

# The Billboard

The World's Foremost Amusement Weekly

MARCH 1, 1941

15 Cents

Vol. 53. No. 9



**BOBBY  
BYRNE**

His 4 Trombones  
And His Orchestra

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KAY LITTLE**

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*Jerry Wayne Kay Little*  
1941

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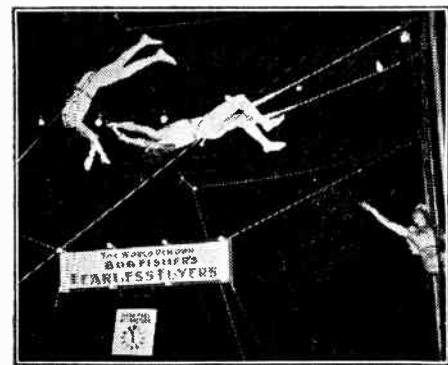


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## NOW BOOKING FOR SEASON 1941

**WE** HAVE a few dates open. To make your grandstand free act program complete secure Bob Fisher's Fearless Flyers—your assurance of a high-class attraction is backed by our world-wide reputation.

To the many we had the pleasure of serving in 1940, many thanks. It was our record season—nine consecutive months! And, for the return engagements we now hold contracts to play in 1941, we will bring a better, more powerful, and even more high-class sensational act.



### ADDRESS

**BOB FISHER,** *Care of The Billboard, Cincinnati, O.*

# The Billboard

Vol. 53  
No. 9

The World's Foremost Amusement Weekly

March 1,  
1941

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## NAMES TILT VAUDE DOUGH

### Encore

REGINA, Sask., Feb. 22.—The Variety concert at a small-town school south of here was a big night for a young brother and sister whose number went over well enough to receive an encore.

This puzzled the little girl, who afterward told her father in deep confidence: "I guess Willie didn't do it right the first time, because the teacher made us go back and do it over again."

### Passage Transient Show Bill Doubted

INDIANAPOLIS, Feb. 22.—Reported out without recommendation by Judiciary B Committee, House Bill 458, the anti-traveling show measure now before the Indiana Legislature, has been automatically advanced to second reading.

Action on the bill, which reportedly has some backing among members of the House, will probably be taken as soon as the body settles down for the last-minute rush to beat the March 10 deadline when the biennial session closes. Those in the know are reported as saying the measure will probably fail of passage.

The committee failed to make any changes in it, altho there will probably be an amendment proposed to permit circuses to play in the State without conforming to the stringent provisions it sets forth.

In the final days of the session the Legislature is also expected to enact into law a sales tax. One bill introduced with this in mind levies a graduated tax up to 3 per cent on retail sales excepting food products, oil products, and other products now subject to sales or excise tax.

The measure also provides for repeal of the State gross income tax and motor vehicle registration law. It was referred to the ways and means committee with the likelihood that many changes would be made before it is submitted to the House floor.

### Interest in Radio Tax Is in Infancy

WASHINGTON, Feb. 22.—Interest in a radio tax is only in its infancy, a check on Capitol Hill indicates. Disclosure that International Allied Printing Trades Association is launching a program to tax radio profits reveals that preliminary studies have been made by various groups. First letter advocating passage of such a levy was received by Senator Shipstead, of Minnesota, from a union local in Minneapolis. The senator asked the House Ways and Means Committee to study the proposal.

First tremor which indicated serious disturbances were on the way came last month when Representative Richard B. Wigglesworth asked the FCC to supply revenue estimates on such a tax. FCC replied enough could be raised to pay off the costs of regulating, or roughly, \$2,000,000. Under other plans, it was felt \$3,000,000 could be raised without impairing the broadcast structure. Later on FCC Chairman Fly told reporters that FCC was interested in the proposal and intended to make a thoro study.

Previous tax bills aimed at radio have always died in Congress, no concerted effort being made to put them thru. Today it is believed that costs of national defense may give compelling reasons to a radio tax.

### High Asking Prices Discourage Theaters, Say Bookers; Few New Names Developed in Other Fields

NEW YORK, Feb. 22.—Bookers and agents are indulging in a which-came-first the-chicken-or-the-egg controversy on the high cost of talent. Vaude bookers claim that the asking prices of names and bands are too high and discourage the opening of more vaude time, while agents and personal managers claim the shortage of playing time keeps salaries high. Agents point out that acts are willing to work below regular salary when they can get a string of dates.

However, both agents and bookers agree that the scarcity of top names is a principal cause of high salaries. They point out that names can no longer be developed with the speed that they once were, talent proving grounds, such as burlesque, having to a great extent dried up.

With the exception of radio and film names, few top flight players have en-

tered vaude. Radio names, as far as non-vaude talent is concerned, are preferred by vaude bookers as being more certain to be entertaining. Film players, on the other hand, while hyping the box office, are very often dull thuds as entertainment. Many vaude bookers are dubious about film names, feeling that most of them offered to vaude are on the down-grade.

Night clubs have also contributed a few names this season, particularly comedy emcees.

Few strictly legit people go into vaude. Newcomers to vaude coming from legit and night clubs include Danny Kaye, who is being submitted to vaude houses at \$1,250 weekly. This former borscht belt player became a name with a legit click and his showcasing at La Martinique last year. His radio appear-

(See VAUDE NAMES on page 17)

### 4 A's-AGVA Exec Body Moves To Unscramble Org Problems

Answers demands of Coast locals — Midwest locals ordered to quit booking — Dave Fox named liaison man to Griffin — other matters ironed out

NEW YORK, Feb. 22.—In a tee-off meeting Thursday the new Four A's-AGVA exec committee attempted to straighten out the loose organizational strands of the vaude union. Chief problems requiring immediate attention were the answering of demands made by the West Coast locals and the cracking down on some Midwest locals which had obtained booking licenses. Only new change made in line-up of officers was appointment of Dave Fox as a liaison man to assist Gerald Griffin, present administrative chairman.

Ken Howard, secretary of the Los Angeles local, had written a letter to Paul Turner, Four A's attorney, demanding certain constitutional changes. Copies were sent by Howard to all AGVA locals with the statement that both Los Angeles and San Francisco locals were behind the demands and that in principle the Screen Actors' Guild also approved. Letter asked mainly that a national meet-

ing be called with from one to three members present from each AGVA local for the purpose of electing a national executive secretary instead of his being appointed by a new national board to be elected within the next 60 days. (See 4 A's-AGVA Exec Body on page 16)

### ASCAP Members Approve Decree; Reaffirm Allegiance to Society

NEW YORK, Feb. 22.—Some 700 members of ASCAP met at the Hotel Astor Thursday night (20) to okeh action of the board in agreeing to the Department of Justice's consent decree. Membership approved unanimously, and also okehed a motion reaffirming allegiance to the Society and adherence to its contracts—this being considered necessary in view of changes in the Society's method of operation indicated in the decree, particularly clause No. 1. Gene Buck, ASCAP president, planned to Los Angeles Friday (21) to address some 250 ASCAP members Saturday to obtain similar ratification of the board's action.

In a sense, this is just a democratic gesture, inasmuch as the board was fully empowered to act upon the decree itself.

Principal speakers at the Astor affair were Lieut. Gov. Charles Poletti, special counsel for ASCAP, and Gene Buck. Poletti explained the decree. Buck asked the membership to confine itself to the business in hand, stating, "Do you want to make peace with the federal

government and the Department of Justice, or do you want to take the long, dreary road of criminal prosecution, which might make us legally right but ruin us financially?"

Execs and members indicated they were dead set against any absorption of BMI into ASCAP, and also against taking back the publishers who switched to BMI.

Irving Caesar said the present situation offered a "grand occasion" to prove ASCAP could operate without being a monopoly, and that therefore he was in favor of no BMI-ASCAP merger. E. C. Mills also stated that the absence of E. B. Marks would not be felt. Same was indicated by Billy Rose.

Buck, in his speech, indicated that structural revamp of ASCAP, as indicated in the decree, could be accomplished in 30 or 40 days. Mills stated that there was not likely to be any change in the allocation method whereby the published income is split on a 50-30-20 basis.

### Real Winner of ASCAP-BMI War: the Clipping Bureaus

NEW YORK, Feb. 22.—The ASCAP-BMI fight brought ASCAP a greater number of press clippings last month than at any other time since it was formed.

Out-of-town papers, excluding the trade press, accounted for 33,000 clips. No matter who wins the music wars the press clipping bureaus will do all right.

### AGMA Members Must Get Cards, Petrillo Orders

NEW YORK, Feb. 22.—Working a new tactical strategy, AFM Prexy James C. Petrillo this week maneuvered instrumentalists of the American Guild of Musical Artists into a position where by Saturday (1) they will either have to possess AFM cards or be refrained from broadcasting. This order was sent to NBC, CBS, and Mutual by Petrillo, but the nets refused to be put on a spot and forwarded the ultimatum to the agencies handling the longhairs, leaving themselves in the clear and evidently willing to abide by Petrillo's instructions.

Added pressure was put on AGMA musicians by their artists representatives, who also washed their hands of the responsibility. Arthur Judson, Columbia Concerts Service head, told his AGMA clients that they had to do something, or he couldn't be responsible. Columbia

(See AGMA MEMBERS on page 16)

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# STARS BUT NOT ON STAGE

## Film Names With Own Acts NSG; Vaude Audiences Demand More Than 'Thank-You'; Some Stars OK

NEW YORK, Feb. 22.—Unit and vaude house producers who have anything to do with screen luminaries imported from Hollywood for personal appearance engagements will tell you that it is no picnic putting them thru their paces on the stage, a comparatively strange working medium for most cinemalights. Since many stars have never faced in make-up anything but a camera, producers in a short time have to accomplish the impossible by giving strength and entertaining qualities to their patched-up acts.

Screen stars aware of their limitations in front of the footlights usually turn down p. a. offers, unless they are washed up in Hollywood. And in that case they seldom get meaty stage offers. The smart ones fear the competition of the professional acts on the same bills, possible disillusionment on the part of their fans, and merciless panning of the press.

Those accepting vaude offers usually claim they are all set with an act and, regardless of criticism by the house management, insist that they know best.

When George Bancroft, during his screen heyday, made a tour of several key combo theaters, he was presented in a gangster satire, at the advice of a stage producer. For a finale, however, he insisted on reciting Kipling poetry. Managements argued with him that it was entirely out of line and that it would ruin the vivid impression left by the early part of his effort, but he refused to listen. Bancroft explained that in his early vaude days, when he was unknown and worked for peanuts, he longed to recite Kipling on the stage but could never get away with it. And now that he was in demand, he would close with Kipling, good or bad. This bit in the act, managers point out, cost Bancroft many star roles on the screen.

### Fetchit's Walls

Stepin Fetchit, when he was a leading comedian on the 20th-Fox lot, accepted profitable vaude dates not only because of the money but also because of certain backstage privileges which he demanded and which were immediately granted. He would always demand that his dressing

### BOBBY BYRNE

(This Week's Cover Subject)

BOBBY BYRNE, "this year's young man of music," was born on a farm near Columbus, O., while his father, Lieut. Clarence Byrn (Bobby added the "e") was in France as a band leader with the 106th Infantry.

After the war, Lieutenant Byrn moved his family to Detroit, where he was appointed head of the music department of Cass Technical High School, where Bobby's musical training was developed. His mother, also a musician, taught him the piano scales at the age of three and half of his school day was spent in the study of music.

Young Bobby was leader of the school band at Cass Tech when Tommy and Jimmy Dorsey's band was playing at the Fox Theater there. The Dorsey's visited the school as a publicity stunt and offered the young trombonist a job at a future date.

He heard from Jimmy, however, two months later, after the Dorsey Brothers' band split up, and was offered Tommy's chair in the band. He opened with Jimmy at Glen Island Casino, New Rochelle, N. Y., at the age of 16 and stayed with him for five years, until September, 1939, when he left to form his own crew.

Four months later, Byrne's new band opened at the same spot where he debuted as a trombonist, Glen Island Casino. Two engagements ensued at Frank Dalley's Meadowbrook, where he is signed to return next June. He was also signed by BBD&O for his current radio commercial for Raleigh-Kool Cigarettes, heard every Friday on the NBC Blue Network.

Currently on a theater and prom tour, Byrne and his band open at the Hotel New Yorker April 11.

room walls be of a certain color, along with other odd requests.

When Andy Devine played the Chicago Theater, Chicago, his dressing room was turned into a log cabin set, a friendly gesture on the part of the Balaban & (See FILM NAMES on page 21)

## Dallas Ice Arena To Open in June

DALLAS, Feb. 22.—Ice Sports, Inc., headed by Clarence E. Linz, of this city, has been incorporated for \$150,000, with plans for the construction of an ice rink in the livestock arena of the Texas State Fair Association grounds. Negotiations have been completed with Harry L. Seay, president of the State association, and completion of the rink by June 1 in time for a full season of ice revues, hockey, and general skating sessions is planned.

Seating arrangements will be installed for 7,500 persons. The skating surface will be 100x200 feet and the arena will have its own ice plant and be air-conditioned.

## Pratt Mury Aud Refitted

PRATT, Kan., Feb. 22.—Workmen today completed the face lifting of the Municipal Auditorium here at a cost of \$3,785, the building having been acoustically revamped and restyled. Original auditorium was dedicated 11 years ago. Manager is Commissioner Dale Earlywine.

## Selective Service Mail

In the Carnival Department of this issue appear the names of those having Selective Service mail in the various offices of *The Billboard*. This list is published in addition to the names which are set in capital letters in the regular Letter List.

## "Ice Follies" Cops 40Gs in Springfield

SPRINGFIELD, Mass., Feb. 22.—Playing here for eight performances, from the 10th to the 16th, inclusive, at the Eastern States Coliseum, the *Ice Follies of 1941* grossed \$40,000 and broke all house records, according to the Springfield Hockey Association, lessors of the Coliseum.

*Ice Follies* is the second show on Coliseum ice this season, *Ice-Capades of 1941* playing there for 10 performances the week between Christmas and New Year's for a gross of \$32,000, the record until this week. The *Ice Follies* grossed \$25,000 last year.

## Stearn Dist. Mgr. for Schine

LEXINGTON, Ky., Feb. 22.—Harry D. Stearn, who served for three years as manager of the Strand Theater, this city, and in addition during the last six months has acted as city manager and assistant to Lew Hensler, district manager of Schine-Hensler theater interests, has gone to Rochester, N. Y., where he will assume the position of district manager for the Schine interests.

The Schine organization, which operates all Lexington theaters, has 12 theaters in Rochester.

Stearn's successor as manager of the Strand is Bob Enoch, of Louisville.

## Philly Club Agents Worried About Big Agents Coming In

PHILADELPHIA, Feb. 22.—Local act bookers, who want all agents licensed by the State so that out-of-town agents would not be able to operate here, now are beginning to fear the law might prove to be a Frankenstein. Recent crusade waged by State agents against band leaders and bookers who were selling acts along with the music forced most of the band boys to take out the \$100 yearly license. As a result band boys now licensed to book acts are providing real competition, going out in earnest for the club dates.

Even more disconcerting is the possibility that the campaign to keep unlicensed bookers out of the State will find Music Corporation of America and the William Morris Agency taking out licenses here. Now it is realized that if the New York agencies are forced to open branches here, it would practically ruin other club bookers in town. Local agents realize that they can't compete with the big agencies and know that MCA or Morris would not take out a license only to hang on to their respective Jack Lynch's Walton Roof and Club Ball accounts here.

With stages and niteries dark Sundays, there's always a lot of club dates for local licensed agents. And with the club budgets high, local agents have to go to Morris or MCA for most of the names. Should the big agencies open branches here, it would mean that they could easily grab up practically all of the club work in town.

Pressure on Morris and MCA to be licensed by the State has been taken out of the hands of Anthony Sharkey, in charge of licensing here, and given to Bill Douglas, head of the State division in Harrisburg.



FRED FISHER and Abner Silver sent Gene Buck a wire a few minutes before ASCAP decided to talk peace. "Tell them," they told him, "that we'll give in under one condition—that they give *Jeanie With the Light Brown Hair* a decent burial!" . . . Ben Yost points out that Long Island has a Yost Boulevard. . . . Stan McGinnis is enjoying a Honeymoon-Over-Miami. . . . Jack Rosenberg might be interested to learn that Sammy Kaye's New York apartment is Number 802. . . . Frank Wallace is being plugged at the Old Vienna Cafe with cards reading: "Wallace and LaMae, featuring Mae West's husband, on July 8, 1937, in Los Angeles by California Courts. Admitted by Mae West!" . . . Dave will give Blue Room another try, on the 52d Street site of Mammy's Chicken Farm. . . . Things are so tough on Broadway the owners of those Stem machine-gun galleries are using themselves as targets!!!

BARBARA SEMPLE quit her St. Regis Hotel publicity job to join her new hubby, the A. P. bureau chief in Grand Rapids. . . . Former ice skater Joe Moore has joined Ed Weiner at the Park Central, Havana-Madrid, Castleholm, etc. . . . Billy Mann, of the Yacht Club Boys, is following in the footsteps of Kelly and Adler, going into partnership with Al Aaronson (he used to run the 400 Club in London), and opening the world's biggest restaurant in the army-camp city of San Diego, Calif., with no fewer than 11 bars featured. . . . Since that conga-music craze, it's a relief to hear a riveter occasionally.

FOR about 12 hours last week (until she changed her mind) Sophie Tucker dropped out of Ben Marden's Colonial Inn show and Marden hurriedly replaced her with Mary Jane Walsh. Elated, Mary called her folks in Iowa. "Dad" she glowed, "I can't tell you how happy I am—I'm taking Sophie Tucker's place in a terrific show with Harry Richman, Paul Whiteman, and Joe Lewis. Isn't it wonderful!" "Well yes, daughter" Mary's dad replied, "I think it's fine working with Richman and Whiteman—but what kind of an act can you do with that fighter?" . . . Hal LeRoy was summoned down to tax headquarters to go over a deficiency in his 1939 returns. Naturally he was worried and brought both his lawyer and his accountant down with him. The deficiency amounted to \$1.58—and LeRoy was so burned at being put to all that trouble he demanded proof that he owed the government \$1.58. After months of N. Y.-Hackensack-Washington correspondence they advised him they couldn't prove it and to drop the whole matter!!! Definition of the Unknown Man: Anybody who "fights" Joe Louis. (They don't stay in the ring long enough for a formal introduction.)

JUST to give you an idea of how we take things for granted, when Lindbergh flew the Atlantic every paper in the world ran "He Made It!" headlines. Wednesday, in the *Mirror*, we spotted this newsy item: Clipper Arrives Five Hours Late From Lisbon!" Tch. tch. tch. . . . Dick Kuhn, Broadway Cocktail Lounge maestro at the Hotel Astor, and Buddy Clarke, also a band leader, are both graduate lawyers who preferred bars where they could lead and not plead. . . . Sandra Karyl, screen and radio actress, has become an editorial assistant at *Pic* magazine. . . . Add City Sights: Garbo wearing black glasses so the sun wouldn't "hurt" her eyes Tuesday midnight, standing in front of the Ed Wynn sign reading: "The Perfect Fool."

## Possibilities

TRADE SERVICE FEATURE  
CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

## For FILMS

ALFRED DRAKE—young legit actor and singer, now playing the lead in *Out of the Frying Pan*, hilarious comedy at the Windsor Theater, New York, and doing a terrific job of it. This is his first straight role, his previous appearances having all been in musicals. Already established as one of the top singers in town, his present work sets him high in the ranks of personable young actors. His ability combined with versatility should make him an ace bet for films.

## For LEGIT

MIMI KELLERMAN—exotic dancer at George White's Gay White Way, New York, where she is spotted in a strong interpretative dance routine. Has a tall, shapely figure, and is a striking personality who should go over well in a legit musical. Her value to a book show is greatly increased by the fact that she can also read lines effectively.

### CBS Releases Net's Air Coverage Study

NEW YORK, Feb. 22.—After experimentation covering 1½ years, Columbia Broadcasting System is releasing to CBS stations the network's new nationwide audience and coverage study. According to CBS, the study is unique in that (1) audience data was taken not only from each county but from every population center in the United States. (2) It is the first study based on a cross section of the radio audience by income levels. (3) First study based on actual weekly circulation each station has in every county. (4) First study based on a complete family report of the listening habits of the entire family, not merely the person answering the questions.

Stations are now receiving day and night maps.

### Halifax Sundays Okeh; May Add Vaude Later

HALIFAX, N. S., Feb. 22.—The Sunday shows in the local Capitol for the soldiers, naval and merchant sailors, and air force men and girl friends are no longer on trial. They will be continued "until further notice," in the words of the committee in charge. The Capitol, with 1,980 seats, has been inadequate to cope with the demand for admittance. The voluntary door collection is being continued, but no other theater is being added.

The intention seems to be to add some vaudeville, but thus far each program has embraced one feature film, one or two reels of shorts, and a sing-song.

### Ohio May Lower Tax

COLUMBUS, O., Feb. 22.—Approximately \$500,000 a year will be saved by theater owners of Ohio if a bill sponsored by Representative John T. De Righer, of Cleveland, to reduce State admission tax from 3 per cent to 2 per cent passes and is signed by the governor.

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50 FUNNY FIGURE STUNTS  
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NELMAR, 2851 Milwaukee, Chicago

### First Edition Music on Exhibition

PHILADELPHIA, Feb. 22.—A collection of old sheet music, including first editions of *The Star-Spangled Banner* and *Yankee Doodle*, owned by Richard E. Townsend, of New York, was placed on public exhibition last week at the Atwater Kent Museum here.

The collection, titled *Song in Philadelphia*, ranges from the sheet music of Civil War songs to minstrel ballads. A special group of rarities includes locally published songs of Philadelphia's old volunteer fire companies and polkas named for a number of this city's old institutions.

### "Winterland Revue" Starts Long Tour

INDIANAPOLIS, Feb. 22.—*Winterland Ice Revue*, under the management of N. Taylor Todd and James Cuning Jr., in rehearsal here the last several weeks, made its bow Thursday (20) at the Auditorium, Connersville, Ind. Show winds up there tonight, moving to the Fairbanks Theater, Springfield, O., March 6-8, with Muncie, Ind., and Fort Wayne, Ind., to follow. The show, produced and staged by Dot Franey, will tour Ohio, Pennsylvania, West Virginia, and Kentucky. Larry Jacobs is in charge of booking and publicity.

Also in the cast are Gordon Leary and Marion Flaig, James Caesar, Bob Condon, Marjorie Burns, Harriet Arvan, K. E. McCusker, Wallace Van Sickle, Carlotta Wolter, and Bernice O'Dell. Company numbers 20 people.

*Winterland Ice Revue* is using the new portable ice rink perfected by Todd and Cuning, which permits the freezing of a real-ice arena within three hours.

### 3,200 See Prison Show

WALLA WALLA, Wash., Feb. 22.—*The Merry Mad Revue*, musical presented by inmates of the State Penitentiary here, was seen by 3,200 people in three performances, at a price scale of 50 and 75 cents. Opened February 1, with rain holding attendance down to 700, but pulled 1,400 the next night, a Sunday. The following Sunday (9) the show was repeated as a benefit for British War Relief agencies, with an attendance of 1,100.

Script and direction were by Mickey Davis, chairman of the inmates' amusement committee, and a special musical score was arranged by Bob Wieback. Louie Rosellini and Tommy Sherwood were featured. Show was presented under the auspices of P. E. Mahoney, acting superintendent of the prison, and received the co-operation of show people and music publishers in Hollywood and New York.

### Pro Talent in Philly Show

PHILADELPHIA, Feb. 22.—*Philadelphia Daily News*, for its second annual Silver Skate festival at the Arena on Thursday (13), brought in Georg von Birgelen, champion European skater and barrel jumper, and Jano MacDonald, American comedienne who has appeared professionally in British ice carnivals. Last year's carnival had Maria Belita, now with the *Ice-Capades*, and McGowan and Mack, *Ice Follies* team.

### "Ice Follies" To Play Chi Return Engagement

CHICAGO, Feb. 22.—*Ice Follies of 1941*, which played a successful engagement here last fall, returns to the Arena March 24 for a 13-day run.

On its previous engagement the Shipstad-Johnson show played to capacity after the first two days. Show is priced at \$1.10 to \$2.75.

### "Ice-Capades" Adds Pair

WASHINGTON, Feb. 22.—*Ice-Capades* last week signed Mr. and Mrs. Bob Whight, of this city, who gave up their respective jobs to become professionals. Whight, formerly a Michigan State hockey player, worked here as attendant at the Chevy Chase Ice Palace, while his wife was employed in the city library. She learned to skate only recently.

## Basso-Singin' Sam Wins Order Restraining Tenor-Singin' Sam

PHILADELPHIA, Feb. 22.—James Crawford, who has been singing in local night clubs as radio's original "Singin' Sam," was held in \$1,500 bail Wednesday (19) by Magistrate Nathan Beifel. In addition, he was ordered to post a \$1,500

cash bond never again to sing in the United States under the name of "Singin' Sam."

At the magistrate's hearing, Harry Frankel, of Richmond, Ind., testified he was the original "Singin' Sam," dating back to 1925, and that his radio appearances have suffered from Crawford's competition. In Florida, said Frankel, he obtained an injunction preventing Crawford from using the title in that State.

Crawford, who is 26 and whose voice range is tenor in contrast with Frankel's bullfrog range, was arrested at his home the day previous on a warrant sworn out by Morton Witkin, local attorney for Roy Wilson, Frankel's manager. The warrant charged violation of the Pennsylvania State Advertising Act prohibiting untrue and misleading advertising. Police intimated that federal agents might also enter the case to press charges of copyright violations, since the original "Singin' Sam" has a copyright on his adopted moniker.

Bill Hopkins, proprietor of Hopkins Rathskeller here, testified that he hired Crawford as "Singin' Sam" after the latter produced a scrapbook of clippings telling of his exploits. Later, Hopkins said, Crawford admitted he had only "substituted" for the real "Singin' Sam" for a series of electrical transcriptions for a radio sponsor. Frankel said that he had never hired a substitute and had never authorized Crawford or anyone else to use his professional radio name.

### "Ice Fantia" Good, Entertaining Revue

AKRON, O., Feb. 22.—*Ice Fantia*, presented recently at the Akron Arena, wins applause with its dance routines on skates. Duffy and Simone and Condon and Cuzran are top-flight dance acts. The extra grace that the flowing motion of the ice allows is evidenced in the routines of Duffy and Simone. Miss Simone returns to solo before the show's chorus—and the Gay Bladettes—and her number is thrilling in its display of grace. Condon and Curzan are a strong adagio and acrobatic team.

Bobby McLean is the show's champion from the sporting world of skates, and he is a master on the blades. Dazzling speed and jumps are his feature, but for revue amusement he is best as he dodges and feints a flock of youngsters in a game of ice tag.

The show has its collection of clowns like Trompatori, Lou Morgan. Tumbling and cycle novelties are their offering.

The Stevens Brothers clown with Big Boy, a 700-pound wrestling bear. Plenty of laughs.

The two-act show includes several other novelties, ranging from minuets for skaters to acrobatic and tumbling stunts. Offered here under the auspices of the Akron Figure Skating Club.

Rev. McConnell.

### Green Room Club Revived

NEW YORK, Feb. 22.—The Green Room Club, originally founded in 1902 by William A. Brady, is in the process of revival and will hold a reunion luncheon early next month at the Astor Hotel.

The organization currently has its headquarters in the dressing room of Charles Withers, of the *Hellzapoppin* cast, in the Winter Garden. Withers is the prompter, Sharon Stephens is copyist, and Helen Gordon is corresponding secretary.

The club functioned until 1933. Paul Meyer, S. Jay Kaufman, and Withers comprise the committee on arrangements.

### Barnum Landmark To Go

BRIDGEPORT, Conn., Feb. 22.—Park Theater, dark the past couple of years, will shortly be torn down to make room for a parking lot, according to Frank Shea, owner. Once known as Smith's Theater, it was originally owned and operated by P. T. Barnum as America Music Hall.

### WWSW Personnel to Army

PITTSBURGH, Feb. 22.—Announcer Ray Schneider and engineer John Kinsel have left WWSW to join the U. S. Army, 176th Field Artillery, at Fort Meade, Md. Schneider, 10 years at WWSW, originated one of city's first quiz shows, and was newscaster. Kinsel was one of city's few engineers known to radio audiences, because of night-long 1500 Club broadcasts.

### Pros for Am. Skatofests

NEW YORK, Feb. 22.—E. F. Leland, secretary of the Arena Managers' Association, has booked ice skating acts for the Princeton Carnival and the Philadelphia Silver Skates during the past week. He already has contracts for the Boston Silver Skates, February 16; the Wascana Figure Skating Club, Regina, Sask., March 1; the Minto Skating Club of Ottawa, March 6, 7, and 8; the Toronto Skating Club, March 10, 11, 12, 13, and 14; the Philadelphia Skating Club and Humane Society, March 13, 14, and 15, and the Buffalo Skating Club, March 28 and 29.

According to Leland, the AMA has had an unprecedented number of calls for skating acts, particularly comedy acts.

### Flesh for 2 More Houses

HUNTINGTON, W. Va., Feb. 22.—Palace Theater here and Kearsse Theater, Charleston, W. Va., have resumed vaude after a year of straight pix. First unit in both houses was George McCall's *Glamor Gal Revue*. First three days at the Kearsse grossed \$2,900, according to George Mitchell of the house management. House seats 2,200. Palace is a 1,380-seater.

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# PEACE—IS IT WONDERFUL?

## ASCAP-DJ Love Fest Leaves Basic Problems Unsettled; Trade Sees Storm Clouds; FCC Probes Angles

NEW YORK, Feb. 22.—Agreement on a consent decree between ASCAP and the Department of Justice left the trade buzzing with prognostications as to the eventual meaning of the maneuvering, belief being that plenty of storm clouds are still in view. Outside of the already publicized terms of the decree, some of the conjectures were: (1) ASCAP had come out of the scramble in battered yet intact position, owing to its having secured a modification of Clause No. 1; (2) modification of Clause No. 1, while apparently a strong feather in the Society's cap at present, might in the future introduce a very disturbing element into the Society's operation; (3) radio and the Society are back where they started from, namely, argument over price for use of the Society's music; (4) the way may be left open for the networks to put the squeeze on affiliates, in contradiction to ASCAP's proposed new contract (several months ago) which set forth the thesis that the music royalty burden should be shifted where it belongs—on the networks; (5) will BMI continue, and in what form?; and (6) are BMI and the networks in the clear, or will the Federal Communications Commission, when it takes action on the monopoly probe, count BMI as one of radio's alleged sins along with the alleged talent monopoly, network affiliate contracts, etc.?

Regarding first-mentioned point above, Society in its dickerings with the DJ had been successful in modifying the original clause, which would have prohibited ASCAP from being exclusive agent for copyrights which it did not own. Decree still says ASCAP cannot be exclusive agent, and that members can make their own deals with users of music, but is softened in that member must notify Society of intention to deal directly, with fees to be collected by ASCAP and distributed by ASCAP.

Some construe this clause as a terrific ASCAP victory; others construe it as a trouble-maker par excellence in the future, particularly in the event internecine feuds break out among the Society's members and carry over to the time when renewal of a radio-music contract comes up. It is claimed that malcontented publishers—and the Society has had plenty of these—would seize upon the clause as a means of making separate deals with radio if for no other purpose than as a threat to jack up their ratings within the Society. It is felt that some of the larger publishers might conceivably do this, and that the clause therefore might work to the disadvantage of the smaller publisher.

### What To Do With BMI

What will become of BMI is still uncertain. Neville Miller, president of the National Association of Broadcasters, when asked whether BMI would continue, answered, "I presume so." A BMI exec, when similarly queried, stated, "The question has not been discussed." The original thesis advanced, of course, was that the BMI would be continued as an additional source of music no matter what the outcome of the radio-music feud. Now it is admitted, however, that BMI gets on "well" with certain members of the ASCAP board. ASCAP has always taken an ironical view of the situation, feeling it quite possible that the BMI catalog would wind up as a segment of the Society.

### Marks on ASCAP

BMI's chief acquisition in the way of music was the E. B. Marks catalog, whose performing rights BMI controls for a period of five years at a reported total figure of \$1,250,000. Herbert Marks, when queried as to whether he would be amenable to the BMI's absorption into ASCAP, stated, "We might." He stressed, however, that they would have to be assured of "fair treatment," and that the matter was in the hands of BMI. No matter what happens, however, Marks states that the firm's position is financially protected by clauses in the Marks-BMI deal.

Prior to ASCAP's agreement to the consent decree there had been rumors that the Society would insist upon the

return of the leased catalogs. E. C. Mills, Society's chairman of the administrative committee, termed this "fantastic."

Another factor influencing the future of BMI is the attitude of stations toward the radio-music company—if and when an ASCAP-radio deal is consummated. In some anti-BMI quarters it is believed that once radio again uses ASCAP music BMI will take on the aspect of an ever-increasing white elephant, and one that will have to be disposed of at best possible terms. BMI adherents take another view. They point out that once the affiliates receive ASCAP music from the chains they will dispense with ASCAP music for local broadcasting.

In any event, it is felt that some return on the BMI investment should be obtained. Should the broadcasters receive a very favorable ASCAP contract it will be felt that BMI has served its purpose, but should the contract be favorable to one division of the broadcasters, but not all, and should music still cost a stiff price, feeling will be that the venture has gone the way of other attempts to crack the Society—into the ashcan. And at a fearful price, estimated between \$2,000,000 and \$3,000,000 (including cost of the leased catalogs).

Whatever transpires in the way of a radio-ASCAP contract, one point in favor of the broadcasters cannot be brushed away. They proved, to their own satisfaction anyway, that in the event of an ASCAP showdown radio can carry on sufficiently well to preclude the possibility of a massed squawk by either advertisers or listeners. With this point in view, it is felt that the Society should have done everything possible to avoid the showdown of December 31. Radio, it is pointed out, may now feel very confident and brassy.

### FCC Bogey

Specter of FCC action on the much-bruited monopoly probe still hovers over whatever gains radio feels it has made, and it is known that in some ASCAP quarters there is a belief that the final day of reckoning for radio as an alleged "buyer and seller" of music is still to come.

As was indicated long ago in *The Bill-*

### John Brown Punished Again

CHICAGO, Feb. 22.—John Brown, who plays piano interludes on WLS to fill in program breaks, stormed into the program department the other day, insisting that he was being insulted regularly over the air and he wasn't going to stand for it. Following his early afternoon interlude, a transcribed dramatized spot announcement began with a woman screaming, "John, will you please stop making that awful noise?"

## Detroit AFM Sets New Program Rules

DETROIT, Feb. 22.—Under new rulings by the board of the Detroit Federation of Musicians, any musician who is engaged for two consecutive programs on a recurring—or serial—program is to be considered as engaged for the entire remainder of the series. Ruling will apparently make it necessary to see that one musician does not repeat on successive broadcasts if he is brought in for just special work.

Under another rehearsal ruling a musician who lays off from rehearsal to play another engagement, requiring, of course, a substitute for the rehearsal, must see that the substitute is paid for both the rehearsal and the program for which the rehearsal is held, regardless of whether the original player or the substitute plays the broadcast program.

board, terms of the decree included, in addition to modification of Clause No. 1, the principles of clearance at the source, optional licenses (either per program or blanket), end of the self-perpetuating ASCAP board, with board members to be elected by the general membership, and membership eligibility on the basis of one song rather than five.

WASHINGTON, Feb. 22.—ASCAP's settlement with the government eliminates need to file a civil suit in the Milwaukee court, where a criminal action against ASCAP is on the calendar for March 5. ASCAP is to file a plea of nolo contendere on the New York case, and it is understood that a fine of \$2,400 will be paid by the Society. In return for this action the Department of Justice will file a nolo prosee in the Milwaukee court and criminal charges will be withdrawn.

## WMCA Tops WOR in Press Breaks; WNEW Rising; WABC First Again

NEW YORK, Feb. 22.—Analysis of New York stations' publicity breaks in the metropolitan daily newspapers for the month ended February 15, 1941, shows a few interesting upsets. WMCA, for the first time in two years and the second time in history, moved ahead of WOR. Tally for WMCA, in fourth place, is a total of 423 highlight and column mentions as against 418 total for WOR. WOR held the lead in feature box blurbs by a margin of 64, but WMCA led by 69 in column mentions. Station jumped 153 over same period last year.

WNEW continues battling WHN at a terrific pace for sixth place, with WHN only one mention ahead of WNEW this month. WNEW was down in ninth spot not many months ago and has gradually come up.

WABC this month climbed into first place again, nosing out WEF. WEF last month had grabbed top spot from WABC, the first time in years. Score is still very tight between the two, WABC grabbing a total of 880, as against 873 for WEF. WJZ in usual third spot with 763 total. Eighth, ninth, tenth, and eleventh positions to WNYC, WQXR, WINS, and WEVD, in the order named.

### N. Y. Station Publicity Breaks

(January 19 to February 15)

Station	F	C	GT	Total for Same Period in 1940
WABC	733	147	880	991
WEAF	782	91	873	767
WJZ	648	115	763	896
WMCA	272	151	423	270
WOR	336	82	418	514
WHN	149	33	182	147
WNEW	149	32	181	128
WNYC	103	26	129	151
WQXR	102	17	119	146
WINS	57	20	77	68
WEVD	65	3	68	96
	3,396	717	4,113	4,174

Note: At heads of above columns "F" denotes feature or highlight boxes, "C" indicates column mentions, and "GT" the grand total. Report is compiled from nine New York dailies and *The Brooklyn Eagle*.

## Lavish Talent Policy for AMP

NEW YORK, Feb. 22.—Associated Music Publishers in March will start cutting one of the most lavish series of waxes ever made for a transcription library. Waxery will do six operettas, most of them Victor Herbert's, with a talent layout including a 30-piece orchestra, a 16-voice choir, and three or four soloists.

At press time soloists being considered were Genevieve Rowe, soprano; Floyd Sherman, tenor, and Walter Preston, baritone. Orchestra will be under the baton of Harold Sanford, who was Herbert's concert arranger.

Estimated that the waxings will cost \$5,000 a session, very high for transcription dates. The operettas will not be complete scores, but will be in medley form, as complete scores would entail clearance of "grand rights." They will be, according to Associated, "the nearest thing to grand rights."

Move to take the splurge is dictated by two factors—greater necessity of giving subscribers a product they cannot get cheaply by way of phonograph recordings, and secondly, belief that the standard nature of the music, plus the talent, will maintain the value of the disks over a long period.

## Templeton Show Folds in April; May Revive Later

CHICAGO, Feb. 22.—Alec Templeton *Time* will be dropped by Alka-Seltzer at the end of April in favor of a five-a-week foreign news broadcast to air over NBC-Red in the 6:16-6:30 p.m. CST spot, following Fred Waring. Program holding the time currently is a sustainer, John Vandercok's *Newsroom of the Air*.

Tom Wade, of Wade Advertising Agency, explained that change was decided on because, first, Templeton's rating has not maintained its last year's level, and secondly, a five-a-week show will enable sponsor to advertise two new vitamin products in addition to Alka-Seltzer. Tho the news broadcast will definitely replace *Alec Templeton Time*, agency may decide to revive the variety show in the fall.

