January 3, when I became the father of a girl, I named the girl after my wife, myself and Rock-Ola. Her full name is Carlism Rock-Ola Hooper. Everyone is now calling her the Rock-Ola baby of 1941. Maybe she'll be the Rock-Ola Leadership Girl of 1960."

Polaroid Illuminated Wurlitzers Praised

NORTH TONAWANDA, N. Y., Jan. 11.—"Of the many innovations introduced on the new Wurlitzer Victory models for 1941, none has received a more sensational reception than that accorded the Polaroid Illumination on the Victory Model 850," report officials of the Rudolph Wurlitzer Company.

"An exclusive Wurlitzer feature, music merchants unanimously and enthusiastically agree that it marks a tremendous step ahead in eye appeal and earning power. Up until five years ago Polaroid existed only in the laboratory. Today this youngster in the field of science makes it possible for cameramen to photograph from the surface objects deep down in the sea; for doctors to make three-dimensional X-rays—for engineers to discover the presence of strains in transparent materials—for automobile manufacturers to eliminate headlight glare—for Wurlitzer to introduce what National Wurlitzer Day crowds hailed as the most gorgeous lighting effects ever introduced in any automatic phonograph."

"Not only did they praise the eye-arresting appeal of Polaroid light and color, but they marveled at its ability to hold attention. On the Model 850 peacock panel Polaroid colors are not only constantly changing but also changing to a complementary color. There is no retinal fatigue. In practice on location, this means that patrons, intrigued by Wurlitzer's Polaroid Illumination, can and will watch it swing thru its cycle of ever-changing colors over and over again without tiring."

"How Polaroid Illumination works its magical effects on the Model 850 was a question on everyone's tongue. All were amazed to learn that these gorgeous hues are produced from an ordinary electric light."

"Shining thru revolving discs 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 pure white light is transformed into color of the rainbow to light the Peacock panel."

Paul M. Fuller, famed Wurlitzer designer and the recipient of endless compliments for the beauty of Wurlitzer Victory Models for 1941, said: "We at Wurlitzer quickly realized that Polaroid Illumination applied to our phonographs would give them tremendous appeal. I predict that Polaroid light and color will prove the greatest contribution to earning power ever incorporated on any phonograph."

Green New Moore Manager

SPOKANE, Wash., Jan. 11.—C. J. Green is now manager of the Spokane office of the Jack R. Moore Company, replacing C. R. Robinson, transferred to the Seattle office. Green was transferred from the Salt Lake office. P. H. Miller continues as assistant manager in Spokane.

Dick Edwards Again Active

CANTON, O., Jan. 11.—R. M. (Dick) Edwards, manager of Vendeo of Canton, operating nut vending and target machine as well as phonographs, will resume charge of the business January 15 after an absence of several months.

Edwards for two years has been operating concessions at the New York World's Fair. Business here will be expanded.

J. H. Keeney Cites New Plant Features

CHICAGO, Jan. 11.—In a preview of the new J. H. Keeney & Company factory today a group of column men were personally conducted by J. H. (Jack) Keeney thru a veritable wonderland of plant modernism and efficiency.

The new Keeney plant is located in a semi-industrial area. It occupies 52,000 square feet, is fireproofed and completely daylighted throughout. Three floors are devoted to the production of Keeney equipment. A huge production line is in the basement, another production line and general offices are on the ground floor, and experimental laboratories on the second floor.

"We are especially proud of our experimental laboratories," said Keeney. "They are removed from interference by visitors and offer our engineers every convenience. The second floor is completely daylighted on all four sides, making working conditions better for our men. Another big feature of our new plant is the enlarged machine shop which provides us with all the tools and dies needed in our production."

The new Keeney plant is said to have been laid out by architects noted for industrial efficiency design, and Keeney explains: "It is almost impossible to waste time, effort, or materials once production begins, thanks to our new equipment and layout of production lines. Our offices are also outstanding. The large private offices have glass-brick partitions, fluorescent lighting, modern furniture and office equipment, all designed to speed and make easier the daily tasks of Keeney executives."

"Nor is the visitor to the Keeney plant neglected. We have a beautiful customer lounge and display room, too. Paneled walls, specially treated ceiling, indirect and fluorescent lighting, and plenty of room instantly make visitors feel at home."

"Another important feature of our new plant," he concluded, "is the specially designed private driveway which leads to a loading platform in the building. The driveway accommodates three large trucks, side by side, at one time, making shipping and delivery much faster."

Holly Moves Into Ann Arbor Quarters

DETROIT, Jan. 11.—Holly Manufacturing Company here announces the occupancy of its new and enlarged plant in Ann Arbor, Mich., and the completion of development work on a new and highly attractive coin-operated amusement machine. New plant is completely modern and built of brick, steel, and glass, and adds several thousand square feet to firm's manufacturing space. As a result of the improved and enlarged facilities, the firm has set its manufacturing schedule for 1941 at a minimum of 100,000 machines.

New machine will be given its first showing at the Coin Machine Show in Chicago this week at company's exhibit booth.

Known as The Circus, high striker, it is a legal penny counter machine and will sell at a low price. Machine is slated to go into large-scale production immediately after the Chicago show.

Company recently announced improvements on its Universal Grip machine, including a stronger, simpler, and more efficient inside operation.

Joint CMA Banquet To Honor Greene

NEW YORK, Jan. 11.—New York Cigarette Merchandisers' Association will join with the New Jersey Cigarette Merchandisers' Association to hold the annual banquet in Hotel Pennsylvania, Matthew Forbes, manager, said late today. Events will be a testimonial dinner to Robert Z. Greene, president of Rowe Cigarette Service and vice-president of Rowe Manufacturing Company.

Forbes said that the new set-up will enable the organizations to stage the biggest event of its kind in the history of the groups. A combined floorshow will be one of the features.

New Jersey CMA board of directors went on record as favoring the joint sponsorship at a special meeting early in the week. New York took action late this afternoon on the move.

This will be New York's fifth annual banquet.

Houston

HOUSTON, Tex., Jan. 11.—The newly organized R. & A. Distributing Company held an informal opening and Christmas party December 21. It is announced that the official opening will be held soon after the Chicago show, at which time Homer Capehart, Earl Reynolds, and others will be present.

The new concern will be exclusive distributor for Packard Manufacturing Corporation products for South Texas and will also handle other supplies pertaining to automatic music. Jack Benfro, Sam E. Ayo, and H. M. Crowe are co-owners. Crowe will officiate as manager, with Buster Ayo as service manager.

Hans Von Heydt, Rock-Ola district manager, was in Houston for the Christmas holidays. He formerly lived here, but now makes Austin, Texas, his home. Von Heydt stated that Rock-Ola has many profitable surprises in store for the operator.

Rema Lou Pullen, secretary for Stelle & Horton, spent the holidays in Lometa, Texas.

Harold Horton, De Witt Langford, and Buck Buford, returned January 2 from a five-day hunting trip near Corpus Christi. They reported a nice trip, but not much game.

J. W. McConnell, Decca branch manager, has a new Oldsmobile sedan.

H. M. Crowe, as usual, attended the Sugar Bowl game in New Orleans.

Detroit

DETROIT, Jan. 11.—M. Y. Blum, Ajax Novelty Company, has completed an installation of new fluorescent lighting in his offices.

William Glasseman, manager of the Decca Distributing Company, reports January sales starting off far ahead of December. Indications point to a banner year in records for 1941. Glasseman believes.

Louis Berman, now operating the Capital Music Company, was seen making last-minute reservations for the Chicago show.

A. P. Sauves & Company, Detroit distributors, are making plans to move to a new location this spring.

L. V. Bohr, Rohr Sales Company, has moved into a new salesroom at 11337 12th Street. The new store is larger and better laid out.

Holly Manufacturing Company has put new dics on its Grip Tester into production in the new plant at Ann Arbor, Mich. They will have the new product in distribution shortly. Sales Manager Stuart A. Howard reports. A new High-Striker machine has been perfected and will be shown publicly for the first time at Chicago.

A. B. Cheron, head of the Cheron Products Company, reports that the company is continuing its activity in the coin machine field with production of Electropak and related items.

Lewis J. Schrenk, superintendent of the Detroit Public Lighting Commission, promises a report on a new-type parking meter.

Seattle

SEATTLE, Wash., Jan. 11.—An ordinance designed to regulate operation of machines that "reproduce music, speeches, or pictures upon the insertion of a coin in a slot" was recently introduced here. Ordinance was completed by corporation counsel this week and turned over to license committee of city council. It fixes an annual fee for each machine. Reproduction of vulgarity or obscenity is prohibited under heavy penalties.

Probably the most outstanding event in the coin machine industry in this State during 1940 was formation of the Washington State Amusement Association. It had its inception late July and now numbers among its members practically all of the important operators of the State. Its purpose is outlined as "to promote closer unity and harmony among the operators and the public, as well as to perpetuate the industry; also to familiarize public of-



IN NEW ENGLAND IT'S TRIMOUNT

for
THE BEST VARIETY OF COIN MACHINES

<p>NEW COUNTER GAMES</p> <p>Marvel American Eagle Sparks Mercury Imps</p> <p>Also Ready For You Now! Daval's ACE and CUB</p> <p>HEADQUARTERS FOR KEENEY WALL BOXES and STONER'S UNIVENDER</p> <p>Write for complete information</p>	<p>USED MACHINES All in A-1 Condition</p> <p>Chicken Sam Keeney Anti-Aircraft (Light and Dark Cabinets) Rock-Ola World Series Rock-Ola Ten Pin Evans Ten Strike Gottlieb Skee-Ball-Etto Groetchen Metal Typer ALSO—A LARGE VARIETY OF USED FREE PLAY GAMES</p> <p>and USED PHONOGRAPHS USED GUNS At Prices That Are Right</p>	<p>NEW GAMES from all the leading Manufacturers!</p> <p>GENCO CHICAGO COIN BAKER BALLY GOTTLIEB EXHIBIT KEENEY STONER</p> <p>and a wide variety of merchandise machines.</p>
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SPECIAL!

KEENEY ANTI-AIRCRAFT GUNS—LIGHT CABINETS. \$122.50
Brand New in ORIGINAL CRATES

Send for complete price list of used machines

TRIMOUNT COIN MACHINE CO.
1300 WASHINGTON ST. BOSTON MASS.

ficials with the legitimate amusement classification of the industry and the great benefit to the various cities and counties."

The amusement association also pledges itself to watch carefully for any attempted legislation that would tend to misrepresent, discourage, or overtax the industry within the State of Washington.

Game machines are in such demand that new ones are delivered to locations as fast as they arrive in town. Stoner's Anabel repeats steadily and Chicago Coin Company's Stratoliner is proving a winner.

Cigarette machines are increasing in numbers. A. H. Farmer, district manager for Nationals for Washington and Oregon, says his machines are going ahead by leaps and bounds. "City ordinance demanding such devices be kept behind counters sets," said Farmer, "like cigarette cash registers—just a place to look up the smokers." Peter Jacory, Spokane, and J. V. Payne, Inc., Yakima, distribute Nationals.

The Canteen Company shows marked progress, making installations of its combination candy, gum, and nuts vendors in many and varied locations.

Visiontone Model Nears Completion

NEW YORK, Jan. 11.—News that the production model of Visiontone is being completed and that an early showing is planned is claiming much interest in movie machine circles. Barnett Rosenberg, president of the Visiontone Company, reports.

Irving Kane, general manager, said that Visiontone, invented by Zelig Liese and Perry Warner, will feature full selectivity.

Jack and Meyer Budnik, of Pleasantville, N. J., who have been for 15 years in the coin machine business, are also interested in this firm. Rosenberg said.

ALLIED APPROVED

RECONDITIONED COIN MACHINES

FREE PLAY GAMES

<p>Mills 1-2-3 F.P. \$59.50 Fido 57.50 Dole, Faalre 64.50 Three Stars 46.50 Speed Demon 46.50 Rotation 44.50 Speed Way 42.50</p>	<p>Oh! Johnny \$42.50 Score Champ 39.50 Commander 34.50 Score Card 34.50 Big Town 34.50 Lucky Strike 24.50 Bats. Champ 19.50</p>
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WRITE FOR FREE PLAY LIST

AUTOMATIC PAYTABLES

<p>Grand Natl. \$22.50 Pace Maker 27.50 Grand Stand 22.50 Hocheater 27.50</p>	<p>Third Down 25.50 Gold Medal 24.50 Sport Page 22.50 Prokreat 17.50</p>
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WE HAVE 'EM!

ACE AND CUB

Sample \$14.00 Sample \$12.95
Cash \$20.00 Cash \$18.00

SAVE DELAY—ORDER TODAY FROM "ALLIED"

CONSOLES

<p>Bang Talla, 1938, Walnut Cabinet, \$87.50 Trackline, 1938 82.50 Skillline, 1938 82.50 Mills Square Ball 69.50 Tanford 23.50 Duffy Day Flat Top 24.50</p>	<p>PHONOGRAPHS</p> <p>Wurlitzer 500, Like New \$149.50 Wurlitzer 500A, Blue Proof 127.50 Wurlitzer 618, 16 Record 84.50 Wurlitzer 718, 16 Record 84.50 Seaburg Classic, 1939 \$149.50 Seaburg Gem 115.50 Seaburg Royale 82.50 Seaburg Model "C" 81.50 Rockola Galaxy, 1939 \$139.50 Rockola Standard, 1939 Model 127.50 Rockola 1939 Counter Model 87.50 Rockola Windsor, 1938 Model 84.50</p>
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TEN STRIKES, GUNS ETC.

<p>Keeney's Anti-Aircraft Gun \$69.50 Evans' Ten Strike 48.50 Rockola's Ten Pin 49.50 A.B.T. Ten Model 16.50</p>	<p>Terms: 1/3 D. O. S., Balance C. O. D. F. J. O'S. Chicago.</p>
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Allied

NOVELTY COMPANY

Phone: Capital 4747
3820 W. Fullerton Ave., CHICAGO, ILL.

Five Historic Decisions

Court decisions favorable to modern coin-operated amusement games are gradually becoming a part of the legal literature of the country. At this time five decrees are extremely valuable in building up the case of amusement games. The wider circulation that can be given to these legal opinions, the more it will help to create a favorable background for the future progress of the trade.

Basic and Original Decision on the Modern Game Called Pinball

A Kentucky Circuit Court on May 12, 1933, rendered one of the earliest decisions on coin-operated games and used the designation "pinball" for what were then known as "marble games," "bagatelle," etc. The decree follows:

JEFFERSON CIRCUIT COURT
Chancery Branch, First Division
No. 230796

CHARLES B. HOUSE et al.)
Plaintiffs.)
vs.) Judgment
THOMAS W. BEALE et al.)
Defendants.)

This action coming on to be heard on the pleadings and the evidence herein, and the court being sufficiently advised, it is ordered and adjudged:

1. That the pinball devices or machines described and referred to in the petition herein are not gambling devices as described and referred to in the Kentucky statutes, but are games of skill or practice.

2. That the giving or posting of prizes either in cash or merchandise as a reward for said skill, judgment, and adroitness, subject to the limitations and qualifications as herein-after set out, does not constitute setting up, operating, maintaining, or engaging in a game of chance or gaming under the Kentucky statutes.

3. The limitations and qualifications set out hereinabove are dependent upon the following:

(a) Provided that the player is not required to pay any more money or thing of value to the owner or operators of these said devices upon his failure to make or obtain any definite or stated score other than the regular entrance fee or charge for playing the game, and

(b) Provided that no premium or prize shall be awarded to the player for the making of any arbitrary score or number selected by chance, not the result of skill, whether said number be very high or very low, unless such prize or premium be purely nominal, and/or unless such score or number be the regular known or published score for the machine.

4. The plaintiffs herein and each of them, Charles B. House, trading and doing business as Kentucky Novelty Company; J. E. Cobb, trading and doing business as the Kentucky Springless Scale Company; Lawrence Camozzi, V. E. Rabenstein, and Alex Ramm, are awarded an injunction against the defendants, and each of them, Thomas W. Beale, magistrate, and Roy Davenport, his constable, and any of their deputies or assistants, or any other officer working by or under authority or orders of these said defendants, subject to the above conditions, restrictions, and qualifications, enjoining these said defendants and such deputies or assistants from in any manner interfering with the plaintiffs in the operation of certain pinball machines referred to herein and described in the petition herein the State of Kentucky and enjoining them from confiscating or destroying any of these said machines which they might either now have in their possession or may hereafter take under color of authority.

5. The defendants herein, and each of them, are ordered and directed to return to these plaintiffs such ma-

THE status of the amusement games industry is such that legal decrees and precedents must be accumulated as the industry becomes of age. The modern games were introduced commercially in 1931 and the business is still young. The games industry has been compared to the early beginnings of the radio, automobile, and other industries—in its infancy, legal confusion, misunderstood and misrepresented, persecuted legally.

The amusement games cause must be built up with the progress of the years. Legal precedents must be established. An amusement games theory or philosophy must be built up.

The existence of these five court decrees will be a surprise to many. While they are still few in number, each has a definite history in favor of a new type of amusement and each contributes some basic idea that must be used in the defense of amusement games in all cases that may arise. They are court cases that have already contributed to the history and development of the industry. They furnish a basis for developing an amusement games theory. They set forth points for argument that should prove more and more useful as new decisions are obtained in favor of the industry.

One of the most basic court opinions on pinball games happened in the early history of the trade and it is naturally placed first in the series of five decrees.

chines or devices as have been heretofore seized, subject to the conditions and qualifications as hereinabove set out, and the plaintiffs herein are given a judgment for their costs herein expended, for all of which they may have execution.

This the 12th day of May, 1933.

Notes and Comments

The Kentucky Circuit Court decree is historic because coin-operated table amusement games were then comparatively new as a commercial form of amusement and diversion. The first crude game had appeared on the market in 1931. By the latter part of 1932 they had spread over the nation. There was little or no legal precedent to guide the courts with respect to the games. The new game was based upon the well-known idea of the game of bagatelle. An attempt had been made in Kentucky to apply an old statute that related to various games and stunts sometimes used at carnivals and street fairs.

2. The judge sitting on the bench of the Jefferson Circuit Court, Louisville, Ky., showed an originality of mind in recognizing that here was something new and that it would be stretching the letter of the law too far to try to apply a statute passed long before such games had been invented to the new device before his court. He gave recognition to the fact that a mechanical age was producing things new and had here produced a new game for the amusement of adults.

3. The Circuit Court decree is novel and original in its purpose to set up standard or legal precedent for a modern game which did not come under old statutes. It should be studied for its clear originality. It attempted to set up three principles or standards which would clearly distinguish the game from what would be regarded as a game of chance. These three principles follow:

(a) The giving of a prize with games having skill is not gambling if the winning mark or score is posted so all can see, and all have a similar chance at the winning score;

(b) The giving of nominal or small prizes with a game of skill is not gambling; and—

(c) The price for playing the game or "admission charge" must be the same to all, with no other stipulation whether the player wins or loses.

Gambling Defined

Thoughtful people recognize that it is very difficult to define gambling, so much so that there is no workable definition of gambling in literature nor in law. The Kentucky court was attempting to set up a few simple principles which would be workable in a modern world.

France and England have for some years recognized the principle of giving small prizes or rewards in games that have both skill and chance elements, but it has not yet been fully recognized in America.

It is for these original ideas in relation to a new game that the decision of a lower court is of importance in judicial history. It is apparently the first court decree to use the term "pinball" to designate a new type of commercial game. The new game had been variously designated during the two years of its history. Then Kentucky newspapers began to use the term, and eventually prominent newspapers over the country began to use the word. The New York Times used the term in an editorial in July, 1935, saying "there are good and there are bad pinball games."

Definite Amusement Value Found in Modern Game Called Pinball

A Federal District Court ruling in 1933 declared that there "is satisfaction and amusement obtained in engaging in the sport and display" of playing such a game as pinball. This was an early and historic decision, as follows:

IN THE UNITED STATES DISTRICT COURT FOR THE EASTERN DISTRICT OF TEXAS,
SHERMAN DIVISION

Reese Amusements, Inc.,
A Corporation,
Plaintiff,
vs.
James V. Allred et al.,
Defendants.

In
Equity
No. 19

On this the 8th day of April, A. D. 1933, came on for hearing the application of the plaintiff for preliminary injunction under the rule to show cause heretofore granted on March 31, 1933, and the named defendants, James V. Allred, as attorney-general of the State of Texas, and Herbert Bookout, district attorney of Grayson County, Texas, and J. B. Davis, sheriff of Grayson County, Texas,

having in response to said rule filed herein their answer and motion to dismiss the bill of complaint; and the court having considered the verified bill of complaint, the answer of the said named defendants and heard statement of counsel for the plaintiff and defendants, that by reason of the facts alleged in the answer of the named defendants the matter should be heard as on motion to dismiss the bill as to said named defendants, and after considering the same, the court is of opinion that the said named defendants should be discharged from the rule to show cause and that as to them the bill of complaint should be dismissed without prejudice, for the reason that the said named defendants have stated in their answer and motion to dismiss, and to the court, that they have not seized or confiscated any of such amusement devices, and have not threatened to do so, and the court being of opinion, and so finds, that the amusement devices described in plaintiff's bill of complaint are not, within themselves, prohibited by the laws of Texas, and that such devices are not, within themselves, gaming devices; and that the operation and display by the plaintiff of such devices, as alleged in its bill of complaint, are legal and not contrary to the laws of Texas, as the same are described and operated and displayed in accordance with the allegations of the plaintiff's bill as follows:

"The amusement device is constructed as an ornamental piece of furniture, sometimes including a radio set, and consists of a cabinet or stand with a plane studded with small resilient steel pins, spaced and arranged with respect to numbered holes in the plane surface, and with a catapult powered with a rubber band, whereby marbles may be shot from the catapult onto the plane and against or around the pins and into the numbered holes. In order to participate in the amusement a 5-cent piece or other small coin must be inserted into a locking mechanism attached to the device so that the marbles will gather in the catapult. The patron then can shoot at his will and under his exclusive control the marbles and test his skill in placing the marbles in the numbered holes. The more skill displayed by the patron in shooting the marbles by the control of the catapult and of the force used and of the precision with which the marbles are shot, the higher of the numbered holes can be filled. The device is purely one of amusement and does not vend any character of confection or merchandise, or grant or give any prize, or return anything whatsoever to the patron other than the satisfaction and amusement obtained in engaging in the sport and display of the patron's skill in shooting the marbles from the catapult against or around the pins and into the numbered holes. The devices are commonly known as marble games of the pin type."

It is therefore ordered, adjudged, and decreed that plaintiff's bill of complaint as to said named defendants be dismissed, without prejudice to the right of the plaintiff to renew the same as to any of such defendants, either named or not set out by names as law enforcement and peace officers of the State of Texas, its counties, cities, and towns, in the (See Five Historic Decisions on page 137)

Arco Al Sees Zippier Year

PHILADELPHIA, Jan. 11. — Al Rodstein, of Arco Sales Company, is set for one of the "zippiest years in all history," he reports. "Arco has been going along at a very rapid clip since we started in the jobbing and distributing business," he said. "We have won many friends in the trade. We have developed an unusually outstanding shipping business on reconditioned machines with operators all over the country."

"But we believe that during 1941 we are going to do a zippier job than ever before. We look to 1941 as the year with speed behind it. In preparation for a year of this kind, we have arranged for distribution on a speed basis. We have also arranged for expedient shipments of all reconditioned machines. We can assure operators that plans arranged for them will assure them of greater profits than they have ever previously enjoyed."

Gray Gordon Entertains Coin Machine Convention

CHICAGO, Jan. 11.—Gray Gordon and his orchestra, current this week at the State-Lake Theater here, will do their part toward making it a gala week for the coin machine convention crowd by playing for the opening luncheon of the conventioners Monday (13).

Gordon, who records for the Bluebird label, will start the entertainment ball rolling for the participants in the annual three-day (13-15) get-together here.

"Open House at National"—Heiman

CHICAGO, Jan. 11.—"The Coin Machine Show is making Chicago the mecca of coinmen from all parts of the world," declares Harry Heiman, sales manager of National Coin Machine Exchange of Chicago. "As a center of the industry, operators are enabled to meet the heads of the various factories, discuss their problems, and emerge with a better and friendlier understanding."

"With most of the vending and amusement equipment manufactured here, Chicago feels doubly honored in acting as host for the vast assemblage."

"We feel that we are an integral part of this great industry, having worked with operators and manufacturers in the development of better equipment and broader outlets."