## Amos 'n' Andy Buy Oil

NEW ORLEANS, La., Feb. 22.—Following a small venture in North Louisiana fields several years ago, Amos 'n' Andy (Freeman F. Gosden and Charles J. Correll) confirm reports that they have bought Hawkins royalty in this newest field of East Texas. The radio couple have an undivided interest in Block 6 of the A. Esparcia survey under a 100-acre tract which Humble Oil & Refining Company is now leasing for drilling in a proven area.

Gosden and Correll also have a participating interest in other leases in Wood County of the Lone Star State.

## Powers, Bromberg on WMCA

NEW YORK, Feb. 22.—In a move designed to hypo the station's metropolitan sports coverage, WMCA added Jimmy Powers, sports editor of *The Daily News*, and Les Bromberg, sportswriter for *The World-Telegram*, to its staff. Powers has been inked to a two-year contract. He starts a series, *The Powerhouse of the Air*, March 17, patterned after his column in *The News*. Bromberg starts a comment series Thursday (27).

They will both do special assignments with Joe O'Brien and Bob Carter, entire staff being under Hal Janis.

## Rennie Leaves KHAS

HASTINGS, Neb., Feb. 22.—One-time vaudevillian, Orville Rennie, who has been managing KHAS here since it took to the air last fall, resigned yesterday. Resignation came after a difference of opinion on his salary deal. Prior to the radio job, he was city manager of Tri-States Theaters in Hastings.

# Radio Talent New York

By IERRY LESSER

JAY MEREDITH will return to the radio field within two weeks, when *Flight to the West* closes. JAY was understudy for BETTY FIELD and the 12-year-old girl. . . . TED DeCORSIA is a daddy for the first time, it being a boy. . . . GILBERT MACK, young character actor, is now narrating *It Happened This Week* over WHN. . . . DIOGENES can call off his search—Irene Winston lost a purse containing \$34 on the eighth floor of NBC the other day and it was found and returned to her by WAMP CARLSON, of the Three Jesters. . . . I caught GEORGE (the real) McCOY the other night and liked his fresh, sassy chatter immensely. With all his freshness, he makes you like him. . . . A movie company filming a picture of life in the Gay Nineties has asked JAMES MELTON to rent it several of his vintage vehicles from the valuable collection he has amassed as a hobby.

MAURY LOWELL'S charm is still working. He is the lad to whom Benton & Bowles handed over any show whose Crossley needed bolstering. Well, MAURY is free-lancing now and his first show, *This Small Town*, has jumped in the last two Crossleys. . . . THE REVUEERS' favorite story is about the panhandler who stopped ARCH OBOLER and told him the tragic story of his life. OBOLER listened and then said: "Okeh! Give it a happy ending and meet me here tomorrow at the same time." . . . RICHARD KOLLMAR, new emcee on the BENNY GOODMAN show, taught BENNY how to swim four years ago at Lake George. That's a new way to get an emcee job. . . . No news is good news, says NBC model ELAINE BASSETT, except when you're trying to knock out a column. Understanding lass, say we. . . . LUTHER DAVIS and JOHN CLEVELAND'S biography of SAM HARRIS will include the story about the first time a show was cut off the air. It was in radio's

early days and was a hook-up of stars at a benefit. AL JOLSON was telling a story when JOE WEBER yelled: "Al, you—dash—dash, that's my story." It was the story of the hillbilly who saw his first train and insisted that it wouldn't start. When the train chugged out of the station, he shouted, "Maybe it did start, but the danged thing will never stop." . . . PAUL LAVAL celebrates the end of his third year as a conductor this week. . . . JAQUELINE BAKER, the Powers model, turns singer as a result of her newly acquired NBC transcription contract. . . . LESLEY WOODS, the Chi serial actrice, in New York for a few days to look over Broadway legit offers. . . . The flu caused CBS tenor BILL PERRY to miss his first *Saturday Night Serenade* commercial last week. He's better now. . . . Ork leader JOHNNY LONG making the rounds of the agencies with a new comedy-audience participation idea. . . . MARY MARGARET McBRIDE, CBS columnist of the air, was presented with a silver plane in token of her membership in the 100,000-mile club, but experts estimate her flying at considerably closer to 250,000 miles. . . . Actress ELSIE HITZ has a new vehicle, written especially for her, which will be broadcast commercially within the next three weeks. . . . Tenor FRANK FOREST is readying his schedule for his spring concert tour. The concerts will be spotted in cities close enough to New York to enable him to get back to his Sunday *Double or Nothing* program. . . . ADRIENNE AMES' starring serial, *Hollywood Heartbreak*, is slated to gram the daytime serial limelight when a sponsor gets ready to place it. . . . JIMMY MONKS, who specializes in teen age parts, just celebrated his 27th birthday. He was called to audition for the role of a 27-year-old part on the *Sonny Tabor* Western series. When the director told him that he had gotten the part, JIMMY said, "Gee, isn't that funny. I feel sort of out of character."

## Chicago

By NORMAN MODELL

JACK PAYNE, CBS writer, conceived the *Dear Mom* series about life in a conscription camp. Requiring fem interest, he wrote in a Service Club Junior hostess and patterned the character after a Chi actress, ELENOR YORKE, planning to have her play the role. But when the series sold to Wrigley, Elenor's hopes were scotched. The part went to ELOISE KUMMER. . . . Tough luck, but not too tough, because Elenor's been promised a contract with Monogram Pictures. . . . DUKE WATSON, who used to be in Coast legit and stock, has been given the role of Charles in *Kitty Keene*, which until now has been played by RUSSEL THORSON. . . . CARLTON KADELL will be Whispering Smith himself in the new WGN series. . . . Understand BLOYCE WRIGHT also features on this show. . . . *Backstage Wife* has added RENE GEKIERE. . . . BETTY ARNOLD is a starter on *Bachelor's Children*, which now has a new director—ALAN WALLACE.

EARL GEORGE, of *Ma Perkins*, *Captain Midnight*, and *Houseboat Hannah*, has announced his engagement to a Chi gal. . . . ART KOHL, LOU SCOFIELD, and BILL RATH are now on the Tom Mix thriller. . . . PHIL CRANE, who, with his wife, appeared as special guest on the Al Pearce program Friday (21), was the lad who won the WBBM *Twin Winner* singing contest in 1936. . . . ATTILIO BAGGIORE is back on WGN's *Pageant of Melody* after a 2,500-mile concert tour. . . . TODD HUNTER is down in Texas for two weeks, recovering from a flu attack. . . . BOB STRONG has been doing club dates, dances, and college proms between *Dog House* broadcasts. . . . DINNING SISTERS have been booked to appear in the Civic Auditorium, Grand Rapids, Mich., March 7. . . . ALICE SHERRIE GOODKIN will continue to get dramatic bits on *Treet Time*, which teed off Monday (24) on CBS. . . . GENE BAKER will be featured on WIND's *Musical Meditations*, which started Sunday (23).

## Frazier Hunt Sets "New" Tele Method

PHILADELPHIA, Feb. 22.—Credit for creating a "new television technique" goes to news commentator Frazier Hunt, whose telecast of a news program over W3XE, Philco experimental station, indicated what may be expected in the future. Hunt designed his program to make the most effective use of both audio and video channels, blending the voice and visual features so they did not clash, but supplemented each other. Script was done in the style of his regular radio broadcasts, presenting the background of the news, the inside story of people and events. This made it possible to tie in video features with perfect synchronization, whereas it would be impossible with the ordinary commentator, whose bulletins and wire service reports deal with current events which cannot be properly illustrated.

Hunt gave life and form to his tele news program by using motion pictures, charts, maps, and slides.

Two studios were used so that when Hunt signaled the operator a switch would be made to the second studio, where a projector flashed on the screen typical views of the topic Hunt was discussing in the other studio at the moment. Then the program switched back to the other studio, where Hunt traced the course of his discourse on a huge wall map and charts of which close-ups were taken as Hunt indicated key locations with a pointer.

"I found that the technique we worked out was also helpful to myself," Hunt observed. "The use of maps, charts, slides, and moving pictures made for a change of pace and provided focal points in my talks. I also found that one of the most effective speech devices was the pause, as the film often 'spoke for itself' and served as a break in the flow of words."

Ordecker.

## Play-by-Play Baseball Airings To Have Last Big Fling in Phil

PHILADELPHIA, Feb. 22.—The play-by-play broadcasts of the major league baseball games, which each year hogged the schedule at major stations here during spring and summer, will have their last big fling this season, according to present indications. First step in that direction is the announcement that WCAU, 50,000-watt outlet for CBS here, will not carry the ball games in 1941. Move is in line with network's determination to de-emphasize the ball broadcasts at its key stations and devote the daytime periods to programs of a more general interest, especially for women.

WCAU leased the rights to the Phillies games last year for a reported figure of \$72,500, and still has four years to go on its contract. In deciding against carrying the games, in face of sponsorship already set, WCAU leased the games for an undisclosed figure to WPEN, indie Arde Bulova station here. It is understood that Socony Vacuum Oil Company

and General Mills (Wheaties), which split the sponsorship of the games on WCAU last season, will repeat on WPEN.

WIP, which has carried the games for Atlantic Refining Company and fed them to an Atlantic-created regional network, will mark finis to the ball broadcasts after the 1941 season. Station inked with Mutual network, effective March 1, and it is reported that network contract calls for guaranteed daytime in 1942, which would preclude the possibility of airing the games after this season. Moreover, Atlantic's regional set-up will be greatly curtailed this season because of the action of the Interstate League, minor baseball league in this territory, banning the broadcasting of the major league games in any of its eight cities. Atlantic has two more years on a three-year exclusive contract with the Athletics, and a mutual arrangement with the holder of the Phillies' exclusive air rights makes it possible for both to broadcast both local clubs.

### WPEN Men to Army

PHILADELPHIA, Feb. 22.—Tommy Smith, program director of WPEN for the past six years, becomes the first local radio executive to turn soldier. He left Monday (17) for Indiantown Gap, Pa., having enlisted in the National Guard for a year's military training. Leaving with him at the same time are two other members of the WPEN staff—Alphonso Spiro, announcer and in charge of foreign language program production, and Kay Smith, staff singer.

### WSPR Switches Personnel

SPRINGFIELD, Mass., Feb. 22.—Robert L. Jones, formerly of the announcing staff of WDRC, Hartford, Conn., has been added to the announcing staff of WSPR, Springfield. WSPR also has added Thomas J. Sullivan, John White, and Frederick H. Ricker to its engineering staff. Allen Bradley and Arthur Holden, formerly of WSPR, have joined the staff of WOV, New York.

### AMP Inks Spivak, Gordon

NEW YORK, Feb. 22.—Associated Music Publishers has signed Gray Gordon and Charley Spivak for a series of waxes. Gordon was sold by Consolidated Radio Artists, Spivak by General Amusement Corporation.

The maestri will wax under their own names.

### Oldfield Show Sponsored

LINCOLN, Neb., Feb. 22.—R. W. Huffman, city manager for the Lincoln Theaters Corporation, signed Mrs. Barney Oldfield's *Learn About Hollywood* broadcast for a year. It goes on at 6:10 for five minutes each night except Sunday.

STATIONS WHICH HAVE NOT YET  
SUBMITTED ENTRIES FOR  
THE BILLBOARD'S FOURTH ANNUAL  
EXPLOITATION SURVEY CAN STILL DO SO

The deadline has been extended to March 10, owing to requests of station, ad agencies and press agents for additional time to prepare entries.

Awards will be made by a committee consisting of  
Alton Cook, Radio Editor of *The World-Telegram*;  
Jo Ranson, Radio Editor of *The Brooklyn Daily Eagle*,  
and E. E. Sugarman, Paul Denis, Eugene Burr and  
Paul Ackerman, all of *The Billboard* staff.

# Program Reviews

EDST Unless Otherwise Indicated

## Dorothy Gordon

Reviewed Tuesday, 10:45-11 a.m.  
Style—Book reviews. Sustaining on  
Station WQXR (New York).

Dorothy Gordon made an encouraging bow on her debut as book reviewer under the auspices of the National Council of Women. She gave intelligent and frank critiques on five tomes, of which only can be classed as light reading.

Reviews covered all facets, much of her talk touching political, sociological, and historical implications of the volumes under discussion. Her book sampling is necessarily in capsule form, because of the number reviewed during her initial session. In subsequent editions of her talks, she will likely go in for greater detail on each book and will probably sacrifice quantity. Five books per week is, after all, too great a pace if the same high level of discussion is to be maintained.

Miss Gordon's delivery is punchy and authoritative. Her voice, however, has a slight touch of gravel. *Cohen.*

## "Saturday Jamboree"

Reviewed Saturday, 6:30-7 p.m. Style—Variety program. Sustaining on  
WBZ, WBZV (Boston and Springfield,  
Mass.).

Show is made up mostly of the sustaining artists heard over these stations during the week. Chet Gaylord is the emcee, and, while his announcing isn't first-rate, the introductions are brief and the performers follow one another at a fast clip.

Eleanor Lane was by far the best of the lot. Her singing of *Because of You* was topnotch. Her voice is pleasing and her interpretation is excellent.

Jack Dalton is an average cowboy singer who has a fairly large following in these parts. Hum and Strum, heard frequently over these stations, were at their usual par. Their humor was a little forced, as usual, but their singing was distinctly better than it has been.

Gaylord also crooned *Heaven Only Knows*, which wasn't any better than his announcing. Rakoff and his orchestra supplied the music for the show in first-rate style. *Zack.*

## "Dream Valley"

Reviewed Tuesday, 11:45-12 M. Style—Poetry readings. Sustaining on  
WPEN (Philadelphia).

Sign-off stanza for the day's broadcasting, this last act is a spell-binder. With a Downing Street accent that's as British as tea at cocktail time, it gives Reginald King reading the standard poetry pieces and many of his original tomes, making for an inspirational prelude to an excursion to slumberland. Transcriptions pour forth the most soulful of symphonic music, blending with the mood created by the reader rather than serving as a mere backdrop. The enraptured voice of King carries a hypnotic quality that enthralles a listener, tho poetry may not be to one's particular liking.

A new voice to local radio, King is no newcomer to the air. For many years he was on the other side of the pond doing a similar stint as BBC's *Vagabond Poet*. *Orodenker.*

## "The News Parade"

Reviewed Monday, 6:10-6:15 p.m. Style—News. Sponsor—Morris Plan Bank of Philadelphia. Agency—Philip Klein, Philadelphia. Station—WFIL (Philadelphia).

What is meant to be a new slant on the airing of the day's news pans out as a poor carbon of an original. Instead of the reading of the regular news dispatches, this daily five-minute airer is a reading of quotes from newspaper editorials and by-lined news columns. Two voices, staff announcer Roy LaPlante and Al Stevens, handle the quotes. Procedure is for one announcer to ask a topical question, with the other announcer firing back the answer with a quote from a credited newspaper.

In spite of the fact that the voices are live, nature of the reading makes it a very impersonal delivery. By the same token, most dull and for the most

part an empty gesture of trying to convey the editorial thoughts of the day. Printed newspaper page makes for poor radio copy. It's just like having someone read the comics out loud.

Small-loan bank sponsoring gets in extra heavy plug at halfway mark, which is more appealing than the program content, with an added appeal at the finish in case somebody might still be listening. *Orodenker.*

## "Drama Behind the News"

Reviewed Monday, 5:30-5:45 p.m. Style—News. Sponsor—Beeman's Pepsin Chewing Gum. Agency—Badger & Browning. Station—WJZ (New York, NBC-Blue network).

Ben Grauer, who has been steadily building as a newscaster, picks choice bits of front-page news and either delves into the past of each item or digs up some unpublishable event of importance related to it and connects the two and passes comment.

Program should click well, as it differs somewhat from the run-of-the-mill commentator broadcasts. When caught he did not confine his topics entirely to war news, making only an occasional reference to the international tangle. *Colfer.*

## "Coast to Coast"

Reviewed Monday, 11:45 p.m.-12. Style—Talk. Station—Sustaining on  
WBBC (Brooklyn, N. Y.).

A quarter hour of interesting gossip, with Malcolm Childs doing Hollywood and Lou James on Broadway chatter.

Program also provides guest interviews, this week's catching featuring Larry Adler, harmonica player. It was disappointing not to hear Adler do a turn with the mouth organ. Added attraction is a contest for the listening audience. Winners must identify description of a prominent theatrical figure, with answers sent in by mail. Awards are tickets to a Broadway show.

Program would click better in an earlier spot. *Colfer.*

## Readying Radio for War, Says FCC Exec

COLUMBUS, O., Feb. 22.—Gerald G. Gross, chief of the Federal Communications Commission's International Division, told radio engineers here that, according to present plans, the Federal Government will not assume active control of radio stations if and when war comes to the United States, but will solicit aid and co-operation.

Speaking before the fourth annual Broadcast Engineering Conference at Ohio State University, Gross said the government is actively preparing the nation's wireless facilities for a war emergency.

He said engineers are planning to devise a more intricate method of scrambling speech which will perplex "an enemy" trying to unscramble it.

## WCAM Personnel to WKNY

CAMDEN, N. J., Feb. 22.—Charles J. Stahl, who left his post as general manager of WCAM earlier in the month to become president and general manager of WKNY, Kingston, N. Y., fills the executive posts at the New York station from the local territory. Dave Rolontz, WCAM salesman, goes to Kingston this week to become sales manager of the station. He was one-time part owner of WCAU, Philadelphia. Marvin Seimes, WCAM chief engineer, goes to WKNY in a similar capacity. Program director post goes to Joe Dillon, veteran announcer at WPEN at near-by Philadelphia.

## Boston Transradio Closes

BOSTON, Feb. 22.—Transradio Press News Service has closed its Boston bureau. Metropolitan Boston news coverage has been given over to the City News Bureau, a local news-gathering organization. Transradio's bureau for New England is now at Station WTIC, Hartford.

## Blarney With Blintzes

PHILADELPHIA, Feb. 22.—For the first time in several years Pat Stanton, who conducts the *Irish Magazine of the Air* on WDAS, was stumped for an answer. He has been analyzing the origin of Gaelic names. Inviting listeners to send in their names for analysis and research, Stanton has discussed several hundred Irish names during the past three years. Last week a name was sent in which appeared in nary an Irish encyclopedia in spite of the fact that it was sent in by a County Cork man. His name—and Stanton swears there is no doubt of it—is Berkowitz.

## Band Makes Unusual Radio, Convention Deal in Washington

WASHINGTON, Feb. 22.—In the first morning band commercial originating here Dean Hudson's band goes on NBC three mornings a week beginning March 3 over a hookup of 35 stations for Lance, Inc. Deal was set by Harold Hackett, of Music Corporation of America, and George Benson, of NBC.

Band will air Mondays to Wednesdays at 7:45 a.m., and the deal includes plan of the sponsor to use Hudson's band at annual State conventions of the American Pharmaceutical Association, which is one of the sponsor's clients. Lance will probably spot the band in around 17 three-day conventions thruout the East, and the Washington musicians' local has okehed Hudson's fronting the local NBC house band for convention dates that his own dance band cannot make.

The Hudson deal is an outgrowth of the original nine-station CBS hookup from Charlotte for Lance last year. This was later switched to NBC and 19 stations out of this city, and now the new deal spreads out to 35 stations. The sponsor co-ordinates the Hudson broadcasts, convention, and club dates with its sales campaign. Last year the sponsor distributed 65,000 autographed photos of the band that contained a plug for Lance products on the reverse side.

## Advertisers, Agencies, Stations

NEW YORK: COMPTON ADVERTISING, Inc., has made a few changes in its radio department. Storrs Haynes, formerly program supervisor, is now new program manager, succeeding Mary Louise Anglin, resigned. Isabel Olmstead has taken over radio publicity, succeeding Fred Gropper, who was called to the army. George Brengel, formerly assistant station manager at WSOC, Charlotte, N. C., and John Houseknecht, formerly with NBC, have been added to the program division. . . . Fred Raphael, WHN program director, has a new home in Kew Gardens, L. I. . . . American Tobacco's *Information Please* has been renewed over the NBC-Red net for 13 weeks ending May 9, thru Lord & Thomas. . . . Clarence Schimmel has been appointed staff associate in CBS's Program Service Department. He was with CBS's Short Wave Division. . . . NBC's Jack Meakin, lately at WOV, assigned a production stint on Phil Spitalny's *Hour of Charm*. . . . *America's Town Meeting of the Air* has signed a five-year renewal contract for airings via the NBC-Blue net. . . . Boake Carter inked for a series for Piel's Beer on Mutual, starting Wednesday, March 12. . . . Leo Cohen, chief of the WHN Artists' Bureau, has written a tune with Abner Silver. Titled *With Your Permission*. . . . Milton I. Jurin appointed radio time buyer for the Franklin Bruck Advertising Corporation. . . . *John's Other Wife* and *Just Plain Bill* renewed for 52 weeks over 64 NBC-Blue stations beginning March 24. Blackett-Sample-Humert is the agency.

## PHILADELPHIA:

STONEY McLINN off for Miami to cover the Phillies' training camp, sending back transcribed interviews with the ball players and wire reports for his nightly sports program for Adam's Clothes. . . . Sunshine Peanut Oil bank-rolls WDAS news commentator Nathan Fleisher for another 13 weeks. . . . Tony Russell, KYW singer, gets a solo spot on Tuesdays, backed by the full studio ork di-

## FCC Grants 5 New FM Permits; Plans Of "Times" Vague

WASHINGTON, Feb. 22.—Five new Frequency-Modulation construction permits were granted this week, covering a total service area of 24,600 square miles, with a population of 9,000,000. Four of the permits went to Westinghouse Radio Stations, Inc. One of these stations will operate from Philadelphia on 45,700 kilocycles; others from Boston on 46,700 kilocycles; from Springfield, Mass., on 48,100 kilocycles, and from Fort Wayne, Ind., on 44,900 kilocycles. Fifth grant was to Rockford Broadcasters, Inc., on 47,100 kilocycles.

NEW YORK, Feb. 22.—*New York Times* has still not applied for an FM permit, but had been thinking of doing so, according to spokesmen. It had been reported that *The Times* would take such a move to offset competition which might result from the FM application of *The Daily News*.

*Times* spokesman stated that whatever FM discussions the paper's execs might have had, plans are very nebulous.

## Chi Stations Confab on Reallocation Plans

CHICAGO, Feb. 22.—Preparatory to reallocation of wavelengths, which takes place March 29, representatives of Chi stations conferred Tuesday on plans to inform listeners concerning reasons for the wavelength changes and the consequent necessity to realign their push-button sets. Present at the meeting were Joe Marty, executive secretary of the Radio Service Association, and Lowry Easley, president of the local chapter.

To avoid the ill will engendered by the additional expense listeners will incur, plans were made to send brochures to service men, explaining wavelength reallocation, in order that they in turn can relay the information to their customers. Stations also decided to air standardized institutional copy explaining changes. All stations will use the same copy, which is being prepared by King Park, promotional director of WBBM.

rected by Clarence Fuhrman. . . . Bill Markward gets Marvel ciggies sponsorship for his sport shots on WCAM. . . . Pioneer Salt Company account goes to J. M. Korn agency. . . . Frank F. Wiedler, former ad manager of the local Kirschbaum clothing concern, joins Julian G. Pollock Company as account executive. . . . Gwendolyn Cheney, formerly with Lord & Thomas, now with Ward Wheelock agency. . . . Carter-Thomson Company gets the Minot Food Packers' account. . . . Samuel R. Rosenbaum, WFIL prexy, invited the town's radio chiefs to luncheon to meet Robert Cresswell, new publisher of *The Evening Ledger*. . . . Bill Manns, WCAM announcer, joins the WIBG staff as Tom Moore shelves part of his announcing chores to become assistant to Rupe Werling in the promotion department.

## FROM ALL AROUND:

DOROTHY NORFIELD has resigned as steno at CBK, Watrous, Sask., and has been replaced by Luella Johns. . . . Lawrence Marshall has taken over managerial reins of CBK, relieving R. D. Cahoon, on business in the East for a few weeks. . . . A. G. Sheffield, CBK operator, in the Royal Canadian Air Force as a flying officer. . . . Milton W. Stoughton, commercial manager WSPR, Springfield, Mass., has been appointed by Mayor Roger L. Putnam to Springfield's committee to raise an advertising fund in Hampden County for the Pioneer Valley Association. . . . John T. Parsons, recently of sales staff of WNBC, Hartford, Conn., has been named commercial manager of Station WDRK, Pittsfield, Mass., to succeed Bruff Olin, who resigned to take a position in Poughkeepsie, N. Y. . . . Robert R. Dixon, formerly of WBZA, Springfield, Mass., has joined WHYN, Holyoke, as an announcer. . . . Bill Slaughter is chief engineer at WDSU, New Orleans. . . . Two bills proposing a 3 per cent gross on radio station receipts now in hopper of Tennessee Legislature. Tax would go to high school education fund.



# 802 PIT CAMPAIGN AGAIN

## Rose-Lyman Case In Final Stages

NEW YORK, Feb. 22.—Pending dispute of Abe Lyman against Billy Rose for \$15,000 involving back salary on an alleged breach of contract after Rose's Barbary Coast Restaurant folded at the New York World's Fair last summer is reaching the stages of finality after an airing of the case before the executive board of American Federation of Musicians yesterday. Board notified Rose of its willingness to settle for Lyman for \$10,000.

After public blasts last summer by both Lyman and Rose, the latter offered Lyman \$5,000 in settlement for the run-of-the-fair contract the leader held when he took the job at Rose's fair nitery. Lyman turned down the offer, however, preferring to bring charges against Rose before the AFM for the full amount as provided by the contract.

Case was to be disposed of during the international conclave of the AFM in Miami several weeks ago, but press of other business returned the issue back to settlement before a New York meeting of the board. Neither Rose nor Lyman was present at the hearing held Friday, but board's sentiments on the affair were transmitted to Rose's attorneys, from whom they expected word in a few days.

## Michaud-Peppe Take On Harry James Ork

NEW YORK, Feb. 22.—Harry James this week went under the personal management banner of Arthur T. Michaud and James V. Peppe. The trumpet-playing maestro signed a contract with the Michaud-Peppe office Tuesday (18), calling for it to handle him for the next seven years.

James has had no personal manager since he broke away from Benny Goodman a couple of years ago to front his own organization. The band had been handled by Music Corporation of America in a booking-management capacity. MCA will continue to book the ork, as is the case with the other bands under the Michaud-Peppe aegis.

## Sammy Kaye Good With 11G At Ballroom in Bridgeport

BRIDGEPORT, Conn., Feb. 22.—Sammy Kaye, in his first appearance of the season at the Ritz Ballroom here and the first time that he ever appeared here on a week night, played February 4 and didn't do badly. 1,287 fans passing thru the gates. With ducats upped to 88 cents, the take totaled \$1,132.56.

Altho this was his first date at the Ritz this season, it was not his first appearance in Bridgeport, as he played the local Loew-Poli-Lyric Theater several months ago for a one-day appearance of five performances, with a gross of \$2,900.

### Kavelin Weak

Al Kavelin, making his first appearance around these parts with a one-nighter at the Ritz Sunday (9) executed a flop, only 610 persons showing up at the box office, the smallest Sunday crowd this season. With ducats priced at 75 cents, the take amounted to \$457.50. Fault wasn't altogether Kavelin's, as he had rather stiff competition to buck, with the *Ice Show* at the New Haven Arena, 18 miles away, and the local Loew-Lyric Theater offering the double bill of Johnny Messner and Claude Hopkins for five performances.

### ... And No Savvy

MIAMI, Feb. 22.—Hugh Hough, local columnist for *The Miami Herald*, was a bit dazed when he went into the Paddock here and heard Frances Faye pounding away at the tune, *Scrub Me Mama With a Boogie Beat*.

After he made sure that the song was a swing version of *The Irish Washerwoman*, he described it in his column thusly:

"No hits, no runs, no Erin."



ALBERTO DOMINGUEZ (right), composer of the current hit, *Frenesi*, leads the Woody Herman band thru the song during a recent visit to the Terrace Room of the Hotel New Yorker, New York, where the Herman herd is playing. Woody (left) seems to approve of the rendition.—Photo by Fitzsimmons.

## Injury May Keep Anson Weeks From Piano Work Again

IOWA CITY, Ia., Feb. 22.—Anson Weeks faces the possibility that he may never again be able to play the piano. The leader was moved last week from Marengo to the University of Iowa Hospital to have his arm placed in a cast, after having had it crushed badly recently when the bus in which he and his band were traveling to Chicago overturned near Marengo. The arm was fractured in three places.

Dr. Arthur Steindler, bone specialist, applied the cast to Week's arm, and reported that the leader will have to wait a year before trying to use his fingers on the keyboard, and even then he might not be able to use them. Weeks expects to join his band in about two months, but will have to conduct with his arm in a sling. The band has continued to fill contracts without him.

## Caterers' Spot in the Kitchen, Not Ork Booking, Union Rules

NEW YORK, Feb. 22.—The cost of the piper will no longer be included with the flowers, cigars, and liquor, as moonstruck brides and grooms march down the altar to the strains of Mendelssohn's *Wedding March* in New York's 350-odd private catering establishments, including all of the hotels here. Local 802 of the Musicians' Union will see to that, starting next Tuesday (25). On that day the first contingent of caterers will be hauled before the Trial Board and told to stay out of the band-booking business—or else.

Officials of the union said that every caterer in the five boroughs of New York will be brought before the board "to show cause why they should not be placed on the unfair list," and that before the interrogation is over the field might be returned to the musicians, for whom it was originally intended.

Max L. Arons, chairman of the Trial Board, said that caterers control approximately \$1,500,000 worth of club date work in New York City every year, and of that sum receive a healthy slice in kickbacks. Union hopes to eliminate the kickbacks, package parties, permanent contracts between leaders, caterers, hall owners, and hotel managers, and yearly subsidies with which leaders embroider

## New York Local To Initiate New Campaign To Install Live Music In Independent Movie Theaters

NEW YORK, Feb. 22.—New hope for the restoration of musicians to the pits of vaude houses was revealed here yesterday (21), when it was learned that the New York delegation to the International Executive Board meeting of the American Federation of Musicians, convening in Miami until last week, presented a proposal to the conclave that would restore live music in independent theaters throughout the country.

Local 802 delegates, consisting of Jack Rosenberg, president; William Feinberg, secretary, and Max Arons, chairman of the Trial Board, informed *The Billboard* upon their return of a 13-page memorandum, containing a six-point platform, which the AFM is now mulling over. Favorable decision is anticipated from the national body, but the 802 officials said that they would prosecute the campaign in New York regardless of any other actions.

Local 802, which tried to bring back flesh to the theater in 1935, and spent \$80,000 in the ill-fated attempt, bases its contention now on "the declaration of

independence for the independent exhibitors"—the consent decree entered into by five major film companies with the United States Government outlawing compulsory block booking, blind selling, and forcing short subjects on a yearly contract basis.

Union reviews the history of the film industry's alleged stranglehold on the indie exhibs because of the pressure they were able to exert as producer and distributor. Because of this, states the brief, "free competition in the moving picture theater between live music and canned music was destroyed."

With this practice at an end, and Paramount, Loew's, 20th Century-Fox, Warner Brothers, and RKO signing the consent decree, the union said that it "addresses itself to the independent exhibitors with a greater degree of hope than ever before."

"Today," the union states, "the independent exhibitor cannot answer our request for live entertainment as part of his program by proving that he is compelled to fill up his entire time with canned music."

Six-point proposal of the union is as follows:

"1. An immediate survey to be made of all independent theater owners' associations—local, State, and national. Conferences to be sought with their leaders, urging the restoration of some live entertainment in the theaters of their members.

"2. Contact to be made thru various locals of the AFM with the independent theaters in their respective jurisdictions, explaining and urging the possibility of the use of live entertainment as part of their program.

"3. Appeals to public-spirited groups, organizations of every kind and nature, including trade unions, women's organizations, educational societies, etc., explaining that now, without undue hardship on the independent exhibitor, they can exert their influence towards the restoration of some live entertainment in the moving picture theater, with benefit and increased enjoyment to themselves and incidental re-employment of the presently unemployed musician and entertainer.

"4. Contact to be made with various other trade unions in the entertainment field, such as actors, vaudevillians, etc., for the purpose of seeking united action in the direction above outlined.

"5. Publicity with reference to each feature of the campaign outlined above.

"6. Adequate appropriation to carry on this campaign swiftly and efficiently."

Campaign, according to Rosenberg, is scheduled to begin "in the next few weeks," and will be "carried out more intelligently than the last one."

Rosenberg was referring to the public campaign that was carried on jointly between Local 802 and the now defunct American Federation of Actors. After many months of picketing, AFA withdrew from the fight and the local carried on alone for months after that, but withdrew after it couldn't make a dent in the chain theater policy. It was recalled that the local even loaded up the theaters it was picketing with its members who, accompanied by plenty of sandwiches, occupied seats from morning until night in an attempt to curb the box-office receipts.

### Out for Blood

OMAHA, Neb., Feb. 22.—Orchestra leaders have long contended that some booking offices almost ask for their "blood" in percentages, but Vic Schroeder, head man of the agency here which bears his name, did the real thing. Mrs. Schroeder was injured in an auto crash and transfusions were necessary.

So former maestro Lyle DeMoss, now production chief of WOW, and Eddie Dunsmoor, who has a band now, provided the blood!

## WM Band Personnel Switches Effectuated

NEW YORK, Feb. 22.—Reorganization of the William Morris Agency band department was finally effectuated this week (19) when Ed Fishman entrusted for Hollywood to take charge of West Coast band operations, and Willard Alexander settled down as head of the New York office.

Fishman's leaving for Los Angeles brings in Dick Dorso from the Coast to work in the New York office. Jack Flynn, salesman formerly attached to the Chicago office, will also be located in the New York set-up. In the next few months Fishman will also establish several branches of the agency in the Western part of the country.

Rest of the local office remains intact, with Harry Squires continuing in the one-night chair. Agency, at the time of the reorganization last month, hired its first full-time press agent in the band department, Ira Steiner, Hansen-Williams, Inc., will still handle institutional publicity and advertising for the office.

the caterers' purse for "tips" on fat jobs.

Most aggravating situation, which concerns the greatest number of musicians, is the \$2 kickback each tootler shells out to certain caterers on each job, regardless of the fact that the anchovy director does his "E flat" business (an under-scale job in the club-date field) with the leader first. He then collects his deuce notes from the men.

Arons said that the field should be thrown open to wider competition, because of the number of men involved, and that the caterers are the strongest barrier to that move. He said that those buying the services of the hall, even if they have a band in mind, are usually sales-talked out of their original intentions and sold the band the caterer wants them to use. Arons said that in one place they argue, effectively it seems, that the "band knows how to march out with the lights when the fish course is served."

Union attempted to eliminate "unfair competition from the kitchen" by first calling the leaders to task, 85 of them, last year, with seemingly little results because of the necessity of work. Now the union is going to attack the problem from the back door, with the field henceforth policed by key members of the local.

## Detroit Musicians' Income 15 Per Cent Over Preceding Year

**DETROIT, Feb. 22.**—Earnings of musicians in the Detroit area have shown an increase of about 15 per cent in the past year, according to figures compiled by Jack Ferentz, president of the Detroit Federation of Musicians. Reports from 2,800 members of the local, including those working professionally and an undisclosed number who retain their membership altho no longer active on a full-time basis, show a total earning of \$1,750,000 for the last nine months of 1940, constituting the first three-quarters of the fiscal year.

This figure represents an increase of \$250,000 over that for the corresponding nine months of 1939, or an increase of over 15 per cent. Increase has been greater in the last few months, indicating a continuing rise in average income as expenditures for defense program items bring increasing demand for services of musicians for special conventions, sales shows, and special programs of all types.

Breakdown of the figure on an annual basis shows a figure for average income for all members, including those not active, of about \$830 per year for 1940.

## Hill Doing Well Around Chi

**CHICAGO, Feb. 22.**—Tiny Hill, whom Frederick Bros. recently brought back to the Chicago territory after an absence of a year and a half, has been grossing 50 per cent better than the last time he was here. A one-nighter at the Armory, Monmouth, Ill., February 14, registered a take of \$900. Hill's share was almost \$500.

## PHOTO REPRODUCTIONS

All sizes, glossy prints, from 4c, in quantity. 100 prints, 8x10, \$5.50. 50 prints, \$3.25. Others even lower! References: MCA, RCA Victor, Wm. Morris, CRA, etc. Write for price list. **4c**  
MOSS PHOTO SERVICE, 155 W. 48th, N. Y.

# Orchestra Notes

By DANIEL RICHMAN

### New York Newsings

**THE FIESTA DANCETERIA**, after well over a year of operation, closed last week, with not much expectation of its reopening. . . . **RICHARD DECKER** conceived the spot and operated it since its inception. . . . name bands had been the policy up until the past fall, when semi-names (and in some cases less than that) took over the podium, due, according to Decker, to the unavailability of the big boys. . . . the Fiesta was the spot where Charlie Barnet opened some months ago in defiance of James Petrillo and the AFM, which action subsequently led to his expulsion from and then reinstatement to the union. . . . **D'ARTEGA**, whose batoning has been confined mostly to theaters and radio work, steps into a new field for him March 11 when he opens at La Martinique. . . . **HY MILLER**, sax man with Roy Fox's band, currently at this spot, leaves for training camp this week, and is being replaced by **FOSTER MOOREHOUSE**. . . . Roseland Ballroom celebrates an anniversary on the 27th. . . . 17 years ago on that date **FLETCHER HENDERSON** was the first colored orchestra to play the dansant. . . . **ORRIN TUCKER** closes at the Biltmore March 25, and starts a theater tour that will keep him busy until Easter. . . . **HORACE HEIDT** is the Biltmore follow-up. . . . April 11 is the definite date for **BOBBY BYRNE'S** opening in the Terrace Room of the Hotel New Yorker, following **Woody Herman**, while seven nights later **GENE KRUPA** takes over the Pennsylvania's Cafe Rouge stand from **Jimmy Dorsey**. . . . **XAVIER CUGAT** comes back into the Waldorf-Astoria when **Leighton Noble** leaves April 12.

### Midwestern Murmurs

**MATTY MALNECK**, who closed Thursday (20) at the Ambassador East's Pump Room, Chicago, starts three weeks on the 28th at the Muehlebach Hotel,

Kansas City, Mo. . . . he's due in at the Rainbow Room, New York, April 9 for a six-weeker. . . . **MILT HUBBARD**, trumpet, has replaced **John Ouse** in **Griff Williams'** ork. . . . Ouse joined **Carl Ravazza**. . . . **GEORGE JEANS**, former Williams trombonist, will remain with a Chi studio band when Williams goes on tour next week. . . . **RAY HEATHERTON** starts a six-week stay at the Stevens Hotel, Chi, Saturday (1). . . . **LITTLE JACK LITTLE** is set for five weeks at the Edgewater Beach Hotel, starting May 3. . . . **BERNIE CUMMINS** plays an engagement at that hostelry beginning March 28. . . . **BOB CROSBY** takes over the Panther Room, Hotel Sherman, stand March 7. . . . **KEITH BAIN**, Lawrence Welk's personal manager, sustained a slight fracture of the wrist last week while ice skating. . . . Welk, incidentally, returns to the Trianon Ballroom (where he closes on the 23d) April 13 for his fourth engagement at that Windy City dansant. . . . **JOHNNY GILBERT** was given an additional week at **Mike Todd's Theater Cafe** he bows out in favor of **LES BROWN**, who starts February 28. . . . on the 21st **JACK DENNY** will be replaced by **JOE SANDERS** at Todd's place. . . . **JACK RODMAN'S** crew, featuring hot trumpeter **Chuck Schaefer**, is at the New Wonder Bar, Cincinnati, for an indef stay.

### Of Maestri and Men

**TOMMY REYNOLDS** is the follow-up for **GLEN GARR**, current, at the Chatterbox, Mountainside, N. J. . . . Reynolds goes in Thursday (27). . . . **TED LARDON** takes over the music-making assignment at the Homestead Hotel in Kew Gardens, L. I., following **SLEEPY HALL'S** five-month engagement. . . . **JOHNNY KOVACH** is set for a tour of one-nighters thru the New England States, booked solidly until April 30. . . . **BETTY ANDREWS** has replaced

## ASCAP Gives Mardi Gras Radio Break

**NEW ORLEANS, Feb. 22.**—While efforts were under way to pipe Mardi Gras broadcasts here Coast-to-Coast, city fathers announced an okeh from ASCAP on its music heard over the air from bands participating in the score of street pageants here Tuesday (25). So far only one chain, Mutual Broadcasting Company, thru its local link, WNOE, has tentatively set piping of one of the parades. All local stations which will broadcast the parades had been erecting sound-proof booths along the parade line to keep out ASCAP music, until the Society agreed to except the one day from regulations.

For a while it looked like the century-old Mardi Gras might suffer from the effects of the music-radio war, particularly when the city was hesitant about allowing construction of the sound-proof broadcast booths on the main stem. Theme song of the Mardi Gras king is a BMI tune entitled *If Ever I Cease To Love*.

However, dozens of bands playing between the floats of the parades had announced no intention to ban either side's music. ASCAP's agreement to lift its ban for the single day takes a load off the shoulders of local radio station officials.

Florence Reed as vocalist with this outfit. . . . **DEAN HUDSON** is taking a well-deserved vacation for eight days in his home town, Palm Beach, Fla., altho he's putting the week to the purpose of having his tonsils out. . . . **PAUL MARTIN**, West Coast radio maestro, was signed to a management contract by **Paul Specht**, and the plan is for him to make his Eastern debut shortly at a New York hotel spot. . . . General Amusement Corporation will do the bookings on the band. . . . **JOHNNY HAMP** is currently playing at El Rancho Sportsman's Club, Chester, Pa., having followed **Sonny James** into the place. . . . **CAB CALLOWAY** gets another year's renewal on the Okeh disk label.

# THE FOUR INK SPOTS

## RECORDING OF

### "PLEASE TAKE A LETTER MISS BROWN"



**DECCA RECORD No. 3626**  
**BACKED BY "RING TELEPHONE RING"**

**PERSONAL MANAGEMENT GALE INC., 48 WEST 48th ST. N. Y.**



The Billboard

WEEK ENDING FEBRUARY 21, 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.

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

GOING STRONG

DREAM VALLEY. (8th Week) Sammy Kaye, Woody Herman, Frankie Masters.

FRENESI. (7th Week) Artie Shaw, Woody Herman.

I HEAR A RHAPSODY. (5th Week) Jimmy Dorsey, Charlie Barnet, Al Donahue.

STARDUST. (4th Week) Tommy Dorsey, Artie Shaw.

ALONG THE SANTA FE TRAIL. (3d Week) Bing Crosby, Dick Jurgens, Sammy Kaye.

I GIVE YOU MY WORD. (2d Week) Eddy Duchin, Mitchell Ayres.

COMING UP

YOU WALK BY. Blue Barron, Tommy Tucker.

SO YOU'RE THE ONE. Hal Kemp, Eddy Duchin.

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

HIGH ON A WINDY HILL. Jimmy Dorsey, Sammy Kaye, Gene Krupa.

SCRUB ME MAMA, WITH A BOOGIE BEAT. Andrews Sisters.

TONIGHT. Xavier Cugat, Gene Krupa.

NEW SAN ANTONIO ROSE. Bing Crosby, Bob Wills.

THERE'LL BE SOME CHANGES MADE. Ted Weems, Vaughn Monroe.

NATIONAL AND REGIONAL BEST SELLING RETAIL RECORDS

This compilation is based upon reports from the following retail stores of their 10 best selling records of the past week. New York City: Center Music Store; Bloomfield Music Shop; Liberty Music Shop; Vesev Music Shop; Gaiety Music Shop. Boston: Boston Music Co.; The Melody Shop; Mosher Music Co., Inc.; Buffalo: Whiteman Song Shop; Broadway Music Shop; Avenue Record Shop. Pittsburgh: Volkwein Bros., Inc. Philadelphia: Ted Burke, Inc.; Wayman Co.; Co-Operative Music Co. Washington: George's Radio Co., Inc. Denver: The May Co.; The Record Shop; Charles E. Wells Music Co. Salt Lake City: Z. C. M. I. Record Dept. Portland, Ore.: Meier & Frank Co.; J. K. Gill Co. Los Angeles: Birkel-Richardson; Southern California Music Co.; Hollywood House of Music. San Francisco: Schwabacher-Frey; Quarg Music Co. Chicago: Sears, Roebuck & Co.; Marshall Field; Wurlitzer's; Lyon & Healy; Garrick Music Shop; Goldblatt Bros. Cincinnati: Song Shop; Willis Music Co.; Rudolph Wurlitzer Co.; Steinberg's, Inc.; Clifton Music Shop. Milwaukee: Schuster's; Record Library (Ed Dram's); 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 & Bros.; Mayflower Novelty Co. Cleveland: Halle Bros. Co. Springfield, Mo.: L. E. Lines Music Co. Birmingham: Nolen's Radio Service Shop; E. E. Forbes & Sons; Monarch Sales Co.; Louis Plitz Dry Goods Co. Atlanta: Cox Prescription Shop. Raleigh, N. C.: James E. Thiem; C. H. Stephenson Music Co. Miami: Richards Store Co.; Burdine's, Inc. New Orleans: Louis Grunewald 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

Table with 2 columns: POSITION Last This Wk. Wk. and list of records including FRENESI, I HEAR A RHAPSODY, HIGH ON A WINDY HILL, TONIGHT, IT ALL COMES BACK TO ME NOW, YOU WALK BY, I HEAR A RHAPSODY, SONG OF THE VOLGA BOATMAN, ANVIL CHORUS, OH, LOOK AT ME NOW.

EAST

Table with 2 columns: POSITION Last This Wk. Wk. and list of records including FRENESI, I Hear a Rhapsody, I Hear a Rhapsody, You Walk By, Anvil Chorus, Tonight, So You're the One, It All Comes Back to Me Now, High on a Windy Hill, Oh, Look at Me Now, MIDWEST, FRENESI, High on a Windy Hill, Tonight, You Walk By, I Hear a Rhapsody, It All Comes Back to Me Now, Java Jive, Ink Spots, Oh, Look at Me Now, I Hear a Rhapsody, Anvil Chorus.

WEST COAST

Table with 2 columns: POSITION Last This Wk. Wk. and list of records including FRENESI, Song of the Volga Boatman, It All Comes Back to Me Now, New San Antonio Rose, You Walk By, High on a Windy Hill, Boogie Woogie Bugle Boy, I Hear a Rhapsody, I Hear a Rhapsody, Concerto for Clarinet, SOUTH, FRENESI, I Hear a Rhapsody, High on a Windy Hill, Tonight, You Walk By, You Walk By, It All Comes Back to Me Now, So You're the One, There'll Be Some Changes Made, There'll Be Some Changes Made.

NATIONAL AND REGIONAL SHEET MUSIC BEST SELLERS

This compilation is based upon reports received from the following sheet music jobbers and dealers of their 15 best selling songs of the past week. New York City: Music Dealers' Service, Inc.; Ashley Music Supply Co. Pittsburgh: Volkwein Brothers, Inc. San Francisco: Pacific Coast Music Jobbers; Sherman, Clay & Co. Los Angeles: Morse M. Freeman, Inc. Seattle: Capitol Music Co. Portland, Ore.: Sklare Music Co. Chicago: Lyon & Healy; Carl Fischer, Inc.; Gamble Hinged Music Co.; A. C. McClurg, St. Louis: St. Louis Music Supply Co. Kansas City, Mo.: Jenkins Music Co. Detroit: Grinnell Brothers. San Antonio: Southern Music Co. Fort Worth, Tex.: Ault Music Co. New Orleans: G. Schirmer of Louisiana. Atlanta: Cable Piano Co. Phoenix, Ariz.: Dawson Music Co.

NATIONAL

Table with 2 columns: POSITION Last This Wk. Wk. and list of songs including I HEAR A RHAPSODY, FRENESI, IT ALL COMES BACK TO ME NOW, HIGH ON A WINDY HILL, TONIGHT, YOU WALK BY, I GIVE YOU MY WORD, SAN ANTONIO ROSE, AMERICA, I LOVE YOU, MAY I NEVER LOVE AGAIN, THERE'LL BE SOME CHANGES MADE, A NIGHTINGALE SANG IN BERKELEY SQUARE, THE LAST TIME I SAW PARIS, THERE I GO, DOWN ARGENTINE WAY.

EAST

Table with 2 columns: POSITION Last This Wk. Wk. and list of songs including I Hear a Rhapsody, IT ALL COMES BACK TO ME NOW, FRENESI, May I Never Love Again, High on a Windy Hill, Tonight, You Walk By, There'll Be Some Changes Made, There I Go, I Give You My Word, Down Argentine Way, A Nightingale Sang in Berkeley Square, Let's Dream This One Out, America, I Love You, San Antonio Rose, MIDWEST, I Hear a Rhapsody, IT ALL COMES BACK TO ME NOW, High on a Windy Hill, FRENESI, Tonight, I Give You My Word, Let's Dream This One Out, There'll Be Some Changes Made, America, I Love You, I Give You My Word, There I Go, San Antonio Rose, A Nightingale Sang in Berkeley Square, The Last Time I Saw Paris, Down Argentine Way.

WEST COAST

Table with 2 columns: POSITION Last This Wk. Wk. and list of songs including FRENESI, I Hear a Rhapsody, Tonight, You Walk By, High on a Windy Hill, I Give You My Word, IT ALL COMES BACK TO ME NOW, San Antonio Rose, The Last Time I Saw Paris, There I Go, May I Never Love Again, God Bless America, Yes, My Darling Daughter, So You're the One, Down Argentine Way, SOUTH, I Hear a Rhapsody, America, I Love You, San Antonio Rose, You Walk By, FRENESI, IT ALL COMES BACK TO ME NOW, High on a Windy Hill, A Nightingale Sang in Berkeley Square, So You're the One, May I Never Love Again, The Last Time I Saw Paris, There'll Be Some Changes Made, I Can't Remember To Forget, Down Argentine Way, I Give You My Word.

SONGS WITH MOST RADIO PLUGS

The following are the 20 leading songs on the basis of the largest number of network plugs (WJZ, WEAF, WABC) between 5 p.m.-1 a.m. weekdays and 8 a.m.-1 a.m. Sundays for the week ending Thursday February 20. Independent plugs are those recorded on WOR, WNEW, WMCA, WHN. Film tunes are designated as "F," musical production numbers as "M."

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

Table with 4 columns: Position Last This Wk. Wk., Title, Publisher, Plugs Net Indle. List includes YOU WALK BY, I HEAR A RHAPSODY, IT ALL COMES BACK TO ME NOW, HIGH ON A WINDY HILL, TONIGHT, SO YOU'RE THE ONE, KEEP AN EYE ON YOUR HEART, FRENESI, THERE'LL BE SOME CHANGES MADE.

Despite the abnormality of the network song situation resulting from the ASCAP-radio war, wherein radio's top songs are apparently based upon expediency rather than upon the former basis of unrestricted selectivity, many readers of The Billboard have requested the resumption of the list of Songs With Most Radio Plugs, omitted from this space in recent weeks.

Altho The Billboard feels that this compilation does not serve the same purpose it did prior to the banning of ASCAP music from network programs, it has been resumed out of deference to the wishes of the mass of readers who are interested, for either practical or historical reasons, in noting radio's most played songs, regardless of the factors involved in making them such.

Table with 4 columns: Position Last This Wk. Wk., Title, Publisher, Plugs Net Indle. List includes I GIVE YOU MY WORD, LET'S DREAM THIS ONE OUT, GEORGIA ON MY MIND, IDA, SWEET AS APPLE CIDER, WISE OLD OWL, MAY I NEVER LOVE AGAIN, I CAN'T REMEMBER TO FORGET, DO, DO YOU?, ROCKIN' CHAIR, THESE THINGS YOU LEFT ME, TABOO.

# 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 27335)

*Dancing in the Dark—FT. Smoke Gets in Your Eyes—FT.*

**T**HE AMAZING Mr. Shaw comes thru again this week with another recording that deserves special mention because of the high-mindedness of its conception and the sheer quality of its execution. And as if those two qualifications weren't enough, they are augmented by the added virtue of commercialism, as judged from the monetary success of two similarly conceived Shaw items of recent weeks. If the elaborate richness and lush orchestration of the Shaw *Frenesi* and *Stardust* contained enough popular appeal despite their above-average musical qualities, there should be no doubt about this latest in the series taking its place alongside Artie's two other current hit disks as a potent seller in its own right.

This record differs from the others in that the small band-within-a-band that Shaw calls his Gramercy 5—holds forth on the B side, leaving only the first side of the platter for the colorful musicianship of the large Shaw group. The chamber music jazz style of this *Smoke Gets in Your Eyes* is not necessarily a deterrent in a commercial way, because the Kern classic is taken in a slow, appealing tempo, and played in Artie's most expert manner. Some excellent guitar work picks up where Shaw leaves off, and while it's fine jazz stuff, it's still not over the heads of the average disk buyer.

But a sales standard has already been set for the type of delineation on the A side, and it's this side that really will sell the pressing. Coupling superb rhythm with imaginative, inventive scoring, Shaw once again makes use of the strings, reeds, and brass at his command in the most listenable manner possible. The arrangement is dramatic, yet danceable—full and sweeping, and still melodically simple and understandable. Shaw will rapidly turn into a 1941 version of the Paul Whiteman of a decade ago if he keeps this sort of thing up.

### ANDREWS SISTERS (Decca 3598 and 3599)

*Boogie-Woogie Bugle Boy—V. Bounce Me Brother With a Solid Four—V. Yes, My Darling Daughter—V. You're a Lucky Fellow, Mr. Smith—V.*

**T**HERE'S potent ammunition for a successful assault on sales in these four sides. Any way they're looked at they spell hitdom over record store counters and in automatic phonographs. With the exception of *Yes, My Darling Daughter*, the tunes are all from the score of the new Universal picture featuring the Andrews girls, *Buck Privates*, and what their first movie, *Argentine Nights*, did for their recording of the *Rumboogie* number contained therein, the new film should certainly do for any or all of these ditties.

Not only do the songs have the advantage of picture plugging, they also happen to be excellent material. *Boogie-Woogie Bugle Boy* carries on the vogue set by the two other eight-beat numbers, *Beat Me Daddy* and *Scrub Me Mama*—and in addition boasts an amusing and timely lyric. Perhaps because it's the best arrangement on these four sides, with Patty knocking out a particularly good solo in the middle, this one seems likely to be the most favored among diskophiles. *Bounce Me*, with the sisters declaiming that, after all, regular four-beat rhythm is still tops, is bright and makes entertaining listening, but it's not the best arrangement the Andrews have ever handed.

Neither is *Mr. Smith* nor the one interloper in this company of *Buck Privates*, the now almost too-familiar *Darling Daughter*. The Andrews have long since set their own high standards, and while failure to reach them every time out is understandable it's nevertheless noticeable. *Mr. Smith* is an excellent bit of clever flag-waving, but the listenability of the tune and lyrics is a bit lost here in a tempo that's several shades too fast. *Daughter* goes to the other extreme, and drags a bit, altho Patty's solo (as always) picks things up nicely in the middle.

But this great trio wouldn't be human if they hit it just right every single time. And whatever academic faults these disks may have aren't going to keep them from very substantial sales dividends.

### GRAZIELLA PARRAGA

(Bluebird B-11047)

*Blue Echoes—V. Night Over Rio—V.*

A newcomer to this label from down Cuba way, Miss Parraga reveals an appealing contralto voice and a knowledge of phrasing that make of these superficially Latin American numbers nice enough listening. Leading off both sides with ad lib verses, the arrangements make the singer sound even more effective by going into dance tempos for the choruses, rumba on the B side, fox trot followed by rumba on the reverse. The second chorus on *Echoes* is in Spanish, also effective.

### BOB CROSBY (Decca 3605 and 3611)

*Blue Echoes—Rumba; VC. Chick-Ee-Chick—FT; VC. Big Noise From Winnetka—FT; VC. Sunset at Sea—FT; VC.*

A weak average is struck by the Crosbys on these four sides, with only *Winnetka* standing out as better-than-average disk fare. And since this is a remake with full band and vocal of a popular Crosby platter of a couple of

years ago, wherein Bobby Haggart's whistle and bass slapping vied with Ray Bauduc's drumming for honors in a three-minute duet, its commercial possibilities are lowered because of the large sales on the first disk. New version isn't bad, and neither for that matter are the other three sides. Latter, however, offer nothing but capable musicianship and good rhythm without that certain something that demands subsequent hearings. *Winnetka* retains the whistle at the beginning and end, with a good vocal and some forthright if not very exciting band work in between.

(See ON THE RECORDS on page 67)

# On the Stand

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

### Howard Becker

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

**S**TYLED in a manner tailor-made for ballrooms, Becker sports a platform collection of musicos divided into four reeds, three brasses, and three rhythm. Not on any instrument himself, he sticks to baton gesticulation and most of the vocal spots.

The band does little in the way of novelties or entertainment numbers which would equip it for the sitters-outers at clubs and rooms, but in those places where the wish is to keep moving and have good music to move to, Becker is grooved to please. He listens pleasantly enough, too, but his mission seems to be to create a wish to dance by presenting attractive motivation—and that he does.

From his reeds he draws on Mac Harris for a few voice shots, but the band is otherwise vocally silent save for Becker, who has a good delivery.

Leader does a few of the arranging chores, but a non-member of the band, Ivan Wabash, with the memory of the late Hal Kemp's style always before him, tricks up the musical band book and keeps a stream of new ones always coming in. Oldfield.

### Charlie Spivak

(Reviewed at Glen Island Casino, New Rochelle, N. Y.)

**S**PIVAK marked his first anniversary as a leader this month, backed by a band whose attributes are such that they may well lift it to the heights before another year rolls around. Careful building and shaping have now placed this outfit in a position where it can command the greatest respect from dance music enthusiasts of either the sweet or hot variety.

Undoubtedly the best asset the band has to achieve the distinction and acclaim it merits is Spivak's velvety trumpet, because of its uniqueness in a field populated only by hot or corn trumpet maestri. Charlie is to his instrument what Tommy Dorsey is to the trombone, and the unusual style and quality of his sweet, melodic conceptions give the band individuality from the outset. With either open horn or a special mute of his own design, Spivak's work is thrilling in its soft, rich loveliness of tone—and commercial in its ability to attract and hold attention due to its being different and yet melodically understandable.

On the swing side of the picture, the six brass (Spivak makes it seven), five reed, and four rhythm give musicianly, solid life to some particularly imaginative jazz arrangements by Sonny Burke. Latter is rapidly building an imposing library of swing originals for this crew, and the interpretation given them matches the scoring in virtuosity. Standing out especially in the line-up are

Buddy Yeager on hot trumpet, Bill Mustarde's equally heated sliphorn, and the driving but tasteful drumming of Bunny Shawker.

Vocal department takes in Garry Stevens and Kitty MacLane, with an occasional assist from guitarist Kenny White on the novelty stuff. Stevens is excellent, bringing a good voice and an easy, personable manner to the ballad wordage, but Miss MacLane is a little shaky in the matter of proper beat and general selling of the rhythm tunes. Band itself could use a few more showmanship touches, but the omission isn't too noticeable in the face of superior swing and sweet that consistently maintains the highest level of listenability and danceability. Richman.

### George Macfarland

(Reviewed at the Versailles, Boston)

**W**ITH an outfit of four saxes, four brasses, and three rhythm, all solid men, Macfarland has the makings of a really fine band under his baton. Fundamentally a swing group, the boys do not show to advantage in this Boston club, where the patrons ask for commercial tunes almost exclusively.

Better suited for ballroom work, Macfarland showed what he could do when he let the boys take down their hair after the last late show. For a half hour they went to town, to the evident delight of the younger die-hard dancers who remained in the place.

Tho the leader has a pleasant enough personality on the stand, and handles his vocals pleasantly, there is a slight feeling of lack of showmanship. There are neither novelties nor antics that usually help a band. However, the group has the polish and musicianship and solid beat of a band that has played together far longer than the three months this one has been a unit.

Aiding Macfarland in the vocal department are the Leighton Sisters, cute close-harmony songsters. Featured instrumentalists are Teddy Kirk on trombone, Al Mitchell on trumpet, Jesse Rogers and his licorice stick, and Moe Solomon on the keyboard. Solomon combines with Sparky Tomasetti for some clever arranging, and does stand-out work on the Ivories. Gottesman.

### Ray Morton

(Reviewed at Warwick Hotel Cocktail Room, Philadelphia)

**A**FTER many years of music making at New York's Warwick Hotel, Morton brings his small combo to the Warwick hostelry here. Dedicated to dance rhythms that meet the demands of the social set, it's a huge success. No frills or fancies, just continuous and undiluted tune tossing that runs the gamut from Viennese to Latin, with a generous sprinkling of show scores, so all-important for such stands.

Morton, a handsome lad, leads off with the tenor sax, and gives fine tenor voice to the wordage. Surrounds himself with accordion, piano, bass, and drums, all capable instrumentalists. Emphasis is on ensemble formations which continually give the band body. Orodinker.

### Jack Harris

(Reviewed at the La Conga, New York)

**A**LMOST to be considered a native Londoner now, Harris until last May had been on the Atlantic's other side for 15 years. The present war cut him loose from those moorings and last September he organized his U. S. outfit.

It's a small band (eight pieces) with Harris leading the proceedings on his fiddle. Music is generally on the sweeter side and with a loose, pleasant style usually predominating. Books are filled with pop tunes and occasional rumbas. Over all, there is plenty of rhythmic dance ability for the floor patrons.

There are four rhythm, three reed, and one brass. The guitar man sometimes comes in with a fiddle, too, along with Harris. The musicianship is good and the results are excellent. Humphrey.

# 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

### Al Donahue

(Meadowbrook Country Club, Cedar Grove, N. J., Mutual Network, Tuesday (18), 12-12:30 a.m.)

**A**L DONAHUE is richly deserving of any praise that can be heaped upon a maestro, if only for the singular effort of producing a half hour of remote music that can be matched up with the best of the top-flight bands. His mixture of swing, pops, and foreign tunes was as full of blend and richness as Napoleon brandy.

To top that off, the fine, sensitive balladeering of Phil Brito and the jump tune vocal renditions of Dee Keating gave added spice to a program that had already hit tops as far as remotes are concerned. It was all the more outstanding because what for long had been built up as a society band now is so completely praiseworthy in the commercial field.

### Teddy Powell

(Bordewick's, Tuckahoe, N. Y., Mutual Network, Tuesday (18), 11:30-12 a.m.)

**T**EDDY POWELL'S band, comparatively new in terms of reorganization, shapes up as his best so far. It's his best by comparison, and excellent in its own right, in musicianship, versatility, and a blending of elements that produced a finely woven half hour of music with ear appeal and dancing tempo.

Powell has abandoned straight swing for an amalgam of the compounds that make for a more commercial band. Powell went in for a tune selection that allowed him to mix many types of music, along with solo instrumentals that stood out like beacons. Vocalist Ruth Gaylor also did her bit against rich orchestral backgrounds.

### Embargo on Tea

**DETROIT**, Feb. 22.—Only kind of hops that musicians here will be permitted to indulge in from now on are those that people dance to. Another kind—namely marijuana—and the use of it were outlawed this week by the Detroit Federation of Musicians, with expulsion as the penalty for those found guilty of imbibing reefer.

Claiming that weed has made "jibbering idiots out of former jazz hounds," board of directors passed the following resolution:

"Any member found guilty of the use of marijuana, or on proof that a member uses same, such member shall immediately be expelled from membership."

# Music Items

Publishers and People

**M**OST of the publishers' contact staffs around New York have had their expense accounts completely sheared. Some are working on half pay, while still others are walking around with pink slips in their pockets.

Maurie Hartman's Cherio Music has taken over publication of *Kickonga*, by Al Kavelin and Francis Marquis.

Jewel Music has publishing assignment on *Woodland Symphony*. Hal David and Bert Stevens authored.

Same Bert Stevens, collabing with Larry Wagner, placed *What Ya Thinkin' of, Baby*, with Encore Music. House is also publishing *Blue Champagne*, by Grady Watts and Frank Ryerson.

Songs and Such

**A**NN RICHARDSON of the CRA book- ing clan, with the assistance of Hugh McKay and Charles Trotta, penned a musical version of *For Whom the Bell Tolls*. Tony Pastor's band at the Lincoln Hotel, New York, is featuring.

Mort Greene, Mann Curtis, and Jerome Gottler combined their wits for a wack number, *He took Her for a Sleighride in the Good Old Summertime*, which has just reached the shelves of Leeds Music. Greene and Lou Singer also penned *Sleepy Serenade*.

Pianist Pauline Alpert has commemorated her engagement at the Cafe Sutton, New York, with an original tune, *Struttin' at the Sutton*. Collaborers on the lyrics are legion, including Ray Burgess, Frank Law, Bill Raftery, and Helen Endicott.

Cliff Japhet, recently returned from a tour with Polly Jenkins and Her Plow- boys, set *Just a Tumbledown Ranch in the Valley* to words and music.

# Spurt in Akron Ork Biz Resulting in Spirited Competish

**AKRON, O., Feb. 22.**—To combat the Continental Grove and the Old Heidelberg, opposition downtown spots, Jack Walsh, managing director of the Mayflower Hotel Hawaiian Room, for the first time in the history of the swank night spot brought in a big band, Bob Millar (12 men), an MCA attraction. Spot usually plays combos of six and seven men.

Spurt in patronage at both the Continental and Heidelberg, which are maintaining a policy of middle bracket bands for the first time, is believed to have prompted the hotel to switch to large bands. So brisk has been biz at the three major downtown spots in recent weeks, night clubs in the Portage Lakes sector and other outlying spots are complaining about a falling-off in customers, and the presence of better bands downtown is said to be the reason.

Emerson Gill recently closed at the Continental Grove, supplanted by Johnny Martone, a district favorite. At the Heidelberg Al Arter ork has been set, replacing Chic Herr, who remained at the spot for 36 weeks. Continental and Heidelberg are supplied with bands thru the Lew Platt agency here. Platt recently pitted Paul Pendarvis against Martone at the Continental for one night, with turnaway business reported.

# Tucker-Baker Pix Poor Hodgepodge Of Ancient Gags

The initial feature picture starring Orrin Tucker and band and vocalist Bonnie Baker, *You're the One*, is a major disappointment. Paramount assigned Gene Markey to produce and write this effort, and for a customarily astute craftsman he has certainly turned in a messy, dull job here.

The whole affair is nothing more than a band short with a few slapstick comedy gags of Keystone comedy vintage. Chief fault lies with the story, which is impossible thruout its length; better actors than Tucker and Miss Baker could do little with it. Edward Everett Horton, Jerry Colonna, Albert Dekker, Walter Catlett, and Teddy Hart are there to prove it.

Tucker doesn't screen badly, but wee Bonnie, as a blonde, doesn't fare so well. For future pix possibilities, Orrin displays more promise. Miss Baker is never at ease, and is passable only during song recitals. She does the oldie that established her and the Tucker band, *Oh, Johnny*, plus another pop the outfit was doing last year, *My Resistance Is Low*.

Baby-talk chanteuse also sings *I Could Kiss You For That* and *Down Strawberry Lane*, two new tunes written for the film by Johnny Mercer and Jimmy McHugh. Tucker does a pleasing job on *The Yogi Who Lost His Will Power*, while the best number in the movie is the title song. Paramount Music is publishing the Mercer-McHugh ditties.

The punishment for this hodgepodge offered by Paramount, producer Markey, and director Ralph Murphy will probably be gosh-awful box-office receipts.

S. H.

# Nebraska Becoming More Fertile Field For Band Bookings

**LINCOLN, Neb., Feb. 22.**—Nebraska begins to look more important all the time to the orchestra booking field, even tho two towns take steadily from offices making band attractions available.

Here, late in March, King's Ballroom will again open, which will make a total of eight days' work per week here—three at Pla-Mor, Mrs. Matt Kobalter's spot; two at King's, managed by J. Clair Lanning, and three at the Turnpike Casino, which is R. H. Pauley's.

Omaha is doing better by the week. The Paxton Hotel is taking steadily. Peony Park, managed by Joe Malec, is using bands two or three nights weekly. Harry Taylor's Music Box goes six nights each week, and Tom Archer's Chermot, managed by Al Wolf, is good for three nights on a regular schedule.

Hastings, one of the State keys, is completely out now, but near-by Grand Island, with Ed Glover's Glovera Ballroom, is still a week-end town. Auditorium at Beatrice usually takes twice a month. Falls City, recently the scene of an oil boom, is becoming more of a town for amusements, a new theater going into operation this week and ballroom possibilities springing to life.

**PHILADELPHIA, Feb. 22.**—Instead of looking ahead to a string of one-night stands during the summer, Joe Franzosa, WPEN studio maestro here, is eying the symphony stands. Leader is studying symphonic scores and lining up dates as guest conductor with the many outdoor concert groups in this territory.

**MILWAUKEE, Feb. 22.**—Bob Heen and His Royal Hawaiian Ambassadors and Billy Hicks and His Sizzling Six moved into the Blatz Palm Garden here February 17 following Freddy Fisher's Schnickelfritz Band, which had played the spot since November 19.

# What Is the Greatest Song Ever Published?

**I**N AN endeavor to ascertain the best song of all time in the field of popular American dance music—in the important and authoritative opinion of the men whose business it is to interpret this type of music—*The Billboard* this week sent questionnaires to more than 1,000 representative orchestra leaders thruout the country, asking them to name their choice of the greatest song ever written, as well as their ideas of various other "bests." The results of this poll will be published in the Spring Special issue of *The Billboard*.

Every band leader has his own particular thoughts on which was the best song ever published in the realm of popular dance music, plus some definite opinions on the greatest composer, lyric writer, and arranger in this field. *The Billboard* is now inviting the nation's maestri to express their preferences along these lines in a general poll that should result in some truly interesting nominations.

The range of selections takes in all ballads, rhythm and novelty songs, musical comedy and picture tunes, and jazz instrumental compos published in this country at any time. Songs which have been written abroad, such as *South of the Border* or *Woodpecker Song*, and subsequently published here are eligible. Folk songs, classical, semi-classical works, or any compo that cannot be actually construed as a so-called "popular" song will not figure in the poll.

The popularity of a song or the extent of its commercial success or failure will also not figure in the band leaders' nominations, the choices being made strictly on the basis of the actual melodic and lyrical merit of the song nominated. The quality angle, not the size of the hit or the financial success of a writer or arranger, is the only one to be considered in this poll.

The queries contained on the questionnaire sent out this week follow. Any leader who for one reason or another may not receive a questionnaire is invited to write, phone, or drop in at *The Billboard's* New York office at 1564 Broadway for a ballot. Voting may be participated in only by form ballot. Self-addressed, stamped envelopes accompany each questionnaire sent out. The questions:

1. What song in the field of popular American dance music do you consider the best of all time?
2. What do you think is the best ballad of all time; the best rhythm song; the best novelty song; the best jazz instrumental; the best blues song; the best Latin American song (rumba, conga, tango, etc.)?
3. Which song do you think was the best published during 1940?
4. Who is the outstanding composer of popular American dance music, living or dead; the outstanding lyric writer; the songwriter or team of writers responsible for the most consistently good music output during the past 25 years?
5. Who is the best all-round stock arranger of the last 25 years; the best stock arranger of ballads; the best stock arranger of jazz?
6. Which do you think was the greatest stock orchestration of all time?
7. Who is the best special arranger, working either with or for a band or bands?
8. Which do you think is the greatest special arrangement of any type ever made?

# Florida Situation Sized Up as Boom "That Just Didn't Happen"

**MIAMI, Feb. 22.**—With the so-called Florida season under way, and having allowed enough time to go by to form definite observations and conclusions about what was expected to be the biggest winter vacation boom since the lush '20s, the keymen behind Florida operations have let out a wall of general disappointment over the way things have shaped up.

On the music front, band bookers and agents down here, who have been in the business of observing these things for many years, said that there is a lot of music being bought and paid for, but not nearly as much as last year, not nearly as many names, and the money doesn't even reach figures close to those of former years. There is, however, more incidental music, like cocktail units and single instrumentalists, than in former years, which also means a cut in the number of musicians being employed.

Night clubs and night life generally are not getting the play that they once did, and, what with a building expansion program that took place in anticipation of an unheard-of flock of vacationers who in former years sought the beaches and spas of Europe, the general atmosphere is emptier than usual.

The general impression among those who make their living out of the winter tourist trade is that there aren't enough people in Florida. Some money is being made, tho, and oddly enough the top-heavy talent budgets aren't accounting for much of it. Spots with well-produced shows and solid entertainment have been running to capacity, whereas some of the better known places with expensive entertainment could have rented out their night club floors for target practice.

Musical tastes of the tourists this year have leaned chiefly toward spots bally-hooing rumba and Continental entertainment. Those spots that have it are doing business, while the others have to rely chiefly on names, which, in the mixed weather that Florida has been having, has frequently set the owners back in the red.

Even across the Gulf Stream, where planes have been ferrying Miami trade into Cuba, trade has been considerably worse than last year, despite the raft of publicity that has been done to stimulate business.

Sizing up the situation, as one observer put it, "the boom just didn't happen."



Band Leader in 'Jam Session'—

After a recent dance engagement at Stephens College at Columbia, famous trumpeteer Harry James and some of his boys joined in with CHARLIE FISK'S M. U. band in a jam session at Gaebler's. Collegians packed the aisles and stood on the seats of booths for the jazz treat. James is shown giving out with one of his famous trumpet solos, as FISK, left, also a trumpet player, smiles admiration. FISK will bring his Missouri University band to Kansas City for a series of dances at the Kansas City Club and Pla-Mor.

# 'CHIPS OFF THE OLD BLOCKS'

Harry James' father was a circus band leader, Everett James, of Beaumont, Texas. Charlie Fisk's father was a minstrel band leader, Chas. L. Fisk, now located at Butler, Mo.

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WHEN TRAVELING—EASE THE ANXIETIES OF THOSE AT HOME BY SENDING DAILY LOW RATE WESTERN UNION TOURATE TELEGRAMS—ONLY 35c FOR THE FIRST FIFTEEN WORDS.



# PLENTY HITS SO FAR

## Chi "Life" Company Celebrates One Year In Loop; Near Record

CHICAGO, Feb. 22.—Chicago company of *Life With Father* celebrated its first anniversary last Saturday night with a party attended by over 600 guests. Oscar Serlin, producer; Mrs. Clarence Day, widow of the author; Russel Crouse, co-author of the play; Lillian Gish, Percy Waram, and members of the Blackstone cast were the hosts.

*Life With Father*, after 52 weeks here, is averaging from \$16,000 to \$17,000 a week. Serlin estimates the show will continue playing here until June. If it does, it will break the Chi record of 65 weeks established by *Lightnin'*, starring Frank Bacon, at the same theater in 1921-'22. The second longest Chi run was that of *Abie's Irish Rose*, which scored 58 weeks between late 1923 and early 1925.

The three companies, New York, Chicago, and Boston have played a total of 141 weeks, with an attendance of more than 1,326,500 people and a gross in excess of \$2,150,000. The New York company, in its 68th week (last week), has played to more than 690,000 playgoers and has grossed more than \$1,000,000. The Chicago company has been seen by more than 478,000 people, and has taken in over \$750,000. The Boston company in 21 weeks had an attendance of more than 157,000.

## "Pygmalion's" 2,000 in Phoenix

PHOENIX, Ariz., Feb. 22.—Some 2,000 local stage fans turned out to see Ruth Chatterton, starring in *Pygmalion*, in two performances on the stage of the Orpheum Theater here. Grosses at both shows were termed by A. G. Pickett, Orpheum manager, as "very good in view of unusually heavy competition offered by many conflicting events," including horse racing at the State Fairgrounds, a rodeo dance, and the annual St. Luke's Charity Ball, highlight of the social season here.

*Pygmalion* was Phoenix's second road show of the season. Matinee had \$1.68 top, while top for night show was \$2.80.

Show came here from one-night engagement in Tucson, continuing from Phoenix to San Diego and other Coast points. Audience comment here was favorable.

## Ballet Sells Out in Springfield

SPRINGFIELD, Mass., Feb. 22.—The second production sponsored by the Springfield Playgoers' League in its first season, the Ballet Russe, grossed over \$3,000, Daniel J. Maloney, executive secretary of the League, said. The production Monday (17) at the Court Square Theater turned away crowds who wanted to buy standing room. The sale of standing room is illegal in Massachusetts.

Advance sale of tickets was especially heavy, and the first and second balconies were sold out three days before. The highest priced seats were the only ones available at the box office that evening and they were sold out before curtain time.

## Holyoke Cowbarn Set

HOLYOKE, Mass., Feb. 22.—The Mountain Park Casino will be used for summer stock productions again this year, despite the fact that the group operating there last year folded in mid-season with a big deficit. This summer the nine-week season will be given under the direction of a group formerly connected with the Farragut Players of Rye Beach. N. H. Carlton Gould is the business manager.

## "Man" Capacity in W'm'gton

WILMINGTON, Del., Feb. 24.—*The Man Who Came to Dinner*, with Alexander Woolcott, played to capacity biz on its two-night stand at the Playhouse February 18-19, with matinee Wednesday (19).

## Men Coming to Dinner

PHILADELPHIA, Feb. 22.—Kenyon Nicholson and Theron Bamberger, who operated the suburban Bucks County Playhouse at New Hope last year, will run it again this summer, opening in June for the third season. Tentatively skedded for the coming season are George S. Kaufman and Moss Hart in their own comedy, *The Man Who Came to Dinner*. Who will play the Alexander Woolcott role is to be decided by the flip of a coin, according to reports, with the loser playing the Harpo Marx character, Banjo.