"During the big show, Joe Schwartz, our president, will be on deck either at convention headquarters or at our warehouse to personally greet his many friends. It's open house at National and everyone is invited."

Boston

BOSTON, Jan. 11.—An unprecedented amount of Christmas week business formed the basis of great optimism as to coin machine prospects for 1941. Without exception, operators and distributors reported that instead of the expected and seasonal Christmas week lull they were very busy. Some distributors who had expected to be able to take the holiday easy and possibly even make of it a short vacation found they were unable to leave their showrooms. The activity was general and not confined to any one type of coin-operated machine.

Ed Raverby reports that only a few county franchisees are left in New England for the Mills, Panoram-Soundies machines. Since the showing at the Hotel Statler a few weeks ago Raverby has been kept busy talking deals.

Al Coulter, of the Mac Vending Company, Worcester, Mass., in town for a buying trip and greatly enthused over the prospects for 1941. Al says he will buy a great deal of equipment at the show and reports he is highly satisfied with the 1940 business and looks forward to an even greater year in 1941.

Music man Myer Sherman was married December 29 and left on a short honeymoon. Sherman expects to build up his route in 1941 and is another of the local coinmen who think the new year will be a banner one for the coin machine industry.

Greatly increased collections were reported by operators this week to the Ardsley Corporation after the first installation of the Packard music selector.

Joe Levine, of Eastern Distributors, getting ready to leave for the show, reports that on his return from Chicago Eastern will handle a complete line of games and accessories. Five servicemen are now employed by the Rock-Ola distributor, and 11 installations of the Mystic Music system are reported.

W. A. Levitt has been appointed salesman for the Capitol Coin Machine Exchange, Maine, New Hampshire, and Vermont distributor for Packard. Levitt was trained by Packard district manager, Ben Palastrant, before going out on the road.

Glenn Klopfenstein, formerly with the old Capehart organization in Port Wayne, Ind., and more recently with the Casparth-Parnsworth Company, has joined the Matiatuck Distributing Company, Waterbury, Conn., as chief service man for the Packard wall boxes.

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3-Reel 3-Way Play (Cigarette or Fruit or Numbers) with Automatic Coin Dividers and 2 Separate Cash Boxes. 1c or 5c or 10c Play. Standard Divider Model 75%—25% (also 80%-20% model). Silent, single unit mechanism. Sturdy, precision construction. Enclose 1/2 Deposit — Order 3 Case Today!

SAMPLE \$13.95
CASE OF 6 \$75.00



and **"ACE"**

5 Reel Straight Power or Joker Wild Poker Play with Automatic Coin Dividers and 2 Separate Cash Boxes. 1c or 5c or 10c Play. Standard Divider 75%—25% (also 80%-20% model). A REAL OPERATOR'S MACHINE! Enclose 1/2 Deposit — Order 3 Case Today!

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Confacts 14.50	Skymen 34.50
Flashlight 17.50	Stablemates 12.50
Fortresses 19.50	Sugar-Six 22.50
Gold Cups 47.50	Ten-A-Ten 14.50
GoldDops, Double 22.50	Triumphs 19.50
Golden Gates 19.50	Variety 14.50
Holders 27.50	
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Convention 45.00	Variety 17.50
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Short Stop 35.00	Red Hot 24.50
Yacht Club 37.50	Triumph 19.50
Score Card 32.50	Lo-Fun 19.50
Life-O-Card 32.50	Ken-A-Ball 19.50
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1 Chevrolet	12.00	1 Trapese	52.50
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1 Commodore	22.50	1 Variety	15.00
1 Conquest	17.50	2 White Sails	25.00
4 Dixie	47.50	1 Zip (as is)	9.00
1 Doughboy	45.00	USE AUTOMATICS—	
4 Contact	12.00	1 Bally Royal Flush	\$67.50
1 Eureka	30.00	1 Bally Club House	12.00
1 Fantasy	17.50	(as is)	
1 Follies	37.50	1 Blue Front Mystery	75.00
1 Glamour	47.50	50¢ Play	75.00
1 Gold Cup	55.00	2 Dirty Day Slant Top	27.50
1 Gold Star	57.50	1 Good Luck	37.50
1 Golden Gate	15.00	2 Jockey Club (as is)	10.00
2 Headliner	17.50	AUTOMATICS	
2 Home Run	27.50	4 Jumbo Parade	\$97.50
1 Little-Card (Cr. Glass)	25.00	1 Ken Bell (as is)	25.00
1 Pick Em	13.50	1 Kentucky Club (as is)	25.00
3 Powerhouse	57.50	1 Liberty Bell Slant Top	27.50
1 Progress	52.50	1 Liberty Bell Flat	27.50
1 Risk	10.00	1 Long Champ (as is)	10.00
2 Sailor	27.50	1 Long Champ (as is)	15.00
2 Rotation	50.00	1 One-Two-Three	40.00
1 Rony	35.00	1 Pick Em	13.50
4 Sneaks (as is)	9.00	1 Powerhouse	57.50
1 Super Charger	12.00	1 Progress	52.50

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BADGER NOVELTY CO.

Distributors for all leading
Coin Machine Manufacturers

Exclusive Distributors for the
Rock-Ola Manufacturing Corp.
2546 NORTH 30TH ST.
MILWAUKEE, WIS.

KEMO NOVELTY CO.

Distributors for
Packard-Pia-Mac remote control systems.
Molowoco's "PHOTOMATIC"
"The" automatic picture machine.
Western's "RECORDIT"
"The" automatic recording machine.
"Reconditioned Wurlitzer Phonographs."
"Only the Finest in Coin-Operated Equipment!"
1110 S. 16TH ST.
MILWAUKEE, WIS.

Wisconsin—Cont'd

MILWAUKEE

COIN MACHINE CO.
1455 W. FOND DU LAC AVE.
MILWAUKEE, WIS.
"SERVICE FIRST"
New and Used Machines
Distributors for
ALL LEADING MANUFACTURERS
PHONOGRAPHS—J. P. SEEBURG CORP.
"Better Bays at Milwaukee Coin"

UNITED COIN MACHINE CO.

Distributors for
LEADING COIN MACHINE
MANUFACTURERS
WISCONSIN'S MOST PROGRESSIVE
DISTRIBUTOR.
Write for Our Price Lists.
7911 W. BECHER ST.
MILWAUKEE, WIS.

MYERS NOVELTY COMPANY

WALWORTH, WIS.

Manufacturers • Distributors
Operators

COIN CONTROLLED MACHINES

Buy Your New and Used Machines from these Companies

Baltimore

BALTIMORE, Md., Jan. 11.—A fire which started in an automobile sales and service establishment, destroying some 200 new and used cars, also destroyed five houses adjoining before spreading across the alley, where it damaged the structure housing the General Vending Service Company. Coin machines stored in the basement and on the second floor of the building were damaged. Fire damage made imperative new quarters for the General Vending Service, which were secured at 306 North Gay Street. According to Irvin Blumenfeld, head of General, the Gay Street quarters are temporary.

George E. Kostakes, head of the Kostakes Novelty Company, Charlotte, N. C., who operates the Dixie Coin Machine Company, Baltimore, as a branch or affiliate, plans to stop in Baltimore on his way to the Chicago coin machine show. Kostakes will be accompanied by Mrs. Kostakes.

Louis Karangelen, manager of the Dixie Coin Machine Company, reports enjoying a highly satisfactory volume

of business, which he stated he looked forward to move upward after the new merchandise to be presented at Chicago becomes available.

Calvert Novelty Company has treated itself to a modernization of its offices, which now provide Art Nyberg, head of the firm, with more privacy.

General Vending Service Company is looking forward to receiving its first shipment of the new Gottlieb Champ as soon as it comes off the assembly line.

The usual pre-show easement in machine activity is noted here. Operators are eagerly awaiting the new offerings before buying in volume. Brick sales are expected to set in immediately after the Chicago show.

Baltimore Concessions Company, Inc., headed by Ralph J. Klotzbaugh, has again been awarded the concession operation contract for the Baltimore municipal park system, consisting of 32 units.

The interests operating the Baltimore Concessions Company, Inc., have also organized, as an affiliate, the National Concessions Company, of Washington, and have secured concession privileges for the Chevy Chase (Md.) Ice Palace, in which are operated 80 bowling alleys and a skating rink. The Washington operation is under the management of Jerry Elusto.

Maryland Operators' Association, thru its legislative committee, plans to keep a watchful eye on the Maryland Legislature during its biennial session now under way so as to be ready at short notice to take the necessary steps against any proposed legislation that would be designed to work a hardship on the coin vending machine business. Nick Brous is president of the Maryland organization.

The only proposed legislation affecting the vending machine business to date is that which is designed to impose a tax on all candy, beverage, and other types of vending machines. This legislation is being sponsored by the Maryland Wholesale Confectioners' Association, the Baltimore Retail Druggists' Association, and the Independent Retail Grocers' Association of Baltimore.

"BUY 'EM BY THE CASE!"

"CUB" BY DAVAL **"ACE"**

3-Reel 3-Way Play With Coin Divider and 2 Separate Cash Boxes. Sample \$13.95 Buy 'em by the Case. Case of "CUBS" \$75

5 Reel Poker Play With Coin Divider and 2 Separate Cash Boxes. Sample \$14.95 Buy 'em by the Case. Case of "ACES" \$80

ATLAS NOVELTY CO. 2200 N. Western Ave., Chicago, Ill.

ASSOC. OFFICES { ATLAS AUTOMATIC MUSIC CO., 3939 GRAND RIVER AVE., DETROIT
ATLAS NOVELTY CO., 1901 FIFTH AVE., PITTSBURGH

O'BRIEN SCALE CO.

89 THAMES ST.

NEWPORT, R. I.

Distributors for

CROETCHEN COLUMBIA, IMP. LIBERTY.
We can supply you with any Coin Machine.

BARGAINS

GUARANTEED LIKE NEW

Ten Striker .. \$49.50	Score-A-Line .. \$87.50
Five-Bit-Five .. \$29.50	Lucky .. 20.00
Bally Alley .. 24.50	Sports .. 20.00
Keeney Machine .. 24.50	Thriller .. 16.50
Quinn .. 24.50	Blizzard .. 30.00
Climax .. 25.00	Double Feature .. 35.00
Big Six .. 17.50	Bang .. 16.00
Line Light .. 39.95	Ocean Park .. 19.50
Light-O-Card .. 32.50	

Terms: 1/3 Cash—Balance C. O. D.

JAMES D. BLAKESLEE

43 15th Street, BUFFALO, N. Y.

"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

ATLAS NOVELTY CO. 2200 N. Western Ave., Chicago, Ill.

GLOBE PRINTING CO. • 1023-27 RACE STREET • PHILA., PA.

The Last "Word" in Your Letter to Advertisers, "Billboard".

Baker's Big Time Booming

CHICAGO, Jan. 11.—"The boom for Big Time is on, and Baker's motto, 'First With the Latest,' is again verified," declare Baker Novelty Company officials. "Our new release introduces new features in a five-ball novelty table which are being used for the first time.

"Big Time," they continue, "has eight ways of scoring, three big special sequence awards, plus five other unique combinations. Big Time is easy to understand, fun to play, and the game commands instantaneous appeal. The three big special awards have a great

appeal with the players. Our own test locations prove that Big Time has what it takes to please the player, merchant, and operator."

"Baker's latest re-play games are enjoying an enviable reputation," said Harold Baker, president, "not only for their money-earning power, but also for their originality, mechanical perfection, and workmanship. Distributors and jobbers who have received their initial shipments of Big Time report a great demand, backed up by repeat orders. Coin machine men attending the show should make it a point to visit Baker Novelty booths 31-36, where the full line of novelty tables, Baker's Pacers, counter games, and new releases will be on display."

VISIT ATLAS

FOR THE BEST VALUES IN CHICAGO!

WORLD'S *Largest* STOCK

FREE PLAYS • PHONOGRAPHS • CONSOLES
PAYTABLES • BELLS • COUNTER & SKILL GAMES
ON HAND! PERFECTLY RECONDITIONED!

ATLAS NOVELTY CO.

2200 N. WESTERN AVE., CHICAGO

The House of Friendly Personal Service

BOOTHS 155-6-7

AT THE SHERMAN
AND

ENLARGED SHOWROOMS
2200 N. WESTERN AVE.



POWERFUL FAST PLAY

OPERATORS! YOU'LL NEED A BUSHEL BASKET TO GATHER IN THE PROFITS

720 Miles . . . 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 F. AND M. CO.

1329 W. Monroe St., CHICAGO, ILL.

SPECIAL TERRITORIES OPEN FOR MEN TO SELL ACME BOARDS TO OPERATORS—WRITE US.



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 prospects—send for your Free Copy of this money-making Catalog! It's chock full of the Season's newest Salesboards and Salesboard Merchandise Assortments . . . at prices that defy competition! Jammed with profit-making deals that are designed for fast play and swift profits! Write today!

If interested—ASK ALSO FOR OUR BIG NOVELTY CATALOG NO. 54

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

SEE JACK—SAVE JACK

EACH AND EVERY MACHINE WE ADVERTISE IS THOROUGHLY RECONDITIONED AND GUARANTEED PERFECT! THIS ISN'T JUST TALK! TRY US JUST ONCE AND YOU'LL BE CONVINCED! (Jack Berger, manager of Newark Coino, will be registered at Sherman Hotel all during Convention Week.)

FREE PLAY BUYS

Sports	\$25.50	Fleet	\$45.50	Born-to-Line Yacht Club	\$42.50
Home Risk	20.50	O'Ray	15.50	Yacht Club	29.50
Punch	15.50	Line Up	49.50	Big Town	17.50
Supercharger	12.50	Formation	53.50	Play	41.50
Keep-A-Bull	12.50	Dixie	44.50	Mr. Quinn	14.50
Big Legion	18.50	Hold Over	28.50	Drum Major	29.50
Double Feature	27.50	Commander	19.50	Break Card	17.50
		Blonde	29.50	Big Show	19.50
		Three Stars	27.50	Ripoff	19.50
				1/2 With Greens, Bal. 0, 0, 0.	

NEWARK COINO, 107 MURRAY ST., NEWARK, N. J.

1941 Convention Information Program

TUESDAY, 10 A.M. to 9 P.M. Exhibit Hours

Entire day reserved for meetings of operators', distributors', or jobbers' associations. See bulletin board in lobby of Hotel Sherman or at The Billboard booth for listing of the hours and rooms the various meetings will take place in which you may be interested.

WEDNESDAY, 10 A.M. to 9 P.M. Exhibit Hours

10 a.m.—Room 118—Meeting of cigarette vander operators of Illinois. See bulletin board in lobby of Hotel Sherman or at The Billboard booth for listing of the hours and rooms of any similar meetings during the day.

6 p.m.—Crystal Room, Hotel Sherman—Dinner by officers and directors of Coin Machine Industries, Inc., to presidents and acting secretaries of active trade associations in the coin machine industry who are registered for the show. It is requested by the show management that any association official qualified to attend this function register his name and his association name with James A. Gilmore, secretary-manager, prior to 4 p.m. this date.

It is also requested that everyone who is to attend arrange to be on hand promptly at 6 p.m., as our directors have promised to be present only from 6 to 8 p.m.

THURSDAY, 10 A.M. to 3 P.M. Exhibit Hours

Entire day reserved for meetings of operators', distributors', or jobbers' associations. See bulletin board in lobby of Hotel Sherman or at The Billboard booth for listing of the hours and rooms these various meetings will take place in which you may be interested.

7 p.m.—Annual banquet and floorshow followed by dancing (informal).

Officers and Directors of Coin Machine Industries, Inc.

David Gottlieb, president. David C. Rock-Ola.
R. W. (Dick) Hood, vice-president. Walter A. Tratsch.
George D. Moloney, treasurer. James A. Gilmore, secretary-manager.
Richard Groetchen, secretary.

1941 Show Committee

Richard Groetchen, chairman. Sam Wolberg
Walter Tratsch. David C. Rock-Ola
John Chrest. W. E. Bolen

Entertainment Committee

R. W. (Dick) Hood, chairman. Meyer Gensburg
Harold Baker

Publicity Committee

Herb Jones, chairman. Al Douglas
Jack Nelson. Jimmy Johnson
A. E. Gebert

Tobacco Convention

See the Vending Machine Section of this issue for details on hours and subjects, or inquire at The Billboard booth.

Refrigeration Convention

Ask at The Billboard booth for information.

Special Meetings

Special meetings for associations and other groups of operators will be posted on the hotel bulletin board in the lobby on the main floor and on bulletin board in The Billboard booth.

Messages for The Billboard

May be left at The Billboard booth, or phone The Billboard office, CENTRAL 8480.

Special News Reports

The Billboard has arranged for special telegraphic reports from State capitals and leading cities of important legal news and other important events. A small bulletin board for such reports will be kept at The Billboard booth.

Compare 1940 Show

For comparing the 1940 show with the present show, the following statistics on last year's show are published:

Attendance	Approx. 6,000
Home-Coming Luncheon	800
Celebrities' Breakfast	1,000
Annual Banquet	2,400

TRADE IN YOUR OLD COUNTER GAMES FOR CUB AND ACE!
Liberal Allowances Assured! Send Us Your List!

CUB and ACE

3 Red - Cigarette - Fruit or Numbers Play with Coin Dividers and 2 Separate Cash Boxes, 16 or 32 or 100.

Sample . . \$13.95
CASE OF 6 . . \$75.00

5 Red Paper or Joker Wild Play with Coin Dividers and 2 Separate Cash Boxes, 16 or 32 or 100.

Sample . . \$14.95
CASE OF 6 . . \$80.00

ASCO • 140 ASTOR ST. NEWARK, N. J.

POPCORN VENDORS

Get EXTRA profits on your locations with Kellogg Automatic Popcorn Vendors. Require but little space, quickly serviced, and very profitable. Write for circular and special deal for operators.

Here's a real live one. Don't pass it up.

GOLD MEDAL PRODUCTS CO.

131 E. PEARL ST., CINCINNATI, OHIO

**PAYS FOR ITSELF IN
LESS THAN 30 DAYS**

**Operators
Say
NEW
IMPROVED
UNIVERSAL
GRIP
SCALE**

**Legal
Everywhere**

Beautiful Red Crackle Finish — All
Chrome Front — Rotary Grip Handle —
Plug-Proof Chute — Holds \$20.00 in
Pennies.

GET SAMPLE NOW
With Order, **\$12.75**
Balance C. O. D.

HOLLY MANUFACTURING COMPANY
2761 Union Guardian Building
DETROIT, MICHIGAN

General Vending In New Quarters Following Fire

BALTIMORE, Md., Jan. 11.—A four-alarm fire that raged thru an automobile agency next door to General Vending Service Company here has forced the firm to move offices and showrooms to temporary quarters at 306 North Gay Street.

Speaking of the fire, Irv Blumentfeld said: "Altho the fire didn't spread to our building, it was of such proportion as to force us out of the building. The seven employees in the building at the time were able to reach safety. Considerable water damage done to our office. Business has been resumed in our temporary quarters and we are offering some great bargains to operators who are looking for some real buys before taking off for the Chicago convention."

Sphinx Cohen New Genco Distrib

CHICAGO, Jan. 11.—Genco Manufacturing Company has announced the appointment of William (Sphinx) Cohen, head of the Silent Sales Company, Minneapolis, as the Minnesota distributor for Genco products. "We are pleased to make this announcement," declared Genco officials, "as Bill Cohen is one of the outstanding columnists in the country."

Genco game which will begin Cohen on his new distributorship is Seven Up. Cohen is said to be pleased over the merits of the game and declares: "I have inspected and find that I like Seven Up. Operators in this territory have favored the game, placed it on location, and the public has backed up the judgment of both the operator and myself."

"Seven Up is a fine game as its predecessors from the Genco factory were. I look forward to a whirlwind business in 1941. With Genco's reputation of producing fine games, the selling work is simple. The approval of operators and players insures constant use of Genco games in this territory."

Gottlieb Hails Conventioners

CHICAGO, Jan. 11.—"We're all set for a royal welcome to every visitor to a new Gottlieb factory and at booths 3-4-5 at the Sherman," declared officials of D. Gottlieb & Company.

"We're expecting a multitude of visitors, and it's certainly going to be worth their while to see what we have to show. At the factory visitors will be introduced to the newest coin machine manufacturing methods in the world. They're going to get a eyeful of the newest wrinkles of modern science for producing coin machines with precision and speed never seen before."

"They'll see marvels and miracles of modern engineering, and they'll learn why Gottlieb occupies a dominant position in the industry. At our show booths there'll be a showing of new ideas and innovations that will lead the 1941 parade of profit-makers for operators. It'll be a show worth seeing in both places—so be sure to be at Gottlieb."

Philadelphia

PHILADELPHIA, Jan. 11.—The mechanism of the automatic coin machine has influenced still another field of endeavor, this time the laundry business, now putting the housewife and bachelor washing chores on a coin-in-the-slot basis. Samuel Katz, of Atlantic City, has organized the Meter-Matic Corp., with offices in the Philadelphia Saving Fund Building, banners washing machines with chutes for depositing coins.

Radio tubes, records, and pinball machine parts were stolen in a robbery recently at the Garden State Amusement Company in neighboring Camden, N. J. L. A. Hustin, manager of the company, told detectives that the thieves gained entrance by breaking a window. He said he could not estimate the value of the stolen articles.

Music machine operators paid tribute to the late Hal Kemp by placing memorial recordings in the machines. Eddie Heller, record promotion expert at Ray-

mond Rosen, Inc., planted the idea by calling attention to operators buying records to a music machine stocked entirely with hit recordings by the Kemp band.

Wedding bells are again being tuned up at Premier Music Company. It's a February wedding for Bernie Klein, brother of Tipple Klein, head of the company. It's only a few weeks since brother Louie Klein returned from an extended New York State trip that marked his honeymoon.

Local music operators will soon be able to cash in on all the excitement caused by Clyde Lucas's orchestra presently on his engagement at the Benjamin Franklin Hotel. Maestro Lucas has signed for a series of Columbia specialty records. First side out was Chinese Rhapsody, a South American tune with Oriental lyric.

Jack Beresin, chief at Berlo Vending Company, has announced the engagement of his daughter, Ruth H. Beresin, to Henry Garson, of Chester, Pa. Miss Beresin is a graduate of the University of Pennsylvania.

A new combine in the coin machine circles in the opening of the newly organized Mutual Vending Company in the South Philadelphia area at 1111 Carpenter Street. Harry D'Alessandro, Alfred Lall, and Cosmo Lall are partners in the new company.

Owners of pinball machines in the 60th Street section complained recently to Upper Darby police that taproom patrons are playing with counterfeit nickels. The spurious coins, made of lead, have a buffalo on one side and are blank on the other, they reported. Superintendent of Police Joseph A. LeStrange put a detective on the case.

The Philadelphia Court of Common Pleas recently registered the new Atlas Distributing Company, concern which has taken over the distributorship of the Peckard Manufacturing Company line in this territory. The trade name, according to the court petition, represents Louis Lall, Edward (Tipple) Klein (Premier Music Company), and Sam Weinstein (Mutual Music Company), all prominent music machine operators in this territory. Weinstein is a former member of the board of the local phonograph operators' association. Atlas has set up quarters at 824 North Broad Street, in the heart of amusement machine row.



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. 1880—Tel. COlumbus 2770
Cable address "WATLINGITE," Chicago

PUDDLE-O-DOUGH

420 pulls on 10 1/2 x 14 cent at 5¢ pull. (No tickets.) Twenty-two 25¢ winners bars. Has jackpot on left with 12 seals paying 50¢ and 4 seals requiring pulls at jackpot on right. Only 8 of these will be pulled. Jackpot on right has thirteen \$1 seals, one \$3, one \$5, one \$10. Average pulls at this jackpot two. Takes in \$21 and makes an average profit of \$7. A fast little deal. Sample deal 85¢. Dozen deal \$9. 120 tickets two way tips \$1.50 per dozen; \$19.20 per gross.

GREENVILLE NOVELTY CO.
10 ANDERSON BLDG., GREENVILLE, O.

**FOR
IMMEDIATE
DELIVERY
OF ALL THE
NEW 1941**

BALLY

**PAYOUTS
AND FOR ALL NEW AND USED
FREE PLAYS, SLOTS, CONSOLES,
Etc. Etc., WRITE**

**PALISADES
NOVELTY COMPANY**
655 Palisade Ave., Grantwood, N. J.
Eddie Corrison, Mgr.

**BILL
"SPHINX"
COHEN**

**NOW
GENCO'S
EXCLUSIVE DISTRIBUTOR
FOR THE STATE OF
MINNESOTA
SEE BILL FOR GENCO'S
NEWEST GAME
SEVEN UP
SILENT SALES CO.
200 ELEVENTH AVENUE, SOUTH,
MINNEAPOLIS, MINN.**

"STOP THE HI-JACKER"

Write us for circulars and full information on our HEAVY ALL STEEL PLATE construction Coin Machine Safes.