## Jackson Show Season Clicks; "Story" 4G A Record; "Foxes" 3G

JACKSON, Miss., Feb. 22.—The experiment which will determine the future of Jackson as a roadshow city is past the one-third mark now, and sponsor Armand Coulet, who is bringing a series of shows to Jackson this winter and spring, remains highly enthusiastic.

Enough of Jackson's 65,000 individuals turned out several weeks ago to pay \$3,900 for Katharine Hepburn in *Philadelphia Story*—setting a new Jackson record—and last week, in spite of bad weather, receipts were close to \$3,000 for Tallulah Bankhead in *The Little Foxes*. Tops were \$3.30.

Coulet is bringing opera back to Jackson for the first time in four years with a March 21 appearance scheduled by San Carlo Company. On March 3, Nelson Eddy will present a concert; on March 27 comes the Passion Play, and *Hellzapoppin* is booked April 1.

## 15 Shows Click Out of 51, Total Production Is Down; 19 Comedies Out of 37 Non-Musicals

NEW YORK, Feb. 22.—Wails over the "death" of the legitimate season, which cropped up again as usual this year, have again been proven somewhat premature. If the current season continues at its present clip it will be not only the best since before the depression, but also one of the best in the record books. Quantity has gone down, and final totals may dip even under last year's low; but the percentage of success so far has been the highest in 20 years.

Only 51 shows, including both musical and dramatic, have been presented as of today, with future schedules also somewhat light. However, of these 51, no less than 15 have been hits, a terrific average that scores a bit over 29 per cent. In addition, six shows can be classified as intermediate hits, with only 30 of the 51 rated as out-and-out failures. This is a failure percentage of only 58, the lowest on record.

Of the 51 shows, 37 were dramatic and 14 musical, with the musicals, as usual, showing a higher percentage of success. However, the dramas have a much higher average than is customary, with eight hits and the six intermediate hits all included in the dramatic category. Seven of the 14 musicals were successes.

As expected, the amount of comedy fare offered theatergoers is far in excess of that in ordinary seasons. Of the 37 dramatic shows, more than half—19—were comedies of one sort or another, ranging from burlesque-satire to drawing room comedy. Playgoers, however, weren't too greatly repelled by the light

fare, certainly not nearly so much repelled as critics who have deplored the levity of the stage. Five of the 19 comedies have been hits, and one is listed in the intermediate classification. In addition to the comedies, there were seven melodramas (two of them revivals), 10 dramas, and one classical revival, the Webster-Evans-Hayes *Twelfth Night*. Only two of the 10 dramas were hits (which equals the one-in-five average that is customary for dramatic plays) and two more were intermediate hits.

As for musicals, those billed as "plays with music" fared best among the group, with three out of four attaining the hit category—*Cabin in the Sky*, *Pal Joey*, and *Lady in the Dark*. There were two book musicals, *Hold On to Your Hats* and *Panama Hattie*, both of them hits; one operetta and one series of Gilbert and Sullivan revivals, both failures; and three big revues and three intimate revues, with one in each category—*Boys and Girls Together* and *Meet the People* reaching the hit class.

There is, of course, no way of knowing how the remainder of the season's offerings will make out at the box office; but if the present pace is maintained, 1940-'41 will have the best average of any season on record.

That's not bad for a "dead" theater.

## Amherst Fest Out

AMHERST, Mass., Feb. 22.—President Stanley King of Amherst College announced this week that legitimate shows will not be resumed this summer at the Kirby Memorial Theater at the college. Last summer performances were given under the direction of Harold J. Kennedy.

President King gave the uncertainty of "the world situation" as the reason for the decision, adding that a number of the younger members of the faculty associated with the theater last year might be in the armed services this summer.

## Legit Wants Music Cut

NEW YORK, Feb. 22.—A new and disturbing note was injected into the radio-music situation late this week when the League of New York Theaters announced it would demand a cut in the royalties music publishers receive from the use of musical comedy or production songs on the air.

The legit industry in general has been showing more and more interest in the current radio-music war—the Shuberts having recently announced plans for licensing grand rights to radio.

## More Springfield Bookings

SPRINGFIELD, Mass., Feb. 22.—More than satisfied with the crowds that greeted Flora Robson in *Ladies in Retirement* in the first legitimate performance here in five years, the Springfield Playgoers League announced this week that *The Time of Your Life*, with Eddie Dowling, will be at the Court Square Theater here Wednesday (26) for two performances. Daniel J. Maloney, executive secretary of the League, also said that he had made arrangements for the San Carlo Opera company to appear here late in April for a matinee and evening performance.

## "Man" SRO in Knoxville

KNOXVILLE, Tenn., Feb. 22.—Clifton Webb company of *The Man Who Came to Dinner*, first legitimate show of the season here, was a sell-out a week before play date (Saturday, 8) at Bijou Theater. House Manager H. D. Dale added 25 temporary chairs to his 1,300-seat capacity. Top was \$2.75.

Tallulah Bankhead in *The Little Foxes* is booked for February 21.

# FROM OUT FRONT

## The Doldrums

— BY EUGENE BURR —

FOR weeks now the cognoscenti who write about the theater between their sessions of sad, Olympian pondering on the state of world affairs, have been saying that the stage this season is in the doldrums. For years people have been announcing the same thing, and we've all become used to the idea. The doldrums, as a matter of fact, have come to be regarded as the theater's natural habitat; so no one grew very upset about the frequent statements concerning the present season.

The statements, tho, are really about as phony as a Saroyan play. If these are the doldrums, they are the most amazingly forward-moving doldrums in the history of navigation; and, just recently, a number of incidents have convinced the boys that maybe their statements were a bit rash. At any rate, to continue the nautical simile, they've been trying to back water frantically, using both oars and the boathook. It now appears that they didn't by any means intend to say that the theater was financially becalmed or even that the quality of the new productions was below par. They only meant that, in a world of huge and far-reaching events, the theater was remaining stagnant in the little backwater of art. They don't call it art, of course; they call it a failure to base plays on current events. Also, the theater has placed its emphasis upon comedy rather than propaganda. That's why they said it was in the doldrums.

IT WOULD be pretty hard, of course, for them to prove that it is in the doldrums financially or from the viewpoint of box-office appeal. A story in a neighboring column would pretty tidily refute that assertion, showing as it does that the success-averages of the current season are far above the normal of even pre-depression days. And it would be similarly hard for them to prove that the current standard of the season's offerings is low, because they themselves have denied it in their individual reviews. In one case last week a confused reader toted up a critic's rave reviews, found them in the overwhelming majority, and then asked the critic just what he meant by saying the theater was in the doldrums.

The answer was more or less along the lines sketched above. And almost all the rest of the boys have said the same thing.

IT SEEMS, then, that a theater that doesn't deal directly with current events is becalmed and idly drifting, a theater without a course and without any claim to greatness. That, too, seems a bit odd. If asked to name a great play that has to do with world events current at the time of its writing, this reporter would be hard pressed to recall even one. Maybe the boys on the dailies can help me out—but somehow I doubt it. On the other hand, if you're asked to name great plays that definitely did not deal with current events, you can name practically every great play that comes to mind.

Comedies, some great ones among them, have dealt on occasion with topics of the times; but in each case in which the comedy lived beyond its own era, the topic was satirized in such a way that the brunt of the attack was borne by a universal and constant facet of human nature, rather than a foible of the day. And, in any case, it's because the present season's fare consists mainly of comedy that the boys are complaining.

It is hard to see why they feel that a living theater should deal with problems that will be dead in another decade. A truly living theater must live in all time,

(See FROM OUT FRONT on page 16)







**Roosevelt Hotel, Blue Room, New Orleans**

*Talent policy: Dance and show band; floorshows at 7:15 and 12:15 nightly. Management: George V. Riley, hotel manager; Ray Samuels, publicity. Prices: Dinner from \$1.50.*

Ozzie Nelson and his wife, Harriet Hilliard, are in this top spot for the Mardi Gras, the season's climax. The full-house patrons liked the music and dance, but the spirit was too high and rumpus too loud for those who came to hear anything. Celebrants at Mardi Gras time make as much noise as possible everywhere they go during Carnival Week, and night clubs are not excluded.

Pretty little Roseann Stevens, band soloist, for instance, stood before the mike on several occasions, but it was impossible to fully understand her. Miss Stevens sang here before and drew nice applause.

Betty and Freddie Roberts are ballroom dancers of grace. The slapstick tactics of the Three Ryans were timely, but their attempt at jokes was a bit feeble.

Harriet Hilliard sang novelties and was

repeatedly called back. But she hardly seemed to be giving her best. Perhaps the spirit of the local season had its effect on her too.

Beating a rapid tattoo, Dolores Gay opened the show with plenty of pep.

Nelson was cool opening night, but he improves with time. *Phil Muth.*

**Iceland, New York**

*Talent policy: Production floorshows at 7:30, 11:30, and 1:30; Latin dance and show band; relief dance trio. Management: Mike Larsen and Danny Doyle, owners; Irving Zussman, publicity; costumes by Folies. Prices: Smorgasbord dinner, 99 cents; regular dinner from \$1.40; drinks from 35 cents; no cover or minimum.*

Following an experiment with a routine floorshow, management switched to an ice revue, presented on synthetic ice. The idea is good, but unfortunately the show is so poor that it totally lacks appeal and entertainment. Fault pri-

marily is with the producer, who failed to have good ice performers. It is difficult to work on muck ice at best, but when night club performers used to working a regular floor are handicapped with skates, the result is tragic.

A revue of this type must have sock ice performers. This layout has Bobby Hearn as the only good ice performer and he, too, is handicapped on this floor. Limits his specialty, preceding the finale, to a few thrilling barrel-jumping tricks.

Chorus includes Ellene O'Neil and Four Snowballs, a poor ensemble. They can neither dance nor skate. Gene Doyle, fairly good emcee, offers comedy talk with Bill Sedes. Routine is hackneyed and of no entertainment value in a club of this size.

Herman La-Mazar and Sonya Garvin, skating team, skate thru an uninteresting waltz, and La-Mazar later returns for a tango solo which is equally unimpressive. Paul Duke, magician, has two strikes against his normally smooth magic act. He makes a few stock attempts at skating, but they only prove him to be an inexperienced skater. His cigarette and razor blade tricks, technically, are good.

All return in the finale for a poor imitation of a conga on ice. Manuel Ovando's band remains for the main dance sets and labored show music. Mell Ross Trio (piano, drums, and sax) fills in the intermission lulls.

Spot is catching on with its reasonable price policy and its fine, economical facilities for large groups. Working as it does under a modest entertainment budget, it would be better off to return to normal night club shows. *Sam Honigberg.*

**Renna Hotel, Cocktail Lounge, Syracuse, N. Y.**

*Talent policy: Show and dance band; floorshows at 9, 11:30, and 1:30. Management: Paul Renna. Prices: No cover and no minimum.*

After the after-holiday slump that hits every year, business begins to perk up here slightly. All club owners in this area, including Renna, feel business is coming back to the pre-holiday level.

The cocktail lounge, with all of its beautiful appointments, boasts one of its best revues in several weeks. The show is headed by Those Five Shades of Rhythm, a five-girl line that opens the show with very clever dancing.

Emseer is Danny Boone. Harriet Richards, a soft-shoe dancer, offers clever manipulations and dancing steps. Drew a good hand and was brought back for an encore.

The crowd quickly got in the mood and it was easy going for the rest of the program. Lorraine Roe was next, winning a big hand for her rhythmic steps accompanied by excellent background by Al Chard and his band.

The show is broken at this point by Boone, who does swell ad libbing, playing the violin, and beating out excellent chords on the guitar. Brought back by thunders of applause. Was followed by Yvonne Lovely, Peggy Roe, and Rosetta Polo. Good sweet swing by Chard's band preceded the finale by the five-girl line. *Robert B. Taber.*

**Barney Rapp's Opry House, Cincinnati**

*Talent policy: Show at 9:30, except Monday; no dancing. Management: Barney Rapp, owner-manager. Prices: No cover or minimum; admission 35 cents; 50 cents Saturdays; dinners from \$1; drinks from 25 cents.*

The former Barney Rapp's Sign of the Drum, after several months of darkness, has revamped its bandstand into a stage and opened Friday (14) for an indefinite showing of the Augler Brothers' corn drama, *Adrift in New York or Her First False Step.*

Local nitery operators, who haven't found the going too fast the past month, are watching the new departure with interest. First week-end business was satisfactory, according to Rapp and Addison Augler, troupe manager. When caught Tuesday (18) patronage was light, but Augler is confident that word-of-mouth advertising will bring 'em in after a week of two. An Augler Brothers' unit of the same vehicle is now in its 27th week at the Hotel Seelbach, Louisville, Ky., and another is in its eighth week at the

Terre Haute House, Terre Haute, Ind.

Beginning at 9:30, the three-act meller takes nearly two and a half hours to unfold the doings of virtuous Nell, the handsome and noble-hearted hero, and the dirty-dog villain. The running is cut with frequent lengthy intermissions to permit the waitresses to prod the patrons on food and drink. While the opus has a few dull moments, this is more than offset by the laughs occasioned by the corny lines, trick make-up, and hilarious wardrobe. An addition for laughs are the "communitiny" singing, prize package sales, and the individual vaude specialties.

Troupe gains further effect by treating the venerable vehicle with apparent seriousness. Capable cast, made up largely of rep show vets, includes Addison Augler, Ellen Douglas, Jack Irvin, Dave Heminger, Verda Gordnier, Mack McDonald, Marie McDonald, Paul Palmore, Mary Brandt, and Paul Swanson.

A coin-operated music box is the only after-show entertainment, but Rapp is negotiating for a band to play for dancing after the show. Rapp is willing to bring in an ork on a 12½-hour-a-week basis, but the local union insists upon the usual minimum of 25 hours a week. *Bill Sachs.*

**Gay Nineties, New York**

*Talent policy: Continuous entertainment from 8 p.m. to 4 a.m. Management: Bill Hardey and Henry Tannen, owners. Prices: A la carte, no cover or minimum.*

The "good old days" are revived here in a pleasant, gay atmosphere. The spot has been a solid click for ten years (it celebrates its 10th anniversary April 2) and almost 70 per cent of the trade is made up of visiting firemen who are attracted by the novel and well-advertised policy. It is very easy to have a good time amid this nostalgic environment, either in the first or second-floor dining rooms, where the five old-time song and piano acts alternate.

Old vaudevillians all, they work on small stages in the style of old music hall divertissements. Each act is on for 10 minutes, between 20-minute rest periods, and works an average of three hours a night. Acts remain here for years, building a following with their individual styles of dispensing melodies of the horse and buggy era.

Among old-timers who have worked here are Eddie Leonard, Joe Howard, John Steel, the Cherry Sisters, and Charlie King. The Cherry Sisters came in in 1935 for two weeks at \$1,000 a week and begged to be let out after the first week. King closed recently to accept a role in *Panama Hattie.*

Current entertainers include the standard Gay Nineties Quartet (Rudy Mattison, Freddy Bishop, and Gus Wicke on vocals and George Tonak at piano). Spike (Bill) Harrison works at the keyboard and delivers lively ditties. Harry Donnell (W. C. Fields character) accompanies Billy Lorraine, personable tenor, at the piano and also offers an impression of Durante (he was Durante's writer at one time).

Two mixed teams, the brightest of the lot, include Lulu Bates and Charles Strickland and Ethel Gilbert with Bernie Grauer. Both women are veteran vaude performers and they work with projecting appeal. Miss Bates, blond, punches across oldies and satires. Miss Gilbert, attractive, slim brunette, reveals a nice soprano voice. Strickland was a former ork leader. Grauer was one of Helen Morgan's stage pianists.

Third floor of the club is reserved for private parties. The regular acts do frequent turns there. *Sam Honigberg.*

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**Waldorf-Astoria, Empire Room, New York**

*Talent policy: Dance and show band; alternate rumba band; floor divertissement at 9 and 12. Management: Lucius Boomer, hotel director; Ted Saucier, press director. Prices: Cover from 1:30, \$1 Friday, and \$1.50 Saturday.*

Paul Gerrits was a quick replacement Monday (17) for John Wray, ballet-tap dancer who was yanked after his opening night. Wray, according to the management, was not ready for what was to have been his first professional engagement (Wray is a dance teacher).

Gerrits and Adelaide Moffett, society singer, compose the short but solidly entertaining floor entertainment. Gerrits, on first, impresses with his saucy, thoroly engaging spoofing, silly gags, trick roller skating, and a sight and talk bit he calls *Complexes and Neuroses at the Dining Table*. This is a smart bit, just right for this sort of straight-laced audience. Miss Moffett, a tall pleasant-looking singer with a society background, sings special arrangements of pop tunes with a contralto of limited range, but with an attention-compelling simple, sincere delivery. The lyrics sound true, and therein lies her strength.

Leighton Noble (four reeds, four rhythm, and four brass) is the dance band that also backs the show nicely. Noble is a young and handsome leader who sings occasional choruses in engaging tenor and also plays the second piano and shakes the maracas for the Latin numbers. The band has to work under wraps here, with trumpets muted and the general effect being soft and sweet, but with a strong enough rhythmic base for enjoyable dancing. The novachord helps give the band a distinctive touch, too.

Mischa Borr fronts a six-man rumbatango band that has Borr fiddling for the waltzes and shaking the maracas for the rumbas as well. Drums, piano, accordion, trumpet, and string bass round out the outfit. They play good danceable and listenable music.

Food, liquor, service excellent, as always. *Paul Denis.*

**Gray Wolf Tavern, Masury, Ohio**

*Talent policy: Dance and show band; floorshow at 10, 11:30, and 1:30. Prices: 25 cents admission charge, but when major units are presented, 40 cents Saturday nights. Management: Pete Myers, managing director.*

Pete Myers unshuttered this ace Youngstown district spot, near the Pennsylvania State line, Saturday (8) after a 10-day shutdown.

His reopening was marked by an outstanding show, featuring Arturo and Evelyn, one of the niftiest and most talented ballroom duos to play here in a long time. They have been here before and always received a big hand.

Mackie and Paul guarantee a carload of laughs. Louise and Delita offer a breathtaking hand-to-hand balancing act. Also on are Lillian Morton, singer; Jean Ritchie, great roller skating novelty, and Bucky McLure, a fine singing emcee.

Lee Leall and his boys, here for almost a year, are back with their inimitable music. And they are still favorites. *Rex McConnell.*

**Edgewater Beach Hotel, Marine Dining Room, Chicago**

*Talent policy: Dance and show band; floorshows at 8:40 and 10:40. Management: William Dewey, managing director; Dorothy Dorben, producer. Prices: Dinner from \$1.90; drinks from 50 cents; minimum, \$2.*

The soft, melodious music of Wayne King's orchestra fits perfectly the conservative clientele of this beautiful room, and the floorshow is in keeping with the refined atmosphere. Nothing elaborate in the way of a show is attempted, but the numbers are tasteful and entertaining. King's music is of the restful sort, ideal for dancing, never raucous, and permitting easy conversation.

The Dorothy Dorben Dancers have built an enviable following, thanks to (See *EDGEWATER BEACH* on page 54)

**Club Moderne, San Francisco**

*Talent policy: Dance and show band; floorshows 8:30, 11 p.m., and 1 a.m. Management: Joe Morello, owner; talent and publicity, Sam Rosey Agency. Prices: Dinner \$1.50; drinks 35 cents and up; \$1 minimum.*

New show here is headed by Edith Rogers Dahl, assisted by Phil Kay, Lord and Janiss, Rue Shepard, and the Six Ramsdell Dancers.

Line opens with a high kick Viennese waltz that got over. Rue Shepard, tagged "San Francisco's Sophie Tucker," a solid click with a brace of risque songs. At times a little too strong, but the crowd liked them.

Next on, the ballroom dancing of Lord and Janiss. Team suffered opening night due to lack of proper support by the band. However, they gave a fine display of whirlwind dancing. Got a solid hand. Line comes on again for another number, after which Phil Kay, emcee, introduces Edith Rogers Dahl, a buxom platinum looker who at once had the audience with her. Her first number is a vocal medley of Cole Porter tunes which were well received. Next, a little crossfire patter with Phil Kay, after which she tells her audience the details of the much publicized story of her husband's capture by General Franco and how she saved him from the firing squad. Subject was handled in good taste, but could stand slight pruning.

She then displays her versatility by playing a medley of gypsy airs on the violin, followed by some swingaroo piano playing. Gal has plenty on the ball and really surprised those who came with the "show me" attitude.

Kay is next to closing with mimicry, gags, and songs for a sure-fire salvo. The Ramsdell Dancers close the show.

Alex Duchin ork of five played the show and dance music. Sam Rosey did excellent job of publicity for Dahl, hitting every newspaper in town with pictures and stories. *Edward Murphy.*

**Club Alibi, Chicago**

*Talent policy: Dance and show band and relief band; floorshows at 8, 12, and 3 a.m. Management: Charles Conrad, proprietor; Lou Finn, manager; Johnny King, producer; Fred Joyce, publicity. Prices: Dinner from \$1; drinks from 25 cents; no minimum except Saturday, \$1.*

Heretofore operated on a limited talent budget, this far North Side spot has just been taken over by Charlie Conrad and opened Friday (21) under new policy, offering entertainment that compares favorably with the large downtown spots. Located in heart of uptown section, it seats 500 and is a very attractive room, with cocktail lounge adjoining.

Sid Tomack and the Reiss Brothers head the new bill. Clever comedians, these boys quickly won the audience with their zany comedy and smart gags. Tomack was a capable and likable emcee.

Burnette and Parkes, two men and a girl, scored nicely with their novelty act, which included roller-skating stunts, perch pole, and acrobatics. Jean Cook's *Beauty and the Beast* dance is an exceptionally good novelty and went over big. Lillian Barnes, a local favorite, pleased with her blues and comedy songs.

The Alibi Sweethearts, 12-girl line produced by Ona Nolan, offered several neatly done production routines, closing with a flashy military number. Sid Lang and his orchestra furnish excellent music for show and dancing, and Johnny Parker's relief band offers good dance music. Opening night business was excellent despite a snowstorm, and with new entertainment policy the spot should be a success. *Nat Green.*

**Leon & Eddie's, New York**

*Talent policy: Dance and relief band; floorshows at 8, 10, 12, and 2 a.m. Management: Leon Enken and Eddie Davis, owners-managers. Dorothy Gullman, press agent. Prices: \$3 minimum after 10 p.m.; \$1.50 minimum before 10 p.m.*

Current show continues in the same generous vein, with a heavily populated stage. Bobby Sanford's production is fast and smooth and permits no dead spots in the full-hour floorshow. The policy of ample shows, together with moderate prices, continues to bring full houses. Prior to the second show it was necessary to install tables on the already crowded floor. And on a Tuesday night.

A newcomer to midtown, Jackie Miles is emceeing. Delivery, while not yet fully polished, is punchy. Material is good, and he is fast on ad-libs. One of his bits on whacky songs is highly reminiscent of Joe E. Lewis's thoughts on

the same subject. He, however, has amplified this routine to include fine patter on dance crazes. With further experience, Miles should be able to make some of the swankier rooms.

Opener on second show is George Cor-tello's *Hollywood Canines*. The hounds are smartly gowned, lead-off pups coming out as Mae West and as Ginger Rogers. Shows how a hound can be used as a neckpiece or a muff, and has one of the hounds skipping rope. Went over well.

The Teddy Rodriguez Conga troupe has some intricate routines, with various members of the aggregation doing spe-

cialties. Much of their footwork is lost in the rear part of the house. Routines, however, go over nicely and they walk off to a good hand following a conga wind-up. They also provide atmospheric background for Nilda, Latin songstress, (See *NIGHT CLUB REVIEWS* on page 27)

**Louis Adrian in Hospital**

CHICAGO, Feb. 22.—Louis Adrian, leader of the Chicago Theater house orchestra, has been hospitalized for two weeks and left Thursday (20) for the Palmer Sanitarium, Springfield, Ill.



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and  
Freddy  
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★ **RIO DE JANEIRO, CASINO ATLANTICO**

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★ **NEW YORK, LA CONGA**

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"Lending much of the punch to the current La Conga revue are Betty and Freddy Roberts, young dancers, who have clicked in a big way since their opening." ... **JOURNAL-AMERICAN.**

★ **Our Sincere Thanks . . .**

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# Vaudefilm Grosses

## New Bills Hypo Trade, Roxy Opens To \$12,192 First Day; Strand 43G

NEW YORK.—A new crop of programs is helping local box offices this week. No holdovers remain, the Music Hall, Strand, Roxy, Paramount, and State coming in with new bills. Indications are that the Roxy will be the heaviest winner, getting *Tobacco Road* plus a Gay Nineties stagershow. Pic is riding in on a wave of terrific publicity. The Roxy remained open thruout Friday night as a special exploitation stunt.

The Paramount (3,664 seats; \$37,000 house average) drew a lemon with the booking of *You're the One* on the screen. Stagershow consists of Ella Fitzgerald band, Peg-Leg Bates, and Bob Howard. Stage talent is insufficient to overcome pic handicap, and house will probably end the week with a \$30,000 gate. The third week of *Virginia*, with Glenn Miller's band, drew \$34,000. Previous weeks did \$52,000 and \$42,000, for a run totaling \$128,000. New bill, with Tony Pastor's ork, Ella Logan, Ben Blue, Toy and Wing, and film, *The Lady Eve*, comes in Wednesday (26).

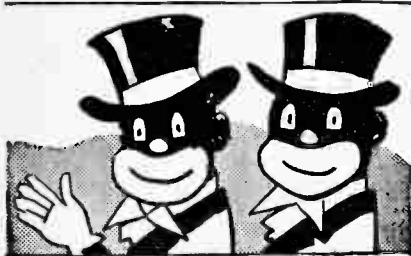
The Music Hall (5,835 seats; \$84,000 house average) is set to do around \$70,000 for the week with *Mr. and Mrs. Smith* on screen and usual stage presentation. Gross is disappointing and it has been announced that a new attraction, *So Ends Our Night*, goes in Thursday (27). *This Thing Called Love* for week ended Wednesday (19) drew a satisfactory \$80,000.

The Strand (2,758 seats; \$33,500 house average) opened Friday with *Strawberry Blonde* and Raymond Scott's ork on stage. A good opening day, and first lap

## Cold Snap Hurts Indianapolis Biz

INDIANAPOLIS.—The season's sharpest cold snap drove the Lyric (1,892 seats) gross down to \$8,000, from the normal of \$8,500, for the week ended February 20.

Show, which headlined Will Rock's magic show and featured Sid Tomack and Reis Brothers, Charlie Althoff, and Gautier's Steeplechase, drew well for the week-end, but broke off sharply when the cold spell set in Monday and Tuesday. Pic, a help, was *Tall, Dark and Handsome*.



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of this layout should come up to about \$43,000. The second week of *Honeymoon for Three*, plus Ray Noble's band, Yvette, and Georgie Tapps, floundered to \$17,500. Very bad.

The Roxy (5,835 seats; \$36,000 house average) with *Tobacco Road* opened to okeh business. The first 24 hours of the bill brought \$12,192. House was kept open all night. First week of this bill, with a Gay Nineties show on stage, including Three Swifts and Joe E. Howard, will go to around \$60,000. Management hopes to get a word-of-mouth build-up. Will hold over.

Loew's State (3,327 seats; \$22,500 house average) opened to swell business with the Lou Holtz unit, including Wendy Barrie, Lola Lane, Arline Judge, and supporting acts. Pic, *Philadelphia Story*. Will probably do a banner \$32,000. For week ended Wednesday (18), bill with Belle Baker, Hal Leroy, and Herbie Kaye's ork did \$26,000. Film was the first run of *Buck Privates*.

## Calloway Tops 16G In Buffalo; Singer Midgets 45C 3 Days

BUFFALO.—While blizzards, gales, and near-zero temperatures took their toll at Buffalo box offices the past week, takes hung on admirably enough. For current week expectations are high, altho weather lingers on the cruel side, and competition of *Ice Follies of 1941* at Memorial Auditorium for a five-day stand, plus *Night Must Fall* at the Erlanger legit house, will undoubtedly cut in on biz.

The Buffalo (seating capacity, 3,500; house average \$12,500) did satisfactorily for week ended February 20. Box office hit almost \$4,000 above average, results tallying \$16,200. Cab Calloway's ork and show went well, talent including Avis Andrews, Cook and Brown, Anise and Aland, Chu Berry, Cozy Cole, and Cab Jivers, and the Six Cotton Club Boys. The Four Mills Brothers shared the limelight on the stage, while pic, *Roadshow*, was okeh. Added attraction was one-day personal appearance of Susanna Foster, movie starlet, February 19.

Week of February 21 brought double pix to the Buffalo, and with much ballyhoo the films should gross around \$15,000. *Virginia* is main feature, while *Life With Henry* plus new *March of Time* should help.

The Century (seating capacity, 3,200; house average, \$6,500 for straight film bookings) opened well February 20 for a three-day stand of Singer's Midgets. First day's take ran around \$1,500, and total expected to hit \$4,500. Pic is *Who Killed Aunt Maggie?* For remainder of week to end February 26, house is on double pix. Again, using *Little Men* and *Barnyard Follies*, which is expected to bring an additional \$3,500.

For week ended February 19, the Century took a licking with straight films. Screen offerings were *South of Suez* and *Remedy for Riches*, which brought a meager \$4,500.

## ASCAP Lads Dandy \$7,100 in Dayton, O.

DAYTON, O.—Five ASCAP songwriters upped the gross materially at the Colonial Theater last week, the box office showing \$7,100 for the week.

The boys, Charles Tobias, J. Fred Coots, Jean Schwartz, Peter De Rose, and Jack Lawrence, were on their first legs, breaking in the act for Eastern appearances.

## W-B Vaude Clicks

WILKES-BARRE, Pa.—Vaude at the Irving Theater continued to draw near capacity crowds last week with a bill featuring Kathleen Bryne Trio, Roberta's Society Circus, Raynor Lehr (emcee) and Company, Pan-American Revue, and George Niblo. Pic was *Always a Bride*.

## Spitalny, "Virginia" Grab Expected 40G At Chi; Neat 17G at S-L; Oriental Okeh

CHICAGO.—Vaudefilm grosses held up nicely last week in spite of unpleasantly cold weather. Phil Spitalny and His Girl Band and the picture *Virginia* brought a swell 40G into the Chicago Theater box office. Screen appeal of the *Stars Over Hollywood* unit drew excellent attendance to the State-Lake for a satisfactory \$17,000, and at the Oriental Louis Armstrong and a colored revue were responsible for a take of \$15,500.

Chicago Theater is headed for a good week with its current show with *Western Union* on the screen and Jane Froman,

Dean Murphy, and Matty Malneck on stage. Should do a sock 41G. *International Casino Revue* and an ordinary pic, *Michael Shayne, Private Detective*, only a fair draw at the State-Lake, may hit \$15,500. Oriental has a very bad show, but an excellent picture, *Hell's Angels*, and looks headed for 15G.

## Units Popular in 2 Spokane Houses

SPOKANE, Wash.—The Post Street went \$100 over average February 14-16 with Roy Gordon's *Cocoanut Grove Revue*, supported by *Meet the Missus* and *Girls Under 21* on the screen. Orpheum did "good" business February 13-15, with capacity evening houses, offering Major Bowes' *Talent Parade of 1941*. Accompanying films were *Gallant Sons* and *Remedy for Riches*.

Previous week-end Post Square reported average business of \$1,750 with Rancho Serenaders, Tommy Jones, Marvin and White, Bill Bowman, and the Zimmerman Brothers, plus *Glamour for Sale* and *Enemy Agent*.

## Palomar Average

SEATTLE, Wash.—Average vaude and fair picture drew the average of \$5,700 for the Palomar (1,450 seats) last week. Vaude acts were Chilton and Thomas, Jackie Dolan, Sherry and Lord, Frank and May Stanley, and Don Frye. Ted Leary was booked for the week, but due to sickness Don Frye filled in.

On screen were *Great Mr. Nobody* and *Who Killed Aunt Maggie?*

## "Hollywood" Okeh

SPRINGFIELD, Mass.—Business was above average and the crowds were warmly enthusiastic about the three-day vaudefilm bill that closed at the Court Square Theater Saturday (15). The stagershow, *Crazy Hollywood*, specializes in Hollywood doubles but also included other acts. Bobby Henshaw and Relatives, Virginia Rendel, the Novelle Trio, Ray Vincent, Lanny Shore, the St. Denis Sisters, Helen Moon, Eddie DuBrille and Eddie Hogan, Wally Sharples.

On the screen, *Nobody's Children*.

# Club Talent

### New York:

JACKIE WHELAN, emcee, finished six weeks at Butler's Tap Room and opened February 18 at the 18 Club, New York. . . . CHANDRA KALY Dancers move into the Rainbow Room April 9. . . . CARMEN AMAYA has been renewed at the Beachcomber for 10 weeks. . . . HARRISON AND FISHER replaced Mario and Floria at the Copacabana Monday (17). . . . CLAIRE AND ARENA opened at the St. Moritz February 22.

### Chicago:

SONTAIN, the headless girl, something new to night clubs, is being presented at Sam Rinella's Paddock Club by Walter Hale. . . . GARCIA AND DULCE, Latin American dance team, are new at Billy Stearns's La Conga. . . . SID TOMACK AND REISS BROTHERS opened Friday (21) at the new Club Alibi. . . . SLIM, EDDIE, AND PAUL, comedians, head the new all-colored revue, *Back Home in Bronzeville*, at Dave's Cafe. . . . WINNIE HOVELER, now at the Hurricane, New York, received many congratulatory birthday wires Tuesday (18) from her old pals at Harry's New Yorker.

JOANNE JORDAN is set for the new show to open at Harry's New Yorker March 12. . . . BLOIS ADAIR and De May, Moore and Martin for the new show at Colosimo's, opening March 13.

### Philadelphia:

EDDIE FOX, of Chaney and Fox, dance duo, ill here. . . . CAROL RHOADES, upon finishing at Embassy Club, goes to Dunes Club, Pinehurst, N. C., and then to Montreal's Mount Royal Hotel. . . . JACK STAMP, proprietor of Stamp's Cafe, celebrating the seventh anniversary of his nitery this week. . . . LILLIAN

KUVAK, recovered from injuries sustained in an auto accident, back at Di-Pinto's Cafe. . . . JEANNIE DALE and Starlets follow their Manoa Inn booking with 69 Street Rathskeller. . . . KIPPIE VELEZ reorganizes her line of girls at School House Inn. . . . BARRY, PRINCE, AND CLARK return to the Swan Club. . . . HELENE STANDISH back in town, this time at Evergreen Casino. . . . WATSON SISTERS newcomers at Hopkins Rathskeller.

### Cincinnati:

KITTY CARLISLE heads the new show which opens Friday (28) at Beverly Hills Country Club, Newport, Ky. . . . SINGER TWINS were called to Chicago last week from Miami, due to the death of their mother. . . . CROSS AND DUNN return to Jimmy Brink's Lookout House, Covington, Ky., March 15.

### Here and There:

FUZZY FEATHERS, comedian, closed at Brogan's, Buffalo, and is heading west after two years in the Buffalo area. . . . CHARLEY (RED) HALL, emcee, is in the army now—5th Transport Squadron, Patterson Field, Fairfield, O. . . . THEODORA, dancer, held over a second week at Club Riviera, Columbus, O. . . . BELLE BAKER opened at the Caroussel, Miami, February 21 for two weeks, and follows with a week at the State-Lake Theater, Chicago. . . . MARIA KARSON'S MUSICALS, cocktail combo, are in their 11th week at Gene's Cafe, Fargo, N. D., and are set until April 1.

LOU HOLTZ opens at the Bowery, Detroit, April 6. . . . ROMO VINCENT opened at the Carroussel, Miami Beach, Fla., Friday (21). . . . KAY VERNON is current at the Gatineau Country Club, Ottawa.

## Is It Hopeless?

**H**OW stinking is the whole AGVA mess! Even the boys who started out to wreck the alleged union of vaudeville and cafe performers don't know how to do the job. Even those who we assume are sincere in trying to save the stinking show that is AGVA don't know their lines and business.

The AGVA, as we have stated on other occasions, is paying the price to society for being born out of holy wedlock. It is paying a frightful price. Perhaps we ought to be more exact by putting it that the actor is paying the price. He will probably continue to pay until he is morally bankrupt; until everything that he has invested in the movement to better his conditions and stabilize his profession is swept away—gone with the refreshing wind that will sweep onward and disperse the stink that now permeates the entire structure of theatrical unionism.

Like the human beings that they are, actors are never satisfied. Certain of them believed conditions would improve if Ralph Whitehead and his cohorts were thrown out on their ears. So they lent themselves to the conspiracy that exterminated the AFA. They couldn't let well enough alone when the AGVA was formed. They called in crackpots to help them cut corners in the race to put the AGVA as far forward in the race towards unity and progress as was the AFA. What happened since is not opinion; it is history.

**L**AST week's developments were not a credit to the actor. The developments of the last year and a half are not a credit to the actor. The AGVA, lock, stock, and barrel, is a clod of mud pushed into the actor's face. It is an abortion, a monstrosity, a disgusting travesty of what an actors' organization should be—if our readers will allow us to repeat in effect what we wrote under the heading of "Unionism a la Mud" some six weeks ago.

We take pride in knowing all the wheels and gears in the machine that makes theatrical unionism tick. Yet there is one thing we cannot understand: How the Four A's can permit the AGVA to sink to the low levels that it has reached in recent weeks. Which forces us to conclude, perhaps unfairly, that the Four A's is just as guilty of moral turpitude as is the AGVA.

It would be easy for us, sitting on this safe perch, to suggest that the AGVA be blasted out of existence. That would be a dramatic and perhaps a highly effective thing to do so far as the actor's welfare is concerned. There is, however, too much at stake to permit such radical procedure.

There is nothing wrong with the combination of symbols AGVA; there is nothing wrong, for the present anyway, with the vaudeville and cafe actors being herded together in one organization. There is, indeed, nothing wrong in principle with what the AGVA stands for on paper. As a matter of fact, the whole idea of actors being segregated in various organizations supporting landlords, highly paid executives, and organizers is cockeyed and as antiquated as brotherly love. But that's something to grouse about on another day. No, there is nothing wrong with the idea of an organization for variety performers, but there is plenty wrong with the blueprints from which the AGVA was built; there is everything wrong with the men who have fallen heir to the throne from which the AGVA is ruled.

**W**HAT is the actor to do? We have told him what to do along general lines so many times that we are blue in the face. There is nothing like trying again for the man who is bewitched by the desire for success. So we tell the actor again to push himself into the AGVA. We stick our neck out by telling him to pay dues so as to place himself in good standing. We ask him to attend every meeting that is called; to demand as a paid-up member that discussion meetings be called when he feels that they are not being called often enough. We suggest also that he use his fists if necessary to bang down crackpots who start Red scares when there is nothing else to pick on towards the end of disrupting an organization.

Let those who read and hear so much about Reds and their ilk take heed. Let them exercise the sense of justice that God has given to every normal man who lives and breathes. Let them remember that in these hysterical times when man's patience and tolerance is being strained to the utmost that the easiest way to tear a man down, the easiest way to let Hell loose on your enemies is to start a whispering campaign about their being a Red, a Fascist, or a Nazi—but more than all a Red. A man has no defense against such tactics. No matter how vehemently he pleads his cause; no matter how convincing the proof submitted by him that the accusations are false, he is already damned, his usefulness is impaired. He might as well bury himself in the earth and say good-by to all that he holds dear. Let the actor who might be tempted to spread such talk about a man take heed of this unalterable truth. Let him take heed if he believes in justice. Let him take heed because some day he may himself be an innocent victim of loose talk that proceeds with its own momentum but is born of whisperings of those who are too cowardly to fight in the open.

**W**E DON'T mean to take sides or enlarge the issue of Reds in AGVA or any other theatrical union. We don't care who the Reds are. We despise Reds as much as any of the professional Red baiters. And Fascists and Nazis, too. But our sense of justice does not permit us to fire spittle on a man because some irresponsible blabmouth calls him a Red. It would be a far sadder world than the sad world that now greets us each morn if every man who walks abroad should be fair game for the rabble-rousers, the Fascists who can hide under their cloaks of patriotism just as cozily as the Reds and Pinks and the cowards who can fight their enemies only by slandering them.

**Y**ES, kick the Reds out of AGVA, but make sure that the labels are pasted on the right bottles. Kick out the Fascists, too. And make it a good job by kicking out the angle boys who weigh down AGVA's hulk, remembering that these leeches are not necessarily members of AGVA but work thru stooges in AGVA. The stooges are dumb and they are petty. They are selling their birthright for a mess of pottage.

**W**E STARTED telling the actor what he should do. Here is what amounts to a definite program for the present anyway. The actor should insist that the election of officers of the New York local be held at once; that the election be democratic in every sense of the term, and that voting should take in every paid-up member. He should also insist that election of national officers be held at once; that the Four A's should clarify for the benefit of all members the method of selecting a national executive secretary. He should insist that the election be an honest

election, no kidding this time, and that the voting cover the entire complement of paid-up members in every town and hamlet in these United States.

The actor should insist that the present constitution of AGVA be ratified, which means that every paid-up member be permitted to vote on every section of it, or that an entirely new constitution be written by a group appointed by the elected officers of AGVA.

The actor should insist that there be at least four discussion meetings a year in every city where AGVA has a branch and at stated times so as to avoid a move by an administration to stage hurry-up meetings while dissenters are unavailable.

The actor should make it his business to root out of the AGVA any outside influence regardless of its nature. We have no objection to AGVA hiring men from the outside to run the business of its office or the routine of its administration. The actor hasn't done such a grand job of things that he can afford to be prejudiced against outsiders as executives. But these outsiders should not be "philanthropists" who pull the lines from back rooms. They should be right out in the open, hired by elected officers, and ratified by the membership at democratic meetings.

There are many other things the actor can do to help put the AGVA back on its feet (an accomplishment that might never be possible anyway). But we shall leave these until some other time. The actor will be doing well enough by himself if he takes care of the agenda outlined here.

*Elias Esugerman*

## Film Names Making PA's Have To Compete With Entertainment of Vaude Acts; Some Do, Some Don't

(Continued from page 4)

Katz management. His act was not well received and he played few dates after that engagement.

When Ann Sheridan played the Strand, New York, she admitted she had no knowledge of making an entrance or exit on the stage. The management finally set up the bandstand in such a way that it parted in the center and permitted Miss Sheridan to make a front forward walk-on.

Binnie Barnes, with the Louella Parsons unit this season, was at a loss as to what to do. She had appeared on the stage in England years ago and, for lack of other material, did an impersonation of a Music Hall barmaid which she had done in her native land. Failing to see her as the glamorous personality of the screen, her fans wrote in their disapproval.

Those screen players who reach the East with prepared acts are usually out of line with the type of material that is marketable in Eastern houses. Vaude house managers explain that Hollywood writers cannot write good acts while working in Hollywood. They must be close to the East to do an acceptable job.

### Bogart Co-Operates

When Humphrey Bogart and his wife, Mayo Methott, reached New York to work at the Strand, they had a 12-page studio script which was little more than a plug for their work and its studio (Warner). The entire script was waste-basketed and a new act was prepared by the management. Bogart proved co-

operative (he had years of legit back of him) and the result was very favorable. The act was rated as one of the best ever offered at the Strand by a Hollywood importation.

Herman Bing ruined his promising screen career by making an extensive tour thruout the country with a boring, talkative, dialect monolog. He was an in-person disappointment.

Priscilla Lane's original act, prepared by vaude houses this season, included several songs to be delivered in the same manner as offered by her when she was a vocalist for Fred Waring years ago. When she reached New York, Waring himself and Jack Healy, among others, convinced her that she had to do something more (particularly in the line of personality talk) since she has been seen in many good portrayals on the screen. So she added a four-minute sketch with Healy at the Strand.

General consensus of opinion drives home the fact that movie players on the stage today must have strong enough acts to compare favorably with standard vaude turns. The curiosity-seeking angle connected with flesh appearances is not enough any more, and the cash customers demand entertainment.

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## Colonial, Detroit, From Full to Split

DETROIT, Feb. 22.—Colonial Theater, only downtown house with a permanent vaude policy, shifts from a full week to a split week March 2. More elaborate shows will be used, with resultant upping of the weekly bill for talent, according to Sol Berns, booker. Raymond Schreiber is owner of the theater.

Show will use six acts, line of girls, house band, and emcee. Roy Tracy, who just completed six months at the Club Royale, will emcee.

### Mass. Cafe Men Elect

SPRINGFIELD, Mass., Feb. 22. — Paul Schoeder was re-elected president of the Western Massachusetts Cafe Owners' Association January 27 at the annual meeting. Others elected were: Vice-president, Leo Paul, Aldenville; treasurer, Arthur T. O'Leary; secretary, Lawrence F. O'Brien. The association will support bills to create property rights in liquor licenses.



best of which is *I Am an American*, with patriotic moving pictures thrown on lowered scrim, plus vocals by Perry and Miss Blake.

House, a 2,170-seater, playing five shows, with a 55-cent top, was capacity at this performance. Booked by Al and Belle Dow, with Eddie Madden, house manager, and Freddy Perry, vaude manager. *Samuel A. Lejkowitz.*

**Music Hall, New York**

(Reviewed Thursday Evening, Feb. 20)

Despite an extremely heavy publicity campaign, RKO's *Mr. and Mrs. Smith* is just another farce built around a very weak situation, and if it draws business, the press agents can take the credit. The new stage presentation is not sock, but is pleasant entertainment.

George Washington, valentines, and American patriotism are mixed into the production numbers. Opener has June Forrest and Robert Stanley backed by the Glee Club in a medley of *What Is This Thing Called Love?*, *With a Song in My Heart*, and *Tell Me That You Love Me*. Second number features the Music Hall Ballet headed by Marie Grimaldi and Nicholas Daks in a strikingly beautiful ballet concoction titled *Invitation to the Dance*. Powdered wigs and knee britches are the costume motif. Fine execution.

Arnaut Brothers provide the only humorous touch in a short number called *Love Birds*. Boys do their usual business, with the birdie double-talk and pantomime, and received a nice hand.

The Rockettes take over the finale in a colorful scene with a replica of the United States Capitol for the backdrop. A huge drawbridge lowers from this, with the gals pouring forth and going into precision military tap routines which are taken much too much for granted by the patrons. Nifty red-white-and-blue costumes give an added impetus to the whole production.

Erno Rapee's Music Hall Symph precedes the show with a premier performance of Richard Mohaupt's *Valse Caprice*. Business good opening day. *Harold Humphrey.*

**State, New York**

(Reviewed Thursday Evening, Feb. 20)

Current flesh layout is much stronger on names than it is on talent, namely Lou Holtz and a bevy of film beauties including Arline Judge, Wendie Barry, and Lola Lane. Diana Del Rio and Ruth Day complete the line-up in a 40-minute show that puts plenty accent on sex. Partnered with *The Philadelphia Story* on the screen, which recently smashed the b.-o. records at the Music Hall, business was SRO during the dinner show.

Of the three film belles, the cutest (theatrically speaking) and most talented is Wendy Barrie. All serve as foils for Holtz and his Lapedis stories, which, even tho slightly damp with age, are hilariously funny. The comic himself is a terrific personality, with a sock delivery that always gets across.

Opener is Ruth Day, a very pretty dancer, whose tap style includes sexy gyrations, but who is quite weak in tap itself. She'd look better, too, wearing stockings. Went over nicely, tho, in a tap version of the *Hawaiian War Chant*.

Holtz begins his blue material, slightly whitewashed, then going into a pace of

mental shadow boxing with his females. Arline Judge looks good; in fact, she's beautiful, but in performance doesn't stir any heat. Lola Lane is next, with first a bit of word tussling with Holtz, then singing a special version of *The Last Time I Saw Paris*. She is not strong enough to be a soloist.

Wendy Barrie, in her first local vaude appearance, gagged with Holtz in heavy English dialect and then told a Lapedis story in Yiddish accent, which was charmingly funny.

Diana Del Rio, a pretty Spanish fireball, got more laughs and put in more time on the stage than any of the others. She was perfect for Holtz, carrying on a gagged up conversation in Spanish with Holtz translating her efforts to the audience. Has plenty of flash, and sings *Cachita* and *Malaco*, two Spanish numbers, with dynamic effect. Her fiery dancing, in between, also helped to put her over very strong.

Closer is a flash bit between Holtz and the winsome threesome, all equipped with ukes and each doing solo versions of *O Sole Mio*. Something must have been terrifically funny, because they laughed all during the number, but the audience just didn't get it. *Sol Zatt.*

**Earle, Philadelphia**

(Reviewed Friday Evening, February 21)

It's Ray Noble and His Dandy Band of Dansapation on tap for this trip, his first in this town. With a musical flair for pleasing the patrons, the British bandsman has an easy time of it, giving them an admixture of the swiny tempos and the more refined rhythms more prominently associated with the band.

Band of 15, with Ray, the regal and suave leader man, tees off with a fanciful arrangement of *Frenesi* and then dips into the dig stuff, *Five o'Clock Whistle*, highlighting the harmonizing of Lynn Lee, and Lou, femme threesome, with vocal and instrumental assist from trombonist Johnny Schaefer. Larry Stewart, Noble's male voice and a local lad to boot, builds big in selling the ballads, his tenoring true for *A Nightingale Sang in Berkeley Square*, *Down Argentine Way*, and *Begin the Beguine*.

Georgie Tapps, first specialist on the floor combining the ballet technique with taps, is strictly a top-drawer terper. Warms up with a musi-comedy rhythm turn, then a Spanish dance, a touch of comedy in his impression of an old-time vaude hooper, and for the call-back, a rumba tap.

A medley of Gershwin favorites sets the pace for Kitty Carlisle, her rich mezzo-soprano pipes making pips, once *Ferryboat Serenade* is out of the way, for *At the Balalaika*, a medley of waltzes, and *There'll Always Be an England*.

Band lets its hair down for the *Three Little Maids From School*. Femme trio makes for the maids, singing it first as Gilbert and Sullivan scored it and then in the swing style of the day.

Joe and Jane McKenna serve as a sort of anti-climax, bringing up the show big with their comedy antics. Male's standard drunk bit and team's burly of the adagio dancing brutes makes for sock stuff and the necessary change of pace for a show that's been in the smart supper club style up to this point.

Noble nods to the swing demands again, giving his instrumentalists a chance to star for *Hand Me Down My Walking Cane*. But it's the sweeter style of syncos that makes for the finale clicking. Spotligthed at the piano for his *The Very Thought of You*, it's a medley of Noble's originals, ringing in the entire band specialists with a romancy setting for his *Good Night, Sweethearts* to ring down the rag. Effective use of the spotlight on the dark stage builds up the closing medley like a million. House Manager Hal Siedenbergrating a courtesy on his production efforts. Show runs 75 minutes, but no ragged edges. Biz good at late supper show caught. Screen fills the lull with *Play Girl*. *M. H. Orodener.*

**Oriental, Chicago**

(Reviewed Friday Afternoon, Feb. 21)

(EDITOR'S NOTE: First show under the new regime at the Oriental was so terrible that Michael Todd requested no mention be made of it. We suggested that Todd write his own review and be honest in it, to which he agreed. It is presented herewith. It looks like Todd has shown his usual resourcefulness and showmanship, as he was smart enough not to stick his moniker on the show, ads, or theater until he is ready, which we hope will be soon.)

There has been a rumor that Michael Todd was taking over the Oriental Thea-

ter and was going to inject new blood and new ideas into the house. Judging from the current show *Naughty '90s*, the only thing new is a new low in entertainment. The show was hastily thrown together and looks it.


The show opens with a very tired *Can-Can* number with scenery and costumes which were really exhausted. Following that was an octet with handlebar mustaches. They were more concerned with the handling of their derbies and some other mysterious movements, which did not come off, than they were with their singing, which also didn't come off. Next was Eddie Kaplan, Frank Scannell, and Shannon Dean in a sketch which got a few laughs in spite of the fact that the show hadn't started yet. Eddie Kaplan was smart—so smart in fact, that he disguised himself under the name of Eddie Kent for this engagement. Next was Bruccetta, who did a really good acrobatic specialty which might have been sock in any other show. Ray Vaughn

hits a xylophone and some assorted bottles and gets across mildly. Charlie Althoff does his stand-by routine act, and Monroe and Grant are in an old-time seashore finale (trampoline) and really get over in spite of being cluttered up with a lot of meaningless production. The production of the show is worse than the period it is trying to kid—but doesn't.

The picture, reissue *Hell's Angels*, and the title of the show are bringing them in, however, as business was good. *Michael Todd.*

**Mary Bratton Burned**

PHILADELPHIA, Feb. 22. — A match set fire to the dress of Mary Veronica Bratton, dancer-singer at Jack Lynch's Hotel Walton Roof, Tuesday morning (11), burning her and throwing the place in confusion. At Jefferson Hospital it was said that her condition was not serious.



★ ★ ★ ★

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A
Abbs, Vic (Stuyvesant) Buffalo, h.
Adams, Charlie (Nut Club) Miami, nc.
Alexander, Mentalist (Lookout House) Covington, Ky., nc.

B
Baker, Art (Warwick) NYC, h.
Baldwin & Bristol (Mother Kelly's) Miami, nc.
Barclay, Irene (Barney Gallant's) NYC, nc.

C
Callifornians, Four (Stuyvesant) Buffalo, h.
Calle, Ginette (Hi Hat) Chi, nc.

D
Dahlinger & Dailey (Silver's) Oakland, Calif., nc.
Daks, Nicholas (Music Hall) NYC, t.

E
Earls of Whirl (Colosimo's) Chi, nc.
Eddy, Nelson: Mobile, Ala., 27; New Orleans March 1; Jackson, Miss., 3; Chattanooga 5; Winston-Salem, N. C., 8; White Plains, N. Y., 11.

(For Orchestra Routes, Turn to Music Department)
TRADE SERVICE FEATURE of the Billboard
Acts-Units-Attractions Routes
Following each listing appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.
EXPLANATIONS OF SYMBOLS
a—auditorium; b—ballroom; c—cafe; cb—cabaret; cc—country club; h—hotel; mh—music hall; nc—night club; p—amusement park; ro—road house; re—restaurant; s—showboat; t—theater.
NYC—New York City; Phila—Philadelphia; Chi—Chicago.

Dawn, Ella Mae (Zombie) Cleveland, nc.
Day, Ruth (State) NYC, t.
DeAngelo & Porter (Esquire) Miami, nc.

F
Fanchon & Fanchon (Harry's New Yorker) Chi, nc.
Fay & Gordon (Royal Hawaiian) San Francisco, nc.

G
Galante & Leonarda (Chase) St. Louis, h.
Garat, Pepper (Yacht Club) Phila, nc.

H
Hadley Dancers (Bismarck) Chi, h.
Hager, Clyde (Tower) Kansas City, Mo., t.

I
Ivanova, Olga (Russian Kretchma) NYC, re.
Jakobl, Anita (606) Chi, nc.
Jansleys (Royal Palm) Miami, nc.

J
Johnson, Peter (Cafe Society) NYC, c.
Johnson, Patsy (Club Nomad) Atlantic City, nc.

K
Kalpatrick, Mary Williams (L'Aiglon) Chi, re.
Karavaef, Simeon (Russian Kretchma) NYC, nc.

L
Lunt & Fontanne, in There Shall Be No Night: (Biltmore) Los Angeles.

M
Mann, John (Crawford House) Boston, h.
Marshall, Jackie (Paddock Club) Miami Beach, Fla., nc.

N
Nelson, Hope (Ruban Bleu) NYC, nc.
Newman, Jimmy (Earl Carroll's) Hollywood, nc.

Keller, Dorothea (606) Chi, nc.
Keller, Honey Bee (606) Chi, nc.
Kelson, Lee (State-Lake) Chi, t.

BURLESQUE (Hirst Circuit Shows)

Broadway Scandals: (Garrick) St. Louis 1-7; (Casino) Pittsburgh 9-15.
Cavalcade of Girls: (Gaiety) Norfolk, Va., 2-8; open 9-13.

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

Bankhead, Tallulah, in The Little Foxes: (Aud.) Columbia, S. C., 26; (Victory) Charleston 27; (Municipal Aud.) Savannah, Ga., 28; (Miller) Augusta March 1.

ICE SHOWS ON TOUR

Ice Follies, produced by Shipstad & Johnson: Philadelphia 24-March 1; Pittsburgh 3-8; Minneapolis 10-23.

Big Ford Show for 3-Wk. Midwest Tour

DETROIT, Feb. 22.—Ten-day show just completed by Abe Schiller for the Ford Motor Company, probably the most elaborate ever staged by that organization, will be followed by a unit tour for the Ford Company.

Schiller is in Chicago buying acts, and will start on the road March 11 at Indianapolis, routing to Louisville, Ky., Cincinnati, Detroit, and thruout Upper Michigan to close at the Gateway Inn, Land O'Lakes, Wis. Show will tour three weeks in all.

Vaudeville Notes

THE WESSON BROTHERS, who have just finished 10 consecutive weeks of vaude and club dates, are set for more than 10 additional weeks, starting at the Hippodrome, Baltimore, February 20, and ending May 16 at Club Royale, Detroit.

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Judge, Arlene (State) NYC, t.
Julian, Don & Marjori (Rainbow Grill) NYC, re.



# Magic

By BILL SACHS

**BLACKSTONE**, who opened Friday (21) at the Shubert Theater, Cincinnati, for a week's stand, arrived in Cincy two days ahead of time with his manager, Ed Milne, to join his press agent, Tommy Thompson, in making the rounds of his many newspaper and radio friends in the Queen City. On the day before his Cincy opening Blackstone took his bag of tricks to the Children's Convalescent Home, accompanied by Tommy Thompson; Joe Goetz, RKO exec, and the writer, to panic some 90 kiddies with his delightful banter and fooling. And if you've ever seen Harry work before kids you'll know how they loved it. *The Cincinnati Times-Star* camera man also was present. . . . **JOHN BRAUN**, one of Cincy's leading magic men, will show for the Women's Rotary at Hotel Gibson, Cincinnati, March 18. He recently appeared at the Kiwanis and University clubs in the Queen City. . . . **TWO NEW MAGIC** boosters in the ranks of the Western movie stars are Tex Ritter and Jack Hoxie. . . . **MILWAUKEE CHAPTER** of the Wisconsin Houdini Club staged its first annual midwinter jubilee at the Pfister Hotel there February 15. Eugene Bernstein, Chicago, past president of the Society of American Magicians, emceed the festivities. . . . **KEYSTONE RING** NO. 20, International Brotherhood of Magicians, held its 13th anniversary dinner at Central YMCA, Harrisburg, Pa., February 15, with President Russell J. Charles as toastmaster. Some 50 magi and guests attended the event. Speakers were Eddie Clever, writer for several magic mags, and George E. Reed and Paul Walker, local newspapermen. . . . **OSSIE WELLS** combines magical feats with mastering of ceremonies in handling the floorshow at Holloway's Inn, Marlton, N. J. . . . **CLAUDE BAWDEN** is the new president of the Gus A. Doeright Ring No. 2, IBM, Youngstown, O. Other officers chosen at the recent meeting were Everett Duncan, secretary-treasurer; Nevin Hoefert, vice-president, and Arthur Bush, sergeant at arms. Harry Tutler, Charles A. Leedy, and Frank Zaccone were elected to the executive committee. . . . **AL PAGE** and Company headlines the show at the Knickerbocker Theater, Columbus, O., February 16.

**JACK GWYNNE**, featured recently at the Paramount, Los Angeles, in the stage presentation, *Spooks and Boogie Woogie*, has just finished three shorts for Universal and has more picture work ahead. . . . **MORGAN HOWARD**, former assistant in the Ade Duval act and now assistant manager of the Hotel Detroit, Detroit, recently regaled the members of the Detroit Passenger Club with his sleight-of-hand, at the same time proving to himself that he's still as good as ever at the magic stuff. . . . **LESTER (MARVELO) LAKE**, who in recent weeks has been working niteries in the Cincinnati area, has joined Calvert the Magician, now touring Florida with his magic show. . . . **JOHNNY BAUER**, who "amuses you and amazes himself," and wife, Mary Kennon, xylophonist, after winding up at the Neon Club, Louisville, Ky., last week moved to the army tent theater at Fort Knox, Ky., near Louisville, for a week's stand. The huge tent theater is heated by 10 coke-burning salamanders, says Bauer, and is a lot less draughty than some of the clubs they've played this winter. Following the Fort Knox engagement, the Bauers hitched up their trailer and hit out for Florida. . . . **MAX TERHUNE**, magical mimic, closed a personal appearance tour at Tucson, Ariz., Sunday (23) to return to Hollywood to continue work on *The Range Busters*, new Monogram series. . . . **ALVIN PLOUGH**, former pro magich and now a Cincinnati booker, has Michael MacDougal, the "card detective" well known to many magi, set for an appearance at Hotel Netherland Plaza, Cincinnati, March 4, under sponsorship of the local Kiwanis Club.

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# N. Y. Adds Follies; Rudnick, Briskman; Eltinge All Minsky

**NEW YORK, Feb. 22.**—Local burly scene has undergone some management shifting, bringing City Theater (2,300 seats) back into burlesque under Max Rudnick and Sam Briskman, with announcement for a Follies stock show and double-features starting Sunday (2). Another change involves Rudnick's selling his 50 per cent in the Eltinge to his partners, Abe and Harold Minsky. City Theater has been a straight film house since 1930 under management of Walter Reid and Joe Sullivan. New policy will have doors opening at 9 a. m., with four flesh shows daily and two midnighters, one each Friday and Saturday. Phil Rosenberg to book. Besides Harold Minsky's partnership with his father, Abe, in the Eltinge, his other interests now include operation of the Gaiety with I. H. Herk and the "51" Club, both in New York. Rudnick will concentrate on the Lyric, Bridgeport, Conn., and the Gaiety, Norfolk, where he is partnered with Issie Hirst.

# Stock Burly for Minneapolis Alvin

**MINNEAPOLIS, Feb. 22.**—Burlesque returns here after a long lay-off Friday (28) when Harry Hirsch and Harry Katz reopen the Alvin Theater with a stock show featuring Ann Corio. For 16-odd years Katz presented burlesque at the Gayety, now a 10-cent movie house. The Alvin, in the heart of the loop, was the old Shubert, home of dramatic stock presented by the late A. G. (Buzz) Bainbridge for many years. Bobbie Pegrim will produce the Alvin show. Two shows daily. Bookings thru Milton Schuster, of Chicago. Opening of the Alvin is not a new thing, for the Hirsch-Katz combo last fall ran modified burly four weeks, then swinging into vaude-films for six weeks.

# L. A. Burly Wedding

**LOS ANGELES, Feb. 22.**—Follies Theater ran a stage wedding between shows January 28 for Jack Bard Murray, straight here the last two years, and bride, Patricia Noel, chorine. Best man was Palmer C. Cote. Maid of honor, Betty Rowland. Bridesmaids, Patricia Higgins, Roma Ritchie, Evelyn Rookie Cote, and Margaret Davis; train bearer, Linda Karon; special setting by producer Pal Brandeaux. House furnished the bouquets and gowns and Sammy Sick caught the bridal bouquet.

# San Francisco 3 Days

**SAN FRANCISCO, Feb. 22.**—Liberty, burly house, is showing pictures four days a week while stage company is on tour. Burlesque will be presented Fridays to Sundays only.

# Youngstown Club to Strollers

**YOUNGSTOWN, O., Feb. 22.**—Newly opened Cascades Room at Hotel Ohio here has dropped floorshows and dance bands for strollers. The Four Red Jackets, who hold a record for a long-time engagement at the Viking Room, Belden Hotel, Canton, are current at the Cascades. The stainless steel dance floor, first of its kind in the country, is being stressed by the management. Del Courtney is manager, and Jack McNulty, assistant.

**BERT ALLERTON**, who has been playing top-flight engagements on the Coast recently, including several parties at the homes of prominent film stars, will soon be seen in some of the leading Eastern niteries. Elsa Maxwell caught his work recently and had nothing but praise for him. . . . **OTIS MANNING** and wife, Jean, have just closed at Harry Ford's in Tampa. They postal that they're set for the rest of the winter in Florida. . . . **VANCE**, who recently returned from Singapore with the Great Nicola, is readying his own act in Los Angeles. . . . **MARQUIS THE MAGICIAN** has six weeks' bookings in the Los Angeles area. He plays the Million-Dollar Theater, Los Angeles, week of March 9.

# Burlesque Notes

(Communications to New York Office)

## NEW YORK:

**MARCIA ELOISE**, with Margaret Gibson at the Cat and Fiddle Club, Cincinnati, was called in a daily paper review, "the best looking of the strip-teaser species." . . . **HAROLD MINSKY** is planning a 35-people unit, *The Girls From Minsky*, for which Kenny Lyons has already written a song, *The Girl From Minsky*. . . . **PICTORIAL** publications favoring burly stars quite heavily of late. *Spot and Life* gave Noel Carter full pages; *Click* came out with three for Rosita Royce; *Snap* had Marion Miller over two pages, and *Police Gazette* had Charmaine on front and inside page of its March number and also showed Tirza in five poses on another page. . . . **BURLY ACES** of former days, Gussie White, Joseph K. Watson, Willie Cohn, Harry Koler, Dan Dody, Renie Vivienne, Hallie Dean, and Hattie Jansen, were among the mourners at the funeral of Ada Lum (Mrs. Bruce Noble), ex-burlesque and vaude Chinese prima donna, who died February 9 at her home. . . . **TOM PHILLIPS**, BAA president, is being congratulated upon his becoming a granddaddy to twins born to Mrs. Tom Jr., February 7 in Goshen, N. Y. . . . **ZORITA**, after Newark week of February 10, flew to Miami for a 12-day vacation.

**DOROTHY HENRY**, during her milk bath exhibit at the Eltinge, scalded her right foot in a pot of hot water just before goin on. A doctor applied first aid, enabling her to go on. . . . **ISABEL BROWN**, dancer, and Georgia Sothern opened at the Star, Brooklyn, February 14, and Lois DeFee, February 23. . . . **JOHN J. PORKY** is celebrating his 17th year as head doorman at the Star, Brooklyn. . . . **FRAN LEWIS**, dancer on the Hirst circuit, is telling how she did flip flops to help a dentist yank two molars in Bridgeport, Conn., recently. . . . **ELAINE** is a new stripper from the East at the Follies, Los Angeles. Theater recently celebrated the return of Jean Eugene, formerly Gene Henry.

**JOSEPH K. WATSON**, formerly of Watson and Cohen, now with Al Jolson's writing staff, and Dan Dody, show producer, and their kin and friends will make merry March 30 when Joe's daughter, Galle, and Dan's son, Jerome, will wed. . . . **VICKI RICHARDS**, former artist's model, is now in poses during musical numbers at the Eltinge. It's her debut before the footlights. . . . **GLORIA MADLYN PAGE**, Barbara Bond, and Manya Del Ray booked by Tommy Levene for the Midwest Circuit. . . . **SLATS TAYLOR** to break in his new midget auto racer, *The Taylor Special*, in April. . . . **MAXINE DUSHON** opened at the Republic February 14 after seven months at the 606 Club, Chicago; two weeks vacation in Miami, and a week at Fay's, Philadelphia. . . . **SOL MAGDOFF** remains as emcee of the candy department at the Tivoli, Brooklyn. . . . **BEN-NIE (WOP) MOORE** considering an offer to return to his last summer's spot, Mount Freedom, N. J., again to head a staff of five specialists and a line of girls. . . . **ROSE TURO**, of the Turo Sisters on the Hirst Circuit, while in Union City, received a strange valentine, a live duck. Rose gifted Donald to the house prop man. . . . **HARRY STRATTON**, comic, opened recently at the Moulin Rouge nitery, Oakland, Calif.

**VICKI WELLES**, adept at pocket billiards, skis, and the rifle and revolver, shifted from the Eltinge to the Star, Brooklyn, opening February 21. Thence to Bridgeport, Newark, and a return date at the Triboro. . . . **ANDY ANDERSON** is doing straight acts at the Liberty, San Francisco. . . . **GARRETT PRICE** and Fran White returned to the Eltinge February 21. Garrett tells a story about the time he was with a tab show out West 21 years ago and received a call from Chamberlain Brown to come East for a legit play. The actor's strike here at that time halted the trip. During the current New York stay he made the long-postponed visit to the Brown office with the opening line, "Am I too late?" . . . **SAVOY AND REGINA**, acro dancers, and Mildred Perlee, exotic dancer, are burly newcomers via the Ferguson show on the Hirst wheel. . . . **MARIE CORD** back to the Midwest Circuit. Opened at the Casino, Toronto, February 14. . . . **RED BUTTONS** and Roxanne returned to the Gaiety February 14. . . . **UNO**.

## CHICAGO:

**FIRST SHOW** under the new two-a-day burly policy beginning Friday (28) at the Alvin, Minneapolis, includes Ann Corio, featured; Charley Country, Jack Buckley, "Bozo" Snyder, Val Williams, Jack Lamont, and two strippers not yet selected. Bobby Pegrim produces. . . . "BOZO" SNYDER is featured comedian, and Carol Lord featured woman at the Empress, Milwaukee, this week. . . . **GEORGE YOUNG**, manager of the Roxy, Cleveland, is leaving for a vacation at Fort Lauderdale, Fla., to recuperate from his recent illness. . . . **BEVERLY LANE** opens at the Rialto February 28. She just returned from Mexico with the Barger unit. . . . **MARION ROGERS** has closed on the Midwest Circuit. . . . **PULLEY AND GUMP** open on the Midwest Circuit at the Palace, Buffalo, Friday (28). . . . **DEWEY MICHAELS**, Buffalo Palace manager, sent Milt Schuster a good report on Tirza, the wine dancer, who played there last week. . . . "PEANUTS" BOHN has completed 12 weeks with the Midwest Circuit and is continuing with a new show. . . . **NOEL CARTER** will be featured at the Alvin, Minneapolis, week of March 7.

## FROM ALL AROUND:

**JUNE TAYLOR**, with Harry J. Conley and Bert Carr, head a new Hirst unit opened February 19 at the Orpheum, Reading, Pa. . . . **JUDY RENEE** is substituting for **JOAN RYDELL** at Carroll's, Philadelphia. . . . **LOU (HAPPY) PHILIPS** new burly comic featured at Carroll's, Philadelphia. . . . **SMART SPOT**, Haddonfield, N. J., nitery, gives the top billing to burly dancers Joan Clark and Jean Mitchell, with Mary Hubbard's Inn at near-by Berlin, N. J., bringing in June Rae's fan dances. . . . **IZZY HIRST** ordered 950 de luxe chairs for installation at his Empire, Newark, N. J., and in the balcony of his Troc, Philadelphia. . . . **JESSICA ROGERS**, stripper, "unofficially" received a unanimous vote of approval recently from the Maryland State Legislature, when members of that august body "unofficially" attended a performance at the Gayety, Baltimore.

## Syracuse Split Week Vaude

**SYRACUSE, N. Y., Feb. 22.**—After several decisions on when the newly acquired Empire Theater would open and on what policy, the Schines have decided on something definite. It will run on a split week with vaude. The house was taken over by the Schines recently, bringing their total here to six houses. It was remodeled last fall, opened for vaude, but closed shortly.

## Mich. Agents Chartered

**DETROIT, Feb. 22.**—Michigan Theatrical Agents and Bookers' Association has received a charter of incorporation from the State administration at Lansing, according to Betty Bryden, booker, who is secretary of the new organization.

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## Hayworth Gives Up Circle for Health; Continues With Unit

ASHEBORO, N. C., Feb. 22.—A breakdown in health brought on by overwork has caused "SeaBee" Hayworth to toss up the sponge on his circle in North Carolina Wilby-Kinsey theaters. Doctors have told Hayworth that the grind connected with circle navigation is too much for him, and have ordered him to switch to something lighter. As a consequence the Hayworth troupe plays its final circle engagement at the Carolina Theater here tonight, ending a season of 20 weeks, and the fourth consecutive season in the Wilby-Kinsey houses.

The quitting of the circle tour doesn't mean closing for the Hayworth troupe. The company is being revamped into a vaude unit show, labeled *Pepper Box Revue*, Hayworth's old title, and breaks in the new set-up at the Colonial Theater, Tarboro, N. C., Monday (24) for three days, with the Academy, Lynchburg, Va., for the last half. From there the show is routed thru Virginia, the Carolinas, Georgia, Alabama, and Tennessee by T. D. Kemp Jr., of Southern Attractions, Inc., Charlotte, N. C.

Hayworth has augmented his band and line for the new show, which will include the following: "SeaBee" Hayworth, Marion Andrews, Mathis and Brodie, Wally Hamilton Trio, Daisy the Wonder Horse, Helen Shagley, Frank Burns' Educated Dogs and Ponies, "Smoky" McKenzie, the Stirewalt Sisters, Helen McNeil, Scotty McNeil, and Roland Light and his ork (5).

Show is transported in four sedans and a Chevrolet truck.

## C. F. Edwards Answers Banks With Dope on Old Showboats

Effort, Pa.

Editors *The Billboard*:

In Rep Ripples recently Bert Banks, of Racine, O., said he would like some information on showboats prior to 1900.

My partner, Pat Conroy, and I (Conroy and Edwards) were with French's Sensation No. 1, season 1897. This boat was managed by Mrs. Callie French. The No. 2 show was managed by her husband, A. B. French. Mrs. French at that time was the only licensed woman pilot on the Ohio River. The show opened with a minstrel first part put on by Coburn and Baldwin, formerly with W. S. Cleveland's Minstrels. The endmen were Lew Baldwin, Charles F. Edwards, Tim Healy, and Bobby Carroll. John Coburn was interlocutor. The olio consisted of Willie Hale, club juggler on rolling globe; Healy and Farnum, Irish sketch; Coburn and Baldwin, musical act; Haja Lessik (Frank Kissel), gun spinner; Conroy and Edwards, talking act; Carroll and Gardner, blackface sketch; the DeCarlos, contortionists; Hamilton and Wiley, comedy sketch. The afterpiece was *The Mystic Order of Undertakers*. That season we played the Monongahela, Ohio, Green, Kanawha, Kentucky, Illinois, and Mississippi rivers.

Capt. E. A. Price had a show on the river that year, too.

John Coburn is in Daytona, Fla., in the Health Department, and plays first chair cornet in the band there during the winter. Willie Hale is in business at Bradley Beach, N. J. Those of the above on whom I know "The Final Curtain" has descended are Frank Kissel, Wiley Hamilton, Pat Conroy, Lew Baldwin, Tim Healy, and Mrs. Callie French. CHARLES F. EDWARDS.

MAKE IT A HABIT to keep an eye on the Letter List. There may be important mail for you. Your address on a penny post card will take care of the matter.

### WANTED IMMEDIATELY

For Vaudeville Unit—Piano-Leader, Hot Trumpet, Sax and Clarinet, Trombone. All must be union. Also 3 Line Girls that do specialties. Steady work. Money sure. Join on wire. Address:

### "SEABEE" HAYWORTH ATTRACTIONS

Per. Add.: 402 W. Broad St., High Point, N. C.

## WANTED

Musicians, Girls, Boss Conductor and Advance Man for one night. Year around work. Eat and sleep on lot. State lowest salary. Drunks and agitators, beware. Write RUFUS LEE SHOW, Prof. H. H. Harris, Bogalusa, La.

## SEND IN YOUR ROUTES

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

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

## Backer Minstrels Crack New Season

SAVANNAH, Ga., Feb. 22.—Earl D. Backer's Famous Minstrels cracked the new season here recently under auspices of the Colored Elks. Leonard Rodgers produced the show.

A feature of the show is the Redfern Family of six. There are 12 girls in line, with Otis Jordan using 14 pieces in the pit ork, with 16 for the street parades. Manager Backer has added two new sleeping cars for this season.

Early in March the Backer organization begins on a string of one-nighters that will carry the show thru the Carolinas, Kentucky, West Virginia, Missouri, Illinois, Arkansas, Mississippi, Louisiana, and Alabama.

## Spitz to Tent in Spring

TORONTO, Feb. 22.—Spitz Show, presenting vaude, pictures, and small animals, will continue in halls and schools in Western Ontario until spring, when the outfit moves under canvas to play the smaller Canadian towns. Hubert Spitz is owner. Also with it are Cleveland, magician and ventriloquist, and Bertha Cleveland, character sketches. Show played vaude dates around Toronto thru the holidays, and recently appeared at several Canadian army camps.

# Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

## San Diego Derby Winds Up

SAN DIEGO, Calif., Feb. 22.—Winners of the Lou Stutz Derbyshow, which closed here recently, were Eileen Thayer and Stanley West. Chad Alviso and Joe Rock ran second, Mickey Thayer and Maxine Lang, third, and Margie Bright and Billy Steele, fourth. Contest opened December 27 in Mission Beach Ballroom with 23 teams and four solo boys.

## Paige Plans Texas Contest

FREEPORT, Tex., Feb. 22.—Final plans have been laid by Lenny Paige for the opening of a walkie here early in March. Town has a drawing capacity of 75,000 people and, according to Paige, local authorities have okeed the contest, which will be sponsored by the fire department. Jimmie Passo and Itsy Bacarach will be associated with Paige.

## Five Years Ago

WALTER B. PICKER'S contest in Okmulgee, Okla., had 14 teams and four solos at the 216-hour mark. Contest opened February 20 with 30 couples. . . . CLIFF REAL was working in South Carolina. . . . RUTHIE BOOTH was back in Cleveland. . . . BERNIE MARR was emceeding and performing at the Border Inn, Shenandoah, Ia. . . . DEL MAYES was a visitor to the endurance desk. . . . BUDDY GANNON had settled down to ranching at Lindsay, Calif. . . . CAROL THOMPSON was resting at her home in Dayton, O. . . . JOE PALOOKA and Charlie Richards motored to St. Louis from Massachusetts. . . . CHUCK PAYNE was handling the mike for six-day bike races. . . . EDDIE GILMARTIN was residing in Chicago. . . . VIC PUREE was back on the stage with his single novelty act and doing okeh. . . . BILLY BALDWIN, emcee, had started an eight-week engagement at the Roxy Theater, Salt Lake City, featuring his own act. . . . ARDATH LeROY was convalescing from an operation in San Jose, Calif.