Stark Novelty & Mfg. Co.
611 Mahoning Ed., N. E., Canton, O.

HERE'S THE COMBINATION FOR "SAFE" PROFITS!

"CUB"
SAMPLE . . \$13.95
Case of 6, \$75.00

"ACE"
SAMPLE . . \$14.95
Case of 6, \$80.00



ORDER A CASE OF CUB AND ACE
FROM "SOUTHERN" TODAY

SOUTHERN AUTOMATIC MUSIC CO.

"THE HOUSE THAT CONFIDENCE BUILT"

842 E. Second St. • 425 Broad St. • 312 W. Seventh • 631 N. Capital Ave.
LOUISVILLE, KY. NASHVILLE, TENN. CINCINNATI, O. INDIANAPOLIS, IND.

ALL OPERATORS, ATTENTION!

THERE'S SOMETHING TO INTEREST EVERY OPERATOR AND JOBBER AT THE GAM BOOTH—NUMBER 126 AT THIS YEAR'S SHOW. SEE FOR YOURSELF THE SEVEN REASONS WHY GAM'S NEW SENSATIONS WILL BE YOUR TICKETS TO PROFIT. Operators and jobbers not coming to the show, be sure to write for details of the Greatest Money-Making New Ideas ever introduced in the industry.

GAM SALES COMPANY

Manufacturers Only
1319-21 SO. ADAMS ST. PEORIA, ILLINOIS

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 System. So Play can award as high as \$25.00 on Gold Award System. Cash in NOW by rushing 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.

Robbins Lauds Counter Games

BROOKLYN, Jan. 11.—"A low-priced counter skill game usually earns its original cost within a few weeks and then continues to earn a steady income for several years thereafter. That's why I have always advocated that all operators should own a quantity of these 'longlife' money-makers," declares Dave Robbins, head of D. Robbins & Company, Brooklyn.

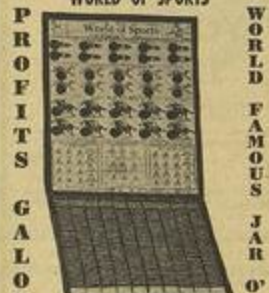
"Some of the old-timers in counter games, such as A. B. T. Big Game Hunter, Gottlieb Grip Tester, and Norris Pistol Practice, which were introduced over 10 years ago, are still continuing to collect hundreds of pennies each week in their original locations. These games require only a small amount of counter space and locations are therefore easy to secure."

"During the past two years we introduced several new and successful counter games, including Bingo, Totalizer, and Spittfire. Our latest counter skill game, Hole in One, will be introduced at the coin machine show and will be displayed in our Booth LL-2. The new game has a number of player-appeal features which should make it an outstanding money-maker for operators."

conditioned used machines and all the new equipment.

"We tell operators to get active—to be active—and to remain active. We know that this is the cure for all operators' problems. Keeping active is one of the best things that anyone can do. It's the way to get the best locations. It's the way to do the things you've always wanted to do. And it brings bigger and better profits. Operators that get active with Active are operators that eventually wind up with the best spots and the most money."

**COUNTER ATTRACTIONS SUPREME!!
SIXTEEN BRAND NEW HITS BY
"UNIVERSAL" TO BREAK THE
ICE FOR 1941!!!
WORLD OF SPORTS**



PROFITS GALORE

Takes in 280 Tickets \$14.00
Pays Out (Average) 0.10

Profit (Average) \$ 4.90

NOW FIRST TIME DISPLAYED AT COIN

MACHINE SHOW—BOOTH 147-148.

Write for Factory Prices!!

UNIVERSAL MANUFACTURING CO.

405 E. 9th St., Kansas City, Mo.

"We Manufacture Only"

THE BLITZKRIEG IS ON Hitler Vs. Mussolini BATTLE ROYAL



A complete conversion unit that makes a new gun out of your Chicken Sam or Convict.

Can be installed by anyone in a few minutes.

The two famous men travel up and down—you shoot at 'em—they drop—you hit 'em again, and up they go—each time registering a hit—It's new, novel and fascinating. Fun, Sport and Practice—Lights—Motion— and Sound—a combination you can't beat

SAMPLE \$19.75

1/3 Dep., Bal. C. O. D.

Complete Guns and Stands Reconditioned \$59.50 each
VALLEY SPECIALTY COMPANY
1061 JOSEPH AVENUE ROCHESTER, NEW YORK

Hy-G Keeps All Distrib Lines

MINNEAPOLIS, Jan. 11.—Henry H. Greenstein, president of the newly formed Hy-G Amusement Company, announces that the combined forces of Hy-G Games Company and Amusement Games, Inc., have been retained with the exception of Clyde Newell, former president of Amusement Games, Inc., who has gone into the tavern business.

Company officials are very enthusiastic about the future owing to the fact that they will retain all exclusive lines handled by both firms, such as the J. P. Seeburg Corporation's complete line of phonographs and musical equipment; D. Gottlieb & Company, whom they have represented in the territory since 1932; Wadding Manufacturing Company, whom they have represented for the past seven years; A. Dalkin Company, and other leading manufacturers.

Greenstein reports that remote control is definitely here to stay and that most of their service men are kept busy with installations both on new equipment and applying remote control to other equipment.

Ponser Builds On Confidence

NEW YORK, Jan. 11.—George Ponser reports that his firm's progress in the sale of reconditioned used machines has advanced over 100 per cent during 1940. Ponser is of the belief that this is due to the confidence the operators have in the use of machines they purchase from his firm.

"We have adopted the Carrollization process for rebuilding used equipment, and check and double check every machine that leaves our offices. The machine is checked once in our super repair department. It is checked again in our shipping department.

"That's the way we built our business—on confidence that the game has been thoroughly tested. The confidence that the trade has in us is the result of getting the kind of machines they want.

"There is one code of the George Ponser organization—to always be in a position to supply the trade regardless of what he have to undergo to get that supply."

Active Is Active, Declares Joe Ash

PHILADELPHIA, Jan. 11.—Joe Ash, Active Amusement Machines Corporation, reports that one of the best cures for what ails an operator is to get active.

"Active is active," said Ash. "In fact, we're always active. We're always dependable. We never rest for a minute. We just keep right on doing an active business. We have been one of the most active firms in the country during 1940. We have awakened an extremely active set of operators who have been deluging us with orders for our fine re-

FACTORY RECONDITIONED BELLS LIKE NEW & GUARANTEED

MILLS	
Blue Front, Blagroof	\$69.50
Brown Front, 50-100-250	69.50
Bonus, 50	69.50
White, 50	29.50
Cherry Bell	59.50
Blue Front, 50-100-250	57.00
O. T. Bell	32.50
Futura	29.50
Vest Pocket Bell	27.50

PACE	
Blagroof Bell	\$59.50
Pace Console, 50	44.50
All Star Console	37.50
Pace Kitty	32.50
Pace Banquet	16.00

JENNINGS	
Silver Chief—Blagroof	\$70.00
Trips X	39.50
Disc Bell	39.50
Chief	29.50
Little Duke	16.00
BALLY BELL	49.50
WAITING REGULATOR, 50-100-250	29.50
COLUMBIAS—LATE	39.50
A. O. BELL	27.50

MAYFLOWER NOVELTY CO.

2218 University Ave., St. Paul, Minnesota

MILLS PHONOGRAPHS CONSOLES Distributor BELLS TABLES

KEYSTONE NOVELTY & MFG. CO.

35th & Huntington Sts., Philadelphia, Pa.

616 Cathedral St., Baltimore, Md.

OPERATORS, WRITE...

H. G. PAYNE COMPANY

212-214 Broadway, NASHVILLE, TENN.

For Weekly Margin List, Most Complete Stock of New and Used Coin Machines in the South.

WANTED TO BUY

500 Mills Blue Fronts and Brown Fronts. Will pay cash or trade.

BOX D-18

The Billboard, Cincinnati, O.

WANT TO BUY

WHEELER 412—312—and P-12s, Inf. Mtd.

Need a SKY FIGHTER, Keweenaw AIR RAIDERS.

(State Postal Number on these.)

FOR SALE—Duckey Wall Boxes (A-1 condition), 411.50.

E. E. FRANKLIN, 500 Arcade Bldg., St. Louis, Mo.

**I HATE TO BRAG—
But**

I feel certain we have the greatest deal in the world for every operator of automatic music in our territory, with the new Buckley Music System featuring Direct "Touch-To-Touch" Action. Any operator will gladly be given his first installation on 30 DAYS' FREE TRIAL at absolutely no cost to him. If this FREE TRIAL doesn't DOUBLE the former profits earned on this same location the complete installation will be removed at no cost. If completely satisfied after 30 DAYS the operator can then make a small-down payment and is given extremely liberal terms for any length of time he chooses that will allow him to easily pay for the installation out of earnings. I hate to brag—but—if you operate in my territory call on us today and let us show you the way to really bigger and better profits.

Willie (Little Napoleon) Blatt.

SUPREME VENDING CO.

557 ROGERS AVE., BROOKLYN, N. Y. • 201 GRAND AVE., BELLMORE, L. I.



Universal Sees Biggest Year

KANSAS CITY, Mo., Jan. 11.—"Predictions come and go, but we predict that Universal is entering upon its greatest year," says Joseph Berkowitz, general manager of the Universal Manufacturing Company. Universal recently moved into a new factory three times the size of its former location.

"We will introduce at the show one of our latest releases, King of Coins," declared Berkowitz. "This is made on the dangling tip ticket style, on a wire rack resembling in every detail the latest style marble board. A jackpot card is on the table and tickets dangle on the sides. The Wonder Bar, wire style, simulating a bell machine, is another coming hit. This has the jackpot card set in the face of the bell machine with tickets on the side. An entirely new and different hit, to be introduced, uses the original bell symbol tickets.

"There are too many deals to be shown or mentioned," continued Berkowitz, "but to mention a few, there are Yankee Doodle, Sky Fighters, Sky Raiders, Are You in a Dog House?, Its and Butts, E-Z Winning, Lone Star, Its the Bill, Let Freedom Ring, World of Sports, Big Jack, Bells of Freedom, Double Feature, It's a Lulu, and other outstanding hits."

Universal employees who will attend the show are Joseph Berkowitz; Ralph Walsh, sales manager; Jay Goldman, Northwest representative; Wolf Goldstein, Northeastern representative; A. R. Schoen, Pacific Coast; Harold Lund, Eastern representative; Bertha Berkowitz, secretary; Oscar Bogges, Southern representative; S. L. Herman, advertising manager, and J. J. Kellogg, Nebraska representative.

Pinball Tax Returns Higher in Omaha

OMAHA, Jan. 11.—Pinball machine tax and permit fees in Omaha showed an increase of \$2,620 during the year 1940, with a total of \$8,670 as compared with \$6,050 in 1939.

The increase was the only major proportionate gain in license and miscellaneous fee income for the city over 1939. The number of licensed machines dropped during the year from 605 in 1939 to 578 last year.

Music box taxes showed a decrease over the previous year with 434 machines paying in \$2,170 as compared 489 machines and \$2,445 the previous year. Revenue from parking meters also dropped with \$60,258 in 1940 and \$63,481 in 1939.

Palustrant Predicts Big Year for 1941

BOSTON, Jan. 11.—An optimistic prediction that 1941 will be the greatest money-making year music operators have ever seen was made this week by Ben D. Palustrant, district manager of the Packard Manufacturing Corporation.

"I predict that 1941 will be the greatest money-making year that the phonograph operators have ever enjoyed," said Palustrant, "providing they take advantage of the opportunities that lie in the trend of the times."

"The complete line of Capehart's Packard Manufacturing Corporation, namely, wallboxes, adapters, and speakers, is the operators' opportunity."



EARL WINTERS, sales manager International Microscope Reel Company, Inc., Long Island City, N. Y.

OPERATORS WELCOME TO OUR LARGE DISPLAY AT THE COIN MACHINE SHOW HOTEL SHERMAN, CHICAGO

The Best Merchandise on the Market at The Lowest Prices Today

Shure Values Will Keep Your Machine in the Money

Just 3 Blocks From the Show To Our Headquarters Where We Have Six Floors of Super Values EVERY KIND of Premium for OPERATORS

N. SHURE CO.
200 West Adams St.
CHICAGO, ILL.

YOU
are looking at the fastest net Counter Game Creations
YOU ALSO
are looking at the fastest net cash money makers in America

DIFFERENT THAN ALL OTHERS

Takes pennies, nickels or dimes, one or all at the same time in any one or all of the five slots. From 1c to 50c at a time by from one to five players.

This ad can't tell or show you anything. Write today for full Color Circular. Better still, order one out right now.

Pay for themselves right off the bat. After that just pure "golden gravy" for yourself.

No. 1313 Twins-Win,
13"x13"x4" \$25.00
1/3 Cash, Balance C. O. D.

POSITIVE COIN CONTROL. SLUG PROOF. CHEAT PROOF.

Distributors, Jobbers, Write Us.

LIBERTY MFG. CO.
DEPT. B
COUNCIL BLUFFS, IOWA

PAGE CLEVELAND COIN

at the HOTEL SHERMAN

during show week if you are interested in buying, selling, or trading. We promise you a better deal.

200 Free Play Games
100 Consoles
50 One-Ball Automatics

Large quantity Vending Machines, Cigarette Machines, Slots and Arcade Equipment.

CLEVELAND COIN MACHINE EXCHANGE
2021-5 Prospect Ave., Cleveland, O.

OWL MINT MACHINE CO.

245 Columbus Ave., Boston, Mass.

"More Business in '41"

MAKE MORE MONEY by purchasing your coin-operated machines from the Owl Mint Machine Co.

WE AIM TO PLEASE and that is why we did an outstanding business in 1940.

WE ARE GRATEFUL to the Operators and Manufacturers for their co-operation.

IF IT IS A COIN-OPERATED Machine you are looking for, we have it. Write for our prices.

Al, Ed and Jack Ravreby

ADVERTISE IN THE BILLBOARD —YOU'LL BE SATISFIED WITH RESULTS.

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.

GUARANTEED BARGAINS

BAND WAGON	\$59.50	LANDSLIDE	\$49.50
BIG CHIEF	69.50	LEADER	69.50
BRIGHT SPOT	42.50	METRO	69.50
GOLD STAR	65.00	ROTATION	49.50

ALL THE NEWEST GAMES DISPLAYED AT THE SHOW CAN BE INSPECTED IN OUR SHOWROOM

SEIDEN DISTRIBUTING COMPANY
1230 BROADWAY ALBANY, NEW YORK

GIVING THEM AWAY ALL FREE PLAY

2 Airports	\$10.00	3 Camouflage	\$17.50	LIKE NEW IN ORIG. CASES	
8 Triumph	12.50	3 Felles	17.50	Billy "On-line"	\$87.50
3 Buckeye	12.50	3 Bowling	18.50	Chicago Coin "Fox Hunt"	\$3.50
2 White Balls	15.00	3 Ross	20.00	Stoner's "Double Feature"	\$3.50
2 Lot of Fun	15.00	2 Congo	19.50	USED EQUIPMENT	
2 Champions	7.50	1 Lead-Off	14.50	3 Western DeLuxe F.F.	
2 Snooks	7.50	4 Mile 1-2-3, Animal	14.50	Baseball	\$68.00
2 Fantasy	12.50	Reel	14.50	5 Division Sam Guns	44.50
Mr. Chips	14.50	2 Hi Likes	7.50	100 Serial	44.50
2 Topnotch	12.50	3 Kick	6.00	5 Kenney Anti-Aircraft	44.50
2 Liberty	12.50	2 Brits Boot	14.50	2 Kenney Anti-Aircraft	44.50
2 Keep a Ball	7.50	2 Big League	17.50	Brown	64.00
1 Punch	12.50	3 Rotation	37.50	1 Evans "Ball-Ball" F.P.	66.00
2 Speedy	25.00	1 Goose Champ	17.50	1 Evans "Ten Strike"	44.50
3 Red Coat	15.00	2 Landslide	37.50	1 Rock-Ola "Ten Pin"	39.50
2 Speedy	25.00	2 Lucky	14.50	1 Scientific "Bare-Jump"	29.50
2 Big Zee	7.50	2 Nippy	14.50	Sample	29.50
2 Terkiss	7.50	2 Heavy	22.50	1 Western 1946 Major	80.50
1 Charm	12.50	3 Three Score	29.50	5 New Jennings "Joa-Bop"	10.00
2 Thriller	7.50	1 Foxhunt	44.50	1/2 Op., Balance C. O. D.	
3 Big Team	17.50	1 Sporty	32.50		
3 Big Steer	17.50	1 Summertime	23.50		

K. C. NOVELTY CO.

619 MARKET STREET, PHILADELPHIA, PA.

ATTENTION, CANADIAN OPERATORS!!

Prices on Latest Equipment . . .

BALLY DARK HORSE, Free Play, Hydro Approved	\$365.00
BALLY DEFENDER	425.00
BIG TOP	325.00
SEEBURG COLONEL	575.00
SEEBURG ENVOY	542.00
(300 Used Boxes of All Descriptions. Write for prices.)	
INTERNATIONAL MUTOSCOPE SKYFIGHTER	500.00
KEENEY AIR RAIDER	425.00
(Have 100 Guns of All Types Guaranteed. Write for prices.)	

We offer you this chance to buy these tables direct from locations.

Beauty	\$175.00	Bally Alley	\$100.00	Bubbles	\$125.00
Bowling Alley	150.00	Chief	60.00	Chips	105.00
Commodore	125.00	Crossline	200.00	Die	200.00
Doughboy	105.00	Heat	175.00	Fellas	105.00
Fox Hunt	200.00	Hot	60.00	Jelly	125.00
Lancer	105.00	Lite o Card	135.00	Lot o Fun	105.00
Lucky	125.00	Merry-Go-Round	175.00	Rebound	60.00
Request	60.00	Scop	75.00	Score Card	125.00
Spottem	105.00	Summertime	125.00	Supercharger	125.00
Taps	75.00	Tenotether	105.00	Trophy	105.00
Triumph	125.00	Twinkle	60.00	Vacation	175.00
Wings	175.00			Yacht Club	175.00

All Machines Guaranteed.

Sold with 1 week trial, money refunded less freight and \$5.00 if not satisfactory. All Hydro Approved.

We have several different type slot machines. Write for prices. Mills Jumbo is now \$325.00. We also have on hand a shim protector which guards against wires and bad slugs at \$1.00.

We guarantee these prices for all orders received within the next two weeks.

DONALD FIELDING & CO.

OTTAWA WINDSOR TORONTO
587 Bank St. 1106 Hall Ave. 699 Bloor St., W.

Fitz Tells Why '41 Will Be Big Year

NEW YORK, Jan. 11.—John A. Fitzgibbons, Eastern regional director for Bally Manufacturing Company, revealed today why he believes 1941 will be a big year for the coin machine industry. "This past year was one of the most profitable for the operator in the history of the coin machine business," Fitz



JACK FITZGIBBONS

stated. "Naturally, we are proud to feel that a great deal of this prosperity was due to Bally products. We know that Bally has been consistently manufacturing top-notch games for years. And naturally every smart operator knows that Bally games will bring him even greater prosperity in 1941.

"There are many reasons why we know that 1941, all other things being equal, will be one of the greatest years in coin machine history. The popularity of coin-operated equipment is growing all over the nation. Coin games are demanded by the public because they are an economical form of amusement. And, with a wave of prosperity on the way, there is no doubt that coin-operated machines will receive a huge share of this extra money that the public will have to spend for amusement.

"Other reasons are that we are past the educational stage. The public knows what the coin chute is for. They know what the returns are. They like the machines we are offering them. Such tremendous experimental laboratories as those of Bally Manufacturing Company are at work every day planning new equipment. The huge testing facilities of Bally have been working without halt to discover any new preference in the public taste. All in all these things mean that the operators are assured better equipment because it has been pre-tested with the public and proven profitable."

Superior Plans Big Entertainment

CHICAGO, Jan. 11.—Commenting on their plans for the 1941 Coin Machine Show, officials of Superior Products, manufacturers of salesboards, declared: "The 1941 coin machine convention has finally arrived and once more Superior Products sets the pace for the industry. Conventioneers always look forward to the Penthouse—heretofore Superior's entertainment site.

"This year, however, Superior has felt the need to expand its entertainment activities to the point where the two largest rooms in the hotel have been rented for one gigantic show. Superior has leased the Louis XVI Room and the Crystal Ballroom, and a big time is in store for everyone.

"On Tuesday, January 14, at 9:15 a.m., Superior will ring up the curtain on one of the largest shows ever scheduled by an individual concern. Three hours of entertainment have been booked. Top artists of stage and radio will appear. The spectacle is under the supervision of Superior's advertising manager, Sylvan L. Miller.

"Among the acts which will appear are Don Fernando and his orchestra, a high-stepping line of beautiful girls known as the Oriental Sweethearts; John and Jorie Armstrong, comedy team; Kathryn Trent, semi-nude dancer, and Dale Rhodes and Pinky Tracey, comedians. Many other novelty numbers will be included.

Exhibit Celebrates 40th Anniversary

By JOHN CHREST

Sales Manager, Exhibit Supply Co. THIS year Exhibit Supply Company celebrates its 40th anniversary. During these many years, great strides and improvements of various types of amusement machines have been made. Particularly is this true of arcade equipment, which was the first type of machine manufactured by this company.

When the demand for pinball games came, the Exhibit Company centered its attention to originating and creating machines of this type. It affords us great pleasure and pride to report that we were fortunate in introducing some of the most outstanding games. This record has been retained throughout the years. During the past year such well known and successful games as Short Stop, Landslide, Lender, Zombie, and Duplex have been released.

With the advent of the biggest and most successful coin machine show and also to commemorate the important event in the history of the company, the engineering department was instructed to produce a game that would outshine all previous creations. This they have done and have named it Stars.

The largest space ever used by this company at coin machine show has been contracted to display the largest line of arcade equipment and games.

Stars is a new, different, and distinctive game that is sure to attract the attention of all attending the big show.



BERT LANE SAYS:

WHAT'S THE COLOSSAL SURPRISE I'VE GOT UP MY SLEEVE? WOW!

SEE ME AT THE SHOW!

GREAT GUNS!

Legal
—Shocking Profits—
IT TILTS—IT FIRES



1c ELECTRIC GUN

An Old Time Favorite Presented in Modern Style At Booth 225 by . . .

AUTOMATIC GAMES

2422 Fullerton Ave. CHICAGO



"WORLD OF SPORTS"

The Latest Symbol Sensation

Beautiful Five Color Layout, With Tickets Bearing Symbols of All Sports Printed in Three Colors. A Sure Shot Money Maker for Operators.

2400 HOLES @ 5¢	1420 HOLES @ 5¢
Takes In \$130.00	Takes In \$71.00
Pays Out (Avg.) 70.78	Pays Out (Avg.) 40.89
Profit (Avg.) \$59.24	Profit (Avg.) \$30.12
SEMI-THICK	SEMI-THICK
PRICE \$7.78	PRICE \$5.65

WRITE FOR CATALOG

AJAX BOARD CORP. • 54-56 BLEECKER STREET • NEW YORK

Special!

CHICKEN SAM with base \$49.50
CHICKEN SAM without base 44.50

JUST OUT! BIG NEW LIST OF ALL TYPES OF USED EQUIPMENT! ONCE AGAIN THE WORLD'S LARGEST DISTRIBUTOR OFFERS HUNDREDS OF USED GAMES, CONSOLES, GUNS, COUNTER MACHINES, SLOTS AND PHONOGRAPHS AT NEW, MONEY-SAVING LOW PRICES. SEND FOR YOUR LIST TODAY. 3 PAGES CHOCK-FULL OF REAL BARGAINS!

SOUTHERN AUTOMATIC MUSIC CO.

312 W. Seventh Cincinnati, Ohio
531 N. Capital Indianapolis, Ind.
425 Broad St. Nashville, Tenn.
542 S. 2nd St., Louisville, Ky.