## Billroy's Switch Indoors at St. Pete

ST. PETERSBURG, Fla., Feb. 22.—Billy Wehle's Billroy's Comedians, deserting their big top for a few days, played the Playhouse Theater here last week under the title of *Step Lively Girls*, presenting the same show they do under canvas.

Bobby Greer and Jimmy Heffner handled the comedy assignment, with Luana, dancer, heading the feminine contingent with her chorus of eight shapely girls.

The Swing-o-Paters, five-piece orchestra from the Billroy tent, played the show from the stage.

Business was fair, with three shows a day. Pic, *The Black Parrot*.

## Rep Ripples

THERE ARE SOME good rep names spotted in the roster of the Augler Bros.' opry, *Adrift in New York* or *Her First False Step*, which last week began an indefinite run at Barney Rapp's Opry House, formerly the Sign of the Drum, Cincinnati. Line-up includes Addison Augler, manager; Ellen Douglas, Jack Irvin, Dave Heminger, Verda Gordinier, Mack McDonald, Marie McDonald, Paul Palmore, Mary Brandt, and Paul Swanson. . . . STUART GRANT is directing amateur groups in York County, Maine. . . . LEON HARVEY, ex-repster, who recently gave up his smoke shop in Columbus, O., to join the Midwest Attractions office there, is breaking in a new artificial leg. . . . HAL AND GRACE CRIDER, for many years with the Billroy Comedians and whose last tent show appearance was with the ill-fated Gene Austin troupe, are back in Columbus, O., for club dates. . . . BILLY CARROLL, who for many years operated his own rep and stock shows in the Pacific Northwest, stopped off at the desk last week while in Cincy between trains. Billy was en route to Boston to look over the territory. . . . GILES FAMILY, who in the past have had small tricks operating in

## Selective Service Mail

In the Carnival Department of this issue appear the names of those having Selective Service mail in the various offices of *The Billboard*. This list is published in addition to the names which are set in capital letters in the regular Letter List.

New England and the East, are wintering in Miami and ringing in an occasional club date. The find the Florida field pretty well crowded, they say, and will move into Louisiana and Mississippi for dates with their family act before heading north for the summer. . . . TOM RITCHIE, of the Three Revellers, last with Gene Austin's tent, is now in the booking business in Albany, N. Y. The Ritchie Sisters, Tom's partners, are reported doing nicely as a sister team in Canada. . . . AL AND DOLLY CRITES, for years with Billroy's Comedians and later of the Gene Austin show, have settled in Tampa, where Al is holding down a job as cabinet maker. . . . AT PRESS TIME a pleasant visit from Harry Graf and Madge Kinsey, of the Madge Kinsey Players, and Dave Heminger, for many years with the Kinsey troupe and now with the Augler Bros.' opry in Cincinnati. We've long felt that we have known this trio intimately, but it was the first time we've actually had the pleasure of meeting them.

## 'Slim' Williams Leaves Hosp.

BIRMINGHAM, Ala., Feb. 22.—Harry (Slim) Williams, veteran minstrel and tent show performer, was dismissed this week from Baptist Hospital here, where he spent three weeks for a rest and treatment. Williams has gone to Augusta, Ga., where doctors have ordered him to rest for several more weeks before accepting another engagement. He recently enjoyed a two-day visit with Mr. and Mrs. Charles Underwood, who formerly operated their own tent and now settled in Macon, Ga.

mer emcee; Al Painter, Bob Lee, and Larry Philbrick, band leader. Clyde is emceeding at night clubs, and Larry is working in a ballroom. Yours truly is splitting his time between night clubs and theaters. What's happened to Jack La Rue, Tony Merlino, Skippy Williams, Mary West, Bob (Stubby) Taylor, Buster Coates, Bob Turner, Duke and Nona Hess, Mickey Hogan, Tex Falk, Jack (Falls) Little, Earl Clark, Daddy Fox, and Smoky Joe Adams?" Lew asks.

## CONTESTANTS, NOTICE

Opening MARCH 6, South Texas.  
Greatest Boom Town.

## FREEPORT, TEXAS

The following are facts: \$100,000 weekly payroll in Freeport alone. Drawing power of 75,000 people. Housing problem overtaxed. No amusement. Show sponsored by Freeport Fire Dept. and financed 100%. Local authorities for it 100%.

### NOTICE

Want contestants who want to stay and grow with us. Expense accounts. Sponsors guaranteed to those accepted, and there's up to

**\$1,500**

in prize money. Good M. C. contact. Contact immediately by Air Mail to

**LENNY PAIGE, JIMMIE PASSO,  
ITSY BACARACH**

Auditorium Hotel, HOUSTON, TEXAS  
(See Dec. 28 edition of *Collier's* about Freeport)

## PENSACOLA, FLA.,

## DERBYSHOW

STARTS

FRIDAY, FEBRUARY 28

70,000 people within 3 miles of the stadium. Last contest 10 years ago. Good Sprint and Entertaining Couples, wire Western Union; will call. Auspices American Legion. Next contest Miami, Fla.

**HAL J. ROSS**  
PENSACOLA, FLA.









## Terrell Adds Lee Rose McAdams To Cole Stock

LOUISVILLE, Ky., Feb. 22.—In another step in the assemblage of thoroughbred saddle horses for the Cole Bros.' stables, Owner Zack Terrell announces the purchase of Lee Rose McAdams, one of America's foremost registered five-gaited stallions, from C. L. Kerr, of Lexington, Ky. The sale price was not made public.

Altho Lee Rose McAdams is but seven years old now, he has already proved himself a sire of champions, in addition to being a recorded horse show winner. He is the sire of Sweetheart on Parade, a national horse show winner in 1938. An analysis of his pedigree shows that he is one of the greatest of saddle horse breeds, being sired by the famous Lee Rose McDonald and out of the prize-winning mare Princess Vera, both of which won their laurels at Kentucky's annual \$10,000 saddle horse classic.

### Horse Appeal Is Greater

As motor power has superseded the horse in the field of transportation, circus horses, especially registered stock, have become a greater attraction in circuses than at any time in history. As a result, Terrell, who probably knows horseflesh better than any other present-day showman, is determined to eventually own the most comprehensive array of registered ring and track horses ever presented in a circus.

He already has a large number of registered horses of different breeds in his menage numbers and the only Liberty horse display in existence composed of thoroughbred Palamino stallions.

At present 24 Liberty horses and 22 menage and high school horses are at the Coliseum in Detroit with the Orrin Davenport Shrine Circus. Among them are Easter Cloud, Duke the Fourth, and Eleanor Du Barry, noted performing horses.

## San Jose Symphonic Band To Feature Circus Music

SAN JOSE, Calif., Feb. 22.—The San Jose State College 90-piece band, under the direction of Thomas E. Eagan, in an effort to sustain interest in circus music will feature music of the big top at its fifth annual concert since Eagan has been conductor, Wednesday night, April 30. The band is composed of students at the college and is rated by competent critics as one of the finest concert bands on the Pacific Coast.

James K. Adcock, publicity director of the band, who is a circus fan and especially fond of circus music, in a talk with Bandmaster Eagan while planning the spring concert stressed the popularity of the grand stirring music of the circus and as a result the great circus march, *Thunder and Blazes*, by Fucik, will be the opening number of the concert.

To render a true circus performance of the number Adcock has arranged something novel. Prior to the concert the San Jose band will make a recording of the circus number and send it to the Merle Evans band at St. Petersburg, Fla., for criticism. With Evans's criticism and suggestions, the San Jose band hopes to give a rendition of *Thunder and Blazes* as never played before, except under a big top.

## E. E. Staats, Lester Owen To Take Out Wagon Show

GUTTENBERG, N. J., Feb. 22.—Earl E. Staats announces that he has joined with Lester Owen to take out next season the Staats Bros.' & Owen Combined Circus. Work is reported under way at quarters here. The show will be a two-ringer overland wagon circus and will use horses and ponies. It will have a menagerie in connection with the side show and will play one and two-day stands.

The performance will be given under a two-pole top and will run two hours and a half. A girl band will be carried, and it is planned to give a small street parade. Opening date will be about June 1 in New Jersey. After playing thru New Jersey and Pennsylvania it is planned to go south.

AL C. BECK, reports Bette Leonard, is recovered from an appendicitis operation and is in Starke, Fla., auditor for a contracting firm.



PROUD, no doubt, is the word that properly describes the feeling of Mrs. Zack Terrell (Estrella Nelson) as she sits in the saddle atop her famed stallion, Lee Rose McAdams. The horse is a gift from her husband, Zack Terrell, owner of the Cole Bros.' Circus. Mrs. Terrell is an expert horsewoman and a noted rider of thoroughbred saddle horses.

## Wilcoxes Engaged For Anderson Show

EMPORIA, Kan., Feb. 22.—Jackie D. Wilcox, formerly with Bud E. Anderson's Seal Bros.' Circus and Russell Bros.' Circus, has been engaged as general agent for Bud Anderson's Jungle Oddities and Three-Ring Show, and W. F. (Bill) Wilcox, who for the last three years has been with F. A. Boudinot on the No. 2 car of the Ringling-Barnum show, has been engaged as the brigade manager, with five men and three trucks in the advance department. Jackie is presently working on new press material. Several new styles of paper will be used next season.

The show's elephants, stock, and wild-animal acts will play the Shrine show at Omaha, Neb., in April, after which the tented season will open here April 20. Work at quarters is going fast. Joe B. Webb is supervising the building of several new trailer units. Captain Hart has five wild-animal acts in shape, and Clifford Brooks will again conduct the newly uniformed eight-piece band. Mrs. Bud Anderson is recovering nicely after her recent hospitalization.

## Detroit Shrine Debut Gets 25,000 To Beat 1940; Concert Is Dropped

DETROIT, Feb. 22.—Detroit's 36th annual Shrine Circus opened a two-week stand Monday in the Coliseum at the Michigan State Fairgrounds here, to business considerably in excess of last year's, and with indications of setting an all-time record. Opening day's attendance was 25,000, including matinee and followed with 12,000 on Tuesday, 14,000 on Wednesday, according to Eddie Stinson, manager.

Excessive attendance on opening day, including two SRO crowds totaling 15,000 youngsters from local institutions. Much of the first three days' crowds included paper attendance. The outstanding paper, however, was used up in the first three days, with subsequent attendance slated to be actual. Reservations for seats for both shows on Saturday and Sunday were sold out by microwk, with ringside seats for about 1,000 additional spectators placed inside the arena for the opening day, the first time these have been set out so early in the engagement. Admission is 44 cents, including tax, at the gate, with reserves extra up to \$1.

Aftershows were dropped this year for the first time. Manager Stinson said: "There is a lack of good attractions for an aftershow and since we give our customers a quality show, it is likely to spoil the effect if we give a cheap aftershow."

Show is produced by Stinson and Orrin Davenport, with the general staff including Vic Robbins, band director; Charles Jones, property master; Mike Michaels,

## Spec and South American Acts News Features of R-B; Press Splurges Toto on Bride Angle

SARASOTA, Fla., Feb. 22.—Ringling Bros. and Barnum & Bailey Circus will have no great influx of new talent this year, Roland Butler, press chief, said today.

A new spectacle, which is now being worked out, and a few South American acts will be the principal additions to the show this season, Butler said.

This winter John Ringling North has stuck close to Sarasota in his search for talent, except for a trip to Havana to superintend the delivery of Toto, the gorilla he purchased as a "bride" for Gargantua.

The press really went to town when Gargantua and Toto got their first look at each other at winter quarters yesterday.

Gene Plowden, United Press staff correspondent; Preston Stroupp, Associated Press staff photographer; R. W. Simpson, managing editor, and Bill Abbott, staff writer, of *The Tampa Morning Tribune*; Frank Jurkowski of INS; Al Burgert, *Life* magazine photographer, and Wally Davis, of *The Tampa Times*, were among those present to cover and photograph the well-heralded event.

Florida papers played up Gargantua and Toto daily after a new air-conditioned cage was sent to Cuba for the beast, purchased from Mrs. Kenneth Hoyt. Incidentally, Mrs. Hoyt flew to Florida to witness Toto's arrival and revealed a clause in the purchase contract that called for Toto to be returned to Havana if dissatisfied with circus surroundings.

### Acts in Legion Show

Alfred Court, whose wild animal act has been the hit of the weekly performances at the quarters this winter, planned to go outdoors for the first time in America, according to Butler, at the second annual Legion Day tomorrow. The circus gives a part of the gate receipts of that day to the local legion post to carry on its charity work. Some of the outstanding performers take part in the show.

Bob Towers, of *The Detroit Free Press*, has been at quarters several days making photographs for a rotogravure section of his paper.

HAVANA, Feb. 17.—Joe Donahue, traffic manager of the Ringling-Barnum circus, arrived here February 14 for the purpose of taking north with him Toto, the gorilla belonging to Mrs. E. Kenneth Hoyt, of Country Club Park, to be the

"bride" of Gargantua, R-B feature. Toto, born in Africa, was captured by E. Kenneth Hoyt and has been brought up by the Hoyt family since a baby. "She" is nine years old and a very healthy specimen of the largest gorilla.

If Gargantua and Toto can be successfully mated, science will be the debtor. It may be several years before they can be mated, for gorillas are very shy. John Ringling North's plan is to put them in adjacent cages, and let them gaze at each other for many months, if necessary, before any physical contact is permitted.

Owing to happy surroundings and the loving care received Toto's personality is the exact opposite of "her" ferocious mate. "She" is intelligent, inquisitive, and affectionate. The warm climate of Cuba has agreed with "her." "She" has been handled since babyhood by Jose Vicente, "her" Spanish keeper, who is the only one that knows "her" moods and can understand "her." He will accompany "her" to Sarasota. Toto is terrified of snakes and fond of cats. By day "she" has the run of the Hoyt estate and at night "she" sleeps in "her" own house, equipped with a trapeze and a real bed.

At present there is just the shadow of a chance that Toto might turn out to be a male.

## Mpls. Shrine Show Expecting Big Draw

MINNEAPOLIS, Feb. 22.—Annual Shrine Winter Circus here, under auspices of Zuhrah Temple Shrine, is expected to draw capacity crowds daily at the Minneapolis Auditorium, according to indications. The more than 5,000 local Shriners already have tickets and distribution is reported as heavier than usual. The afternoon audiences are practically assured, due to the tie-up with the local schools which permit youngsters to leave classes to take in the circus.

Illustrious Potentate Walter P. Quist is in charge of arrangements, with Noel Van Tilburg in charge of booking and Ivan H. Graves handling the publicity. The committee has arranged for special nights, turning the auditorium over to visiting delegations from near-by communities.

Among the attractions scheduled are the Gretonas, with Enrico, child wire performer; Terrell Jacobs and his wild animal act, the Great Zucchini, the Christiansen Family, acrobats, and Rogers' trained elephants.

## Dailey Bros.' Show Opens to Big Houses

ROCKPORT, Tex., Feb. 22.—Dailey Bros.' Circus got off to a good start here February 10, with both houses big. The performance runs one hour and a quarter. The show is playing small towns close to the Gulf and has had fine weather.

One new semi-truck has been added, and Slim Griffin, who is marking the route ahead, is sporting a new car. Jimmie Dubose, general agent, is 10 days ahead with one billposter.

## Carl Lassiter In Grave Condition

CLEVELAND, Feb. 22.—A rush call was sent out Thursday for blood donors for Carl Lassiter, 32, of Champaign, Ill., who was a catcher with the Flying Bees, aerial act, in the recent Al Sirat Grotto Circus at the Public Hall here.

Lassiter is in a very serious condition at Charity Hospital here, with a staphylococcus sore throat.

Theater on Tuesday for a women's club audience. Thursday, Micky McDonald, Chester Sherman, and Joe Vanni gave a show at the Children's Hospital at Farmington, Mich.

Personnel and performers of the circus are to be guests of Detroit Variety Club at a tent frolic next Saturday (1), prior to closing of the show, thru arrangements made by Bill Carlson.

# Under the Marquee

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

MILT TAYLOR is presenting circus performances on the stages of schools around Los Angeles.

FRANK B. KELSO, dog and pony trainer, is confined in the St. Edward Hospital, Fort Smith, Ark.

PROFESSOR MAXIE, ventriloquist and Punch operator, last season with Lewis Bros.' Circus, is located for the winter in Charleston, S. C., and is doing fine.

HARRY RYAN SWANK reports that the Woodvale circus lot in Johnstown, Pa., is covered with coal three stories high.

BILL DEDRICK will have a tabloid circus on the Foley & Burk Carnival next season. Cliff Henry and Toni Madison will be associated with Bill.

VEO D. POWERS is playing Buffalo suburban schools with his dogs and bears. Herbert A. Todd is booking the act.

MICKEY O'BRIEN, clown, who was formerly with Downie Bros.' Circus, will be with Wallace Bros.' Circus the coming season.

DON SMITH, president of the Circus Historical Society, is looking forward to a meeting with friends during the Detroit Shrine Circus.

EVERETT HART, who is in clown alley at the Detroit Shrine Circus, has been elected president of the Saddle Club, organized by a number of clowns.

MRS. MICKEY (FRED) FREEMAN celebrated her birthday at the Detroit Shrine Circus February 20 and was serenaded by the clown band.

BUDDY FRIEL, who is running a rooming house in Chicago, reports he will be assistant chief usher with the Ringling show next season.

HARRY FOSSETT, 80, known for decades as Funny Harry, hopes to clown again this year with his son's circus in England.

HENRY RINGLING NORTH, of the Ringling-Barnum show, says there is no truth to the rumor that the Hagenbeck-Wallace Circus might be revived next season.

SLIM DALTON, blindfold trick and fancy rope spinner, is at the Homeopathic Hospital, Providence, R. I., suffering from brain hemorrhages, following being struck by an auto February 5.

IRVING J. POLACK has introduced a very attractive route card. It pictures Polack, with crayon in hand, standing beside a blackboard on which is written Polack Bros.' route.

CHARLES SIEGRIST is catching for the first time in 20 years, filling in with the Flying Behees at the Detroit Shrine show for Carl Lassiter who was taken seriously ill at Cleveland.

MICKEY KING, with her endurance grind, is playing her first return engagement in Detroit in six years, where she was formerly a major Shrine Circus favorite.

WILLIAM HEYER is back in the riding numbers, playing his first circus engagement since he played the Detroit Shrine show last year. He has been playing

principally theater dates in the meantime.

TOMMY COMSTOCK, well-known callope player, is with Vic Robbins, who is directing the band with Orrin Davenport's winter dates. Comstock will wind up his duties for Robbins at the Detroit Shrine show.

RALPH SWISHER, who has been catcher in Clayton Behee's flying act for several seasons, has retired from the circus temporarily and is currently engaged in the electrical appliance business in Lawrence, Mass.

MR. AND MRS. L. C. LANGHART celebrated their 10th wedding anniversary at their home in Louisville, Ky., February 19, reports Mrs. E. S. Reitz. Langhart is a billposter and has toured with many major circuses for the last 15 years.

JOE BAKER while in Seattle, Wash., recently met Harry Goodwin as he was leaving for Boston by air. Goodwin will return to Seattle after a short visit and will have several concessions with a well-known show.

EDDIE ALLEN, formerly of Cole Bros.' Circus and last season manager of one of the Barnes-Carruthers fair units, has been personal manager for Gene Autry since last September and is now living in Hollywood.

VETERAN CIRCUS FOLKS seen in confab in one of San Francisco's (Calif.) leading cafes the other day included Charles (Butch) Geggus, Tom Heeney, Patty Traynor, Judge A. B. Palmer, Jimmy Cotton, Charles Sawyer, and Jack H. Beach.

ROGER LUDY, manager of Hines Theater (movie), Portland, Ind., is a real friend of outdoor showmen. He never fails to give them a welcome when they go to visit him. And it's because Ludy is a showman that his theater does plenty of business.

WORKING in Charlie Post's band in Los Angeles at picture studios and other dates are Walter Harrison, Charles Ransom, Al Mitchell, George Thomas, Miley Thomas, Nich Schuntz, Rusty Campbell, Frank Astby, William Taggart, Phil Muco, and Pop Harding.

KIMBALL AND FRANK CHICARELLI'S Duck Derby, a combination circus and carnival, is playing Southern California spots. Among the circus acts are Ben Wallace's trained dogs, goats, and ponies; Billy and Hope Dale, aerialists, and Chic Dale, clown and announcer.

THE BRONLEE BROTHERS, after completing 14 weeks with Dan Fitch's *World of Pleasure Revue*, are playing hotels and are now in their second week at Hotel Roosevelt, Jacksonville, Fla. They will be with Wallace Bros.' Circus next season.

EVERETT CORIELL, of the Coriell Troupe, which has been working in and around Kansas City, Mo., since the close of the 1940 outdoor season, will leave for Los Angeles early in March to present his head jumps in a movie short entitled *Bouncer Incorporated*.

COL. CHARLES H. CONSOLVO, Norfolk, Va., was recently awarded a fellowship in the Wear a Flower Every Day Club, founded by Chalmers Lowell Pancoast, assistant manager of Hotel Lexington, New York, in the interest of the International Flower Show at Grand Central Palace, New York.

WHEN his regular catcher was stricken with the flu shortly after opening at the Al Sirat Grotto Circus, Cleveland, Clayton Behee recruited Charley Siegrist, veteran catcher, to substitute during the remainder of the date in his flying act. Charley will also work the Detroit Shrine date for Behee.

FRANK MYERS, formerly with the Hagenbeck-Wallace Circus and the Tim McCoy Wild West Show, is with a river amusement company at Peoria, Ill. He expects to visit the Ringling quarters in Sarasota, Fla., this month and catch the Cole quarters on his return. Myers agrees



THOMAS E. EAGAN, director of the San Jose (Calif.) State College 90-piece band, which will feature circus music, including the great march, "Thunder and Blazes," at its annual concert in San Jose on Wednesday night, April 30, in an effort to sustain interest in circus music.

with what Harry Thomas said in his recent article in *The Billboard*.

ERNIE JENSEN, of Tacoma, Wash., recently received a wheel from one of the old parade wagons of the Ringling show and he has it on display at Duck's Tavern in Tacoma. Jensen wanted the old wooden, iron-faced wheel for a souvenir and wrote to Henry Ringling North, who had the wheel shipped from Peru, Ind.

PROFESSOR RUHTRA, graphologist, who is playing a repeat date at the Detroit Shrine Circus, was caught in the Melrose Hotel fire at Toledo, O., while he was playing the Toledo Sport and Homes Show, but escaped without injury. He has been booked for the Detroit Sportsmen's Show as his next engagement.

JACK MILLS was in Canton, O., recently for a business conference with Duke Drukenbrod, who formerly was associated with him in several indoor circus promotions. Mills reports he is lining up acts for the 1941 season and that winter quarters activities at Berea, O., Fairgrounds will be increased, starting March 1.

KATHRYN KESSLER writes: "Oscar Lowande is still alive and in New York City. He was with Walter L. Main Circus when he was 11 years of age and did a carrying act with his sister. He now states that in 1889 when with the Main show in Maine he was under the impression that Walter L. owned that State."

THE REPORT in last week's issue from Los Angeles that Mr. and Mrs. Alex Brock would remain home next season was mistaken, Alex informs from Huntington, W. Va. He says they will be with Russell Bros.' Circus the coming season in the same capacity as they were on Cole Bros.' Circus last season.

H. H. HEALEY, a circus fan, visited the Cole quarters in Louisville recently and saw something new to him, namely, four zebras pulling a chariot, a camel hooked to a chariot pulling single, and a llama pulling a cart. He says Ted White gets the credit for breaking in these animals. Healey also says White's elephant act is good.

CAPT. DAN CHERRY, who has signed with the Dodson World's Fair Shows for 1941, is wintering at the show's quarters in Jacksonville, Fla. He has completed his new rigging and has a new act. He and his bride will make a tour thru the South before opening of the show. They have purchased a new house trailer.

JOSEPH FLEMING informs that he was guest speaker at a recent meeting of the Trenton (Neb.) Rotary Club. He mentioned the Circus Fans' Association and the Circus Historical Society and exhibited copies of *The Billboard* and heralds, lithos, and pictures from his circulana collection and says he hopes he did the circus some good.

MILLE DeBARRIE'S famous Birds in Toyland, featured the last several seasons with Wallace Bros.' Circus side show, are currently on tour with the musical unit *Sensations of 1941*, playing the Gus Sun Time in Eastern Ohio and Western Pennsylvania. Other circus turns with the unit are Pat and Willa Levoia, slack-wire artists, and the Five Cressonians, acrobats.

CHARLES M. (CHUCK) LANKFORD,



With the  
Circus Fans

By THE RINGMASTER

President WILLIAM H. JUDD, Secretary W. M. BUCKINGHAM  
25 Murray St., P. O. Box 4,  
New Britain, Conn. Gales Ferry, Conn.  
(Conducted by WALTER HOHENADEL, Editor  
"The White Tops," care Hohenadel Printing  
Company, Rochelle, Ill.)

ROCHELLE, Ill., Feb. 22.—Bill Day, CFA of New Britain, Conn., and CFA Jim Hoye, of Hartford, report they traveled about 3,500 miles the past season to visit circuses.

Manuel Enos Jr., formerly of Fall River, Mass., is located in his new home on Grove Avenue in Somerset, a few miles away. Manuel reports Fall River is to have its first indoor circus this month. Somerset is also the home town of CFA Fred Clarner, who recently had a touch of flu, but is back on the job again.

Mrs. Albert J. Mayer Sr., wife of CFA Albert J. Mayer Sr., of Cincinnati, has been confined to her home with illness for several weeks. Mrs. Charles E. Davis, wife of C. E. Davis, of Hartford, Conn., is convalescing from a severe attack of flu.

Joe Beach, CFA, and his grandson, of Springfield, Mass., have visited with the members of several acts which played the Court Square Theater of that city during the last few weeks. Among these acts are Bento Brothers and Rita, acrobats and head balancers, formerly with the Ringling and Hagenbeck-Wallace circuses.

CFA Spencer M. Jewell, of Hartford, Conn., is motoring thru Florida, taking colored stills of the many places he is visiting, which include Palm Beach, Fort Lauderdale, Miami, Sarasota, St. Petersburg, Tampa, and Orlando. He plans to make many trips to the quarters of the Big One for some interesting shots.

Lady Hardwicke, wife of Sir Cedric Hardwicke, former president of the British Circus Fans' Association, has spent some days in Washington as the guest of Dr. and Mrs. William Mann.

Mr. and Mrs. James B. Tomlinson, of Portland, Me., are at the John Ringling Hotel, Sarasota, Fla., for another month. They have made several visits to the Ringling-Barnum winter quarters. They recently called on Walter H. Woods in St. Petersburg, Fla., and inspected his miniature circus.

CFA Carlos S. Holcomb and Mrs. Holcomb, of Hartford, Conn., recently spent a short vacation in California. They made the trip by plane.

after losing most of the last two seasons due to illness, is now in excellent health and will return to the circus as superintendent of candy stands with Mills Bros.' Circus. He will remain at his home in Nashville, Tenn., until the early part of April, before going to the show's quarters at Berea, O., to prepare for the opening. Lankford has been with the leading circuses for more than 20 years, usually in the candy stand department or as ticket seller.

WALTER L. MAIN writes of Arthur Nelson: "His family was fine and was with my show the season of 1904. I'll venture to say that we were a month trying to make a deal by letter but failed. So Nelson came to headquarters at Geneva, O., and we signed contracts. One of his babies had to have one kind of milk and another a different kind. I thought they were going to be hard to get along with, but I was mistaken. They were as fine as any performers I ever had working with my show. We never had a cross word. In those days we retained two weeks' salary. On the final day there was three weeks' salary due and Art's father, Robert, came for the salaries, but I didn't choose to let him have it, as Art had signed the contract. When Art came with a large grip we filled it with silver and he took no offense."

## Selective Service Mail

In the Carnival Department of this issue appear the names of those having Selective Service mail in the various offices of *The Billboard*. This list is published in addition to the names which are set in capital letters in the regular Letter List.

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## Spot at Army Camp Launched By R. R. Miller

ALEXANDRIA, La., Feb. 22.—Ralph R. Miller, owner and general manager of the Miller Amusement Company, is putting in an amusement park at Camp Claiborne, Forest Hill, 17 miles from this city.

The new army camp, nearing completion, will house the 34th Division, U. S. Army, composed of troops from Minnesota, Nebraska, North Dakota, and South Dakota. Miller purchased considerable land immediately adjoining the government property, on which he will erect permanent riding devices, a theater, restaurant, billiard parlor, and modern cabins.

He has been operating several riding devices and concessions at this location for the past six weeks, catering to the many workmen engaged in erecting government buildings. It is expected that about 40,000 troops will be at Camp Claiborne in the next month.

## Mills Leases N. O. Frontage

NEW ORLEANS, Feb. 22.—Henry Mills, prominent business man of this city, has been awarded a 10-year lease on the Levee Board's frontage on Lake Pontchartrain, about two miles east of Pontchartrain Beach, for construction of an amusement park for Negro patronage.

Tentative plans, Mills said, are for installation of five or six rides, a number of concessions, and intention to book name colored bands and professionals, including Joe Louis, heavyweight champ.

Mills expects to start a five to six month season about May 1 with special programs set for midweeks and Saturdays and Sundays.

## Ohio Resort Ops Advocate Later Date for Labor Day

COLUMBUS, O., Feb. 22.—Petitions of Ohioans along Lake Erie asking that Labor Day be moved from the first Monday in September to the third Monday have been forwarded to the U. S. Department of Labor in Washington.

C. H. Richardson, secretary of Lake Erie's Vacationland, a group of resort and amusement operators, explained to Chamber of Commerce secretaries here that since the tradition that the summer ends with Labor Day was established the seasons have changed.

"Weather sometimes remains cold after the formal 'summer' opening on Decoration Day," he pointed out, "and we have some of the season's best weather in September." He asked the secretaries, who were in annual session here, to write to the Secretary of Labor urging the change.

## New Idaho Pier Is Planned

COEUR D'ALENE, Idaho, Feb. 22.—Plans for development of an amusement pier on a lake here, to cost \$12,000 to \$15,000, has been announced by W. Earl Sommers. It will adjoin the city park and is start of a proposed program to develop Coeur d'Alene's recreational resources. Pier is to be constructed of dirt and riprap. It will be 140 by 300 feet and will have amusement devices. There will also be a floating dock extending from the present commercial dock, which will be used for commercial and pleasure boat service and storage of water sport apparatus. Plans also call for construction of bathhouses.

## Mallory in South for Ideas

DIAMOND, O., Feb. 22.—Art Mallory, owner-manager of Craig Beach Park here, spent a week at Florida State Fair, Tampa, looking over new rides in anticipation of installing new 1941 features. He plans to spend two weeks in Miami looking for new ideas, with a view to making a number of improvements. He has directed activities at Craig Beach Park for the past 12 years and recently acquired the spot in the Youngstown district.

## AC Aud Visitors Spend \$4,600,000, Is 1940 Estimate

ATLANTIC CITY, Feb. 22.—Attendance was 703,798 at all events in Convention Hall here during 1940, according to the annual report of Philip E. M. Thompson, manager of the municipal auditorium. Based on the 271 days the building was open, average daily attendance was 2,597, and average attendance per assembly was 724. A total of 78,755 extra hours of work were furnished local employees in setting up conventions and shows.

There were 16 major conventions, most of them national, in the \$15,000,000 auditorium. Total delegate-days of attendance totaled 400,000. Using the figure of the convention bureau of about \$11.50 as the amount spent daily by each delegate, persons attending conventions in the Auditorium spent \$4,600,000 here, not including spending for labor, decorations, furniture, rental, entertainment, and other purposes. There were 972 events and meetings, an average of 3.6 per day for the active days, hall being closed on 95 days.

Work of setting the stage or shifting scenes for big shows and conventions is done with a few hundred workers. The hall employs only 43 permanent workers, including guards, carpenter, plumber, electrician, and cleaners. The figure was peeled down from 97 permanent workers in 1933. This year promises to be one of the biggest of recent years, Manager Thompson predicts, as there are only a few open weeks on the calendar. A summer show has not been booked as yet. As in past seasons, it may be an ice show, altho other possibilities are being considered.

## Dean Is Bass Lake Promotion Manager

BASS LAKE, Ind., Feb. 22.—Ray B. Dean, former circus press agent and last season with Cole Bros.' Circus, has assumed the post of promotion manager at Bass Lake Beach here. He inspected the park on February 20 with Ray Marsh Brydon and his wife, Theresa Adkins Brydon, members of a holding company which recently acquired the resort property.

Manager Dean expressed enthusiasm over prospects for the spot, which will be heavily billed in a wide radius and will feature special events, new rides, free acts, name bands, and will present traveling shows for weekly or fortnightly engagements.

Red Monroe, Parkersburg, W. Va., engaged as superintendent, has taken charge of crews and expansion work is now on. Operation of the tavern will be taken over next week, and plans for opening of the entire park on May 24 will be pushed.

## Briefs From All Around the Field

ALBANY, N. Y.—Recreation Management Corporation of New York City has been granted a charter of incorporation here. Directors are given as A. Irving Boyer Jr., Wayne W. Light, and John C. Bennett, New York.

MEDINA, O., Feb. 22.—Chippewa Lake Park near here is becoming a popular ice skating center. On February 16 over 1,500 crowded the 300 by 1,300-foot rink, which is kept in condition by a crew of men. Floodlights illuminate the rink for night skating and loud-speakers furnish music. Ice boats are in evidence this season. Owner-Manager Parker Beach said several concessions are operated for the convenience of patrons.

LIMA, O.—One of the largest hotels here, the Norval, has been purchased by J. R. Beatley and Tom C. O'Connor, amusement resort proprietors at Indian Lake, Logan County. Beatley is owner of Beatley's Hotel, near Russells Point, and O'Connor is owner of O'Connor's Landing on the east shore. Beatley said \$25,000 will be spent for improvements.

BRIDGEPORT, Conn.—City Comptroller Perry Rodman, who is also managing director of Pleasure Beach Amusement Park, Klein Memorial Hall, and of the other city concessions, reported that \$201,661.51 had been spent in operation of them up to date and that income up to date of \$204,000 had



RALPH R. MILLER, widely known operator and owner and general manager of the Miller Amusement Company, who has launched a new enterprise, an amusement park at Camp Claiborne, near Alexandria, La. Permanently located riding devices will be supplemented by other park features to cater to about 40,000 troops that soon will be at the camp. Land adjacent to the government property has been purchased.

## Long Fight Is Seen For Monday Holiday Idea, Okehed in AC

ATLANTIC CITY, Feb. 22.—The Monday holiday idea has gained much momentum, it was reported by Thomas Hussetton, secretary of the Chamber of Commerce, and Marta Taylor, president of the Business and Professional Women's clubs and one of the pioneers of the idea. Plan calls to fix such holidays as Decoration Day, Labor Day, and others on a Monday, giving people a long weekend and, as far as resort business is concerned, making every holiday mean as much as the Labor Day week-end.

The move, which, it is claimed, would benefit all resorts and amusement centers, received new impetus recently when Canada combined its Thanksgiving and Armistice Days into one holiday on the second Monday in October. A poll among members of the local Chamber favored the plan.

Secretary Hussetton and Miss Taylor point out that a long fight lies ahead before the movement can be a success. Plan would have to be adopted much in the same manner as a constitutional amendment. Congress must first pass the law and then Legislatures of the States must ratify it.

## AREA Committees Are Picked for '41

CHICAGO, Feb. 22.—Committees of the American Recreational Equipment Association for 1941 have been announced here thru offices of the National Association of Amusement Parks, Pools, and Beaches, with which the AREA is affiliated. The roster comprises:

Executive committee at large, George A. Hamid, Fred L. Markey, Ben O. Roodhouse; contracts, H. A. Hamilton, chairman; Alvin Bisch, K. T. Mitchell; 1941 convention exhibit, Cy D. Bond, chairman; George A. Hamid, Raymond Lusse, W. F. Mangels, R. S. Uzzell; exhibit room, R. E. Chambers, chairman; Alvin Bisch, Abner K. Kline.

Export, R. S. Uzzell, chairman; B. D. Levaur, Raymond Lusse; finance, Fred L. Markey, chairman; James H. Strong, Lee H. Eyerly; insurance, Fred T. Lauerman, chairman; John Logan Campbell.

Membership, R. E. Chambers, chairman; Charles A. Curtis, C. J. Latsch; nominating, W. F. Mangels, chairman; Raymond Lusse, William Rabkin; program, Abner K. Kline, chairman; R. E. Chambers, M. W. Sellner.

Officers for 1941 are C. V. Starkweather, president; R. E. Chambers, first vice-president; Raymond Lusse, second vice-president; W. F. Mangels, treasurer; R. S. Uzzell, secretary.

## Ventnor Pier To Be Small

VENTNOR, N. J., Feb. 22.—Budget approved by city council this week provides \$55,000 for construction of a new municipal pier auditorium and extension of the present fishing pier 250 feet seaward. Municipal Pier was destroyed by fire last summer and plans for the new pier were received unfavorably. It was pointed out that the city should have utilized the full \$92,000 in insurance money it received. Pier cost \$130,000 when erected in 1927. Based on the appropriation, the new pier will be only a small glass-enclosed structure for use largely as a rest pavilion or sunroom with possibly a bandstand or platform. E. Lynas Wood, who managed the pier, had prepared plans for an attractive and substantial structure, but most council members opposed anything but the simplest type.

## Need for More Amusements Is Stressed by Va. Solon

NEWPORT NEWS, Va., Feb. 22.—Indication of need for additional amusement facilities in this section is seen in a communication from Congressman S. O. Bland to mayors and civic and religious leaders and other prominent citizens of Peninsula communities.

He points to tremendous increases in population in this area, resulting from the defense program, and urges city officials and others in authority to consider expanding recreational facilities as soon as possible.

VIRGINIA BEACH, Va.—At the annual Stockholders' meeting of Cavalier Hotel Corporation in the Norfolk Association of Commerce on February 11 it was resolved (See PARK BRIEFS on page 54)

# The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

## NAAPPB Speaks

Appropos of this column's discussion on the National Association of Amusement Parks, Pools, and Beaches and the lack of interest paid to that organization by members of the swim pool fraternity, Al Hodge, NAAPPB secretary, accepted my invitation to explain the association's benefits to pool men. From the org's national headquarters in Chicago, he writes:

"Far be it from me to criticize a good old pal like yourself, but I believe when you say what you do about the value of the NAAPPB during the year to pool men you are talking 'thru your hat.'

"We start about first of January every year and each two weeks we send bulletins to all members of the association who are in good standing and, as they pay up their dues from time to time, we send them all back issues of these bulletins. Each issue contains something of value to pool men. If the main article in the bulletin is aimed largely at parks, then we run a special pertaining to pools exclusively. There are about 20 such bulletins in the series, which runs up until September.

"In addition to this, a number of pool men are under our public liability insurance plan. They are entitled just the same as park men to our employment service, our consultation service, our bulletin service, and, in fact, to all services available to park men, and proof of the value of these services lies in the fact that they are used by pool men.

"Many seem to overlook the fact that perhaps the healthiest round-table sessions we ever had were held at the Hotel Sherman the year before the successful meeting held in New York, and it is my personal opinion that the principal reason for poor attendance at the last

meeting was largely the poor season experienced by so many pool men, who certainly were hit much harder than park men.

"I am not as pessimistic about the outlook as some of the other boys. I confess it has been harder for us to reach pool men than park men, but I am still hopeful."

## Column Answers

Glad to have had opportunity to outline NAAPPB advantages to those in pool biz. I honestly believe many operators and managers have never realized to what a membership in the group entitled them. This department has always advocated tank owners' joining, but I feel the reason many did not is thru lack of knowledge and not deliberate neglect.

Those who are members and who have attended national meetings continue their support. Those who have never been told about the organization are the ones that Al Hodge and his group must attract. Accordingly, this column will make mention of the NAAPPB whenever occasion warrants, and I trust constant readers, if any, will pardon repetition. Thru this repetition the point will be driven home and more pool men will join. And when they do it will be better for the entire industry.

One thing more, tho, is needed. In addition to the benefits outlined by Secretary Hodge, the NAAPPB must do something concrete—something big for pool owners exclusively—that will make it absolutely essential for them to join. Offhand, I can't say what it is. Perhaps a special powwow between powers—that will result in something really constructive.

I do know, however, that if the NAAPPB can do something to help pool operators counteract municipal opposition that will be a step in the right direction. It is all right to offer suggestions, send bulletins, offer consultations. They're all fine and very vital—but pool biz at present needs action and needs it pretty quick. More and more cities are building city plunges and more and more commercial natatoriums, as a result, are being hurt. Why can't the NAAPPB, as a group—as the body representing the industry—do something to help these pools? Why can't a committee go to (See POOL WHIRL on page 39)

## Faith in Coney Island

The hard going for Coney Island, N. Y., may be over for the present. Bad weather and World's Fair competition hit it hard in 1940. With better prospects, rentals are taking on a new interest. In some instances the landlord is going to operate on his own property. John G. Ward had Kavakos Bros. as tenants for eight years. They could not agree for 1941, so Mr. Ward has contracted for another fleet of Uzzell Scoota Boats to replace the old fleet. Surely, he shows his faith in Coney Island and the boats.

Florida State Fair, Tampa, has given us another index of what the season may be for parks and carnivals. The substantial advance over 1940 results are most encouraging. The weather is our only apprehension now.

Present indications point to a bumper wheat yield in the West. Parks and fairs thrive on a good wheat crop and languish with a poor harvest for the bread basket. We are particularly interested in seeing all amusement parks in the notorious dust bowl come again into their own.

John J. Carlin's hockey team again

leads the amateur league. He is planning to schedule a game in Boston while New England park men are there and to have them as his guests at the game and for a party following the game. John J. has a large heart in that large body of his. Your author can vouch for his team, the Orioles, putting up a fast and furious game.

## Starkweather Improving

C. V. Starkweather, AREA president for 1941, is improving and has had the cast removed from his leg. It will be a little longer before he can use the injured limb. He has spent the time on his milk farm not far from Buffalo, but it has been anything but an enjoyable vacation. He has made a resolve about future auto driving that should be framed and hung on every windshield. More than two months out of circulation at the selling time is serious, but the chance of fatal injury is the big risk.

It is rather pathetic to see venerable old landmarks of Coney Island disappear one by one. The Stauch Restaurant is actually coming down to make way for the Bobsled from the World's Fair.

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Large tract of land 110' on Boulevard by 125' deep. Other stands, large and small, for season. Building suitable for Little Theatre, Girl Revue, or Side Show.

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**N. A. MEYER**

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## American Recreational Equipment Association

By R. S. UZZELL

New England meeting of park men set for March 11 in the Manger Hotel, Boston, is fast approaching. They come from all six of the New England States and have a good representation from several Eastern States and usually one or two from Chicago. They are well organized in New England and can be depended upon to consider subjects of keen interest to the membership. Taxation heads the list this year, covered by a member of one of Massachusetts' distinguished families. Best of all, you may ask him about your tax complexities. Instruction, a social get-together, and a good entertainment are given all in one day. Many leave their homes in the morning and return the same day after the dinner. It can be done in one day, as frequently demonstrated in the past few years. Hotel rates are reasonable for all who wish to remain overnight.

### Tribute to Sullivan

Production Press, Inc., Jacksonville, Ill., has just brought out a fine, condensed biographical sketch of the late William E. Sullivan, founder of the Ell Bridge Company, the only exclusive Ferris Wheel factory in the world. Six hundred and ninety-six wheels have been produced by this concern, going to all parts of the world. It is a sterling product evolved by a sterling character. It is an amazing story of what persistence can do, but the best part of the sketch is the tribute to the character of our departed friend. Here it is: "He was generous in supporting worthy causes, took an active interest in civic affairs, and won the respect of all who knew him thru his high character and readiness to assist in all community promotions."

Since the pamphlet came out the concern has passed the 700 mark in the production of wheels. Glad we are to see our fine friend so worthily memorialized. It is only a pity he could not have had more of it while living. Fortunately is AREA to have his worthy son and Ben O. Roodhouse as active members.

## WANTED FOR SUMMIT BEACH PARK AKRON, OHIO

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Akron is booming and 1941 will be a big winner.  
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NAME BANDS—FREE ACTS.

**FRANK RAFUL, Manager.**

## WANT RIDES

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## WANTED

For an amusement park in operation six months of the year — Rides on a percentage basis, or if you have desired equipment will consider outright purchase when rides prove satisfactory on location.

BOX D-39

THE BILLBOARD,

CINCINNATI, O.

# N. Y. Fighting Cut in Budget

## Secs Stand Pat On \$400,000 Aid

Move to include mutuels fund—change in date of annual meeting forced

ALBANY, N. Y., Feb. 22.—Delegates to the 53d annual convention of the New York State Association of County Agricultural Societies voiced their unqualified opposition to the elimination of \$150,000 from the governor's budget, amount having been derived from pari-mutuel racing during 1940 and intended for premiums and purses already paid out or still outstanding by fairs. Regular appropriation of \$250,000 by the State is not affected, but the \$150,000 was feared lost in the political shuffle, claim being that the absence of an enabling act prevents Governor Lehman from providing the anticipated total of \$400,000 for distribution among societies.

At the main session on Tuesday in the Ten Eyck Hotel John H. Greenman, Cortland, president of the association, urged delegates to enlist the co-operation of their senators and assemblymen to get the figure reinstated. President Greenman said he would shortly communicate with association members, instructing them as to the proper method of procedure in battling the elimination of \$150,000 in the budget.

### Banquet Is Oversold

On Monday District 9 of the United States Trotting Association held a banquet-meeting and called on the Legislature to legalize pari-mutuel betting on harness races at the State Fair, Syracuse. Paul Smith, director of the State Fair, said harness racing would become extinct (See BUDGET IN N. Y. on opposite page)

## City Grants New Lease in Beaumont

BEAUMONT, Tex., Feb. 22.—The city commission has adopted a new ordinance for lease to South Texas State Fair Association of the facilities on the grounds from November 16, 1940, to November 15, 1944. Lease requires that the fair association elect one member of the city commission, to be selected by the commission, to serve on the board of directors and also on its budget committee, and to retire the annual interest and sinking fund requirements on the fair's 1931 bonded debt of \$100,000.

Association is authorized to hold a fair within a 60-day period each autumn, during which the grounds may be closed to the public except by admission fee. The association is to assume expense of annual upkeep and repairs and improvements for duration of the contract and is to receive all revenue from all sources for the four-year period. City reserves the right, however, to conduct athletic events on that portion of the grounds formerly used for the purpose, with revenue from this concession going to the city.

All buildings will be insured in the name of the city, with premiums to be paid by the fair association. In case of loss the association will be allowed to use collections for repair of property upon consent of the city. The association may also construct any new buildings necessary to expand the fair, but the city reserves the right to use the auditorium on the grounds. City auditors will be allowed to study fair books at any time. City is required to furnish protection, but salaries must be paid by the fair during the annual. No official may operate any concession. The city had threatened not to renew the lease if the fair group refused to pay off interest on bonded indebtedness.

CINCINNATI.—Almon R. Shaffer, general manager of Florida Orange Festival, Winter Haven, and director of Old New Orleans at the New York World's Fair in 1939 and of Winter Wonderland at the fair in 1940, was a business visitor here several days last week.



PAUL SMITH, director of New York State Fair, Syracuse, who told members of District 9, United States Trotting Association, that harness racing would become extinct there unless betting were legalized. At a banquet-meeting in the Hotel Ten Eyck, Albany, on February 17 the group called upon the Legislature to legalize pari-mutuels for harness racing at Syracuse and the New York fairs association adopted a resolution favoring p.-m. racing at the State Fair.

## Bills Propose Two Nebraska Set-Ups

LINCOLN, Neb., Feb. 22.—Declaring the Nebraska legislative bill (No. 157) would be the step necessary to make the State Fair a democratic institution, county fair and junior chamber of commerce men of the State championed the measure in a hearing last week. Proponents said the present board had "outlived its usefulness" and maintained places for its membership by "self-perpetuation."

Bill provides control of the fair be vested in 20 men, including the governor, and none of the 17 voting members of the board would be allowed to hold office more than two years. J. Lee Rankin and John B. Quinn stood up for the State junior chambers, a letter on virtues of the bill from Nebraska Farmer Editor Tom Leadley was read, and R. C. Johnson, former board member, attacked the present set-up.

Appearing for the present system, Senator Frank Sorrell, who has a bill (No. 273), claimed his measure would correct all ills now evident without being so drastic, or making a political football of the fair. His measure provides that election set-up be changed, the president to be named for one year instead of two as now, and would allow the board to name a secretary-manager who is not one of the body.

There is another fair bill in the Legislature, authored by Senator C. Petrus Peterson, which proposes re-financing the present fair grandstand debentures, which

## "No Fair Without Midway," Is Vote of Chattanooga C. C. Group

CHATTANOOGA, Tenn., Feb. 22.—Not a dissenting voice was heard when advocates of midway as vital factors to success of any fair stressed their views at a meeting of the agricultural committee of the Chamber of Commerce here on February 14. Session was held to receive and discuss the report of a subcommittee appointed at the November meeting to consider advisability of operating Chattanooga Inter-State Fair without a midway. This committee comprised W. H. Letton, J. E. Wasson, and Charles McDonald.

W. H. Bell, agricultural teacher at Soddy-Daisy High School, said that at no time during the 25 years he had been working in co-operation with fairs had he ever known of a fair succeed when

## La. for May 1 Dates Deadline To Insure Aid

LAKE CHARLES, La., Feb. 22.—Annual meeting of Louisiana State Association of Fairs in the Majestic Hotel here on February 14 and 15 was the most heavily attended in history of the association. When State Commissioner of Agriculture Harry D. Wilson, also president of the association, called the meeting to order, 36 fairs answering the roll call were represented by about 125 delegates, with many attractionists being present. Commissioner Wilson stressed the importance of livestock and agriculture going hand in hand at fairs. Several delegates favored additional State aid, but the commissioner explained that because the Legislature will not meet in regular session until 1942 no additional appropriation will be available this year, but may be forthcoming in 1942, and he pledged himself to work toward that end.

A resolution was adopted requesting Commissioner Wilson to recognize and allot funds to fairs that fix dates on or before May 1 of each year and that no fairs be allotted State appropriations that have not fixed dates prior to May 1 each year. A second resolution was adopted providing that all police juries and school boards be urged to make their appropriations for fairs in their respective parishes as liberal as possible.

Among dates set were those for Avoyelles Parish Fair, Marksville; Beauregard Parish, De Ridder; Cameron-Calcacieu Parish, Sulphur; Allen Parish, Oberlin; East Baton Rouge Fair; Interstate Fair, Logansport; Jefferson Davis Parish, Jennings; Louisiana Delta Fair, Tallulah; Livingston Parish, Doyle; Claiborne Parish, Haynesville; North Central Louisiana District Fair, Olla; Ouachita Valley Fair, West Monroe; Terrebonne-La Fourche Parish, Houma; St. Helena Parish, Greensburg; St. James (See DEADLINE IN LA. on page 33)

## Aid Is Voted in Arkansas

LITTLE ROCK, Ark., Feb. 22.—A bill to appropriate \$50,000 a year with which to pay premiums at State and county livestock shows, bearing sponsoring signatures of 54 members, has been passed by the House of Representatives 83 to 0. Presidents of county fair associations must apply for participation before July 1 and guarantee to use the money for nothing except premiums. Arkansas Livestock Show Association is prorated \$15,000 a year, or \$2,500 more than during the present biennium. Remaining \$35,000 would be divided on the basis of about 2 cents per capita in the counties.

draw 5½ per cent. He wants a new issue, \$256,000 worth, to bear a 4 per cent rate, initiating a saving of \$3,000 annually. Both bills were subjects of deferred action, the agricultural committee chairman, Senator E. M. Neubauer, saying they would be studied.

a midway was not operated in connection with it.

Committee Chairman W. G. Foster, editor of The Chattanooga News-Free Press, said the argument that midway shows "carried too much money out of the city" had long been known to be incorrect.

"The midway shows," he said, "leave 25 per cent of their gross receipts to help pay the expenses of the fair and they spend much more locally for necessary supplies, so that as much of a dollar spent on the midway stays in Chattanooga as does that of a dollar spent for any other merchandise purchase."

The committee voted overwhelmingly for continued support for the fair and continuance of midway attractions.

## Bill in Illinois Would Create a Situation Almost Existing Now

SPRINGFIELD, Ill., Feb. 22.—Illinois' biennial bugaboo, "a free gate for the annual State Fair," has raised its head again. Bolstering the move in the Legislature this time is Representative Tim J. Sullivan (Dem., Springfield).

The only difference in the proposal is that this year the bill is offered by a Democrat. In the 1939 session the bill (No. 553) was offered by Representative Ray Dillinger (Rep., Decatur). The bill offered by Dillinger on March 28, 1939, died as it came out of the agriculture committee on June 1. Representative Sullivan's measure has been referred to the same body.

His proposal received a bit of timely support when State Director of Agriculture Frank Leonard declared that less than 1 per cent of the 1940 attendance was paid at the gate. Receipts from gate admissions in 1940 totaled only \$226, paid by 8,904 persons, he said. Estimated 1940 attendance was 912,000.

It is said the annual practice of supplying passes to politicians, great and small, has caused the situation and that despite efforts of politicians not in control those holding offices find the passes excellent "policy builders."

Representative Sullivan was out of town when sought for questioning on his measure, but other State officials declared the bill would never be brought to a vote.

## Dallas Stock Arena To House Ice Rink

DALLAS, Feb. 22.—A new ice rink will be completed to open here by June 1, according to announcement by Clarence E. Linz, Dallas capitalist, who heads a \$150,000 corporation, Ice Sports, Inc., that is to build the Ice Carnival in the Livestock Arena in Fair Park.

Contract details are being worked out (See Dallas Stock Arena on opp. page)

DETROIT.—Chester M. Howell, secretary of Chesnaning (Mich.) Fair and former secretary for years of Michigan Association of Fairs, received severe neck cuts and body bruises and other undetermined injuries on February 19 in an automobile accident in Owosso, Mich. He is in Memorial Hospital, Owosso.



G. B. (JACK) AFFLERBAUGH, who has been re-elected secretary-manager of Los Angeles County Fair, Pomona, Calif., has been identified with the growth and expansion program of the Coast annual. Since inception of the fair in 1922 every building has been replaced and many additional structures erected. Much work is being done for the 1941 fair to care for greater demands for exhibit space. New food show building, 100 by 350 feet, will bring the total of buildings to 51. A more pretentious night show is set, and the fun zone, for which a contract has been made with the Amusement Corporation of America, will be doubled in size.



# Ont. Annuals Fill War Need

**Ag chief tells managers he is for continuation rather than curtailment**

TORONTO, Feb. 22.—Facing changed methods of operation due to war conditions, over 600 delegates attended the 41st annual meeting of Ontario Association of Agricultural Societies in the King Edward Hotel here on February 13 and 14. Delegates from 317 fairs attended. President Wilfred Walker, Fort William, presided.

The opening session featured addresses by P. M. Dewan, Ontario minister of agriculture, and Dr. E. J. Lattimer, Macdonald College, Quebec. Dr. Lattimer discussed agricultural trends in Eastern Canada and stressed the need of full co-operation from all societies, particularly when the mother country is dependent upon Canada for food supplies. Mr. Dewan favored continuation rather than curtailment of Canadian fairs. Continued activities will encourage farmers, he said.

W. D. Jackson, London, Ont., secretary of the Canadian Association of Exhibitions (Class A fairs), informing members that the organization had revised its constitution to include Class B fairs as associate members, criticized the Dominion government for the abrupt change in customs fees imposed on imported circuses and carnivals. "Many exhibitions suffered because they were not advised of the change," he said.

## Cowan Is President

J. A. Carroll, Toronto, secretary of the association, reported that 1940 brought added responsibilities and problems to officers of agricultural societies. As the year opened there was much doubt and bewilderment throughout agricultural circles, he said, as in the second year (1915) of the last war period farmers were being urged, to produce to the limit by a patriotism and production campaign, the beginning of 1940 found huge surpluses of many agricultural products and many farmers wondered if they might make a worthy contribution to the war effort by carrying on even the former rate of production.

Society officers pondered whether money should be spent on fall fairs and whether citizens generally would be inclined to attend or to exhibit at annuals if held. Similar doubts prevailed respecting other projects, such as field crop competitions. Courage prevailed, however, and while some societies were obliged to cancel fairs, due to military authorities having taken over their grounds, the majority decided to carry on with business as usual and a successful year was reported in spite of unfavorable weather and labor problems, he said.

Three fairs not held in 1940 are planning a comeback in 1941. Ottawa and London are planning junior livestock shows under canvas and grandstand shows are contemplated. Kingston Fair buildings having also been taken over by military authorities, a group headed by Howard Kelly, director of Kingston Fair, have purchased an 80-acre tract and plan to have a grandstand and one or two buildings ready this year.

New officers installed are: President, Bob Cowan, Galt; vice-presidents, M. Arbogast, Stratford; Lloyd Calver, Simcoe.

## Banquet Draws Heavily

Banquet in the ballroom of the Roof Garden Thursday night brought out the largest gathering in many years. Retiring President Walker thanked his associates for their co-operation during the



W. H. DUNN, who was re-elected secretary at the 1941 annual meeting of North Carolina Association of Agricultural Fairs in Raleigh, is secretary of Wilson County Fair, Wilson. He is a member of the body's legislative committee, which is working in co-operation with State Commissioner of Agriculture W. Kerr Scott to set legal standards to define an agricultural fair and to classify the annuals held in the State.

year. Mayor Fred Conboy; Rex Frost, of Station CFRB; Don Fairburn, of Station CBL, and others spoke. Just before the floorshow George A. Hamid was introduced and drew loud applause when he said that the United States was wholeheartedly behind Canada's war effort.

Floorshow, presented by George A. Hamid and produced and emceed by T. A. McClure, McClure Attractions, included Louise and Her Fair Debutantes; Art McColl and Partner; the Arnotts, magicians; Buddy Delmonte, tenor; Benny and Wynne; Cliff Oldroyd, slack wire, and Jackie Burns, dancer.

Among attractionists were George A. Hamid, Inc., George Hamid, Joe Hughes; Wallace Bros.' Shows, Jimmy Sullivan, R. Cronin; Conklin Shows, Neil Webb, Merrick R. Nutting; Frank Wirth Attractions, Frank Wirth; Sims Shows, Fred Sims; Garden Bros.' Attractions, William Garden; Gray Shows, R. Gray; Queen City Amusement Company, George Atkinson; Gatewood Rodeo, Colonel Gatewood; Brown's Shows, A. Brown. Contracts announced: Garden Brothers, Lindsay, Belleville, Tillsonburg, and Renfrew; Sims, Oshawa, Midland, Barrie, and Collingwood.

## DEADLINE IN LA.

(Continued from page 36)

Parish Spring Fair; South Louisiana State Fair, Donaldsonville; South Louisiana Midwinter Fair, Lafayette; Louisiana State Fair, Shreveport; Caddo Parish, Shreveport; Tri-Parish, Eunice; Vernon Parish, Leesville; West Baton Rouge Parish, Port Allen; West Carroll Parish, Oak Grove; Concordia Parish, Monterey; Washington Parish, Franklinton.

## Crowley Gets '42 Meet

In Friday discussion of *Why Livestock and Agriculture Should Go Hand in Hand at Louisiana Fairs* L. A. Borne, Donaldsonville, showed many points toward gaining this end. Other leaders followed and it appeared practically certain that henceforth all the fairs will have livestock and agricultural fairs in one, rather than splitting these shows, as in the past. W. W. Hattie, farm reporter from Station WWL, New Orleans,

told delegates that the station will broadcast directly from practically all of the fairs next fall, the broadcasts being in the interest of agriculture and livestock, being gratis to the fairs and bringing home to the public the importance of the parish or community fairs.

Monroe and Crowley asked for the 1942 convention, but before a vote had been completed several delegates who favored Crowley asked the delegation from Monroe to withdraw its invitation so that Crowley could be unanimously chosen, and this was done.

Over 300 were at the banquet in the grand ballroom of the Majestic Hotel Friday night. It was the largest in history of the association and pronounced the best in entertainment. Commissioner Wilson introduced Dr. A. H. LaFargue, Sulphur, as emcee, who asked the delegation of 50 he had invited from Sulphur as his guests to stand so that those present could see how Dr. LaFargue and his Sulphur admirers are boosters for the association. Following the entertainment, Commissioner Wilson called on W. W. Hattie; Frank B. Joerling, of *The Billboard*, St. Louis, and Fred H. Kressmann, of Barnes-Carruthers Fair Booking Agency, for short talks, and then called upon his son, Justin, who created an uproar with his "cajon" stories, of which he has many. Gov. Sam Houston Jones then paid a tribute to Commissioner Wilson for his years of service, in which he has brought fairs of Louisiana to a high place. The governor practically promised that he would use his offices with the 1942 Legislature to increase the record appropriation for State aid set by the 1940 session.

Following the long applause after the governor's speech, that familiar method of "railroading" the officers in for another year was displayed to the governor and guests. As usual, Fred Kressmann made the nomination "spiel" and, as usual, Commissioner Wilson was re-elected president; William R. Hirsch, Shreveport, vice-president, and P. O. Benjamin, Tallulah, secretary-treasurer. The first two have held their offices since the association was organized about 20 years ago, while Secretary Benjamin has held his present post past five years since he succeeded R. S. Vickers, Donaldsonville, resigned.

## Sidelights and Gossip

Commissioner Wilson, during his approximately 30 years in office, has brought the fairs of the State to the front and has guided the fair men from a small start to the present big LSAF.

Parish police juries here are the same as county courts in other States, but in Louisiana the juries are usually behind many parish and district fairs and in many cases fairs secure substantial financial aid from them. Secretary-Treasurer Benjamin is secretary of the police jury in his parish, secretary-manager of Louisiana Delta Fair, and finds time to take care of his duties with the association in fine style.

R. S. Vickers, many years secretary-treasurer of the LSAF, attended the meeting for the first time in about five years. He is again holding down his old position as secretary-manager of South Louisiana State Fair, Donaldsonville.

Contracts awarded during the meeting were announced as follows: Jack Downs, general agent Snapp Greater Shows, nabbed the annuals at Eunice, West Monroe, Leesville, and Baton Rouge Livestock Show. Ralph R. Miller, Miller Amusement Company, contracted Jackson Parish Free Fair, Jonesboro; Washington Parish Free Fair, Franklinton; South Louisiana State Fair, Donaldsonville, and Grant Parish Free Fair, New Verda. Cliff Liles, owner of Park Amusement Company, was awarded fairs in De Ridder, Mansfield, Tallulah, Logansport, and Sulphur. He will open his season at the Livestock Show in Lake Charles on March 27.

Mr. and Mrs. Abner K. Kline arrived from Tampa and showed motion pictures of the latest ride of the Eyerly Aircraft Corporation. Capt. C. W. Naill; James (Kid) Murphy, general agent, and Harold Jennings represented the C. W. Naill Shows. Mrs. Naill was unable to attend because of serious illness of her father, 90 years of age. Park Amusement Company, wintering here, had the largest representation. Besides Mr. and Mrs. Cliff Liles, there were Mr. and Mrs. Dave Lachman, Mr. and Mrs. Charles Brown, Mr. and Mrs. Jim H. Unger, Jack Wilkerson, and William Unger. Fred Kressmann, of Barnes-Carruthers, signed grandstand contracts for Tri-Parish Fair, Eunice, and South Louisiana State Fair, Donaldsonville, with several others pending. Jack and Betty Downs, of Snapp Greater Shows, who were hosts to many,

brought some large Wisconsin cheeses, which were relished by many.

Mr. and Mrs. Cliff Liles, who returned to Lake Charles for the meeting after a month in Florida and Cuba, entertained many delegates and showfolk in their pretentious home. Liles was one of those responsible for the swell banquet program. Mr. and Mrs. Dave Lachman are throrly at home in Lake Charles, where they have resided for the past few years. Lachman will again be with Liles. Three past presidents of outdoor showmen's clubs were introduced from the banquet floor, Abner Kline, Dave Lachman, and Cliff Liles. Jack Downs infoed that he had signed contracts for the Snapp Greater Shows to play fairs in Eldorado, Ark., and Orange, Tex.

## Two New Fairs Join

William R. Hirsch, secretary-manager of Louisiana State Fair and vice-president of the LSAF, missed the first meeting in history. He was unable to attend, as he was recuperating from a recent sick spell in Bradenton, Fla. Art Briese, of Thearle-Duffield Fireworks Company, who annually entertains delegates and showmen here with his piano playing and stories, was prevented from attending by illness of Mrs. Briese. Joe T. Monsour, assistant to William R. Hirsch, represented Louisiana State Fair and was in charge of registration. Mrs. Katharine Redden, secretary to Commissioner Wilson and who as usual took the minutes of the meeting, has been the commissioner's sec for 15 years.

Other attractionists present were Harry Burke, Harry Burke Shows; H. P. (Punk) Hill, general agent Texas Exposition Shows; Harold Braucht, Colorcraft Poster Company; Buff Hottle, Buff Hottle Shows; S. B. Doyle, Mimic World Shows; John R. Ward, John R. Ward Shows; T. A. Fowler, Fulton Bag & Cotton Mills, who reported some sales; Harry LeVan, LeVan Attractions; Bryan Gill, Miller Amusement Company; George B. Flint, Boyle Woolfolk-B. Ward Beam Booking Office; Pearl Marie Wells, formerly in musical comedy and whose home is in Lake Charles; J. R. (Buddy) Rupiper, Globe Poster Corporation, attending for his first time; Ernie G. Campbell, Richard (Dick) Hudson, Campbell Tent & Awning Company.

It was pointed out by the delegation from the National Rice Festival, held in Crowley every fall, that it was the brain child of Commissioner Wilson. Over 40,000 attended the 1940 one-day event.

Work on Washington Parish Fairgrounds, Franklinton, WPA improvement projects amounting to about \$50,000, will be completed during the next two months, said W. J. Willoughby, secretary-manager, and L. Ray Mills of that fair.

Burligh B. McManus, elected secretary-manager of Tri-Parish Fair Association, Eunice, two days before the meeting, was on hand with President E. A. Plauche and Director Oliver Reed. L. A. Borne's room again was the mecca for many fair men and he was accompanied by R. S. Vickers, Sidney Harp, and Gibson J. Autin.

New fairs joining the LSAF were St. Charles Parish Fair, Hahnville, represented by W. E. Simmons, and Concordia Parish Fair, Monterey, represented by M. M. Parry. Others in Louisiana fair-dom present were Mayor C. C. Bell, West Monroe; E. L. Roussel, Litcher; Charles R. Goussiere, H. C. Fondreaux, Jennings; Jewell Elliott, Frank Martin, Centerville; Jack R. Gamble, C. J. Malone, Logansport; George A. Bonnet, Harold A. Wilson, South Louisiana Midwinter Fair, Lafayette; Dr. A. H. LaFargue, W. T. Henning, Sulphur; Mayor J. O. Taberlet, T. D. Calloway, Ralph Raphael, Jackson-Winn Parish Fair, Jonesboro; Henry Buller, president, and G. C. Meaux, secretary Allen Parish Fair, Oberlin; M. M. Swor, president, and Julia Stinson, secretary Grant Parish Fair, New Verda; George Lee, Greensburg; Byron P. Belisle, Many; Irvin J. Heath, Baton Rouge; D. H. Brooke, Olla; Leslie A. Cowley, Caddo Parish Fair, Shreveport; G. R. Jones, Haynesville; Edgar A. Coco, Marksville; M. N. Oakes, Leesville, and Lawson C. Lott, Henry Sortwell, and L. A. Lord, Livingston Parish Fair, Doyle. Among others at business sessions were A. Larriviere, assistant State supervisor of vocational agriculture, Louisiana State Department of Education; W. T. Cobb, beef cattle specialist, University of Louisiana; C. C. Conville, district agent University of Louisiana; John M. Powell, general manager of a packing plant at Lake Charles and an avowed fair man.

HOPE, Ark.—Fire of undetermined origin destroyed bowling alleys and the main exhibit hall which housed them in Fair Park here on February 12, with estimated loss of \$5,000.

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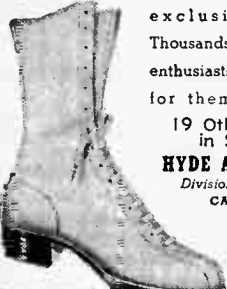


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# Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

## Two Dates Set by Mass. Show

DORCHESTER, Mass., Feb. 22.—Two exhibition dates were lined up for members of the Fred H. Freeman Figure Skating Club, who presented a revue on February 18 and 19 at Winter Garden Rollerway here, reported General Manager Fred H. Freeman. Scheduled for February 21 was a bus trip to Raoul Bernier's Portsmouth (R. I.) Roller Rink, accompanied by Mr. and Mrs. Melvin Umbach. Winter Garden professionals; Mr. and Mrs. Freeman, and parents of club members. Manager Bernier planned to serve a buffet lunch following the performance. On February 28 members will journey by bus to Hartford, Conn., to stage the show at Benjamin Richardson's Hartford Skating Palace, an RSROA member rink.

girders have been installed to support roof and walls. New equipment includes Richardson skates and a phonograph with remote control. There are daily afternoon and night sessions.

RECENT visitors to Fred H. Freeman's Winter Garden Rollerway, Dorchester, Mass., were Bob (Candy) Ryan, Dayton, O., partner of the United States novice dance championship team and runner-up in the United States men's senior figure skating contest, and Fred Bergin, chairman of the skate dance committee of the Roller Skating Rink Operators' Association of the United States and general manager of Skateland, Dayton. They were in Boston for the United States national amateur ice championships.

## Dots and Dashes

Ira Gross's name bobs up again with his contracting to publicize Versailles pool, Miami Beach, in addition to Sands plunge—Ira, incidentally, has left Alex Ott and is no longer ballyhooing his Sunday water shows. . . . Elbert Root is head swim instructor at the Versailles, with Jack Kelly, of Rutgers, holding down a similar post at Mort Kirsch's Sands.

## Bay Ridge Anni Show Draws

BROOKLYN, Feb. 22.—Good crowds witnessed a revue, featured attraction of the first anniversary celebration of Bay Ridge Roller Rink here on February 6-9, reported Manager Art Launay. Show was directed by Terry Pulvermiller and Jerry Griffin. Bay Ridge professionals, who also contributed a Flirtation Waltz exhibition. On opening night three skaters from Steinway Roller Rink, Long Island City, gave an exhibition. Special numbers included demonstrations of figure skating, Keats Fox-Trot, Tango Barn Dance, a girl ballet, and comedy ballet and Ferdinand the Bull numbers. Organist Ruth Eisenberg played accompaniments.

## POOL WHIRL

(Continued from page 35)

Washington or to wherever else it is necessary to show those who are advocating such municipal pool construction the damage that is being done? Of course, some effort has been made along these lines, but only by small groups of pool operators or just sectional organizations. I don't believe the NAAPB, as the nation's representative, has ever done anything. Such a program would definitely increase pool membership in the association and swell attendance at winter confabs; at least, I think so.

## Indoor Tank Reports

Some mentions have been made here of Selma Weiskopf, able tub-thumper for Brooklyn's St. George indoor pool. But never have I mentioned James Klarnet, Selma's boss. This oversight has not been intentional and so I'm happy to shine the pool spotlight on Jim, because he arranged a mighty nice program at his tank last week. Nine gals from Goldsboro (N. C.) Swim Association were

FLYING TOPHATTERS, roller skaters, recently played the Garden Terrace of the Benjamin Franklin Hotel, Philadelphia, the first time a skating act appeared there.

OLYMPIA A. A., Philadelphia sports center, reopened as the Olympia Rink on February 19. It will operate three nights weekly.

SKATELAND, Trenton, N. J., promoted a successful midnight skating frolic on February 15. Clubs from New Jersey, New York, and Pennsylvania presented a formation parade in costume and waltz, two-step, and promenade contests were held. Highlight was an exhibition by Betty Lytle.

DETROIT'S new Forest Club Roller-drome for colored is scheduled to open in late February, reported John W. Winchester, skateroom manager. It has an 80 by 120-foot floor and is equipped with Chicago skates and an electric organ. There will be public sessions nightly except on Mondays and Tuesdays, reserved for private parties, and Saturday and Sunday matinees are programmed.

B. T. MIZE, who operated a portable rink thru Alabama, Georgia, and Tennessee, opened an indoor rink in Chattanooga, Tenn., on January 15 and is reported to be doing excellent business. He has decided to remain in Chattanooga permanently and has had the building remodeled. New 52 by 92-foot maple floor has been added and steel

## Hiding His Light

CINCINNATI, Feb. 22.—A young man recently wrote to Cap Sefferino, of the Sefferino Roller-drome here and chairman of the speed-skating committee of the Roller-Skating Rink Operators' Association of the United States, asking info as to how it could be arranged for him to try for the national roller speed championships in Cleveland next April. He mentioned that he was an ice skater, had done some roller skating, and became interested in the Cleveland meet thru hearing relatives refer to it. Chairman Sefferino gave him the desired information. That night Cap was amazed to see the youth on the screen at a movie, identified as the national outdoor speed-skating champion and to see his correspondent referred to in a newspaper the next day as the North American champ. Cap, somewhat intrigued by the modesty displayed by the writer, is wondering how he will do on rollers. He is merely Ken Bartholomew.

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## Dee Lang in Click Launching at Fete In Corpus Christi

CORPUS CHRISTI, Tex., Feb. 22.—With good weather, Dee Lang's Famous Shows successfully launched their 1941 season on February 14 at the Spring Festival held in Spudder Park here under Elks' lodge auspices. Business for nine of the 10-day stand, which ends tomorrow, was highly satisfactory and show management reported that if the opener is an indication the 1941 trek should be shows' best in a number of years.

Dan Meggs, shows' publicity director and assistant manager, said that E. E. Harrison, exalted ruler, and Bill Blair, secretary of the Elks, headed the committee, which materially aided in putting the event over. The Elks entertained patients of the local Crippled Children's Hospital in lavish manner, and carriers from *The Corpus Christi Cddler* were guests of General Manager Dee Lang. Local papers and radio station gave good co-operation.

Staff and personnel includes Dee Lang; Noble C. Fairly, contracting agent and business manager; Dan J. Meggs; Lenny Condellone, secretary; Mrs. Dee Lang, auditor-treasurer; L. W. Hutchinson, special agent; L. Englehiem, billposter; Ralph Hatton, chief mechanic, and Maurice Miller, assistant. Joe Klein, assisted by Ray Ellerbrook, has charge of the five-unit electric power and light plant. Sonora Carver, presented by Doc Carver, is the free attraction. W. H. Gambien and son are the scenic artists, and Mr. and Mrs. Tommy Thompson have charge of the front gate tickets. E. H. Adams has the sound truck.

### Line-Up

Rides include Merry-Go-Round, Jack Daniels, Karl Kirsch, Twin Ferris Wheels, Lloyd Schimell, Sam Ferguson, John Mathis, Roy Case, Caterpillar, Virgil Statler, P. Morgan, F. Basalis, Burton Rogers. Loop-o-Plane, Jack Scanlon. Kiddie Autos, Roy Rose. Skooter, Lloyd Statler, H. Longer, J. Ried, M. Thayer. Octopus, P. Brasher, James Hilton. Kiddie Airplane, Robert Burke. Miniature Railroad, Mr. and Mrs. Earl Kettering. Rocket, B. C. Griffith. Tilt-a-Whirl, Mr. and Mrs. Conrad Haney.

Shows: Miss America, R. F. Kelly and A. Hatton; Blue Hawaii, Art Martin; Crime Busters, Ralph Glenn; Athletic, Irish Willett; Bug House, Marie Jones; Minstrel, Mr. and Mrs. Blackburn; Jungleground, Mr. and Mrs. James Searles; Monkey Town, Mr. and Mrs. L. E. Blondin; Birth of Twins, Carl E. Martin; Dope, Mrs. Carl Martin; Side Show, Bob Neely; Motordrome, Mr. and Mrs. Earl Kettering; Penny Arcade, Pat O'Neil; Life, Carl E. Martin.

Concessions: Bingo, John J. Sweeny; lead gallery, Lew Finch; frozen custard, W. W. Wright; popcorn, Mrs. A. and Colleen Mathis, Jerry Mitchell; palmistry stand, Mrs. Noble C. Fairly; cookhouse, Frank Harrison; diggers, Bill Bartlett; pan game, Mrs. Art Martin; cotton candy, Mr. and Mrs. Clint Meyer; photo gallery, Mr. and Mrs. Johnson; hoopla, Gus and Mary Foster. Ten office-owned concessions are in charge of Jack Barnes.

## Mora Bagby Hostess to Coast Showfolk on Valentine's Day

LOS ANGELES, Feb. 22.—Mora Martyne Bagby played hostess to a number of her friends and members of the Ladies' Auxiliary, Pacific Coast Showmen's Association, who will return to the road soon, at a Valentine Party in her home here last Friday. Favors in the form of red hearts were passed out to guests. After dinner the night was given over to talks of the old days of outdoor show business and Mora exhibited photographs of the days when she and her sister, Dotty Martyne, were prominent stage performers.

Mora presented Marlo LeFors with a costume she used the last year she was on the stage. Highlight of the party was the playing of the new game "Help Thy Neighbor" in which Nina Rodgers and Marlo LeFors took top honors.