PHONOGRAPH
HEADQUARTERS

GERBER
&
GLASS

WURLITZER

16 Record—MARBL-GLO
As Illustrated



Complete Ready to Operate **\$69.50**

- 412 Wurlitzer \$ 29.50
400 Wurlitzer 29.50
616 Wurlitzer 49.50
616 Wurlitzer Illum.
Grill 54.50
24 Wurlitzer Marbl-Glo
With Keyboard ... 119.50
500 Wurlitzer Special 142.50
Rock-Ola Monarch ... 79.50

MISCELLANEOUS

- Rotary Merchandiser .. \$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

SENSATIONAL SURPRISES!

BOOTHS 25-26, 37-38
LOWER LEVEL

The High Spot of the Show!

GERBER & GLASS

914 Diversey Blvd., Chicago

Coinmen to NATD Show

Registration at coin or tobacco show good for admission to both

CHICAGO, Jan. 11.—National Association of Tobacco Distributors is holding its annual convention at the same time as 1941 Coin Machine Show and both conventions are exchanging the courtesy of admission badges. The tobacco convention is being held at the Palmer House, a short distance from the Hotel Sherman, January 15 to 18.

Many of the topics being discussed at the tobacco convention will be of direct interest to operators of cigarette machines. The program includes the following topics that may appeal to cigarette operators.

Discussion Topics

Wednesday at 4 p.m. a series of discussions will begin on the layout and arrangement of a wholesale establishment. Cigarette operators may be interested in ideas on the layout of their plants.

On Thursday at 1:30 p.m. will begin discussions of several topics, including the subject, "Operation of a Vending Machine Department."

On Friday morning at 9:30 R. Z. Greene, president of Rowe Manufacturing Company, will address a young executives' session, also a symposium on tobacco taxes will be held. At the afternoon sessions (1:30) the allowances for affixing cigarette tax stamps will be discussed.

On Friday the round-table conferences, beginning at 9:30 a.m., includes a group conference on the topic, "Should the Vending Machine Be an Integral Part of the Operations of the Wholesale Distributors?"

It is reported that the status of the tobacco jobber, in respect to various legal questions, will also be an important topic. Cigarette operators have recently become vitally interested in their status with respect to various cigarette tax laws.

Also fair trade laws will be an important subject during the tobacco convention.

Blatt Says Supreme In for Great Year

BROOKLYN, Jan. 11.—Willie (Little Napoleon) Blatt, of Supreme Vending Company, expects big things of Buckley Music System during the year ahead. "There is no doubt amongst operators that Buckley Music System has proven itself a great profit producer, for it is the answer to what the automatic music operator has always wanted," Blatt stated.

"When an operator is given 30 days' free trial for his first installation with the guarantee that this installation will be removed at absolutely no expense to him if it doesn't measure up to what he believed it would, can he ask for anything more? Yes, in addition to this, we guarantee that if this first trial installation doesn't double the profits the operator formerly enjoyed on this same location, we, of our own accord, will remove the system without any charge to him. Could anything be more fair?"

"Nor do we stop there. We permit the operator to make a very small down payment, provided he is satisfied that the Buckley Music System is the answer to what he wants, and then let him arrange his own time payment plan so that he knows the system will pay for itself out of earnings. We want him to feel 100 per cent satisfied in every way. We want him to know that we are working with him to make him money, to insure his locations remaining his locations and to realize that we will go out of our way to help him," Blatt declared.

THE BOOM IS ON!

BIG TIME

\$109.50

3 Way New High Award Innovation

5 Additional Ways of Scoring

8 Ways to Win

SUPER-SHOWING SNAPPY NEW GAMES PLUS

- ★ Baker's Pacers
- ★ Baby Grand
- ★ Pick-A-Pack

Follow the Crowds to

BOOTHS 31-36

BAKER NOVELTY CO. Inc.,

2626 Washington Blvd., 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 13th to 16th

HARLICH MFG. CO.

1413 JACKSON BLVD. CHICAGO, ILL.



VISIT WESTERN

in Suites

1988 and 1989

During the Show in the Sherman Hotel FOR IMPORTANT INFORMATION ON STABILIZED, BIG PROFIT OPERATING!

WESTERN PRODUCTS, Inc.
925 W. North Avenue, CHICAGO
Phone: MICHigan 5827

DOUBLE HONEY FOR YOUR MONEY!

CUB
SAMPLE \$13.95

3-Real 3-Way Play—Cigarette or Fruit or Rubbery with Coin Dividers and 2 Separate Cash Boxes. Standard Divide 75%-25% (also 80%-20% model), 1c or 5c or 10c Play. ORDER A CASE TODAY!
CASE OF 6 \$75.00

ACE
SAMPLE \$14.95

5-Real—Straight Poker or Joker Wild Poker Play with Coin Dividers and 2 Separate Cash Boxes. Standard Divide 75%-25% (also 80%-20% model), 1c or 5c or 10c Play. ORDER A CASE TODAY!
CASE OF 6 \$80.00

B. D. LAZAR COMPANY
1405 Fifth Ave. PITTSBURGH, PA. • 1425 N. Broad St. PHILADELPHIA, PA.



ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.

Welcome...



AL STERN



ROY BAZELON



CLAYTON NEMEROFF

TO THE NEWEST AND LARGEST SHOW ROOMS

IN THE MIDDLE WEST

COME OUT

AND SEE THE MOST COMPLETE SELECTION OF
ALL TYPES OF COIN MACHINES

DISTRIBUTORS
FOR ALL LEADING MANUFACTURERS

MONARCH COIN MACHINE CO.

1545 NO. FAIRFIELD AVE. (PHONE: ARMITAGE 1434) CHICAGO, ILL.

SEE BOOTH 141

Jennings Line Varied and Large

CHICAGO, Jan. 11.—"Leading off the new Jennings line for 1941," report officials of the O. D. Jennings Company, "are three smartly designed penny play consoles in addition to the telephone music system, Bobtail and Silver Moon consoles, Past Time, and many other smartly designed items.

"We predict that 1941 will be the big year for penny play machines and have geared up production on our new penny play line to meet the demand.

"The new penny machines are patterned after the highly popular Bobtail and Silver Moon consoles, and combine in one machine two highly important play appeals, that of the console as well as the penny play feature. The new machines introduce the exclusive idea of elevated award indicators which are illuminated, thus attracting to the machines.

"In addition, the machines will be available with the newly designed visible escalator slug rejector unit, which assures complete protection against cheating by slugs or other spurious coins. Each machine has full mechanical operation with wiring necessary for illumination only.

"Telephone music, one of the latest inventions, has been perfected by O. D. Jennings & Company to the point where it is the most trouble-free and profitable music system now on the market.

"Past Time with skill play of free play top still continues its highly profitable operation. Silver Moon Chief, the bell that operators prefer, assures greater profits wherever bell machines are being operated.

"Every machine from the large telephone music system down to the improved In-a-Bag, the sanitary dispenser that vends bulk confections in a glassine bag, is backed by a company that has had over 34 years' experience in the coin-operated machine field, a company whose policy has always been to make machines of the highest quality that bring in the largest revenue with the minimum upkeep."

played his first three Bingo machines in one of Hymie's display windows. Hymie didn't have room in his store, as it was always crowded with operators coming in for supplies, so he allowed Irving to put his Bingo machines in one of the front windows.

Hymie has come a long way in the coin business. He is one of the few men in the East who can look back over the entire growth of the industry. Today Budin is distrib for Stoner games and many other products and has one of the busiest offices in Brooklyn. He continues to add machines everywhere and keeps rolling along like "Ole Man River" himself.

SHOW SPECIALS

FREE PLAY GAMES			
Avalon	\$17.50	Jolly	\$39.50
Chubby	15.00	Nippy	29.50
O. O. D.	27.50	1-2-3	57.50
Circus	15.00	Progress	55.50
Commodore	27.50	Rink	15.00
Fleet, 1940	59.50	Spottem	15.00
Lucky Strike	22.50	Triumph	17.50
Super Six	22.50	Vogue	22.50
Maacot	42.50	Vaunt Club	42.50
Gold Cup	42.50		

See us in Rooms 1514-1516, Sherman Hotel, for all of the Latest Machines on display at the show. We are distributors for all the leading manufacturers.

CONSOLES			
Ducky Days		Pavee Races	\$89.50
Fix Top	\$22.50	Rays Tracks	32.50
Ducky Days		Royal Flush	99.50
Slit Top	29.50	Sh. Pace	
Galloping Dory		Starvation	79.50
Big Cab.	42.50	Pace Baratoza	
'38 Galloping		1940's	99.50
Domino	87.50	Long Game	
Lucky Luce	137.50	Dr. Luxo	45.50
Tenframes	22.50	Jennings	
Exhibit Races	22.50	Cigarella	69.50
Multiple Racer	47.50	Track Times	
Pavee Races		R-H	37.50
(Big Cab.)	59.50		

LEGAL GAMES

Rapid Fire \$199.50

Anti-Aircraft \$75.00

PHONOGRAPHS

Wurlitzer \$49.50

Wurlitzer \$129.50

Wurlitzer 24 \$8.50

Wurlitzer 61 \$9.50

Write for Complete Price List—Slots, Counter Machines and Parts.

Terms: 1/3 Certified Deposit, Balance O.O.D.

AUTOMATIC AMUSEMENT CO.

1000 Pennsylvania St., Evansville, Ind.

OPERATORS—NEW YORK, NEW JERSEY AND PENNSYLVANIA

Just received a shipment of 20 Model E Uneeda Pak CIGARETTE Machines all sizes, also a complete stock of new UNEEDA PAK machines at bargain prices. Also all the new games now being exhibited at the 1941 Coin Machine Show can be seen at our Show Rooms.

1941 SPECIALS FREE GAMES

Triumph	\$10.00
Keen-a-Ball	10.00
Nick	8.00
Variety	10.00
Bally Alley	14.50
O-Bay	17.50
Super Six	17.50
Home Run	23.00
Maacot	23.00
Lits-a-Gard	23.00

Chicken Ban	\$40.00
Kenney Ahil Airport Guns	80.00
Kenney 1938 Track Times	75.00
16 Ft. Coin Operated Bowling Alley	
Duck Pins	100.00
D. Kirk Horseshoe Scales, Ticket, Each	75.00
10 Air Reids—Write.	

COUNTER GAMES

Inns	\$10.00	Ace	\$14.35
Dubs	13.95	Spitfire	18.00

JERSEY SPECIALTY CO.

Route 23—Passaic River Bridge
SINGAC, NEW JERSEY
Phone: Little Falls 4-0784

1941 SPECIALS FREE GAMES

Ocean Park	\$10.00
Red Hot	25.00
Cadillac	40.00
Double Feature	29.50
Progress	45.00
Big Show	24.50
Bloodie	30.00
Three Score	25.00
Sporty	30.00

Budin Keeps Rolling Along

BROOKLYN, Jan. 11.—Like Ole Man River, Budin's, Inc., founded by Herman (Hymie) S. Budin, just keeps rolling along. Hymie is one of the old-timers in the coin business. He started with his dad servicing pumpkin seed machines with a horse and wagon, and was one of the first of the old-time jobbers to start his own peanut roasting plant.

Hymie was jobbing and distributing when selling glass globes for peanut machines was a big business. In fact, he was one of the few who ever had his own globes made, shipping the globes, as well as gum, candy, and nuts to operators from Timbuctoo to Tokio.

Today Hymie devotes his time exclusively to the amusement games business. His quarters are known to operators everywhere. Budin was one of the first distributors to set up a pin game display in his quarters. That was when he was down on Dumont Avenue in Brooklyn, and Irving Bromberg, now a well-known distributor in Los Angeles, dis-

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Amusement Merchants' Association

San Francisco, Calif.

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!!

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WILLIAM RADKIN, president International Microscope Reel Company, Inc., Long Island City, N. Y.

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Band Wagon \$52.50	Power House \$44.00
Blonde 29.50	Roxy 22.00
Brie Box 25.00	Rotation 32.50
Big Show 19.50	Vacation 30.00
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Comrade 17.50	Yacht Club 25.00
Cadillac 37.50	All Balls 15.00
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Duck Ranch 25.00	Follies 15.00
Drum Major 30.00	Punch 15.00
Dial 44.00	Red Hot 15.00
For Him 37.50	Roller Derby 15.00
Gold Star 35.00	Super Six 15.00
Jolly 19.50	Vogue 15.00
Lambert 23.50	White Ball 15.00
Line Up 49.50	Conquest 12.50

\$11.00 Ea.: Bang, Cowboy, Davy Jones, Headliner, L.S. & Fun, Thriller, Triumph, Twinkle, Up & Up.

NOVELTY, \$8.00 Ea.: Airport, Bunkaroo, Bally, Dal, Feature, Champion, Chubby, Contact, Flight, Fifth Avenue, Fish, Lucky, Miami, Spotted, Speedy, Brooks, Topper, Variety.

1/3 Cash Deposit. Under \$18.00 Full Cash. Cable Address: Ginzschin, N. Y.

MARC MUNVES, INC.
555 West 157th St., NEW YORK, N. Y.

Distributors Pay Tribute to Buckley

CHICAGO, Jan. 11.—Distributors of Buckley Music System throughout the country joined hands to pay tribute to Pat Buckley, president of Buckley Music System, Inc., for having given them and operators throughout the country the Buckley Music System. Tribute is published in this issue of *The Billboard*.

It will come as a complete surprise to Buckley, it is said, since neither he nor any of his staff here knew it was in the works.

"We believe Pat Buckley and his company have been responsible for much of the prosperity which operators have enjoyed during the past year," one distributer pointed out, "and that's why we felt it was only right we should let Pat and the whole trade know how much we appreciate what he's done for us."

Among those who participated in the tribute are Supreme Vending, Brooklyn; Buckley Music System, Brooklyn; Royal Sales, Newark, N. J.; Universal Amusement, Philadelphia; Bond Sales, Boston; Welverline Entertainers, Pontiac, Mich.; American Novelty, Detroit; Oriole Coin

Machine Corporation, Baltimore; Martin-Landefeld Distributing Company, Skokie, Ill.; Wolfe Sales, Ottawa, Ill.; Stum Sales, Massillon and Columbus, O.; G. A. Robinson & Company, Los Angeles; L. H. McMaisters, Havana; Buckley Manufacturing Sales, New Orleans; General Music, Los Angeles; Kentucky Springs, Louisville, and Southern Music, Orlando, Fla.

Many of these men pointed to the new light-up Buckley Music System featuring fully illuminated color plastics and a new, illuminated program as being an important development for 1941. "It is built for 12, 16, 20, 24, and 32 record-changing mechanisms," they stated, "and we want to assure the trade that it will be the outstanding remote selector system of the new year."

Report Adams Gum Vender Sales Up

NEW YORK, Jan. 11.—The offices of the G. V. Corporation here are as busy as a beehive these days due to sharp increase in sales of Adams vending gum and Du Grenier Adams gum venders, it is reported.

"Operators are catching on to the fact that 1-cent gum machines pay real dividends," says Walter Mann of G. V. Corporation. "This is evidenced by the fact that repeat orders are received daily from customers who have proved to themselves that good profits can be made. One-cent gum vending sales are now estimated to be a \$5,000,000 business, which is big business even if it is done in pennies."

The G. V. Corporation is the exclusive distributor for Du Grenier Adams gum vender and distributes Adams vending brands of chewing gum. "Adams was the first brand of chewing gum ever manufactured and has been sold thru vending machines for upwards of 50 years," Mann pointed out, "which gives the name Adams a particular value to all operators of gum-vending machines."

G. V. execs report during the past year they have started many new operators who continue to add machines to their routes. Old operators have also shown a fine increase in business this year because of the increased number of pennies in circulation due to cigarette, amusement, and other sales taxes. The increased industrial activity on account of the defense program should make 1941 the best year ever for operators of Adams gum venders, they maintain.

Crown Distribs Set To Step Out in '41

NEWARK, N. J., Jan. 11.—Jack Kronberg and his Crown Distributors promise the trade that they will continue to offer the finest service, the closest cooperation, and the best buys for 1941.

"We started Crown Distributors in 1940 and as each month passed we have won more friends," said Kronberg. "We feel all operators want a real break and we're out to give it to 'em. We know this business from every angle. Not only have we been interested in operations, but we know what the operator needs on his locations and the kind of machines that will make money."

"Dealing with Crown Distributors is going to be a real pleasure for all operators in 1941. This is the year we're really going to step out. Up until now we've been feeling our way. Now we know what the boys want, and we're going to give it to 'em."

Gerber & Glass Promise Surprises

CHICAGO, Jan. 11.—"For displays loaded with profit dynamite, see Gerber & Glass," declares Max Glass in a last-minute comment before the big show. "Again we've been forced to take more display space to accommodate the surprises we have in store. The result is a display packed to the guard rails with the latest and greatest, the newest and snappiest, the top notch winners and leaders of the 1941 profit-makers. We invite every visitor to the show to step in and see our surprises first. Make the first stop at booths 25-26-37-38 on the lower level, Hotel Sherman.

"During the show we'll also have open house at our salesrooms," added Paul Gerber, "and will be dividing our time between there and the Sherman. So, to get the meet out of the show, drop in at both places."

HOW TO KEEP YOUR MACHINES IN STEADY RUNNING CONDITION!



SERVICE KIT

by
GUARDIAN



YOUR NEW SERVICE KIT NO. B-455 by GUARDIAN CONTAINS:

1. New Switch Assembling Tool. This handy tool assembles contact switches in a few seconds, simplifying a job that formerly took considerable time, effort, and patience.
2. 10 Feet Braided Copper Pig-tail Wire.
3. 50 Assorted Brass Rivets.
PLUS THE ORIGINAL GUARDIAN KIT
Consisting of: Spring leaves in assorted thicknesses; insulated bushings out to size in assorted lengths; assorted fine silver contact points.
Also assorted file lifters; pre-formed insulating strips; relay switches in 500 ohm arms; and double-bladed cutters completely assembled except for placing of points.

ALL FOR \$6.50!

NOTE—You can still purchase Kit No. B-450 which contains:
1. Set of 2 contact point adjusters.
2. 72 assorted brass rivets.
3. 25 assorted large silver points in addition to the ORIGINAL GUARDIAN KIT for the same price—\$6.00 complete.
On Display at Booths 73-74 C. M. A.

★ Although manufacturers of coin-operated games are constantly striving for perfection, new and fine, intricate electrical assemblies are bound to get out of adjustment. Abnormally rough handling in transit or by players in locations, drastic current surges, plus the usual wear and tear can cut the current circuit and reduce profits... as the "out-of-order" sign goes up.

But, now you no longer need to let defective location equipment stand idle. The answer? Simply take The Operator's Service Kit illustrated above. Includes hundreds of standard and special electrical control replacement parts, all prepared by Guardian Electric Leading Suppliers to the Coin Machine Manufacturing Industry. Buy this kit at your earliest opportunity. Use it on your first service call. Find out how easy and quick you can get and keep your equipment in profitable running condition.

GET YOURS TODAY!—Discover the advantage of having this low-priced Operator's Service Kit on hand at all times. Thousands of operators all over the country now use Guardian Kit. Buy it back on us when we say **IT WILL BE THE BEST \$6.50 YOU'VE EVER PURCHASED!**

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COME AND GET 'EM FROM HARRY PAYNE!

CUB
3 Real-Cigarette Fruit or Number Play with Coin Dividers and 2 Separate O & H Boxes. 16 or 24 or 10¢.
Sample \$13.95
Case of 6 \$75.00

ACE
5 Real Poker or Joker Wild Play with Coin Dividers and 2 Separate O & H Boxes. 16 or 24 or 10¢.
Sample \$14.95
Case of 6 \$80.00

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Better than a PUNCH-BOARD!
OK'S & GUM-VENDOR
YENDS SHOW WITH MEMBERS ROUTED LEADING FROM 1 TO 1000. Capacity: 1000 BALLS.
TAXES 10¢ EACH. PAYS OUT \$100.00 TRADE AWARD.
PRICE ONLY \$15
One O. & G. GUM VENDOR WITH 1000 BALLS at Home based Blue FREE—each with quarter note.
D. ROBBINS & CO. 1414 B. KALVA RD. BROOKLYN, N.Y.

1941 SPECIALS 1941

2 MILLS SMOKER BELLS CIGARETTE REELS, LIKE NEW, EACH	\$ 46.00	WHURITZER "800," Perfect Condition	\$140.00
REPAIRER, Latest Model, Guaranteed Like New, With Check, EACH	55.00	Whuritzer "600," Perfect Condition	129.00
MERCURY FIVE-CENT SPORT REELS, LIKE NEW, TOKEN PAYOUT, EACH	21.00	Whuritzer "610"	48.00
MILLS JUMBO FREE PLAY WITH ANIMAL REELS, LIKE NEW, EACH	100.00	Wurlitzer "81" Counter	47.50
MILLS SPINNING REELS, MULTIPLE PAYOUT, DEMONSTRATOR, LIKE NEW, EACH	125.00	Mills Zephyr Lite Up Grill	67.50
BAKER'S ON DECK SHUFFLE AND BIRDIE, FREE PLAY, LIKE NEW, EACH	37.50	Mills 1939 Thero	175.00
BALLY'S FIVE-CENT ROYAL FLUSH, AUTOMATIC PAYOUT, EACH	90.00	Seaburg Classic Marbletop, 1939	155.50
WEBSTER'S 110 Volt and 6 Volt Combination PUBLIC ADDRESS SYSTEM AND RECORD PLAYER With Two Speakers in Carrying Case, Same as New, EACH	100.00	Seaburg Vogue Marbletop, 1939	184.50
R. C. R. PORTABLE INSTANTANEOUS RECORDING AND PLAY BACK System, Like New, EA.	100.00	Seaburg Regal, 1938	124.50
MILLS HONEY LASH OR WILCO CHECK, EACH	30.00	Seaburg Gem, 20 Record, 1938	115.00
CALLE SEVEN PLAY WITH STAND, EACH	49.50	Seaburg Royale, 20 Record, 1937	82.50
FIVE 1940 PHOTOMATIC AT A GOOD SAVINGS. WRITE US. CAN'T BE TOLD FROM NEWS			

LEGAL EQUIPMENT
Fiskins Shooting Gallery, 4000 Balls ... \$65.00
Bally Aides ... 24.80
Western Baseball With 12 Backboard, 50.00
Target Red Bowls, Not Graded, 2 for ... 25.00
One Greelion Metal Wheel ... 112.50

FREE PLAY EQUIPMENT
CHICAGO COIN
Polo ... \$84.50
Sporty ... 45.00
Jolly ... 37.50
Home Run ... 38.00
Lucky ... 27.50
Majors ... 17.50

GOTTLEB'S
Shorstop ... \$37.50
Lancer ... 37.50
Merry-Go-Round, 37.50

EXHIBIT'S
Bronze ... 45.00
Gubbie ... 12.50

GENCO'S
Big Gun ... \$67.50
Powerhouse ... 57.50
Castillo ... 42.50
Blonde ... 42.50
Mr. Chips ... 24.50

KENEY'S
Speed Demon ... \$45.00
Score Champ ... 37.50
Red Hot ... 35.00
Super Six ... 32.00
Big Hit ... 17.50

BALLY'S
Majors ... \$92.50
Fleet ... 67.50
Progress ... 57.50
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BAKER'S
On Deck Bingo ... 37.50
Doughboy ... 37.50

WE ARE DISTRIBUTORS FOR THE FOLLOWING MANUFACTURERS: MILLS, BALLY, GENCO, GOTTLEB, GROETZNER, CHICAGO COIN, KENEY, EXHIBIT, PACKARD.
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THE SAME OFFER STILL STANDS!!!!
We Guarantee Every Game, New or Used, To Meet With Your Full Approval. Your Deposit Plus All Freight Charges Will Be Refunded in the Full Amount if You are Not Entirely Satisfied! BANK REFERENCES ON REQUEST.

Roy ... \$22.50	Double Feature ... 27.50	Vacation ... \$37.50
Triumph ... 17.50	Champion ... 17.50	Micro ... 59.50
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Bank ... 15.00	Three Score ... 37.50	Genoust ... 15.00

Guns and Aces—(Ready for immediate shipment)

HANNA DISTRIBUTING COMPANY
217-219 Elizabeth St., Utica, N. Y. (Telephones: 2-5722, 2-7172)

Five Historic Decisions

(Continued From Page 120)

event of any of them shall seize or confiscate any of such devices contrary to this decree. The costs are adjudged against plaintiff.

Notes and Comment

When the history of the development and expansion of modern pinball games is written the above Federal District Court ruling will be important only for the fact that it was an early court recognition of a definite satisfaction, a definite amusement value to the player in playing pinball games.

Early opposition to pinball games was based on the arguments that there was no "game," no real value in the so-called amusement which the games were supposed to offer. People would not play the games except for the gaming possibilities, the opposition said.

But the court recognized that in the games per se there is both satisfaction and amusement in the sport and display of the patron's skill.

Strange Interlude

While this early court decree is considered for its historical significance, it is astonishing to think that by some strange coincidence the owners and operators of pinball amusement games were in 1937 forced to begin arguing that playing the balls in a pinball table game really had no "amusement value" after all.

It is one of those cases of a strange inconsistency that develops in legal stagnation. In 1933 the owners and operators of games were hard put to prove that their games had a definite amusement value; by 1937 they were looking for attorneys that could argue successfully that a free play or game on one of their machines was not a "thing of value."

One of the simplest systems of awarding players developed in the course of time to be that of giving extra plays, or free games, to players who made winning scores. Then the courts, in ponderous legal terms, began to decree that a free play was a "thing of value" and hence made the procedure a matter of gambling.

So the owners and operators of games were damned if they did and damned if they didn't. When juries heard the cases, however, there was an overwhelming trend by 1939 to declare that free plays, free games, and multiple play awards were approved by the common sense of the people whether it complied with the technical letter of the law or not.

Pennsylvania High Court in Two Decisions Favor Pinball Games

In two appeals the Pennsylvania State Supreme Court decided that pinball games come under the mercantile licenses act of 1907, a State license act applying to games of skill. The decisions thus automatically classify pinball as games of skill and they have so operated in the State since the first decision. The 1939 opinion is reprinted as follows:

IN THE SUPREME COURT OF PENNSYLVANIA, Eastern District Commonwealth of Pennsylvania vs.

Lyle Saitz, Appellant.

No. 137 January Term, 1939
Appeal from the order of the Court of Common Pleas No. 6 of Philadelphia County as of September Term, 1937, No. 4592.
Citation: Pennsylvania vs. Saitz (1939) 6 All. (2) 818.

OPINION OF THE COURT

arnes, J.
The question is whether a person who permits a device known as a bagatelle or "pinball" machine to be played or operated in his place of

business for purposes of profit is subject to the payment of the mercantile license tax prescribed by the Act of May 25, 1907, P. L. 244 (72 P. S. 293).

The act provides in Section 1 as follows: "That any person, firm, limited partnership, or corporation shall keep, for the purposes of profit, any shooting gallery, shuffleboard room, billiard or pool room, bowling alley, nine or tenpin alley, or any alley or place on or in which any game is played with the use of pins or balls, or other objects, in this Commonwealth, without first taking out a license from the treasurer of the proper county. . . ."

This case depends upon the construction to be given that provision of the Act which reads "or any alley or place on or in which any game is played with the use of balls, pins, or other objects. . . ." In other words, does the Act of 1907 apply to the game played by the use of the bagatelle machine?

In Commonwealth vs. Klucher, 326 Pa. 587, we decided that the proprietor of a store maintaining a "pinball" game is "required to obtain a license and pay the fee prescribed by the statute."

The device which was there involved is described as follows (p. 588): "In the board are about 20 holes variously placed, and around or in proximity to each hole upright pins or nails are fastened. Each hole represents a particular score that may be obtained when the balls enter the holes. The game is played by means of a plunger, and the object is to have the balls enter the holes which will secure the highest score. The score made by the player is the total of the scores of the holes which the balls enter."

In the present case the device is similar to the one described in the Klucher case, except that there is embodied in the bagatelle machine the latest improvement, so that the balls as they roll down an inclined board are deflected from their normal path of gravity by photo-electric "eyes" which break the course of their fall with the same results as the pins or pegs would do.

The defendant is the proprietor of a cigar store at No. 133 South 10th Street, Philadelphia, wherein cigars, cigarettes, newspapers, periodicals, and kindred merchandise are sold. The Board of Mercantile Appraisers of Philadelphia County sustained the assessment of a tax under the Act in question for the year 1937 in the sum of \$21.63, whereupon the defendant appealed to the court below. The appeal was dismissed upon the authority of Commonwealth vs. Klucher, supra, and from the order accordingly entered the appeal of this court was taken.

The contention of the defendant that the game played by the use of the present machine is not included among those made taxable under the Act of 1907, because no pins are employed, the balls being interrupted in their normal course on the board by electricity, cannot be sustained because of our decision in the Klucher case that the provision of the Act here in question should not be confined within too narrow limits. We said there, speaking thru Justice Maxey (p. 590): "Even if pins and balls were not used in the device, we think the words 'other objects' as used in the Act should not be given a narrow interpretation in deference to the 'ejusdem generis' rule. This rule is but one of construction and does not warrant a court in confining the operation of a statute within narrower limits than that intended by the Legislature." Again (p. 592): "We think that the Legis-

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Bandwagon	\$64.50	Long Star	\$42.50	Rockola Standard	\$196.75
Belly Beauty	27.75	Lancer	12.75	Wurlitzer 600	124.50
Brits Book	24.50	Linsight	37.50	Seeburg Casino	109.50
Big Chief	64.50	Landslide	39.50	Gables, 1940	129.50
Cross Line	64.50	Mascot	26.00	Seeburg Symphonola	26.00
Commodore	18.50	Mr. Chips	13.75		
Castillo	42.50	On Deck	29.50		
Double Feature	22.50	O'Boy	19.50		
Dixie	32.50	Playmate	42.50		
Dude Ranch	43.50	Relo	44.50		
Drum Major	35.50	Playhouse	46.00		
Fox Hunt	59.50	Progress	44.50		
Four-Fire-Bit	16.50	Roy	27.50		
Fantasy	14.75	Red Hot	17.00		
Fish	47.50	Rotation	39.50		
Gold Star	27.25	Repeater	82.50		
Lead	64.50	Speedway	36.50		
Leader	76.50	Somed Doreen	42.50		
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We are the sole manufacturers of the ACE LOCK, the entire lock being completely constructed in our factory.

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HOLE IN ONE

ORIGINAL NOVELTY EXCITING!

A ball of zinc is rolled in front of a realistic gold manikin who holds a swinging club controlled by the player. Accurate aim is required to make a "Hole in One." All skinned balls are awarded. Requires only 1 1/2 inches counter space. Ball gun capacity 100 balls.

OPERATOR'S PRICE \$17.50

SPITFIRE

SPITFIRE has a MOVING Acrylics controlled by the player. A ball of zinc is rolled into the game. Skill is required to sink the ball using one of the tunnels. Capacity 1000 balls. All skinned hits are recorded.

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DISPLAYED AT BOOTH LL-2, COIN MACHINE SHOW

DROBBINS & CO.

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VISIT THE NEW GOTTLIEB PLANT!

MY PERSONAL INVITATION TO OPERATORS, JOBBERS AND DISTRIBUTORS

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!

In turn, I feel that our games and operation have helped you, too, to a larger measure of prosperity and happiness!

Accept this personal invitation from me—come out and see our new plant! You'll find the latching hanging out for you—the "Welcome" sign on the wall, and a friendly handclasp waiting for you as you enter. Stop in without fail and exchange greetings with us in our new "home" while you're in town!

Sincerely,

Don Gottlieb

SEE OUR DISPLAY

*** BOOTHS 3-4-5 ***

See the spectacular Gottlieb showing of new sensations—new ideas—new innovations—acclaimed leaders in the Hi Parade of 1941! Until you see them—you haven't seen a thing!

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LEAD THE PROFIT PARADE WITH

CUB CASE OF 6 **\$75.**

3 Reel, Cigarette or Fruit or Numbers Play with Automatic Coin Dividers and TWO Separate Cash Boxes, 1¢ or 5¢ or 10¢ Play.

5 Reel Straight Poker or Joker Wild Poker Play with Automatic Coin Dividers and TWO Separate Cash Boxes, 1¢ or 5¢ or 10¢ Play.

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ACE CASE OF 6 **\$80.**



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"... If you are interested in saving money on all the latest and best new and used machines of every description, write for our price list now." Immediate delivery on Exhibitor's Star, Gottlieb's Champ, Genco's Seven Up.

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AMERICAN COIN MACHINE COMPANY

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Jerry Kertman

lature in using the words 'other objects' in the Act of May, 1907 (supra), deliberately selected a word which would give the taxing statute a wide application."

The construction urged by the defendant, in view of the progressive and varying designs of these devices and the ingenuity of their makers, would result in such refinement of distinction between the types and patterns of the machines used as to cause confusion in the application of the statute. We are of the opinion that the language of the Act includes within its scope machines of the character here in question when kept for the purpose of profit, and thus the present case is ruled by the decision in *Commonwealth vs. Klueber*, supra.

An extended consideration was given there to the question whether the rule of *ejusdem generis* was to be applied to the words of the statute before us and the conclusion reached that the rule was without application makes further discussion of the question unnecessary.

The order of the court below dismissing the appeal is affirmed. Costs to be paid by the appellant.

Notes and Comment

The above decree was the second time in which the high court of Pennsylvania had decided that modern pinball games must pay a tax, under an Act of 1907, passed long before pinball games were known.

Twice the owners and operators of pinball games in Pennsylvania had appealed against this tax because it was considered excessive for the skill or novelty type of games they were using. A combined city, county, and State tax of more than \$10 per year has been shown by experience to be excessive for pinball games when prizes are not allowed.

But in spite of the pleadings of the owners and operators of games the high court decreed that the tax must be paid under the 1907 Act.

While the decree did not say so, yet it was taken by the enforcement officials of the State of Pennsylvania to mean that the high court considered the pinball games as legal and hence games of skill as long as overt gambling was not found. It was considered as an indirect, consent, or automatic approval of the pinball games under State law.

Accordingly, pinball games have continued to operate legally thruout the State for a number of years.

New Jersey Supreme Court Decree Asserts Need of Good Definition

The opinion of the New Jersey High court, in an appeal on a pinball case, is historic because it calls attention to the need for workable definitions for such terms as "slot machines, pinball

games," etc. Many people think a pinball game is a slot machine simply because it has a "slot" on it.

NEW JERSEY SUPREME COURT NO. 1 JANUARY TERM, 1939

State of New Jersey,
Defendant in error

vs.

Robert Brandt,
Plaintiff in error.

Citation: State vs. Brandt, 6 Atl. (2) 203, Argued January 17, 1939; decided May 17, 1939.

On writ of error; before Brogan, chief justice, and Justices Bodine and Heher. For the defendant in error, Samuel P. Orlando, prosecutor of pleas. For the plaintiff in error, Carl Kisselman.

Per curiam.

The plaintiff in error was convicted of a misdemeanor in the Camden County Court of Quarter Sessions for violation of the following statute (2:134-2)—"Keeping slot machines for gaming.—Any person who shall have or keep in his place of business or other premises any slot machine or device in the nature of a slot machine, which may be used for the playing of (sic) money or other valuable things, shall be guilty of a misdemeanor." The indictment charged that Robert Brandt unlawfully did have and keep on his premises a slot machine, commonly known as a pinboard machine, which might be used for the purpose of playing with money or other valuable things contrary to the form of the statute.

In presenting the State's case the prosecutor of pleas offered one witness, a policeman of the city of Camden, who testified that he visited the place of business of the defendant in error and found "a pinboard machine" which was, the witness said, a machine that has "a place to put in a nickel." The witness continued, "after you put the nickel in that releases five balls with which you play the machine by pulling and releasing a plunger. These balls bounce against the pins on the board and drop into holes which have different scores on them. You add up the numbers and that gives you the total score." The machine was produced as an exhibit before the trial court. The witness further said that the machine had a slot for receiving a 5-cent piece; that there was no prize for the high score, and that at the time of inspection someone was playing the machine "for amusement." On cross-examination the witness said there "was no gambling on this machine" at the time in question, and so far as he knew the contrivance was used for amusement. There was no evidence in the manner in which the machine might be used for gambling.

The term "slot machine" was unknown at common law and our statutory law contains no definition



NEW J. H. KEENEY & COMPANY FACTORY in Chicago. "It is one of the most modern coin machine plants in the industry," declares William Ryan, Keeney sales manager. Full production on current Keeney machines has already begun in the new location.



Irvin Morris
Mgr. Newark Offices



George Ponsler
President

OUR BUSINESS IS BUILT ON YOUR CONFIDENCE IN US

★ RECONDITIONED EQUIPMENT

The hundreds of complimentary letters which we have received on our reconditioned used equipment in our files from operators all over the country and from foreign countries are the finest testimonials we can offer as to the quality and care that is taken on each reconditioned used machine we ship, regardless of price, to any operator anywhere in the world. We feel therefore that we can truthfully say, "OUR BUSINESS IS BUILT ON YOUR CONFIDENCE IN US." You can have complete confidence in any reconditioned used machine you order from us. Your confidence will be more than repaid when you receive the merchandise, note the quality reconditioning and check the price.

★ THE "CARROLLIZATION" PROCESS

To insure every operator receiving only the finest reconditioned used machines we instituted and are the originators of the "Carrollization" process for rebuilding used equipment. This process is winning its just fame everywhere because used machines reconditioned by the "Carrollization" process look and work like new machines.

★ ALL NEW EQUIPMENT

On all new machines the operator is assured the speediest delivery and the most favorable prices. As leading distributors—all new machines are always on hand (in stock) ready for immediate shipment. It will pay you to get on our mailing list TODAY!!

GEORGE PONSLER CO.

519 WEST 47TH ST.
NEW YORK CITY



11-15 E. RUNYON ST.
NEWARK, N. J.

SHOW SPECIALS!!

All Ponsler reconditioned games are rebuilt by the "Carrollization" process! That's why YOU CAN BUY WITH CONFIDENCE FROM PONSLER! Every game FULLY GUARANTEED REGARDLESS OF PRICE! ORDER QUICK! 1/2 with all orders, balance C. O. D.

CHICAGO COIN	GENCO	BALLY
Commodore \$18.00	Big Town \$20.00	Beauty \$22.50
Dixie 47.50	Blondie 32.50	Cross Line 52.50
Fox Hunt 44.50	Dude Ranch 42.00	Climax 32.50
Jolly 22.50	Punch 17.50	Lightsight 29.50
O'Boy 17.50	Speed Demon 47.50	Mascot 23.50
Polp 44.50		Progress 39.50
Roxy 23.00	KEENEY	Scoop 15.00
Skyline 37.50	Red Hot \$14.50	Triumph 14.50
Sporty 32.50	Repeater 69.50	Vacation 32.50
Yacht Club 32.50	Score Champ 32.50	
EXHIBIT	Speedway 27.50	Big Show \$21.50
Landlido 32.50	STONER	Bowling Alley 19.50
Leader 67.50	Brite Spot \$27.50	Drum Major 33.00
Short Stop 19.50	Double Feature 24.50	Gold Star 57.50
BAKER	Hold Over 32.50	O'Johnny 32.50
Line Up \$52.50	Rotation \$45.00	Score-A-Line 39.50
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		Three Score 27.50

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11-15 E. RUNYON ST.
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10 Mills Jumbo Parades, Free Play, Slightly Used \$110.00 Ea.	2 Gold Cups, Free Play \$60.00 Ea.
2 Record Times, Free Play, Like New 110.00 Ea.	2 Square Balls 60.00
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3 Anti-Aircraft Guns, Brown Cab. 95.00 Ea.	30 Dandy, Free Play, 6 in cases, all like new 10.00 Ea.
3 Ten Strikes, Late Model 90.00 Ea.	

Slots—Mills, Jennings Slot safe, guaranteed burglar proof, double and triple. Also Novelty Free Play Games. Write for List.

A. J. DURSLE NOVELTY CO.

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(Phone 9194-R)

NEW BRITAIN, CONN.

Look To The GENERAL For LEADERSHIP!

Gold Star \$89.50
Triumph 15.00
Lead Off 47.50
Progress 38.00
Scary 40.00
Playright 17.50
Polp 49.50
Wings 42.90

Ask for Irvin Blumenfeld or THE GENERAL at the Sherman desk during the show.

Mills P.P. Mint Vendor, used 2 weeks \$99.50
Ten Strikes, '38 28.50
Ten Strikes, '40 59.50
Pace Steel Jr., '40 115.00
Triple Entry 135.00
Kenon Gun, Br. Cab. 89.50
Jen. Fast Time, P.O. 99.50

Write for Complete List
Enclose 1/3 Cash With Order. We Ship Balance C. O. D.

306 NO. GAY ST.
BALTIMORE, MD.

Hames R. Bain, District Attorney on brief) for appellant.

Ralph S. Herzog and John F. Logan for respondent.

RAND, C. J. Affirmed.

The defendant was tried and convicted in the District Court for Multnomah County upon an information charging him with the crime of having in his possession and operating a game of chance for profit in violation of Chapter 492, Or. L., 1937, and was sentenced to pay a fine of \$25. From this judgment he appealed to the Circuit Court where, by stipulation entered into between the district attorney and the attorney for the defendant, the State was permitted to amend the information and the defendant to withdraw his plea of "not guilty" and to demur to the amended information. Pursuant to said stipulation, an amended information was filed and the defendant demurred thereto upon the ground that it did not state facts sufficient to constitute a crime. The demurrer was sustained and a judgment was entered dismissing the information and discharging the defendant. From this judgment the State has appealed.

The charging part of the information, as amended, is as follows:

That said W. R. Fuller on the 15th day of February, A. D., 1939, in the County of Multnomah, State of Oregon, then and there being, did then and there unlawfully and willfully possess, display, operate, and play a certain game of chance, to wit, a certain machine designated and named "Western Baseball 1939," a device similar to a pin ball game, a more particular description of which said machine is to this complainant unknown, for a profit, by then and there charging the sum of 5 cents as consideration for the play thereof; said game having been played for amusement purposes only, and the player thereof not receiving any prize or award, irrespective of the result of the play of said game.

Section 1 of Chapter 492 defines the crime with which the defendant was charged as follows:

Regardless of whether their operation requires an element of skill on the part of a player, all games of chance, such as slot machines, dart games, pinball games, and/or similar devices or games, when operated or played for a profit, either in cash, merchandise, or other article of value, hereby are declared unlawful, and their licensing, possession, display, operation, or play hereby are prohibited.

The whole purpose of this statute is to prohibit the use of slot machines, dart games, pinball games, and similar devices or games which are played for a prize given in the form of cash or merchandise to the winner, who is to be determined by chance in consideration of moneys paid by the players of the game for the chance of winning the prize. The essential elements of these are prize, chance, and consideration, and, hence, they are lotteries and are prohibited by the constitution and statutes of this State. State vs. Schwemler, 154 Or. 533, 60 P. (2d) 938, and State vs. Coats, 158 Or. 102, 74 P. (2d) 1120, and authorities there cited.

The words "similar devices or games," as used in the statute, are qualified and restricted by the character of those which precede them. They are to be construed by the maxim *noscitur a sociis* and, when so construed, they do not include the machine or device described in the information.

The information alleges, in substance, that the defendant was the owner and operator of a game of chance consisting of a certain machine designated as "Western Base-

ball 1939," that this is similar to a pinball game and that it was operated by the defendant-owner for a profit. The information then adds that this profit was a charge of 5 cents which was paid for the privilege of playing the game, that the game was played for amusement purposes only, and that no prize was given to the player regardless of how the game might terminate. As so described, this device or game, however it may be designated, lacked one of the essential elements of a lottery, namely, prize, and hence, was not a lottery nor, so far as the information charges, was it ever played or capable of being played for any unlawful purpose, it being merely played for the amusement of the player.

It not being an unlawful game and it not being within the purview of the statute, the demurrer to the information was properly sustained and the defendant was properly discharged. The judgment appealed for is affirmed.

Bean, J., not sitting.

BEST BUYS!

PRICES AND QUALITY SPEAK FOR THEMSELVES

5-BALL FREE PLAY GAMES

GOTTLIEB:	CHICAGO:
Gold Star \$65.00	Roxy \$37.50
Score 49.00	Fox Hunt 52.50
Line 49.00	Commodore 32.50
Three Score 45.00	Dixie 42.50
Big Show 32.50	Polp 44.50
Bowling Alley 32.50	O'Boy 25.00
Score Card 35.00	Nippy 25.00
Let-O-Fun 19.50	Luck 22.50
Ken-A-Ball 18.00	Jolly 39.50
BALLY:	Yacht Club 39.50
Beauty \$35.00	Bubbles 15.00
Mascot 34.50	
Lightsight 35.50	EXHIBIT:
Variety 35.00	Landlido \$49.50
Scoop 22.50	Shortstop 29.50
Triumph 18.00	Lancer 22.50
Pickens 15.00	Flagship 20.50
Vogue 17.00	Comquest 21.00
Champion 20.00	Golden Gate 18.00
Eureka (Not Multiple) 19.00	Rebound 18.00
Armstrong 19.00	KEENEY:
GENCO:	Score Champ \$34.50
Bandwagon \$59.50	Speedway 49.50
Dude Ranch 62.50	Red Hot 32.50
Blondie 49.50	Buster Six 24.00
Cadillac 47.90	Big Six 16.60
Big Town 32.50	Supercharger 22.00
Foxes of '40 32.50	STONER:
Powerhouse 24.50	Rotation \$40.50
Punch 27.50	Brite Spot 42.50
Mr. Chips 29.00	Fantasy 22.50

PHONOGRAPHS

Rock-Ola '39 On Luxe \$145.00
Rock-Ola '39 Standard 127.50
Rock-Ola '12 Record 29.00
Wurlitzer 800 Piano Keyboard 139.00
Wurlitzer 800 Piano Keyboard 145.00
Seeburg K-29, Rock-Ola Finish 85.00

COUNTER GAMES

Gottlieb Triple Grip, Late Mod. \$ 8.50
Penny Pecks 8.00
Liberty (Taken Payment) 19.00
Penny Smoker 6.50

CONSOLES

Track Time, '38 \$75.00
Track Time Red Head 40.00
Kentucky Club 45.00
Roy's Trick 55.00
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MISCELLANEOUS LEGAL GAMES

Bally Rapid Fire \$139.00
Chicken Game 49.50
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Rock-Ola Ten 24.50
New Base Ball Elite 75.00
Rock-Ola World Series 39.00

TERMS: 1/3 Down, Bal. C. O. D.
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NATIONAL COIN MACHINE EXCHANGE

1411-13 Diversity Blvd., CHICAGO, ILL.

BE WISE!
Familiarize Yourself
With
Coin Operated

SEE IT
AT THE SHOW!
BOOTH
222

POOL BOWLING

Acclaimed the outstanding achievement of the industry! 100 legal! 5-Cor! 10c play!
POOL BOWLING MFG. CORP., STEGER, ILL.
Chicago Phonograph 9260 (direct to factory)

NOW TWO REVOLUTIONARY NEW INVENTIONS MAKE POSSIBLE ONE OF THE GREATEST MONEY-MAKERS EVER CONCEIVED!

You've heard all about coin-operated talking movie machines, but have you seen one that can stand up day in and day out—month in—month out—with practically no adjustments at all? Well—it's here at last!

Now Spotlight enters a field confused by claims and counterclaims with the simplest, most practical machine ever devised!

HERE'S WHY NO OTHER MOVIE-MUSIC MACHINE CAN MATCH SPOTLIGHT!

* Consists of only three units. Our own sound-head and re-winder and an exclusive silent movie projector.

* No sprockets to wear and tear film—permits approximately 1,500 showings.

* Contains and controls twenty full three-minute reels—not six or ten! And film subjects can be changed in only three minutes!

* Only 5c for a full three-minute musical picture performance. That's why Spotlight is bound to be a success in any neighborhood.

DISTRIBUTORS — Write — Wire — or Phone!

SPOTLIGHT PRODUCTIONS, Inc.

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NOW patrons can see as well as hear their favorite bands . . . singers . . . dancers . . . comedians! And because Spotlight Films are produced and directed in our own studio film rentals are kept down to a bed-rock minimum!

Rabkin Reviews Mutoscope Year

NEW YORK, Jan. 11.—William Rabkin, president of International Mutoscope Reel, Inc., revealed that 1940 was the best year in the 46-year history of the firm. "No more convincing proof could possibly be cited in substantiation of this fact than the outstanding records our products have hung up during the past year," he stated.

"Still leading the parade of winners is our anti-aircraft machine gun success, Sky Fighter," Rabkin continued. "This was the first gun of its type on the market. From the first days on location the success of Sky Fighter was a no-doubt conclusion. Players flocked to his new type of amusement attracted by the thrill action of the gun and furthered by the rising flood of war headlines from abroad. Draft news made Americans more gun-minded, and Sky Fighter was the perfect outlet for 'preparation' emotions. The result of this multiplicity of appeals was that Sky Fighter immediately began clicking and operators overnight became conscious of the anti-aircraft machine gun as the money-maker of the year. Orders deluged the factory and so intense was the demand that the Mutoscope plant summed day and night in an effort to fill them.

"How solidly the machine clicked can be illustrated by the fact that collections today are continuing to rise as the military program gets under way. That's more, an important outcome of the able acceptance of this device was the Sky Fighter Sports Arsenal housing a battery of 15 or more machines. Located in many thoroughfares in many cities throughout the country, most of these spots remain open 20 to 24 hours a day.

"In addition to the success of Sky Fighter, Photomatic picture-taking machine saw its greatest year," Rabkin continued. "The trend toward greater ability in coin machine operations evidenced itself in a big and sustained record of sales for Photomatic. People ways will be fascinated by the fabulous way in which the Photomatic machine takes, frames, and delivers a picture, all in 40 seconds.

"Our arcade equipment also was received more enthusiastically during 1940 than ever before. The last year was a real arcade year in every sense of the word."

Rabkin revealed also that Mutoscope was off to a flying start in 1941 with several new developments. "One of them, which we are exhibiting at the show, is the Drive-Mobile," he said. "This device will fascinate everyone who drives a car, as well as those who don't. The player stands at the machine and grips a standard automobile steering wheel and tries to drive his car over an illuminated map of the highways of the United States. He starts from New York and endeavors to drive to Los Angeles. He is given a certain time to complete the Journey and must stay on the highway constantly to get there. Every time he goes off the highway his scoring progress is delayed until he gets on again. Drive-Mobile duplicates actual driving conditions realistically, with the result that the player is challenged to test and show his driving skill.

"Another Mutoscope bid for top honors is the Mutoscope Voice-o-Graph, which automatically records the voice and sends the record for 25 cents. The fast-rising popularity of records and home photographs combine to make Voice-o-Graph one of the finest bets ever presented to smart operators," he concluded.

Representing Mutoscope at the convention is William Rabkin, president of the firm, and Earl Winters, general sales manager. The Mutoscope array also includes Herbert Klein, export manager, and Al Blendow, Ken Wilson, Fred E. McKee, and Emory Ritzcock, of the sales department.

Stern Comments On Monarch Plan

CHICAGO, Jan. 11.—Al Stern, official of the Monarch Coin Machine Company, in commenting on the future activities and policies of the organization, said: "In starting the new year, we might make many comments on the year that has passed, comments both good and bad. We might allow ourselves the privilege of predictions for the coming

year and we might venture to express our hopes, thoughts, and confidences for 1941. But last year will soon be forgotten and comments on 1941 will not be long remembered. However, there are a few things we take pleasure in mentioning.

"I speak for the entire Monarch organization when I say we have kept on our toes—abreast and even ahead of the times. We have kept pace with changes in the industry and because of this we are in a more stable position than ever before. We have continued looking ahead, building for the future, and because we do look ahead we will always be able to review successful progress in years to come."

Al Stern also announced the appointment of Mac Wixor and Ben Piznar to the company sales staff. "These men are exceptionally well versed in coin machine sales," said Stern. "They have been in the field for some time and are known to many Monarch customers. Wixor and Piznar will much in evidence during the Coin Machine Show. They will divide their time between the Sherman Hotel and Monarch display rooms, where they will greet old friends and introduce them to the many Monarch bargains."

Vetterick Joins Groetchen Firm

CHICAGO, Jan. 11.—Announcement was made by Groetchen Tool Company, coin machine manufacturing firm here, that Carl Vetterick has joined the firm in a sales capacity, coming to the firm from a trade paper here.

The announcement created considerable interest in the trade. Vetterick is a pioneer in the industry, altho still a young man. He joined the industry as an editorial man on a trade journal in 1928 and has been in the industry in one capacity or another since. His experience includes trade-paper editing, operating, salesmanship, and manufacturing. He has a wide national following in the trade.

A lifelong champion of high trade standards, Vetterick states that he is pleased to join the Groetchen firm because of its reputation for high-quality products and machines.

SALESMEN

Now selling amusement machines or specialties to represent us with new out of the ordinary and outstanding counter games.

Tell us about yourself and territory covered in first letter
INDEPENDENT NOVELTY CO.
1511 Chicago St., Omaha, Neb.

Bally Grand National	...	\$80.00
Bally Pacemakers	...	75.00
Mills Spinning Reels	...	80.00
Bally Santa Anita	...	120.00
Bally Sport Pages, Coin	Perfect Condition	45.00
Mills 1-2-3, Cash Payout	...	25.00
Keeley 1038 Ball Time	...	65.00
Keeley Trips Entry	...	115.00
Mills Square Ball	...	65.00
Jennings Good Luck, Latest Model	...	45.00
Evans Lucky Lame	...	130.00
Jennings Multiple Race	...	65.00
Huckley Track Odds, Latest, Precisely New	...	130.00
Stent Heads	...	115.00
Pace Sarcosis, Comb. F.P. Payout	...	85.00
Bally Gold Cup, Free Play	...	45.00
Mills 1-2-3, Free Play	...	80.00
Mills Jubilee Parade, 1940, Free Play	...	25.00
Mills Blue Fronts, D.J.-O.A.	...	24.00
Flights, Free Play	...	14.00
Flash, Free Play	...	14.00
Headlines, Free Play	...	10.00
Contacts, Free Play	...	10.00
Major, Free Play	...	10.00
Cowboys, Free Play	...	12.00
Certified 1/2 Discount—Balance C. O. D.		
JONES SALES CO.		
1330-32 Trade Ave., HICKORY, N. C.		

CLOSEOUT PRICES

On the Newest and Best Pin Ball and Counter Games. All Bases in Stock. Write for List. Free Plays Reconditioned and Clean Like New.	
Zombic	...\$77.50
Oh Johnny	...\$30.00
Problem	...15.00
Roxy	...20.00
Reluctance	...33.00
Stonehenge	...15.00
Three Scores	...37.50
Metrop	...15.00
Triumph	...12.50
Super Star	...15.00
Over 100 Others at \$10.00 & \$12.50 Ea. & Up. Used Imps. \$8.50. 100 Peanut Machines, \$1.50. New Peanut & Ball Gum Silver Kings, \$5.50 Ea. 1/3 M. O. Deposit, Balance C. O. D.	
GENERAL COIN MACHINE CO.	
227 N. 10th St., PHILADELPHIA, PA.	

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS.

ORIGINALITY

—by Groetchen

In 1941 the entire coin machine world will again be astonished by five brilliant new creations which will be offered by Groetchen—who gave you Imp and other hits during 1940.

Again you will be astonished at the clever new ideas, the many profit-building features which have been put into practical operating shape for your benefit—see them at Booths 12-13-14-15—or write for circulars.



DIAL-IT

Action galore in this mystifying 4-reel game, with changing odds. Shutter release remote-controlled by tele-dial intrigues player, creates record collections.



PIKE'S PEAK

Revolutionary new idea in counter Skill Game, unlimited play possibilities. Five Balls. Adjustable High Score features. Ball Gum Vender—the "Thrill Game of 1941."



CHAMPION

Most gorgeous of all Token Payout Bells, with Cherry Reels, Goldward Jackpot and Gum Vender. Convertible from Nickel to Penny Play.

Time did not permit showing of KLIX and POK-O-REEL. Two new five Reel Blackjack and Poker Games with coin dividers and location cash boxes

GROETCHEN TOOL COMPANY 130 N. UNION STREET, CHICAGO, ILL.

EASTERN FLASHES

NEW YORK, Jan. 11.—As this is being written Eastern columns are stuffing that last shirt in the bag before heading for Chicago. Many have already left. As usual, most of the gang are preparing to leave on the New York Central today. A special TWA Stratoliner also has been chartered to carry some of the boys. Nat Cohn, Sid Levine, and other local columnists will be aboard. Jersey gang is pushing off on the Pennsylvania's General and will pick up at the Philadelphia and Pittsburgh contingents en route. All are looking forward to the convention of conventionists.

AROUND TOWN . . .

Plenty of activity in town this week. Music men turned out in force last Sunday and Monday to see the new Wurliizer models at Manhattan Distributing's open house. Joe Eisen reports plenty of orders were placed. Spence Reese, representing the factory, was on hand

with several other execs. . . . Another party of the week was tossed by Sam Sachs to unveil Acme's latest remodeling creation. Many of the local music operators were on hand. . . . Irving Mitchell had to cancel his plans to take in the show at the last minute, due to an avalanche of orders requiring his personal attention. Mitch's representative in Chicago, however, will be on hand to represent him. . . . Charley Kitchman, Roky Sales head, revealed he has never missed a show and will be on hand for this one. . . . Babe Kaufman and Sam Rabinowitz are staying over in Chi for the Tobacco Show. Babe was busy all week lining up her usual array of fashionable gowns for the event. . . . Mort Terwilliger, Eastern credit division manager for Wurliizer, is displaying a half dozen snags of his 12-week-old daughter. . . . Eli Miller and Ray Knox, of Midway Vending, report that 1941 started off with a bang and that indications point to the demand holding up.

PRE-CONVENTION JOTTINGS . . .

All districts on Coin Row, as well as those throughout the territory, will be at the booths of the respective manufacturers that they represent. All extend

invitations to visiting operators to look them up either at the booths or the factories they represent. . . . Modern Vending headquarters is the Penthouse of the Sherman, where Nat Cohn and other Modern execs will hold open house. . . . Jack Fitzsimmons will divide his time between the Bally booths and the factories. . . . Doc Eaton will be in one of three places, the Buckley factory, the Buckley booth, or the firm's suite. . . . Bert Lane will be running between the Daval, Genco, and Mutoscope exhibits. . . . Tony Gasparro will greet his friends at the Exhibit booth. . . . George Ponsler has a big suite reserved at the Sherman and also will be at the Mills factory. He'll have the Mills Panoram and the Packard products in his room. . . . Joe Fishman will be glad-handing the boys at the Rock-Ola exhibits. . . . Elynie Budin says he'll have a surprise for the boys at the Stoper booth. . . . Dave Simon will be at the Keeney factory display extending the welcoming hand. . . . Al Simon, plans dividing his time between Chicago's Cohn's factory and its exhibit at the convention.

After spending weeks in preparation, Leo Wilens and Murray Weiner are all set to unveil their new U-Need-a-Pak merchandiser. . . . Willie Blatt expects to meet his friends at the Buckley exhibits. . . . Bill Rabkin reports he has several new products for the boys to see at the Mutoscope booths in addition to Sky Fighter and Photomatic. . . . Max Levine, of Scientific, also hints at several surprises. . . . Jim Stewart, of Stewart Merchandisers, Inc., is eager to show cigarette operators his new machine on display at the Stewart booth. . . . Miss A. M. Strong will be at the G. V. booth showing the DuGrenier 1-cent Adams Gum Vender. . . . Dave Firestone and Herb Gottlieb, of Cent-a-Mint Sales, want all the boys to see their Mason 1-cent mint merchandiser. . . . Mike Chance reports the boys will be impressed with DuGrenier's new Champion line of cigarette vendors. . . . Execs of Rowe Manufacturing Company also anticipate meeting all their operator customers. . . . Mike Murves will have his new penny counter skill game on display. . . . Marshall Corline Jr. reports his firm's 1-cent Hershey bar vender will be on hand. . . . Lou Cantor will be at the National Vendors' booth.

JERSEY JOTTINGS . . .

Before pushing off for Chicago Jack Kay renovated the repair department of his Ace Distributors' headquarters. He also installed an elevator to facilitate movement of games from the main floor to the basement, where the machines are reconditioned. . . . Peter Hagdorn, of Jersey Speciality, Singap, N. J., reports he's sitting pretty these days, with the heart of the airplane manufacturing industry located close by in Paterson. Hagdorn reports machines are getting a heavy play, with factories working in three shifts. . . . Irv Morris, of the Ponsler headquarters, wants Jersey operators to see with him the Mills, Packard, Chicago Coin, and Gottlieb displays at the show. . . . Al S. Cohen, of Asco, is looking forward to showing the boys Dave Robbins' latest creation and the Daval counter games. . . . Barney Sugerman will be in Suite 111 at the Sherman where a Buckley Music System will be in operation, he says. . . . Jack Berger is looking forward to his suite's again being the headquarters of the Jersey mob. . . . Dave Stern will be there. . . . Eddie Corristen will be at the various Bally displays. . . . Anticipating seeing many old friends are Harry Wichansky, Art Seeger, Billy Ehrenberg, Abe Green, Michael Lascari, Art Seeger, and many others of the Jersey crowd.

ALONG THE COAST . . .

From Philly heading conventionwards are I. H. (Tex) Bofenstein, of Banner Speciality; Art Pockras, of Universal Amusement; Joe Ash, of Active Amusement; Al (Arco) Rodstein and brother Bill; Bill Gross, Frank Engel, Sammy Stern, Roy Torr, Harry Block and his Block Marble crowd; Jack Kaufman, of K. C. Vending, and others. All of the Philly crowd are making plans for a big time. Operators are keenly anticipating seeing the many new products to be unveiled, while distributors make plans to acquire their customers about the factories they represent, as well as the booths on the exhibit floors. . . . From Baltimore districts heading conventionward include Roy McGinnis; Art Nyberg; Irv Blumenfeld, of General Vending Service; Eddie Ross, of Orlo Co. Machine Corporation. All are issuing invitations to their customers to

HELLO! LET'S GET ACQUAINTED!

* NOW'S THE TIME TO MEET UP WITH HERCULES' FRIENDLY DEALING. Our reputation is at stake with every sale we make—and we are slightly proud of the record we have kept in the last 12 years. ONCE A HERCULES CUSTOMER, ALWAYS A HERCULES CUSTOMER! is the slogan our hundreds of satisfied friends have adopted. WRITE FOR OUR PRICE LIST before you buy another machine. IT WILL PAY YOU!

HERCULES MACH. EXCH., Inc., 1175 Broad St., Newark, N. J.

BOOTH 223



**A Natural For Music Ops
No. 1 Profit Maker For 1941
VIEW-A-SCOPE**

350 DIFF. Films, Lifeline, Third Dimension Films—Scenes—Stage—Nightclub—Children's. Fits your location—1¢ or 5¢ Play. Still Movies with Depth. Write today for Complete Details.

Complete, Including Battery and Three Films—\$29.95 Each.

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Consider

A NEW BUSINESS



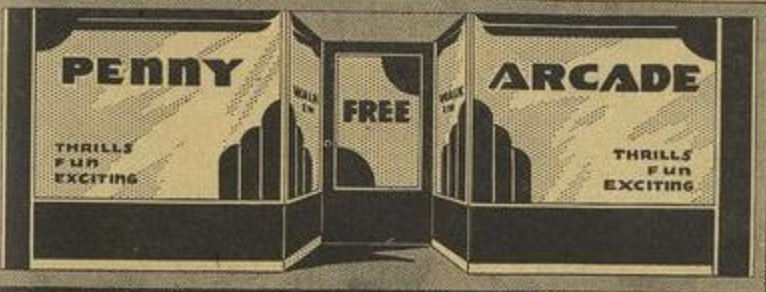
RIGHT IN YOUR OWN TOWN

You probably know just the ideal location—one conveniently near the business district or manufacturing center—anywhere the crowds come and go. For instance, an empty store on a busy street just waiting for you to make it over into a prosperous and successful amusement spot. There won't be another place like it. Young and old will come from miles around—a Penny Paradise—a Pleasure Rendezvous. Outside and inside it will be different—the talk of the town.

YES we will tell you how to go about it—just write us that you are interested. We will send you a floor plan of a 20 x 30 ft. store made over into an up-to-date and attractive Amusement Parlor, including sketches showing how anyone can convert the outside into a flashy front at low cost. Here's an idea that has proven profitable for men of limited capital in other towns. Let us show you how to get started.

Write Today

EXHIBIT SUPPLY COMPANY
Arcade Division 4222 W. LAKE ST. • CHICAGO



Machines that Made the Penny Famous

look them up at the show and see the surprises they have in store for them.

OFF THE CUFF . . . Earle C. Backe, of National Novelty, Merrick, L. I., is looking forward to talking to plenty of operators about his popular credit plan. . . . Mike Bond, of Bond Sales, Boston, will be playing host to the New England crowd, as will several other distributors in the Hub City. . . .

all in all, it looks as tho the busiest week of the year is in store for all comers who take in the convention. Next week Eastern Flashers will recount the activities of Eastern columnists at the convention.

Miraben Sees Prosperous Year

CHICAGO, Jan. 11.—According to officials of Miraben Company, prospects for the coming year are highly promising. The reason for this is improved business conditions and an upswing in coin machine trends, they say.

"Of course, we can speak only for ourselves," said one official. "However, our business depends upon the entire coin machine industry, and better conditions are reflected in our plant. We are now enjoying our busiest season. Our new phonograph transformation jobs are meeting with tremendous success. The new '700' job consists of a fine dome of heavy marbette plastic of two colors, framed in a polished aluminum casting, lined with plastic in two colors, framed in polished aluminum, are included in the job.

"Our counter model cabinets for both 2 and 16-record mechanisms have been among our greatest items and have been accepted by operators as a real aid to their operations.

"By this time every operator knows about the line of service kits we have developed for use by operators in servicing coin games, paytables, and other equipment. Our Electrical Kit gives the operator

a complete assortment of every type of material and part needed for even the latest games. Our Bulb and Fuse Kit is a new item and it is bulbs and glass tubular fuses which the operator needs on every service call."

Block Marble Has New Operator's Kit

PHILADELPHIA, Jan. 11.—Block Marble Company, Philadelphia distributor, has announced a new operator's service kit, product of Guardian Electric. The kit includes a new switch assembly tool which forms electrical contact switches in a few seconds, thereby simplifying a job that formerly required more time and effort. It is said.

In addition, the new kit contains 10 feet of braided copper pig-tail wire and 50 assorted brass rivets which were not included in the original service kit.

There are also spring leaves in assorted thicknesses, insulated bushings cut to size in assorted lengths, fiber lifters, pre-formed insulating strips, roller-over switches with trigger arms and double-bladed switches completely assembled except for placing of points. Kit may be viewed at Block Marble Company's Booths 73 and 74 at the convention.

Panoram, Soundies Production Strong

CHICAGO, Jan. 11.—Fred Mills, president of Mills Novelty Company, announces that the Panoram Soundies movie machines, which his company is manufacturing for Jimmy Roosevelt's 16mm. films, are now in production and rapidly coming off the line.

Panoram is coin-operated and automatically shows a three-minute movie upon insertion of a dime. Soundies are the 16mm. films it displays and which are being produced by James

Roosevelt. Eight subjects are contained on one reel, 1,000 feet of film.

Gordon Mills, general manager of the Sound-on-Film Division of Mills Novelty Company, announces that three new films have just been completed for the Mills-Roosevelt Panoram Soundies movie machine. "From January 23 on one new film a week will be released for use in the machines," said Mills. Two new reels are being exhibited at the Soundies exhibit at the Sherman Hotel Grey and Rose rooms.

Distributors Applaud Genco Seven Up

CHICAGO, Jan. 11.—"Starting the new year right, Genco has come thru with a great bit in Seven Up," declare distributors for the firm. "Seven Up has been tagged by operators as being one of the finest games ever to be made by Genco," they continued.

"Practically overnight the word has spread that Seven Up is the game to grab, and from the flood of orders that has poured into the jobbers' and distributors' offices in the past week, it certainly looks like Seven Up will set a mark to shoot at," said a Genco factory official.

"Operators report that Seven Up is increasing collections in almost every location where it is placed. Says a prominent Eastern operator: 'I don't know how they do it, but Genco certainly does knock off one winner after the other. I've become so confident in this line that I've placed a standing order with my jobber for every new Genco game that comes out,' declared the operator.

"Seven Up is a machine similar to Genco Formation. However, a great many new features have been added to make Seven Up even a bigger hit than that money-maker of 1940. There are six ways to win replays on Seven-Up, including the 1-to-7 formation feature."

LOWEST PRICES

FREE PLAY GAMES

Bang . . . \$10.00	Long Star \$27.50
Big Shoe . . . 21.00	Lucky Strike 15.00
Blindfold . . . 22.50	Mr. Claws . . . 15.00
Bowling Alley 21.00	Nippy . . . 15.00
C. O. D. . . 15.00	On Deck . . . 22.50
Commander . . . 10.00	Playmate . . . 22.50
Comp . . . 22.50	Power House 47.50
Conquest . . . 15.00	Short Shot . . . 15.00
Dandy . . . 10.00	Scop . . . 15.00
Doughboy 32.50	Score Card . . . 21.00
Exh. Bowling 22.50	Short Shot . . . 22.50
Fair . . . 10.00	Stop & Go . . . 10.00
Fallout . . . 17.50	Triumph . . . 10.00
Golden Gate 15.00	Yachtie . . . 10.00
Line Up . . . 55.50	Variety . . . 12.50

LEGAL EQUIPMENT

Bally Alley, 1940 Model . . . \$15.00
Exhibit Bowling, P.P. & Novelty . . . 22.50
Chicago Sam, with Reel . . . 37.50
Bally Ball's Eye . . . 48.00
Tom Mix Rifle . . . 10.00

FLOOR SAMPLE CONSOLES

Western Track Meet . . . \$ 50.00
Junco Parade, P.P. . . . 89.50
Mills Four Balls . . . 245.00

SLOTS

Mills Slot—Yellow Front Gold Award, 10¢ & 25¢, \$17.50; Light Colored Blue Fronts, 15¢, \$27.50; Brown Fronts, 5¢ & 25¢, \$45.50; Jennings Doublets, 10¢, BRAND NEW, \$30; Victoria Double Jackpot, 10¢, \$12.50; Reserve Jackpot, 10¢, \$7.50; Winning Blue Reel, 25¢, \$7.50; Gallop Grand, BRAND NEW, \$7.50; Mills Bull Grand, BRAND NEW, \$7.50; Mills Future Play Front Vender, BRAND NEW AT HALF PRICE, \$59.50.

PARAMOUNT SPECIALTY COMPANY
23 Davis Street, BEACON, NEW YORK

FOR SALE OR TRADE

On Johnnie \$37.50, Triples \$37.50, Lens Star \$22.50, Double Factions \$37.50, Border Town \$37.50, Lots of Fun \$17.50, Formation \$42.50, Duce Ranch \$42.50, Lingo-Card \$22.50, Rotation \$39.50, Pals \$42.50, Chubbie, Major, King and Go, Fantasy and Fifth Inning \$12.50, Alto Pals' Reels, Longhorn, Mills Reel.

AUTOMATIC VENDER COMPANY

152 Houston Street, MOBILE, ALABAMA

DAVAL DOES IT AGAIN!

THE TWO TINIEST HANDFULS OF MONEYMAKING POWER YOU'VE EVER SEEN!

Pacific Coast Office:
MAC MOHR COMPANY
 2916 West Pico Boulevard
 LOS ANGELES, CALIF.

"CUB"
 3 REEL-3 WAY PLAY
 WITH COIN DIVIDERS

The mightiest moneymaking midgit in all counter game history! Comes in CIGARETTE or FRUIT or NUMBER Reels! 1c or 2c or 50c play! Big Gum Vendor! 2 Separate Cash Boxes! Proven perfect, world famous DAVAL Automatic Coin Dividers—Standard Model 750-2501 Also available in 80% 20% Model. OPERATOR'S CASH BOX HOLDS MORE THAN 3 TIMES THAT OF ANY OTHER GAME NEAR ITS SIZE! Merchant always has coins—he has access to his own cash box! Cuts down servicing! Etched award plate covers hot window when not in action! RUSH YOUR ORDER FOR A CASE OF 6 "CUBS" TO YOUR NEAREST DISTRIBUTOR TODAY!!

SAMPLE
 \$13.95

CASE OF 6
 \$75.00

BUY 'EM
 BY THE
 CASE
 !

"ACE"
 5 REEL POKER PLAY
 WITH COIN DIVIDERS

A handful of real moneymaking power!! 5 thrilling, silent 1-2-3 stop reels dealing a complete poker hand "according to Hoyle"! Also Special Joker Wild Poker Play Model, Entirely NEW, Original, Better Mechanism. No Screw—slides in and out of case in a jiffy. Easy to handle! Complete protector from any cheating! Last coin winner! Extra award cards. Steady! Will last for years! And—PRECISION BUILT BY DAVAL!! You KNOW what "Chicago Club House" means! NOW JUST TRY Daval's New and Better "ACE"! Rush Your Order To Your Nearest Daval Distributor!!

SAMPLE
 \$14.95

CASE OF 6
 \$80.00



DAVAL * 2043 CARROLL AVE. * CHICAGO

Welcome to
HOTEL SHERMAN
 and the
**COIN MACHINE
 MANUFACTURERS'
 ASSOCIATION**
 Show and Convention
 JANUARY 13-14-15-16, 1941

1700
 ROOMS
 1700
 BATHS



RATES
 FROM
 \$2.50

Visit the Panther Room & Maylaya Rooms

Sophisticates from every corner of the world are conspicuous "among those present" nightly in this night club-restaurant, which has consistently maintained its reputation as Chicago's greatest attraction. There is always a nationally known orchestra and an outstanding floor show at the College Inn . . . And the superlative food and fine liquors invariably served make it the ideal place to dine as well as to dance and be entertained.

CHICAGO

Sicking Readies Louisville Plant

LOUISVILLE, Ky., Jan. 11.—New quarters of Sicking, Inc., at 927 East Broadway here are being equipped with the latest features necessary for a modern coin machine showroom. Modernistically designed, new layout will give individual showing to each machine displayed, with a sufficient amount of display space to permit each operator to inspect all machines properly. Main showroom is to be turned over to pin games, phonographs, and counter games, with the last named to be displayed in special booths of novel design.

Second showroom will display consoles, bell machines, and used equipment of all descriptions. A large parts department will be directly off the showrooms, affording operators quick service. Provision also has been made for a large repair shop, completely equipped with the latest electrical accoutrements to permit operators to avail themselves of one of the most efficient repair services available.

Stockroom is situated to give prompt service. Another unique service available to operators is that which permits them to drive into the main entrance of the Sicking Building, attend to their needs, and leave by the rear exit. The building boasts of over 10,000 feet of floor space.

Southern Automatic Has 8 Reps at Show

LOUISVILLE, Ky., Jan. 11.—Leo Weinberger, of Southern Automatic Music Company here, said the week that eight representatives of his organization will attend the Coin Machine Show in the Hotel Sherman, Chicago, to greet their

many operator friends from Kentucky, Indiana, Ohio, and Tennessee. All will be in constant attendance at the Seebug headquarters in the Sherman Hotel's Penthouse.

Making the trip will be Weinberger, Sid Stiebel, Homer Sharp, and Earl Pippinger, of the local office; Sam Weinberger and Sam Dieter, Indianapolis; Joe Weinberger, Cincinnati, and Bernard Radford, Nashville office.

Victor Showing New Home Run

CHICAGO, Jan. 11.—Victor Vending Corporation, Chicago, is currently showing its newest counter device, a game called Home Run. Based on baseball, the object of the game is to make a home run with the ball gum which is vended into a batting device upon the insertion of a penny.

Harold Schaefer, president of the firm, in describing Home Run, said: "Home Run is operated with 100-count ball gum. Striped balls are used in the game per the usual procedure. If the player should bat a striped ball into the home run section, his score is just double that of an ordinary ball.

"Home Runs have been on location for many weeks and have proved very successful. Average earning power has been very strong. Home Run will stay on locations permanently because it offers the same appeal as ordinary ball gum machines. Added to this appeal is beauty, attractive design, unique amusement features, and extra awards for skill.

"Home Run has a brand-new and clever batting arrangement which is operated by a trigger which bats the ball gum thru the air. This feature alone will draw attention of everyone."

SHOW WEEK SPECIALS

FIVE BALL FREE PLAY		CONSOLE AUTOMATIC PAY	
1 Bally Scoop	\$22.50	5 1940 Light Cab. Galloping Dom.	\$197.50
1 Bally Triumph	14.50	J.P. Md.	179.50
1 Bally Fifth Inning	12.50	5 1940 Dark Cab. Galloping Dom.	179.50
1 Bally Pick Em	12.50	J.P. Mod.	159.50
1 Bally Chevron	12.50	1 1940 Factory Rebuilt Galloping Dom.	159.50
1 Bally Dandy	12.50	2 Baker Pacer Deluxe, 25c. Cash	159.50
1 Chicago Coin Buckaroo	19.50	2 Baker Pacer Deluxe, 5c. Cash	137.50
1 Exhibit Pylon	27.50	1 Pacer Race, J.P. Md., 5c. Cash	119.50
2 Exhibit Jumper	12.50	1 Mills Four Bell, 5c. Cash	219.50
1 Steiner Chubbie	12.50	1 Mills 1-2-3, Fruit Reels	24.50
CONSOLE FREE PLAY & MISCELLANEOUS		3 Skill Time, 1938	65.00
5 Mills Jumbo Parade, Animal Reels	\$94.50	1 Track Time, 1937, Red Head	24.50
1 Ski Ball	42.50	5 Mills Jumbo Parade	92.50
1 Mills 1-2-3	34.50	1 Jennings Fast Time, Number Reels	65.00
1 Seeborg Chicken Sam, Fac. Rebuilt	67.50	PHONOGRAPHS	
		2 Rock Ola Imp. 20	\$52.50
		1 Rock Ola Regular 12 Record	34.50
		2 Wurlitzer 616	59.50
		1 Wurlitzer 412, Light Up Cabinet	49.50

The above machines are slightly used and offered subject to prior sale. 1/3 certified deposit with order, balance C. O. D. These prices are effective January 18, 1941. Write or wire us for your price on any new coin operated game.

FACTORY DISTRIBUTORS FOR

A. B. T. MFG. CO.
BAKER NOVELTY CO., INC.
BALLY MFG. CO.
PAUL BENNETT
BUCKLEY MFG. CO.
DAVAL CO., INC.
H. C. EVANS & CO.
EXHIBIT SUPPLY CO.

GENCO, INC.
D. GOTTLIEB & CO.
GROETCHEN TOOL CO.
O. D. JENNINGS & CO.
J. H. KEENEY & CO.
MILLS NOVELTY CO.
PACE MFG. CO.
PACES RACES, INC.

JOBBER—WRITE OR WIRE US FOR YOUR QUANTITY PRICES

DURING COIN MACHINE SHOW

SEE H. F. MOSELEY AT ROOM 1423, HOTEL SHERMAN MOSELEY VENDING MACHINE EXCH., INC.

OO BROAD ST., DAY PHONE 3-4511

RICHMOND, VA. NIGHT PHONE 5-5328



Rodins Send Novel Holiday Greetings

NEW YORK, Jan. 11.—Friends of Mr. and Mrs. Ben Rodins—he is a large photomatic operator in the District of Columbia—received an unusual Christmas and New Year's card this year. It was an actual Photomatic picture of the pair, using a special mask that proclaimed Merry Christmas and Happy New Year printed right on the photo.

Photomatic provides a variety of special cut-out masks for use by operators, which are great business stimulators. Mutoscope excess point out. The photomatic patron holds a mask under his chin and the picture is snapped that way. Unusual and comical effects are thus achieved. One popular mask, for example, shows the head of the patron on a cartoon body of a prisoner, striped suit and all.

"Photomatic is rolling right along," declares William Rabkin, president of International Mutoscope Reel Company, Inc., manufacturer of the machine. "I don't know of any other machine in the coin machine business that has so definitely proved its stability and soundness as a year after year money-maker as Photomatic. Its appeal is endless, because people never tire of taking their own pictures, especially on this machine that automatically takes, frames, and delivers their photo in only 40 seconds."

SHOW SPECIALS

BALLY RAPID FIRES	\$109.50
KIRK AIR DEFENSE	74.50

FREE PLAYS

BALLY TRIUMPHS	\$14.50	CONQUEST	\$13.50
SCOOPS	16.50	DANDY	12.50
GOLD CUP, 1 or 5 Ball	57.50	4-5-6	14.50
CONGO, 1 or 5 Ball	29.50	PACES RACE, Cash 5c.	69.50

MONEY BACK IF NOT SATISFIED — 1/3 DEPOSIT

AJAX NOVELTY CO.

2707 WOODWARD AVE. DETROIT, MICH.

RUSH YOUR ORDERS NOW

FOR THESE FREE PLAY AND NOVELTY PINGAMES!

FREE PLAY	NOVELTY
Rotation \$29.50	Jolly 17.50
Double Feature 23.50	Landslide 30.00
Hold Over 24.50	Leader 85.00
Brite Spot 25.00	Nippy 15.00
Masot 17.50	Power House 45.00
Vacation 24.50	O'Boy 15.00
Glamour 31.50	Matzo 67.50
Big Chief 56.50	Red Hot 15.00
Bandwagon 47.50	Sons Crag 17.00
Blonde 28.50	Scove-A-Line 37.00
Bandwagon 35.00	Yacht Club 27.50
Crestline 60.00	Big Town 37.50
Dixie 42.50	Big Show 18.50
Drum Major 28.50	Commodore 17.50
Follies 19.50	Gold Star 64.50

TERMS: 1/3 CASH, BALANCE C. O. D.

Roxy Sales Co., 4 Amsterdam Ave., NEW YORK CITY

D. GOTTLIEB & CO. STONER MFG. CO. BAKER NOVELTY CO. H. C. EVANS & CO. EXHIBIT SUPPLY CO. DAVAL MFG. CO. GENCO, INC. CHICAGO COIN MACHINE CO. J. H. KEENEY & CO. BALLY MFG. CO.

DON'T BUY NOW!

The Werts Novelty Company sales force is in the field with astonishing new ideas.

SEE THEM BEFORE BUYING

The leaders of the ticket industry have mechanized, changed, revised... until our 1941 line of jar games, carded deals, tips, dailies and our new machines are now ready to make more money for YOU!

Send for your copy of the Werts STIMULATOR NEWS and learn how to make 1941 more prosperous.

Visitors to the Coin Machine Show are welcome to visit Room 301, Washington Hotel.

WRITE FOR APPOINTMENT WITH FACTORY REPRESENTATIVE, OR THE COMPLETE DETAILS OF OUR MONEY-MAKING GAMES

Werts Novelty Company

P. O. Box 672, Muncie, Indiana

Lenke Promises Wow for 1941 Coin Machine Show

DETROIT, Jan. 11.—Henry C. Lenke, veteran coinman here, is said to be in trim for wowing the 1941 Coin Machine Show with some new stunts that he picked up while he and Mrs. Lenke were recently vacationing in California. Lenke has a long record for bringing unusual stunts to the conventions. One year he brought a pair of boxing cats, which proved a real attraction and later made the movies.

It is reported that Lenke had all the passengers on the train in an uproar as he came back from the West with one of his stunts. Lenke is a giant and one of the stunts makes him appear like a midget, or something.

WRITE QUICK FOR SPECIAL DEAL ON **TOT** TO ART NYBERG TODAY!

The Calvert Novelty Co.

708 N. Howard St., Baltimore, Md.

COIN OPERATED MACHINES AND SUPPLIES

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 2-6460
1070 Broadway, BROOKLYN, N. Y.

INVENTORY SALE

1-2-3 (Free Play)	\$29.50	Cross Line	\$59.50	Score Card	\$22.50
3-to-1 (1940)	62.50	Anti-Aircraft	49.50	Leader	85.00
Hold Over	25.00	1-2-3 (1940)	90.00	Gold Star	89.50
Triomes	14.50	Double Feature	25.00	Red's Eyes	43.50
Saved Demon	39.50	3-Score	25.00	Red's Fire	126.00
Big Chief	65.00				

Hundreds of Bargains. 1/3 Deposit, Balance C. O. D. Write What You Want and Price.

LEHIGH SPECIALTY CO.

2ND & GREEN STREETS, PHILADELPHIA, PA.

SEVEN-UP

-BY-

GENCO

IF YOU THOUGHT FORMATION WAS A GREAT GAME—WAIT 'TIL YOU SEE "SEVEN UP"—THE GREAT-EST OF ALL!!

Here's ACTION for you! "SEVEN UP" has 6 tingling ways to make replays . . . and the most brilliant array of "come on" features ever assembled in one game! Sensational, peevish "11 to 7" FORMATION features—by hitting Bumpers 1 to 7 when lit, replays are awarded for each bump thereafter. By hitting #8 Bumper after the first seven bumpers are lit, player gets 5 EXTRA REPLAYS. By hitting #9 Bumper after that, player receives an ADDITIONAL 5 EXTRA REPLAYS. By going thru A, B, C and D lanes when lit, special SUPER BUMPERS award from one to five replays thereafter. By getting 7 DIAMOND LANE LIGHTS, SPECIAL REPLAY AWARD of 20, 40, 60, or 77 REPLAYS IS WON. Also High Score Winner, \$104.50, free game convertible.

TAKE A TIP FROM THE TOP LINE IN THE BUSINESS—GO GENCO AGAIN WITH "SEVEN UP"—ORDER QUICK!!

GENCO

BUILDS GREAT GAMES

2621 N. ASHLAND AVE. CHICAGO, ILL.



**BERT
LANE
Says:**

**QUICK! RUSH YOUR ORDER
FOR A CASE EACH OF . . .**

"CUB"
CASE OF 6
\$75.00

"ACE"
CASE OF 6
\$80.00

SEABOARD SALES, INC.

619 Tenth Ave., New York
Phone, Wisconsin 7-5688

ILL., MO., IND. OPERATORS

Investigate Ideal Operating Co.'s
EXCLUSIVE FRANCHISE PLAN

See Carl Trippie or Jack Rose during Con-
vention at Hotel Sherman, Room 21709,
or write 2823 Locust St., St. Louis, Mo.
Give full particulars about yourself and
territory in first letter.

**THE FRANCHISE FOR YOUR TERRI-
TORY MAY STILL BE OPEN—
ACT NOW!**

Mason Mint Vender A Hit, Exec States

NEW YORK, Jan. 11.—The Mason 1c Vender of Cent-a-Mint Sales Corporation, this city, is being clicked with operators all over the country. According to Dave Firestone, sales manager of the firm, "We have appointed distributors in many territories and are enjoying fine business. The Mason 1c Mint Vender is not only clicking big with the trade, but with the public as well.

"The fact that the machine vends the nationally advertised Mason's Mints for only 1 cent is making this merchandiser one of the most profitable in the history of this business. All smart merchandise operators realize that for a product

to bring real repeat business from a machine it must be one that is nationally recognized, well-advertised, and of outstanding merit. These requirements are met by the Mason 1-Cent Mint Vender.

"The beautifully attractive appearance of the machine," he continued, "its simplified and perfect mechanism, its convertibility so that the operator can use of a column or two for 1-cent gum wherever he wants plus the fact that he can purchase the machine with a small down payment plus very liberal time payments makes this one of the best values in the business today.

"We will have the vender on display at Booth 249 at the show and will explain its features and show some of the record collections which are responsible for the great business we are enjoying with this fine merchandiser," Firestone concluded.

SHOW SPECIALS

FREE PLAY PIN GAMES

MILLS	WESTERN
1-2-3 Free Play	Trips
Late Mot.	\$25.00
Southall	CHICAGO COIN
	Neep SAKER
GOTTIER	Tumble
Keep-a-Ball	\$15.00
Lite-a-Gard	4-6-8
Balk Champ	19.00
	EXHIBIT
GENCO	Cong.
Band	\$35.00
	Zip
DAVAL	Robison
Gun Club	19.50
Gun	24.50
Liberty	Bowling Alley
Follow Up	24.50
High Lite	Short Sup.
	44.50
	Crossie
	Airline
	10.00
	Golden Gate
	25.50
	BALLY
	Eureka Single
	Coin
	\$24.50
STONER	System
Baseball	15.50
Chubbie	Gold Cup
	49.50
KEENEY	Dandy
Red Hat	10.20
Super Six	Crossie
Speedway	49.50
	Triumph
	19.50
	Paradise
	10.20

We Are Distributors for
DAVAL "ACE" and DAVAL "CUB"

1/3 Depot, Balance C. O. D.

MILWAUKEE

COIN MACHINE COMPANY
1405 W. Fond du Lac Ave., Milwaukee, Wis.

Distributors Sign Up For Night Bomber

CHICAGO, Jan. 11.—Claude R. Kirk, managing director of sales for the new Success Manufacturing Corporation, reports an overwhelming interest in Night Bomber and other Success products during the first showings at Success display rooms.

"What is more to the point," said Kirk, "is the fact that enthusiasm and interest are taking practical form in the shape of orders that are far beyond expectations. The distributors who are being appointed are among the best known, most responsible coinmen in the nation. When the last appointment has been made, Success products will be available to operators in every part of the nation. In addition to Kirk Scales, a nationwide popular choice for years, several pinball models of new design are being highly praised.

"Of course, the machine of top interest at this time is our new machine-gun game, Night Bomber. A new high in realism has been achieved and because realism is the basis of appeal in this type of game, we confidently expect Night Bomber to exceed the promises of its tests."



**BERT
LANE
Says:**

**GENCO'S FIRST
AGAIN IN '41**

WITH

SEVEN-UP

A TERRIFIC SMASH HIT OVERNIGHT!
ORDER TODAY!

SEABOARD SALES, INC.

619 Tenth Ave., New York
Phone, Wisconsin 7-5688

RECONDITIONED SLOTS

5c Jennings Chief	\$25.00
10c Jennings Chief	35.00
25c Jennings Chief	35.00
5c Mills Blue Front Double JP	35.00
5c Mills Blue Front Single JP	45.00
10c Mills Cherry Ball	55.00
25c Mills Cherry Ball	55.00
5c Pace Kitty	35.00
5c Pace All Stars	30.00
10c Pace All Stars	30.00
25c Pace All Stars	30.00

1/3 Deposit with order, Balance C. O. D.

**Automatic Coin
Machine Corporation**

140 Chestnut St., SPRINGFIELD, MASS

Prepare for action...

ARMADA



Fascinating High
Score Appeal

**BIG SPECIAL 50
REPLAY AWARD**

3 Replay Awards—
For Bringing Planes
to Home Port

5 Replay Awards—
For Bringing Ships
to Base Harbor

Tantalizing
Rollover switch

Timely, Realistic
Military Scenes

Stoner Corp. AURORA, ILLINOIS

\$104.50

"See Al First"

Read Carefully—SAVE MONEY!
ALL FREE PLAY
PERFECTLY RECONDITIONED

Billie Book	\$25.50	Moscow	\$24.50
Biondie	34.50	O'Boy	19.50
Bowling Alley	19.50	Progress	44.50
Big Town	22.50	Pink 'Em	12.50
Commodore	17.50	Rickard	37.50
Codillia	37.50	Red Hot	17.50
Dixie	47.50	Roy	19.50
Dole-Fixture	22.50	Supper Singer	19.50
Falling	20.00	Superite	15.50
Gold Diver	25.00	Score Card	24.50
Jolly	24.50	Sports	32.50
Leadoff	29.50	Triumph	12.50
		Variety	12.50

1/3 WITH ORDERS, BAL. C. O. D.

ARCO SALES CO.

AL RODSTEIN
1334 Spring Garden St., Philadelphia, Pa.

BUY NYSSCO

PARTS AND SUPPLIES

See the New NYSSCO Bulbs for
Pin Games and Phonograph
Machines. Write for New "Parts
and Supplies Cat. B-2" TODAY!

DROP IN & SEE US AT THE SHOW

NYSSCO, BOOTH LL-24

PHIL BOGIN, LEON BERMAN

NEW YORK SPECIALTY

SUPPLY CO.

818 TENTH AVE., NEW YORK

BARGAINS IN LIKE NEW MACHINES

100 P. Pastimes, \$65.00; 2 Royal Flush, \$50.00;

1000 Tacklers, \$60.00; 1 Sawaball, \$30.00;

1 Quo. P. P. \$35.00; Rock-Ola Tee Pind,

Western Baseball, \$40.00; 2 Marvels,

one Rush Counter, \$12.00.

H. STILES

Altoona, Pa.

Sports Parade Debut at Show

CHICAGO, Jan. 13.—Speaking from Chicago Coin headquarters at Booths 25, 26, 41, and 42 on the exhibit floor at the Coin Machine Show, executive Samuel Wolberg claimed a head start for Chicago Coin game operators.

"Without a moment's lapse between games, we are repeating the success of our last 1940 game Strat-o-Liner, by presenting operators with another and even greater money-maker, Sport Parade," said Wolberg. "At this early hour, with the show hardly under way, we have been overwhelmed with advance orders from our distributors and jobbers who, previously, had been bested by their customers for quantity orders of our new production."

Co-official Samuel Gensburg was enthusiastic over 1941 prospects. "Operators who enjoyed a year of big profit-taking in 1940 have a pleasant surprise in store each day of 1941, beginning with the operation of Sport Parade," he stated. "Sport Parade, a timely new game with a number of special Chicago Coin features, is but the first in a series of '41 games with which we expect to set new production records."

Latchstring Out At Allied Novelty

CHICAGO, Jan. 11.—"During the show we'll have open house and a good old-fashioned get-together at our show-rooms," reports Sam Kleiman, official of Allied Novelty Company.

Kleiman will be in charge at Allied's salesrooms in the daytime and will officiate at the Allied suite at the Sherman Hotel in the evening.

"Make our offices your headquarters while you are in town," he added. "We've provided every facility for comfort and convenience, and our entire staff will co-operate to make coinmen's stay pleasant and profitable. Our stocks of machines are ready for inspection and ready for immediate operation."

I'LL SEE YOU AT THE SHOW! MY SUITE WILL BE
HEADQUARTERS FOR ALL ALLIED MEMBERS!



Herman S. Budin

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.

QUALITY SPEAKS FOR ITSELF

FREE PLAY 1-BALL		FREE PLAY		FREE PLAY	
Mills 1-2-3, F.P.	\$44.50	Triumph	\$14.00	Cowboy	\$12.00
Comfy, F.P.	25.50	Pickens	14.00	Big Girl	19.00
Mills 1-2-3, Rebuilt F.P.	27.50	Super Six	14.00	Twinkle	19.00
Arizona, F.P.	19.00	Vogue	17.50	Brooks	19.00
Across the Board, F.P.	19.00	Variety	14.00	Daisy Jones	19.00
Prizebook, F.P.	19.00	Roxy	17.50	Pyramid	19.00
Grand Prix, F.P.	19.00	Commodity	22.50	Charon	19.00
High Card	19.00	O'Boy	29.50	PAYOUTS	
Sport Page	47.50	Paradise	27.50	Royal Draw	\$104.50
Exotic Bowling Game	24.50	Spottem	16.00	10c Royal Flush	94.50
Billy Alley	24.50			Mills 1-2-3	17.50

1/3 Deposit With Order—Balance C. O. D.

MODERN AUTOMATIC EXCHANGE, INC.
2018 CARNEGIE AVENUE, CLEVELAND, OHIO

PHONOVISION

NOW READY



Foremost

••• IN ENTERTAINMENT!
 ••• IN ENGINEERING!
 ••• IN VALUE!

BOOTH 128 SHERMAN HOTEL
 JAN. 13, 14, 15, 16, 1941

IF YOU'RE NOT GOING TO BE AT THE SHOW—WRITE FOR FULL DETAILS TODAY TO . . .

PHONO-FILM DISTRIBUTING CO., INC.

330 WEST 42ND STREET (McGRAW HILL BUILDING) NEW YORK

(Manufacturers of PHONOVISION)

TRADES




Gutshines
all Exhibit
Winners

10450
RE-PLAY CONVERTIBLE

SIX
New Novel
Ways to Score

ON DISPLAY
AT YOUR DISTRIBUTOR and the
COIN MACHINE SHOW
BOOTHS 227-228-229-230-231-232

EXHIBIT SUPPLY CO. 4222 W. LAKE ST. • CHICAGO



SEE ME

AT EXHIBIT'S BOOTH FOR A REAL SURPRISE

Tony Gasparro

WESTON DISTRIBUTORS, INC.
689 TENTH AVE., NEW YORK
All Phones: Circle 6-6745

Mike Bond Gets Distributorship

BOSTON, Jan. 11.—After an absence of several years, due to a leg injury that kept him inactive, Mike Bond, one of New England's pioneer coin machine men, returned to the field this week as exclusive distributor for Buckley.

Bond has opened attractive showrooms at 1022 Commonwealth Avenue in the heart of the section which is rapidly becoming known as the second coin row of Boston. Six men already have been employed by Bond and he expects to be able to put on at least four more in a short time.

Despite his inactivity, Bond has always been in close touch with music operators thruout the New England section. A former operator himself, he knows the operators' problems and is ready to serve them.

Evans To Reveal Secrets at Show

CHICAGO, Jan. 11.—"Once again the grapevine information has proved correct. Rumors that H. C. Evans & Company have something startlingly new to be revealed for the first time at the show are correct," declare officials of the Evans firm.

"Sensational and different machine guns, new idea amusement games, and brand-new console creations are ready for official unveiling. Revolutionary ideas and radical departures are in store for visitors at the Evans booth."

"Yes, they're knockouts," Dick Hood, president of H. C. Evans & Company, admitted, "and I advise every operator who wants to get the most out of the show to make it his first duty to see them. We'll be at the same old stand, Booths 29-30 and 37-38, besides our private showing in Suite 611-15 at the Sherman, and I'm sure every visitor will consider himself more than well repaid."

"Meet us at Booth Numbers 25-26-41-42 for the best moneymakers at the Show!"

Al Simon, Murray Simon and Jack Semel

SAVOY VENDING CO. 651 ATLANTIC AVE. BROOKLYN, N.Y.

CUB and ACE




3 Red-Cigarettes - Fruits or Numbers Play with Coin Dividers and 2 Separate Cash Boxes. 1¢ or 5¢ or 10¢.	5 Red Poker or Joker Wild Play with Coin Dividers and 2 Separate Cash Boxes. 1¢ or 5¢ 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.

FOR BIGGER PROFITS IN '41 DEAL WITH CROWN DISTRIBUTORS

362 Mulberry St., Newark, N. J. (Tel.: Market 2-7750)

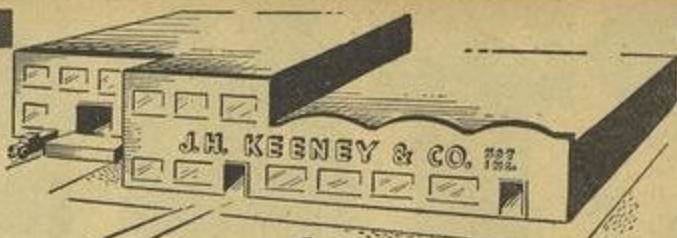
JACK KRONBERG, Mgr.

Finer, faster service! Closer co-operation! Only the best guaranteed used machines! All the latest and best new machines! When you buy from CROWN you buy the BEST at the LOWEST prices! WRITE FOR OUR 1941 PRICE LIST IMMEDIATELY! Also for list of all the new machines shown at the Chicago Convention!

COLLECTION BOOKS AND OTHER FORMS FOR EVERY OPERATOR

Write for Samples and Information
CHARLES FLEISCHMANN
BALTIMORE SALESBOOK CO.
120 West 42nd St., New York, N. Y.

● SEE THE NEWEST FACTORY IN
THE COIN MACHINE INDUSTRY!



You're Invited..

... we're in our new home now—and want you to come on out and see us. Look around our modern offices—take a peek at our spacious factory. Most of all we want you to inspect the greatest line up of money-making equipment that we've EVER had the opportunity to present. And THAT from Keeney means something as YOU know!

Open House MONDAY THRU FRIDAY, JANUARY 13-17

See KEENEY'S NEW
LINE-UP OF MONEY
MAKING GAMES!

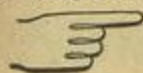
J. H. KEENEY & CO. NOT INC.

6630 S. ASHLAND AVE.

CHICAGO, ILLINOIS

Write...

If you can't attend our open house drop us a line and we'll send you complete data on what's new!



CONVENTION SPECIALS

LEGAL EQUIPMENT		
Anti Aircraft, Bl. Cab. \$69.50	Chicken Sams . . . \$54.50	Bull's Eye . . . \$67.50
Anti Aircraft, Br. Cab. 79.50	Ten Strikes . . . 49.50	Western Baseball, Comb.
Bally Rince 24.50	Shooballies 49.50	F.P. & P.O. 64.50
Beakins Rex 74.50	Wurlitzer 610A 62.50	Western Baseball, Nov. 42.50
		World Series 42.50

PAYTABLE VALUES		
Grandstands \$72.50	Hawthornes \$54.50	One-Two-Threes \$32.50
Grand Nationals 87.50	Thirtysixes 54.50	Pacemakers 79.50

Write Today for Our Complete List of Convention Bargains

Visit Our Booth—No. 206 at the Coin Machine Show
GRAND NATIONAL SALES COMPANY

2300-08 W. ARMITAGE AVE.,

CHICAGO, ILLINOIS

ACE CONVENTION SPECIALS—ALL FREE PLAY

ALL FREE PLAY		
Blonde \$29.50	Leader \$63.50	Keeney's Machine Gun, Brown Cabinet . . . \$69.50
Brite Spot 26.50	Long Shot 22.50	
Big Chief 38.50	Happy Go Round 22.50	
Big League 19.50	Metro 59.50	
Bardolph 47.50	O'Boy 16.50	
Countess 52.50	1-2-3 Animal 39.50	
Cardinal 34.50	Power House 39.50	
Champion 9.50	Pick Em 39.50	
Dial 42.50	Rotation 39.50	
Double Feature 23.50	Score Card 18.50	
Faltes 14.50	Speed Demon 24.50	Chicken Sam, complete with base 42.50
Formation 52.50	Score a Line 34.50	
Glamour 27.50	Skyline 31.50	
Keep a Ball 8.50	Triumph 9.50	
Landlide 32.50	Three Score 22.50	Wurlitzer Counter Model 61 . . . 71.50
Line Up 49.50	Vacation 23.50	
Lite a Card 19.50	Yacht Club 23.50	

ALL MACHINES GUARANTEED TO BE IN A-1 CONDITION!

1/3 Deposit Required With All Orders, Balance C. O. D., F. O. B. Newark, N. J.

PLEASE LIST SECOND CHOICE.

ACE DISTRIBUTORS, 1125 BROAD ST., NEWARK, N. J.

QUICK! WRITE FOR OUR PRICE LIST!

CONTAINS ALL THE MACHINES SHOWN AT THE CONVENTION!
ALSO THE LATEST AND BEST RECONDITIONED BUYS IN AMERICA!

ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.

Bally Royal Flush 5c Play, Like New \$95.00	Wurlitzer 412 Phonographs . \$49.50
Mills Smoker Bells 29.50	Mills Twentieth Century, 5c & 25c TWIN; Perfect Shape 75.00
Keeney Aircraft Guns 95.00	Good Used Records, all makes, \$8 Per 100.
Rock-Ola 5-10-25c Floor Speakers 37.50	108 High Avenue, N. W. Canton, Ohio

KENYON COMPANY



Packard Wins Them All!

SOME PLA-MOR FEATURES

- Select from either side by turning red knobs.
- Select direct from titles—all selections on drum selector. Beautiful indirect lighting.
- Easy, fast title slip changes—insert in holder—drum is not removed.
- Installation permanent as wiring in home—reduces service calls—no refund claims—interchangeable housings.
- Packard line complete including Pla-Mor controls, auxiliary speakers, steel cabinets for phonograph mechanisms and complete range of adaptors for most models.
- Packard school for operators maintained at factory. Write for details.

PACKARD
(PLA-MOR)
SELECTIVE REMOTE CONTROL

IN EVERY TYPE OF LOCATION WITH ITS QUALITY AND PLAY-APPEAL . . .

OPERATORS EVERYWHERE are finding that the Packard Pla-Mor System gets and holds locations . . . opens the door to other locations entirely new to automatic music. Pla-Mor is setting a new pace in music . . . making a reality of the *bigger profits* operators can and should earn.

THE PACKARD PLA-MOR SYSTEM goes beyond mechanical superiority. It's the system that brings operators music equipment uniquely new in eye-appeal and irresistible in play-appeal.

PUT IN THE PLA-MOR SYSTEM and see how it "ups" earnings per day, week or month, and lowers cost and upkeep. Write, wire or call your Packard Distributor, or contact us direct.

SEE THE PACKARD DISPLAY AT THE COIN MACHINE SHOW HOTEL SHERMAN...BOOTHS 214, 215, 216...JANUARY 13-16

PACKARD MANUFACTURING CORPORATION, INDIANAPOLIS, IND.

HOMER E. CAPEHART • PRESIDENT



“LOOK AHEAD”

There's only one kind of operator who gets ahead . . . the operator who looks ahead.

By thinking of tomorrow as well as today . . . by remaining loyal to the factory that has produced bigger moneymakers consistently . . . the smart operator assures himself of a better income all around, all the time.

BALLY IS THE FACTORY THAT HAS GIVEN YOU THE BIGGEST HITS OF THE PAST . . . BALLY IS THE FACTORY THAT IS PRODUCING THE BIGGEST HITS OF THE PRESENT!

We don't believe in "pot luck" manufacturing. Our tremendous experimental laboratories and huge testing facilities eliminate the risk in buying games. **WHEN YOU BUY A BALLY GAME**

YOU CAN BET IT'S A WINNER . . . because we wouldn't put it on the market if it weren't!

BALLY brings you the new things, the best things, **FIRST.** We're in there punching every minute of the day, working and planning and sweating for **YOU . . .** the operator . . . because our success depends entirely on your success.

The operator who looks ahead will "BUY BALLY." He knows his **BALLY** games will always have a high resale value . . . will always make money.

LOOK AHEAD . . . GET AHEAD . . . with BALLY!!

JOHN A. FITZGIBBONS

EASTERN REGIONAL DIRECTOR FOR BALLY MANUFACTURING COMPANY
453 WEST 47th STREET, NEW YORK

SOUNDIES ARE HERE ▶

The newest type of coin operated amusement is now available for the countless locations of America.

Now in Production ▶

Mills Panoram movie machine is the exclusive product of Mills Novelty Company. Equipped with RCA projector and sound system.

Territories Going Fast ▶

Choice territory is still open but franchises are going fast. This is your opportunity to become part of a great new industry.

Panoram Book Free ▶

The deluxe book "Panoram," one of the most popular and impressive advertising books of the decade, will be sent free to all businessmen who are genuinely interested.



MILLS PANORAM

MILLS NOVELTY COMPANY, 4100 FULLERTON AVENUE, CHICAGO, ILLINOIS

**Evans'
SHOW
SURPRISES!**

**NEW AMUSEMENT
GAMES**

**NEW
CONSOLES**

**NEW
MACHINE
GUNS**

**BOOTHS
29-30
37-38**

**JAN. 13 - 14 - 15
HOTEL SHERMAN — CHICAGO.**

**PRIVATE
SHOWING
SUITE 611-615**

If You Want to See

REAL KNOCKOUTS

See EVANS!

H. C. EVANS & CO.

1520-1530 W. Adams St., Chicago

SEE US IN BOOTHS 25-26-41-42 AT THE SHOW



Chicago Coin's



SPORT PARADE

OUR FIRST HIT
FOR 1941!

DIXIE
YACHT CLUB
HUNT

*In 1940
Chicago Coin Gave You
These Big Hits!*

POLO
ROXY
HOME
RUN

STRAT-O-LINER
ALL AMERICAN
SPORTY

SKYLINE
JOLLY

JANUARY 1941
COIN MACHINE SHOW
CHERMAN HOTEL, CHICAGO
13 14 15 16
SEE OUR DISPLAY

FROM THE FOUR POINTS OF THE COMPASS THEY COME TO APPLAUD MUTOSCOPE'S BIG FOUR FOR '41

SKY FIGHTER MARK

The original and PROVEN by far the best gun on the market . . . MOST THRILLING, TAKES UP LEAST SPACE, TAKES IN MOST MONEY OF ALL! SKY FIGHTER is the operators' gun!

PHOTOMATIC MARK

Finest coin machine investment in the world for steady income. Takes personal pictures automatically, frames and delivers them, all in 40 seconds! ALWAYS MAKES BIG MONEY EVERYWHERE, YEAR AFTER YEAR!

VOICE-O-GRAPH MARK

At last! PERFECT AUTOMATIC VOICE RECORDINGS with VOICE - O - GRAPH! The golden opportunity of a lifetime to cash in on the fastest growing field in America — RECORDS! NOW'S THE TIME TO INVESTIGATE VOICE - O - GRAPH PROFITS!

DRIVE-MOBILE MARK

DRIVE-MOBILE . . . newest, cleverest, most remarkable ideal. Player drives himself from coast to coast, with an actual automobile steering wheel, over the highways and byways of an illuminated U. S. map. Absolutely irresistible to Drivers and Non-Drivers Alike!

MUTOSCOPE MARK
WORLD FAMOUS SINCE 1895

PLUS

MUTOSCOPE'S MANY OTHER NEW AND TRIED-AND-TRUE MONEY-MAKERS OF EVERY TYPE, FOR EVERY OPERATOR EVERYWHERE! If you can't make the Show this year, make haste to write, wire or phone TODAY for full details on "WHAT'S NEW AT MUTOSCOPE"!

INTERNATIONAL MUTOSCOPE REEL CO., INC.

MANUFACTURERS • ESTABLISHED 1895

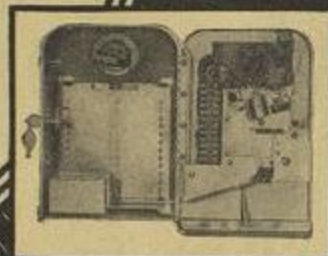
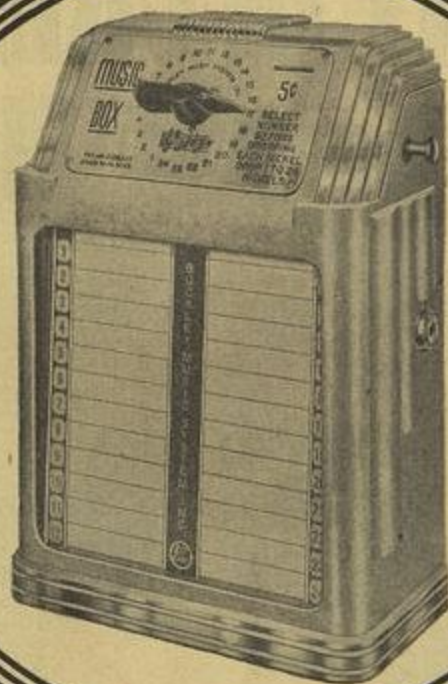
44-01 ELEVENTH STREET

LONG ISLAND CITY, NEW YORK

"The Finest One for '41"

BUCKLEY MUSIC SYSTEM

WITH THE SENSATIONAL DIRECT "TOUCH-TO-TOUCH" ACTION



THE NEW, GORGEOUS-COLORED "LUMALITE" PLASTIC, DIE CAST, WALL AND BAR BUCKLEY MUSIC SYSTEM FOR 12, 16, 20, 24 AND 32 RECORDS

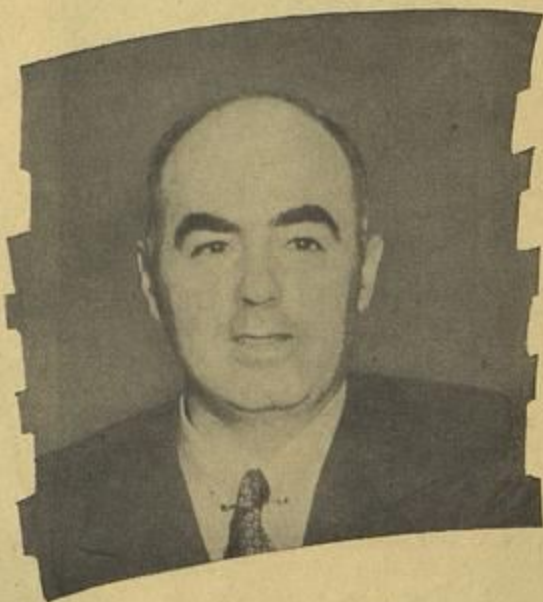
1. Beautiful, fully lighted, colored "Lumalite" plastic side panels and front selector with chrome bands on top and bottom.
2. Built for 12, 16, 20, 24 and 32 record changing mechanisms.
3. Perfect slug ejector with jar-proof switch, non-manipulative, gives full protection.
4. Hinged doors for quick, money-saving servicing—all interchangeable.
5. Entire program completely lighted and fully visible at a glance.
6. Never-fail, NEW, Fully Patented Commutator. Indicator can't rest between selections.
7. Regardless of how many numbers selected at one time—positive record selection all ways.
8. Complete and attractive visibility from all angles.
9. Programs easily changed because of entire visibility of program holder.
10. One style for Wall, Bar or Table.
11. If one lamp burns out does not affect others.
12. Completely illuminated program — every single selection easily seen.
13. Easy-to-get-to, front-serviced money box.
14. Positive, NEVER-MISS Action—player always gets record selected quickly.
15. Most simple mechanism in history—both Adaptors and Box.
16. Least number of internal wires—least number of service calls.

BUCKLEY MUSIC SYSTEM INC.
4225 W. LAKE ST. - CHICAGO - ILL.





CONGRATULATIONS PAT BUCKLEY



For Your Marvelous Creation -
The
BUCKLEY MUSIC SYSTEM



New Orleans

NEW ORLEANS, Jan. 11.—Despite the long closing down of locations in the city to pins, counter games, and bells, Crescent City ops will make a good representation at the January convention in the Windy City. No less than a dozen of the local circle have expressed their intention of attending the show.

The holiday patronage for coin phonographs was well ahead of a year ago. The temperature was 85 in the shade in New Orleans on New Year's Day, and 74,000 attended the big Sugar Bowl football game to see Boston College trim Tennessee. Music was much in demand throughout the holiday week. There will hardly be any letdown for the next 45 days, as Twelfth Night (January 6) brings the formal opening of the Mardi Gras season, which ends February 25 (Mardi Gras Day).

The first showing to operators here of the 1941 line of Wurlitzer phonographs was held January 5 and 6 at the display rooms of J. H. Peres Amusement Company. All operators and sub-distributors from the State and surrounding areas had been invited to see the new machines, enjoy refreshments, and obtain a valuable souvenir by J. H. Peres, head of the firm. Al Mendez, district sales manager for the Wurlitzer company, was on hand to receive the visitors. Remote control equipment and parts will be included in the display.

The best volume of business for December in the history of his firm is reported by Ernie Oertle, head of the Southern Music Sales Company, Columbia-Okeh records distributor in this area. Oertle is planning to move to larger quarters around February 1. His firm has leased three floors of a building in the 800 block on Poydras Street.

Decca's sales during the holidays set an all-time mark for this district, R. H. McCormick, Southern sales manager, reports. Particularly popular were records made recently by Bing and Bob Crosby, Woody Herman, and Ella Fitzgerald.

Sam Gentilich, manager of the Dixie Music Company, leaves Sunday for Chicago, where he will confer with officials of the Mills Novelty Company. The Dixie company is distributor of Mills' Empress and Throne of Music phonographs.

Recovered from an attack of the flu, Mrs. Roy Keefe, secretary of the Dixie Coin Machine Company, is back on the job.

Cleveland

CLEVELAND, Jan. 11.—The Cleveland branch of the Mills Automatic Merchandising Corporation held its annual Christmas party for employees December 24. Dave Koetell, branch manager, was master of ceremonies and presented each employee with a bonus and a turkey. There was music, dancing, and refreshments and all present had the time of their lives.

Dan Hawley, manager of Modern Automatic Exchange, Inc., is rounding up colmen to attend the convention. He has arranged for a special car to leave Cleveland Sunday, January 12, and promises a big surprise in connection with the trip. He requests colmen not to wait until the last minute, but to make their reservations right now.

Art Nagel, head of the Avon Novelty Sales Company, just back from a brief excursion to Florida, gave Mrs. Nagel such a glowing account of the delights of that section that she has persuaded him to return there and take her along.

Lou Golden, president, and Sam Abrams, secretary of the Ohio Cigarette Vendors' Association, have made reservations for the dinner of presidents and secretaries at the convention.

The chance to swap yarns about his favorite sport, fishing, with friends from other cities, is one reason that A. Bernstein, head of BMY Novelty Sales, is going to the big show.

Due to the passing of his father-in-law, Leo Dixon spent several days in Youngstown, O. The injury to his shoulder sustained recently while bowling is mending nicely.

WE, THE undersigned distributors, fully believe that by your foresight and vision you are responsible for creating an entirely new and more profitable and more enduring era for all automatic music operators—and therefore we honor you with this tribute you so richly deserve.

AMERICAN NOVELTY CO.
3165 Grand River Ave., Detroit, Mich.

★

**MARTIN-LINDELOF
DISTRIBUTING CO.**
8020 Lincoln Ave. Skokie, Ill.
(Chicago District)

★

BUCKLEY MUSIC SYSTEM, Inc.
680 Broadway Brooklyn, N. Y.

★

ORIOLE COIN MACHINE Corp.
138-148 W. Mt. Royal Ave.,
Baltimore, Md.
1410 Fifth Ave. Pittsburgh, Pa.

★

**BUCKLEY MANUFACTURING
SALES CO.**
2215 Canal St. New Orleans, La.

★

ROYAL SALES COMPANY
641 Hunterdon St. Newark, N. J.

★

C. A. ROBINSON & COMPANY
1911 W. Pico Blvd., Los Angeles, Cal.

★

SUPREME VENDING CO.
557 Rogers Ave. Brooklyn, N. Y.
201 Grand Ave. Bellmore, L. I.

★

BOND SALES COMPANY
1022 Commonwealth Ave.,
Boston, Mass.

★

SOUTHERN MUSIC COMPANY
503 W. Central Ave., Orlando, Fla.

★

ELUM SALES COMPANY
127 Tremont St., S.W., Massillon, O.
185 E. Long St. Columbus, O.

★

UNIVERSAL AMUSEMENT CO.
2010-12 Market St., Philadelphia, Pa.

★

GENERAL MUSIC COMPANY
2277 W. Pico Blvd., Los Angeles, Cal.

★

WOLFE MUSIC COMPANY
920 E. Main St. Ottawa, Ill.

★

**KENTUCKY SPRINGLESS
SCALE CO., Inc.**
514-516-518 S. Second St.,
Louisville, Ky.

★

**WOLVERINE ENTERTAINERS,
Inc.**
88 Newberry St. Pontiac, Mich.

★

L. H. McMASTERS
Bacardi Bldg., No. 301, Habana, Cuba

★



TUNE IN TO BIGGER PROFITS

WITH SENSATIONAL NEW

Bally BROADCAST

HIGH-SCORE

ROTATION

TOP-O-DIAL

Already Smashing Collection Records!

Here's the Show hit that's already turning in full cash-box proof of consistently strong earning power from coast to coast! BROADCAST combines all the popular, proved profit-producing ideas . . . plus new money-making features galore! Start 1941 with collections bigger than you ever believed possible in the novelty class. Order BROADCAST today!

NOW IN PRODUCTION! IMMEDIATE DELIVERY!



**I SURE LIKE THAT NEW
"HOLD-SCORE" IDEA**

Clever new "Hold-Score" feature saves time and trouble for the location-man . . . increases collections by eliminating delays between games . . . wins a welcome for you in every novelty spot. Find out about this great new Bally development. Write for complete description today.



**BOOTHS 16,17,18,49,50,51
AND ENTIRE 17th FLOOR**

See the greatest array of money-makers ever created by one manufacturer . . . machines for every territory, every type of location, every operating condition. See the big Bally display . . . or write factory for complete information today.

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

A Message of Vital Importance to all Music Operators

From HENRY T. ROBERTS, Vice President, Director of Sales, J. P. Seeburg Corporation,



SEEBURG CORPORATION
World's Leading Manufacturers of Automatic Musical Instruments

CABLE ADDRESS
"SEEBUR CHICAGO"
A BC CODE 5th EDITION

GENERAL OFFICES & FACTORY
1500-1524 DAYTON STREET

Chicago

TELEPHONE
MICHIGAN 0800
ALL DEPTS.

January 7, 1941

Music Operators:

On January 13, 14, 15 and 16, the Coin Machine Show at the Sherman Hotel will be the scene of the most sensational presentation in automatic music-- the introduction of Seeburg 1941 Music Systems.

The J. P. Seeburg Corporation, long the acknowledged leader in the progress of the automatic phonograph industry, will re-affirm its leadership with instruments so brilliantly new, so thrillingly different, so far advanced in design and performance as to literally establish an entirely new era in the history of automatic music!

To every one of you who visits the Seeburg exhibit at Booths 256, 257 and 258 will come an inspiring new conception of profitable operating. The innovations, improvements and exclusive new Seeburg features in cabinetry, mechanics and reproduction, based on Seeburg's broad experience and knowledge of the operator's needs, form the foundation of a shining new future in your business. You will see why Seeburg 1941 Music Systems provide so great a degree of Security...so ample an opportunity for profitable music merchandising.

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Cordially yours,
H. T. Roberts
Vice-President--Director
of Sales
J. P. SEEBURG CORPORATION

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