Because of inclement weather several guests were unable to put in appearance, but among those who did brave the elements were Nina Rodgers, Jessie Loomis, Babe Miller, Vivian Horton, Marlo LeFors, Margaret Farmer, and Lucille King.

MARK GRAHAM last week left Galesburg, Ill., where he has been tending bar all winter, for Scranton, Pa., to see his wife and new-born son. Graham will have his concessions on Lawrence Greater Shows.



IN ATTENDANCE and active at the 1941 annual meeting of Maine Association of Fairs in Augusta was this group of outdoor showfolk. Left to right: Matthew J. Riley, Ben Williams Shows; Dick Coleman, Coleman Bros.' Shows; Zilda Reid, King Reid Shows; Joe Hughes, George A. Hamid, Inc.; Tom Coleman; Dick Gilsdorf, Dick's Paramount Shows, and Mack Kassow, Frank Wirth Booking Association, Inc.

## Night Club Celebs, Crosby Music for SLA Spring Party

CHICAGO, Feb. 22.—Preparations for the eighth annual Theatrical Night and Celebrity Premiere of the Showmen's League of America are going on apace. General Chairman Lee R. Sloan reports that committees are doing a great job and that this year's show will be the biggest and best yet held. Entertainment committee, on which are several members closely connected with theaters and night clubs, is assembling a bang-up list of attractions. Music for dancing will be furnished by Bob Crosby and His Bobcats, nationally known orchestra. Billy Carr, Willie Shore, and Eddie White, three of the best known emcees in Chicago, will handle the show, and each is an entertainer in his own right.

Walter F. Driver, chairman of tickets and reservations, said capacity of the College Inn would be taxed to the limit, judging by reservations already in. As in previous years, the show is receiving plugs on half a dozen radio stations, which have been generous in giving the League time. Solicitations for the printed program are getting unexpected response.

Chairman Sloan reminds those who plan to attend to get their reservations in at once. Date is March 10; place the College Inn of the Hotel Sherman.

## Dance Hall Is Planned for Ft. Benning by Lew Dufour

COLUMBUS, Ga., Feb. 22.—Lew Dufour, representing the firm of Dufour & Rogers, New York, this week made application to the executive committee of the Defense Service committees for the endorsement of the establishment of a privately operated dance hall near Fort Benning. Appearing before the committee at a called meeting in the offices of the Columbus Chamber of Commerce in the Civic building, Dufour said the proposed establishment, which would be located at the intersection of the Cusseta and the Fort Benning highways, would cost about \$20,000 and cater primarily to soldiers.

Dufour said that the structure would be large enough to accommodate 350 dancing couples and about the same number of spectators. Dufour added that the site sought would measure 175 feet in frontage and 400 feet in depth and would be ample to accommodate other recreational devices. Five other such projects at cantonments are planned by his firm, he said.

Members of the committee, after discussing the proposed plans, decided upon a strict "neutrality" policy, neither endorsing nor criticizing them.

R. W. REED, who spent the latter part of the 1940 season with the Sunset Amusement Company, letters from Springfield, Ill., that he has booked his Crime and Dope Show on the organization again.

# Ballyhoo Bros.' Circulating Expo.

## A Century of Profit Show

By STARR DE BELLE

Flushing Meadows, N. Y.  
Week ended Feb. 22, 1941.

Dear Editor:

This show has never missed a world's fair. If it didn't play on the fairgrounds, it played across or behind it. As a world's fair carnival and billed as such, it is a forced issue for the show to be able to back up its paper. After a long, cold run from Florida, the four-section train arrived in Flushing. Upon the train's arrival the bosses hurried to the World of Tomorrow grounds to locate the Century of Profit Show. The staff was quite impressed with the work of tearing down the buildings and were surprised to see things so well wrecked in such a short length of time.

Here it wasn't a matter of laying it out but of housing it in. The job was to select buildings suitable for our attractions and at the same time pacify the showmen. For some reason there never was a lot shaped to make it possible for every show to be located first in on the right-hand side. The idea of the locations was to put suitable shows behind suitable fronts and in suitable buildings. Due to a terrific snowstorm that hit suddenly, the laying out was held up for the day.

A late call for all show managers and ride operators for Tuesday gave the bosses a chance to arrive early and select the locations, free from any suggestions from the late sleepers. The first job of the morning was to shovel the snow from the streets to make walking space. The work was going on when suddenly the shovelers hit some bulky objects in a high drift. When uncovered, we found them to be the side show's sleeping tents that had been erected during the night. The tent occupants seemed none the worse for their experience, having been on the ice all season.

The first building selected was the Glass Blowers of the World. The word "glass" had already been torn down, so behind the words "blowers of the world" the funhouses were erected and it was also chosen as the proper place to hold the barkers' contest. In the back end of the building suitable quarters were built for the people who come and go at least 10 times a season.

When the first wagon hit the grounds deep snow held it so solidly that the tractors, in their slipping and sliding, failed to move it. Here horse power was necessary and, to our surprise, Buck Saunders suddenly appeared from the Midget City,

## Texas Expo Starts 1941 Tour Well at San Antonio Stand

SAN ANTONIO, Feb. 22.—Texas Exposition Shows, under direction of General Manager H. P. Hill and N. L. Dixon, business manager, inaugurated their 1941 tour with an auspicious opening here on February 1. Organization bowed with 14 shows, 14 rides, 24 concessions, and two free attractions with a five-cent gate. Stand, which closed on February 16, resulted in good business. Many innovations have been incorporated in the various attractions and visiting showfolk complimented management on organization's appearance.

Mr. and Mrs. Mack Glynn's cookhouse proved popular and a number of new showfolk came on here for the shows' stand in Austin, Tex. Manager Hill left soon after opening on a booking trip thru Louisiana. Slim Wells, formerly with Crowley's United Shows, is assisting him. Bob Morlock, last season with Dee Lang's Famous Shows, is assistant to Purchasing Agent Homer Gilliland.

Thelma Hill, wife of Manager Hill, is operating a new popcorn and peanut concession, while Virgil Morse has the sock 'em and scale concession. Tiny Edwards's stand is doing well, as is Harry Lavin's bottle concession. Management purchased several new cars here. Nightly visitors to the midway included Mr. and Mrs. Archer, Bill French, Mr. and Mrs. Hubert Hall, Mr. and Mrs. Wilson, Mr. and Mrs. Bob Williams, T. H. Rhodes, Sam Bills, Al Bliss, Billie Rosen, Mr. and Mrs. Joe Rose, Larry Woods, Mr. and Mrs. Owen Jones, and Jimmie and Carl Byers.

## Success of Tampa Benefit Bodes Well for SLA Shows

TAMPA, Feb. 22.—Success of the first Showmen's League benefit show, held here on the last Wednesday of the fair, bodes well for other benefit shows of the coming season, according to Carl J. Sedlmayr, first vice-president of the League. Sedlmayr, President Frank R. Conklin, and Harry Hennies, second vice-president, headed the committee that handled arrangements for the show and all worked untiringly for its success.

"We were especially gratified," said Sedlmayr, "at the splendid co-operation given the affair by everyone connected with the Royal American Shows and the fair, as well as the scores of visiting showmen and fair men. Pat Purcell and his publicity committee did a fine job, and all of those who lent their aid are deserving of praise. The fact that a straight admission price was charged and there was no kangaroo court or other similar fund-raising schemes made a hit with all who attended. We expect to follow the same plan on other benefit shows which will be held on the Royal American Shows during the season and believe it will meet with the hearty approval of all showmen."

Sedlmayr expressed the belief that the League has a prosperous year ahead and pledged his aid and that of the show in advancing the interest of the League and obtaining new members.

## Bert Rosenberger To Pilot Sam Lawrence Shows in '41

CHESTER, S. C., Feb. 22.—Bert Rosenberger, well-known outdoor show executive, has signed as general agent for the Sam Lawrence Greater Shows, he said here today.

With many years' experience in outdoor amusements, Rosenberger piloted Zacchini Bros.' Shows in 1940, and prior to that was with Bantly's All-American, Harry Copping, and Sam Spencer shows. In 1938 he piloted the Royal Exposition Shows.

leading four midget horses. Had they been ponies the wagon would have remained stuck but, being horses, they soon moved it onto location. We learned that Buck had remained there, waiting for the next fair.

We found the building housing Nature's Mistakes well wrecked, but the word "mistakes" still adorned the front of the skeleton. There were so many things on the lot suitable for the title that we had to place a third of the show in that location. The building that housed Time and Space was untouched, so it was appropriated as a swell location. (See BALLYHOO BROS.' on page 54)







**PENNY PITCH GAMES**  
 Size 48x48", Price \$20.00.  
 Size 48x48", With 1 Jack Pot, \$30.00.  
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**PARK SPECIAL WHEELS**  
 30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24- and 30 number Wheels. Price \$12.00

**BINGO GAMES**  
 75-Player Complete ..... \$5.00  
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**SEND FOR CATALOGUE.**  
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# Midway Confab

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

**CONTRACTS** make slim diet.

**PURL SHIELDS** has booked his Sunset Minstrel Show with Smith's Greater Shows.

**CONTRACTING** their concession with Smith's Greater Shows recently were Mr. and Mrs. Jack Morgan.

**BOOKING** his popcorn and peanut stand with H. C. Swisher's Parada Shows recently was A. W. Schrandenbach.

**JOE KOSHNIK** has booked his pony ride on the James E. Strates Shows and Charles Taylor, now playing theaters, also has booked his unit.

**DISTANCE** lends enchantment—to railroad earnings.

**H. G. STARBUCK** again has been signed to handle secretarial duties for Buckeye State Shows, making his fifth season in that capacity.

**A RECENT** arrival in quarters of Buckeye State Shows in Hattiesburg, Miss., was Dr. L. E. Brown, who will manage the Hillbilly Show.

**CONCESSIONAIRE** with Endy Bros.' Shows for the past two seasons, Jimmie James, who is spending the winter in Athens, Ga., with friends, cards he plans to join the shows on their way north.

**CORRESPONDENT** for *The Billboard* in Raleigh, N. C., C. A. Upchurch Jr. is donating his services as publicity chairman of the North Carolina Greek War relief movement.

**THE shorter** the time, the longer it seems. Well, spring finally arrived in other years, so we can depend upon it now.—Smackover Slim.

**Now and Then**

**WATCHING** a ticket taker snatch the pasteboards out of patrons' hands in a rude manner, the Sage of the Midway remarked, "I always said 'Thank you' when I was a ticket taker and a patron gave me his ticket. It pleased me to see the boss get money and I wanted to let folks know that we appreciated their giving our show their attention or even coming near it."

**AFTER** spending the winter in Fort Benning and Columbus, Ga., where he directed the American Legion Post Band, Joe M. March has signed with the drum section of Walter Lankford's band.

**GEORGE WEST**, of the West and Higgins act, which has been playing night clubs in New York, is ill and would like to read letters from friends, Jerry Higgins, his partner, infos.

**BOB FOX** cards from Tupelo, Miss., that he has signed as special agent of Joe Galler's Buckeye State Shows and that he will leave soon for Hattiesburg, Miss., to take up his duties.

**VISITING** members on Walter Lankford's band on Mighty Monarch Shows while playing Fort Meade, Fla., were Prof. Vincent Bellomo, John Olenix, and Otto Grabs.

**EXPERIENCED?** "I'm a soldier soon to be discharged and looking for some good clean outdoor work. Helping set up and tear down sides preferred."

**AGENT** for Floyd King's Believe-It-or-Not Odditorium, Thomas D. Hart visited *The Billboard* Cincinnati offices on February 20 while in the Queen City on business.

**DINNER** guests of Don Foltz at quarters of Elite Exposition Shows in Parsons, Kan., on a recent Sunday were Dutch Zirny, Jack Lash, and Ronnie and Betty Ferris.

**MOTORDROME** operator at the New York World's Fair, Joe Dobish is in a hospital in Flushing, L. I., N. Y., recovering from an appendectomy. He's reported to be doing okeh and would like to read letters from friends.

**CAPT. GEORGE WEBB**, high diver, left St. Paul on February 14 for Des Moines, Ia., where he will put the finishing touches on his new rigging for the coming season. He reports that Tattoo Ernie, Des Moines, will be his rigging man.

**A SIDE-SHOW MAN** remarked, "Regardless of how good or how bad a show may be, proper care of the front door is the most important part of it."

**GENERAL AGENT** of Fuzzell's United Shows, Charles S. Noell cards from Mount Vernon, Ill., that the organization was awarded the contract for the 1941 Urbana (Ill.) Fair at the recent fair meeting in Springfield.

**AMONG** recent arrivals in James E. Strates Shows' quarters, Savannah, Ga., were Mr. and Mrs. Slim Curtis, Mr. and Mrs. Speedy Hayes, Charles Alexander, Ed Steffin, Fred Barron, George Riegel, Bill Williams, and A. Heady.

**A NUMBER** of newsy communications hit the midway desk again last week, but they were relegated to the waste basket when it was found they bore no signatures. Remember, we can't publish them if you don't sign 'em.

**IN A LETTER** to *The Billboard* from Pittsburgh last week Mrs. Darcy Reeves asked that anyone knowing whereabouts

## ASTRO FORECASTS AND ANALYSES

1941 ASTRO READINGS ALL COMPLETE

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 Samples of the 4 Readings, Four for 25c.  
 No. 1, 34-Page, Gold and Silver Covers. Each .30  
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 Gazing Crystals, Ouija Boards, Planchettes, etc.

**NEW DREAM BOOK**

120 Pages, 2 Sets Numbers, Clearing and Policy. 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample \$0.15

**HOW TO WIN AT ANY KIND OF SPECULATION.** 24-Page Booklet, Beautifully Bound, Samples, 25c.

**PACK OF 75 EGYPTIAN F. T. CARDS.** Answers All Questions, Lucky Numbers, etc. 35c.

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Graphology Charts, 9x17, 8am. 50, per 1000 \$6.00

**MENTAL TELEPATHY.** Booklet, 21 P. .... 25c

**"WHAT IS WRITTEN IN THE STARS."** Folding Booklet, 12 P., 3x5. Contains all 12 Analyses. Very Well Written. Per Doz. 50c; Sample 10c.

Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise.

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 19 West Jackson Blvd., CHICAGO  
 Instant Delivery. Send for Wholesale Prices.

**FOR SALE**

**SEMI-TRAILERS, TRACTORS and STRAIGHT TRUCKS, SHOW TOPS, FUN HOUSE, ONE DUAL LOOP-O-PLANE IN A-1 SHAPE, ONE TRANSFORMER TRUCK, Van Type Body, 2 25-kw Pots, 1 50-kw Pot, plenty of Switches, equipped for 1, 2 or 3 Fase. Also have extra 50-kw Pot and plenty of Cable. Address: BOX 333, CHAPMAN, KANSAS**

**SECOND-HAND SHOW PROPERTY FOR SALE**

\$5.00—New Govt. Field Desk Trunks. Cost \$30.00.  
 National Electric Candy Floss Machine. Sell cheap.  
 Forschner Chair Guess Your Weight Scale. Sell cheap.  
 \$25.00—Small Hand Organ. Plays paper rolls.  
 \$75.00—Astronomical Telescope with Tripod. Cost \$200.00. We buy Chicago Rink Skates, Concession Tents, and Kiddie Rides. **WEILL'S CURIOSITY SHOP, 20 S. 2nd St., Philadelphia, Pa.**

**FOR SALE**

Three 24 Ft. Idle Trailers, one Tractor: one Chair-o-Plane, Smith & Smith, complete, \$375.00; one Loop-o-Plane, good condition, \$425.00; one Shondall Kiddie Airplane, \$100.00. Or will sell all above for \$1,600.00. Have 3 Tops, Tickets, Cable, Switch Box. Will throw in for quick sale. Write or wire **MRS. M. R. WEER, Cassopolis, Mich.**

**COMPLETE CARNIVAL FOR SALE**

Including Merry-Go-Round, No. 5 Ferris Wheel, Loop-o-Plane, Chairplane, three 20 by 40 Tops, Concession Tents and Electric Wiring. Rides, in excellent condition, ready to operate. Address: **BOX NY-19, Billboard, 1564 Broadway, New York**

**SOL'S LIBERTY SHOWS**  
 NOW BOOKING SHOWS AND ATTRACTIONS FOR 1941 SEASON  
 Address: P. O. BOX 223, Caruthersville, Mo.

**THE F. E. GOODING AMUSEMENT CO.**  
 NOW BOOKING SHOWS, CONCESSIONS AND ATTRACTIONS FOR 1941 SEASON  
 Address: 1300 NORTON AVE., COLUMBUS, O.

**GOLD MEDAL SHOWS**  
 NOW BOOKING SHOWS AND ATTRACTIONS FOR 1941  
 Address: OSCAR BLOOM, Mgr., P. O. Box 608, Columbus, Miss.

**Pan American Shows**  
 Now booking for season 1941  
 Shows Rides Concessions  
 409 N. MAIN ST., ANDERSON, IND.



**LOUIS A. RICE**, manager of Endy Bros.' Shows for the past two years, recently was re-engaged in that capacity for 1941 by President David B. Endy. Announcement was made while the shows were playing South Miami (Fla.) Fair and Exposition.



**MARTIN E. ARTHUR**, West Coast showman of note, who purchased the equipment of the O. H. Hilderbrand United Shows late last fall and launched his new organization on its 1941 tour at Bakersfield, Calif., on February 22 under the title of Arthur's Mighty American Circus Shows. Arthur, who has lined up a capable executive staff, personally directed last-minute preparations at shows' quarters in Los Angeles.

**RAY WHEELOCK** cards from North Little Rock, Ark., that he has contracted his five concessions and Athletic Show with H. C. Swisher's Parada Shows.

**J. P. HUGGINS**, who has been wintering in Ormond, Fla., reports that he has signed his diggers with Sunset Amusement Company.

**SOME** show fronts are as misleading as a gal leaving a beauty parlor.

**AFTER** spending most of the winter in McLaurin, Miss., Mr. and Mrs. C. D. Davis left for Leesville, La., where they plan to remain several weeks.

**DOROTHY AND EDDIE MALBIN** booked their concessions with Wyse Greater Shows, Jack Winters reports from Chicago.

**H. C. SWISHER'S** Parada Shows contracted for 1941 Central Kansas Free Fair, Abilene, reported Ivan Robeson, fair secretary.

**MR. AND MRS. JAMES RODGERS** will manage South Sea Islanders and Deep Sea shows on Arthur's Mighty American Shows, Walton de Pellaton reports.

**SO** many carnival agents were reported at a Western fair meeting that they had to wear badges to keep from selling one another.

**AFTER** several years' absence from the road, Carlyle S. Scott is in Hornell, N. Y., framing a new game, which he has booked with Sunburst Exposition Shows.

**FOLLOWING** a three-week visit in Tampa and St. Petersburg, Fla., Mr. and Mrs. John Knecht have returned to their home in Bridgeport, Conn.

**OWNERS** of W. E. West Shows, Mr. and Mrs. W. E. West have returned to quarters in Cherryvale, Kan., after a vacation in the South, most of which was spent in fishing.

**RECENT** additions to Convention Shows were Mrs. Cecil Swain, candy stand; W. A. Smith, jewelry; Mr. and Mrs. L. P. Perry, and H. P. Hall, custard concession and Prison Show.

**CONTRACT** for the midway at the 1941 Henderson County Fair, Lexington, Tenn., has been awarded the Rogers Greater Shows, Harry Small reported from Humboldt, Tenn.

**RAY-RAYETTE** cards from Bainbridge, Ga.: "I'm making plans to book with an outdoor attraction, but not with the Wendell Kuntz Side Show, as previously reported."

**SOMETHING** wrong with the general agents lately. Haven't heard of one shutting another show out of town in over five months.—Milo McCoof.

**BUILT for ECONOMY**



Ride men who know true values invariably choose the ELI Power Unit. It delivers dependable, economical power service year after year with just ordinary care. For maximum return on your investment buy an ELI POWER UNIT.

**ELI BRIDGE COMPANY**  
 Builders of Dependable Products  
 N. West Street, JACKSONVILLE, ILL.

of Joe Walk have him return home immediately. Mrs. Reeves says Joe's sister, Lil, died February 18.

IF the coming season is half as good as it is being touted, then many should wind up with fat bank rolls—especially the horse books.—Whitey Cooks.

OPERATORS of the Merry-Go-Round on Smith's Greater Shows in 1941 will be Lee Roy Robison and Walter Malmberg. Peck Wilson advises from Pine-wood, S. C. Bill Mitchell will have the pony ride.

ANYONE knowing whereabouts of Jack Dennis, concession agent, is asked to have him contact Mrs. Jack Dennis, Franklin, La., immediately. His daughter, Sonja Maria, is critically ill, Mrs. Dennis reports.

THE office stooge who is forever referring to his boss's equipment as "my side show, my rides, and my concessions" is being paid off in hallucinations.

GEORGE FLOURNOY writes from Mobile, Ala., that Felix Bley, Walter B. Fox, E. W. Provanca, and Norton Bloom were among showmen who attended the recent opening of the Bankhead Tunnel there. He adds that Mr. and Mrs. Abner K. Kline visited while en route north.

WELL KNOWN in outdoor show circles, H. G. Rhawn, since 1924 editor of *The Clarksburg* (W. Va.) *Exponent*, has severed his connection with that paper to purchase controlling interest in *The Clarksburg News*, a weekly publication.

FORMERLY with Great Lakes Exposition and W. S. Curl shows, Virginia Curtis returned to Dayton, O., to join her husband, Walter, after a lengthy visit with her parents and friends in Lynchburg, Richmond, and Norfolk, Va.

THAT proverbial mouse trap that caused a beaten path to the door can't be compared with some of the traps that have caused a beaten path away from it.—Cat Rack Annie.

BILLIE TIMBERLAKE has been signed to do her mental act for R. N. Menge, manager of the side show on Golden Belt Shows. Billie, who is in quarters at Hot Springs, Ark., says she'll work under the title of Marvine, Tell-a-Vision Girl.

HAVING been re-engaged as special agent and advertising director of Crystal Exposition Shows for 1941, H. M. Kilpatrick also will handle the press as well as the outdoor advertising. He reports the shows will carry a full line of new special paper.

"AFTER another enjoyable Florida vacation I purchased a new trailer and made Florida fairs again with the Royal American Shows," letters Pinky Pepper (Billy Logsdon) from Tampa. "Business has been good, with Florida State Fair a red one for nearly everybody."

SO many natives stay out of the business because of the idle boasts of big money they have heard from some down-at-the-heel mugs who are in it.—Colonel Patch.

WINFIELD STUMP, trouper, also known as W. S. Stump, is in General Hospital, Cincinnati, in a critical condition. He was taken to the hospital on February 20 after he had been found unconscious at 521 Elm Street in the Queen City.

BILLY SENIOR, of the Gus Sun Booking Exchange, was released from Pekin (Ill.) Public Hospital on February 14 after having been there several days with injuries sustained in an automobile accident near Pekin. He received cuts about the face and a couple of broken ribs.

HAVING concluded his tour of school, theater, and department store dates, Capt. John Willander has arrived in Buckeye State Shows quarters, Hattiesburg, Miss., to ready his animal circus



WELL KNOWN in outdoor show circles, this trio has been operating new Blanding Park at Camp Blanding, Fla., for the past three months to good results. Photographed in front of Bob Burkshire's new car at entrance to the park are, left to right, Sid Smith, W. R. Harris, and Burkshire. Since the camp is nearing completion, Harris has booked Smith's shows on several lots in Macon, Ga., but Burkshire and Harris, with their six concessions, plan to remain at the camp several weeks. Among recent visitors to the park were Sam Prell, Mrs. Herman Bantly and her mother, Mr. and Mrs. Al Wallace, Mr. and Mrs. Detrick, Mr. and Mrs. Jim Braden, Martin Irving, Lacey and Nina Scott, Mr. and Mrs. Landrum, Mike Conti, Mr. and Mrs. McGee, Mr. and Mrs. Sammy Lowry, and T. A. Stevens.

as free attraction. Mrs. Willander accompanied him.

IF a committee insists upon using Boy Scouts as ticket takers, then it is better to play under auspices of the Scouts' organization and get greater co-operation.

AFTER a three-week stand at the General Lee night club, Savannah, Ga., Babe LaBarie and son, Johnnie, are reported to be heading for their winter quarters to begin work on their new Life Show. They plan to work several club dates while en route.

MRS. E. O. RICHARDSON, better known as Alice the Alligator Girl, is wintering in Fort Meade, Fla., and preparing a new wardrobe for her Side Show, which she has booked with Keystone Modern Shows, her second season there. Her husband, Eddie, will handle the front.

"HAVE the Circus Side Show on the Harry H. Zimdar's Golden Belt Shows this season," pencils R. W. Menge from Hot Springs, Ark. "I'm also in charge of winter quarters, my first year in that capacity. I'm also the shows' painter and artist, and equipment is being rebuilt and simplified to make it easier to set up and tear down."

I HAVE noted that all barber poles are red and white, streetcars are painted yellow, and certain chain stores all have red fronts—so if it is scenery you're paying off with, I've seen it all.—Cousin Peleg.

MIGHTY MONARCH SHOWS' notes from Fort Meade, Fla., by Migette McClain: Business for the week's stand here was good despite cool weather. Good crowds were on the midway nightly. Ray Highsmith has a new bingo stand and cookhouse, and the office recently added a Chairplane to the ride line-up. Mrs. N. P. Roland and Mrs. Goffas took delivery on new trailers. N. P. Roland has been on the sick list.

"HAVE about lined up my personnel for 1941," letters Monte Novarro from Buffalo, N. Y. "Will tour with the Ben Williams Shows, and one of the features booked is the team of Raymon and Revore. Phileamena, incense dancer, also will be a feature. All drops and curtains will be new and heavily spangled and rhinestoned. New wardrobe will prevail, as will plenty of new lighting effects. Show will carry its Paradise Revue title again."

FUNLAND SHOWS' quarters notes by Ted C. Taylor from Columbia, S. C.: Plenty of activity in quarters. Business Manager F. E. (Verny) Spain is busy with advance preparations for opening here. Palmer's Kiddie ride and Everett Lowell's popcorn stand arrived, and the Minstrel Show troupe and shows' band are playing local niteries. Mrs. Albert and L. E.

Heth and Mrs. Ida Broegge are directing paint work on their bingo and penny pitch stands.

INQUISITIVE LADY (at army camp)—"Why, young man, didn't I see you with a carnival last week at Bingville?" "Yes'm, but I'm in the army now." "But why did you leave your carnival job to join the army?" "For three reasons. First, because I'm patriotic; second, it's my duty, and third—'cause they came 'n' got me."

"MY FRIENDS Bruce and Warren Heaton, well-known circus and carnival troupers, will have their own shows on the road this season," pens Happy Rogers from Greenville, S. C. "Bruce will be president and Warren will serve as general manager and the organization will go out under the title of Johnnie W. Heaton Exposition. Among those with it will be Hal Hallis, Motordrome, and Olga Klein, South American Nights Show. I will have the Circus Side Show."

FOLLOWING a successful winter tour, Sealo, the Seal Boy, and Bobby, Dog-Faced Girl, closed with their Five-in-One attraction on the Floridan Exposition Shows at Miami. Personnel included Jerry McGuire, blowtorch; Char-

ley Williams, human ostrich; Paul Naldi, magic; Prince Elmer, midget; Don Rogers, inside lecturer; Margie Flynn, annex, and China Red and Blackie Weddle, front. Sealo and Bobby report they will vacation in Miami before joining Duke Jeanette's Side Show.

THEM fellers they call lucky boys are just like common folks, just as democratic as they can be. They always stop in third-rate hotels and in winter they always hunt up them two-bit pitch-till-you-wins. With all the money they say they win, a feller'd think they'd go high hat and go to big hotels and git them big juicy steaks.—Uncle Woodaxle.

NOTES from Shafer Exposition Shows' quarters in Seattle, Wash., by Frankie Shafer: Work is progressing with a crew of eight under supervision of Tiny Pang. A new front for Jungle Land is being constructed. Gordon Newcomb will be in charge of the unit, assisted by Harry Lynch and Joe Burns. Recent arrivals included Benny Smith, Walter Davis, and Thomas Maloney. Concession Manager Jack Shafer is getting things in top shape and recently purchased some new merchandise. J. L. White made a hurried trip to California on a booking detail.

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Growing by leaps and bounds to be the most profitable indoor attraction in the country! Ideal for churches, bazaars, carnivals, night clubs, ball-rooms, taverns, etc. In every way the most practical and satisfactory outfit ever devised. Consists of handsome nickel plated brass Bingo Globe, 9 1/2" diam.; Cards (up to 3,000 without duplication), Ball Board and 75 numbered and lettered Balls. Well built to stand up under hard use. Now at new LOW PRICE!

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Write for our new price list on Snow Cone, Candy Floss and Candy Apple Supplies. You'll get better supplies for less money.  
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50,000 ... 10.75

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

**You Know Him**

I KNOW a trouper who has never voted in his life, never reads the Bible, listens to no radio broadcasts, and hears no debates. Yet he will argue with you on any point regarding religion, war, politics, and events of the day, declaring that he has spent 40 years in the business and should know something about everything.—DIME JAM JOHNSON.

# Showmen's League of America



Sherman Hotel  
Chicago

CHICAGO, Feb. 22.—Past President Sam J. Levy presided in the absence of regular officers at the February 14 meeting. Membership committee presented the applications of Ernest A. Lawrence and Sam Rinells, both of which were turned over to the board of governors and received favorable action. Relief committee reports Harold Dabroe is in Alexian Brothers' Hospital, where he underwent an operation. Brother Lee Sloan, the victim of a slight accident, is resting in his rooms. Tom Rankine, James Murphy, and Judd Goldman are resting well, but there were no late reports from Jack Lydick or Joseph A. Rowan. Past President Ernie A. Young is confined to his room with a severe case of rheumatism.

Spring Party committee is doing nicely and a heavy reservation is reported. Nat Green is back in town and more publicity will be released in a few days. Irving J. Polack attended the meeting and Sol Andrews took time off to come up for his first meeting. Brother Bob Seery, who is holding down a political job, is seen regularly in the Sherman Hotel lobby. Mike Wright takes time to run in between meetings for a brief visit. Dave Picard is still taking things easy. Mel Smith is back in town and dropped in for a call. Louis Berger returned from a business trip, and President Frank R. Conklin. Past President J. C. McCaffery, Al Rossman, Vice-President Harry Hennies, and Rudy Singer are still in Florida. Larry Rohter visited last week.

Sam Ward is back from Florida and Bob Lohmar visits regularly. Letters from Mike T. Clark, regarding the outdoor amusement situation in Indiana, have been forwarded to Max Cohen, of the American Carnivals Association. Denny Howard is taking things easy this winter. Brother John Moisant sent in a reservation with check accompanying it for 10 seats for the spring party. Lou Leonard says he may take a few weeks' trip away from Chicago. Maurice Helman came in and reported he's been under a doctor's care for the past few weeks. Sam Menchin is still in town and drops in regularly.

Response to notices of dues has been encouraging. Perhaps you overlooked yours. Why not attend to it at once? William Bartlett and committee are working on the Miami Benefit Show, which is to be held March 1. Treasurer Bill Carsky has returned from Florida, a bit rested, but still feeling the effects of his recent operation. Members noted with regrets the passing of Brother Max Goodman's mother. Letters of condolence have been sent.

### Ladies' Auxiliary

Club held its regular bi-weekly meeting on February 14 at the Sherman Hotel with these officers presiding: Mrs. Joseph L. Streibich, president; Mrs. Bert Clinton, third vice-president; Mrs. Lew Keller, treasurer, and Mrs. Jeannette Wall, secretary. Invocation was rendered by Chaplain Mrs. Nate Hirsch. Members in attendance were Marie Brown, Mrs. Edward Hock, Mrs. Leah M. Brumleve, Mrs. Ida Chase, Elsie Miller, Evelynne Mueller, Mrs. Al Latto, Mrs. Michael Doolan, Anne Young, Mrs. Ray Oakes, Mrs. Nate Hirsch, Edna Burrows, Edna O'Shea, Anne Sleyster, Mrs. Lawrence, Myrtle Hutt, Mabel Wright, and Nellie Mador.

Dues were received during the week from Sally Rand, and the application of Gertrude Helen Clifton, of the Blue Ribbon Shows, was presented and approved. Correspondence was read from Frieda Rosen and Walter Driver. First Vice-President Phoebe Carsky is still in Miami.

Relief Committee Chairman Mrs. Anne

# Club Activities

Sleyster reported that these members are recuperating from illness at their homes: Mrs. Rose Page, Alice Hill, Mrs. Clara Harker, Pearl McGlynn and Mattie Crosby. Myrtle Hutt attended and thanked members for flowers sent her during her illness.

Mrs. Nate Hirsch won the night's award. Club will hold a big bunco and card party in the Grey Room of Sherman Hotel on March 8. Tickets are 50 cents and all are invited to attend. Mrs. Michael Doolan is chairman. After adjournment sandwiches, cake, and coffee were served. Mrs. Anne Sleyster donated the sandwiches, and Nellie Mador the cake.



## National Showmen's Assn

Palace Theater Building  
New York

NEW YORK, Feb. 22.—This week saw many members returning to town from the Tampa (Fla.) Fair and the Albany fair convention. Brothers Max Tubis and Jake Linderman returned from the South after a restful vacation. Brothers Harry Prince and Morris Batalsky dropped in while visiting town for a few days. Members were sorry to learn that Counselor Max Hofmann is in Wickerham Hospital with pneumonia. Brother Johnny J. Kine postcards that the NSA is well represented at Miami and President Max Linderman letters that he will be unable to attend the February 26 meeting but will be in town for the March 12 and March 26 meetings.

Brother Bob Shrage advises that the Atlantic City Spring Festival, March 22 and 23 (\$5 per person), will include Saturday evening dinner, lodging for the night, breakfast and dinner on Sunday, and entertainment. The Pacific Coast Showmen's Association sent out St. Valentine's Day greetings via beautiful "Good-Will Banners." NSA officers and members thank them for the one sent the club, which is hanging in a prominent spot in the rooms. Members are reminded that it is open house at the club every Saturday night. Admission is free and a dance orchestra and entertainment are arranged for to insure a good time for all. Bingo parties are held every Tuesday night and members and friends are invited to drop in. Admission is free. Plans are going ahead for the Barn Dance to be held March 29. Subscription is 50 cents and prizes will be awarded for the best costumes. Dancing and entertainment will be the keynote of the evening.

Standings to date in the handicap pocket billiard tournament are as follows:

	W.	L.
Ralph Corey.....	5	0
Arthur Goldberg....	6	1
Murray Goldberg....	4	1
Lazarus Fink.....	4	1
Sam Levy.....	11	3
Doc Morris Jr.....	2	1
Whitey Pelley.....	6	5
John Liddy.....	3	3
Jack Carr.....	4	6
Leo Poorvin.....	3	6
Ben Merson.....	2	4
Al Katzen.....	1	2
Harry Agne.....	2	4
Harry Sandler.....	1	3
D. D. Simmons.....	2	7
Frank Blatsky.....	1	6
Andre Dumont.....	0	1
Ike Weinberg.....	0	2

Birthday congratulations to Max Schaffer, February 26; Glenn H. Porter, March 1; David B. Endy, Murray Spitzer, Harvey Lester Reynolds, 3; John M.

Liddy, Justin Van Vliet, Theodore Schwarz, 4.

### Ladies' Auxiliary

Club's "Ambassadors of Good Will," headed by President Midge Cohen, write from Miami Beach, Fla., that they enjoyed meeting many old friends and members during their visit at Tampa's Gasparilla Day Festival. All are enjoying their stay and putting in many hours trying to acquire a good suntan, with the exception of President Cohen, who was unfortunate enough to contract a severe cold, which necessitated her spending several days in bed. She is now able to be about, however. Sister Madge Bloch writes she is on the list of recovered patients. Sympathy was extended to Pearl Meyers on the death of her sister. Sister Beulah Denmark writes from her home in Goldsboro, N. C., that she is on the convalescent list after a long illness, and Sister Doris Reed, who recently underwent an operation, is up and around again. Jane Hughes, daughter of Sister Marlea and Brother Joe Hughes, is still ill, but she is reported on the upgrade. Sister Julia O'Donnell, of the Art Lewis Shows, writes that nearly all Auxiliary members who were on that show last year are back again and that altho she has received her Gold Life Membership Card she will continue working for the club. A few members have not yet paid their dues. Why not send along the dues today?



## Pacific Coast Showmen's Assn

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

LOS ANGELES, Feb. 22.—Last Monday night's regular meeting with 126 members on hand was called to order by President Joe Glacy, with Vice-President Patrick A. Armstrong and Secretary Harold A. Ludwig on the rostrum. Allegiance to the flag was led by Brother Harry Rawlings and the secretary read the minutes of the last meeting and bills were submitted and ordered paid. Communications were read from Past-President J. W. (Patty) Conklin, Vice-President Mike Krekos, Hough Bowen, and Dan Meggs. Also read was a letter from Mrs. Mazie Lyons, widow of the late John S. Lyons.

Brother Armstrong, of the sick and relief committee, reported that Brother Joe Krug has suffered several heart attacks and, altho believed out of danger, is resting at his home. Brother Nate Miller, who is confined in a hospital at Long Beach, Calif., is reported to be recovering and many members have visited him. Brother Ross R. Davis reported the cemetery plot is progressing splendidly with the addition of the graves to Showmen's Rest. Brother John Miller gave a satisfactory financial report. He also stated the successful Spring Festival added a considerable sum to club's coffers.

Brother Ed Walsh, of the house committee, described plans of club's summer activities. Brother John M. Lynch reported for the membership committee and promised much activity will prevail after the various shows open. Brother Charles Nelson reported for the convention committee, in the absence of Chairman Abe Lefton, and said a definite date would be set soon. Brother Harry Chipman's publicity and Brother Ted LeFors' entertainment committees reported progress. Brother John Miller, caretaker of the lion's head, again led the weekly parade to the strains of popular circus music as members marched down the aisles and deposited pennies or whatever they desired.

After recess several brothers who had been absent for some time were introduced. They included Brother J. E. Pepin, who recently arrived from the East. President Joe Glacy asked that if any show owner-member of the organization was overlooked in the distribution of club banners, he should contact the club immediately. Brother M. E. Arthur, whose Mighty American Shows opened at Bakersfield, Calif., was introduced and responded with an interesting talk. At adjournment lunch and refreshments were served by Brothers Ben Beno, Jimmie Dunn, and Nick Wagner.

# Heart of America Showmen's Club



Reid Hotel  
Kansas City

KANSAS CITY, Mo., Feb. 22.—Dan Cupid must have had club officers following other pursuits on the meeting scheduled for Valentine's Day as none appeared. A fair attendance prevailed, but after waiting some time for an official to show up the gathering dispersed for home. Brother George Howk, who underwent an operation at Menorah Hospital, has recovered sufficiently to return to his home. Brother Jimmy Morrissey, of Baker-Lockwood Company, is in Fort Riley, Kan., on business.

Brother Al Baysinger visited while en route north. Eleanor Ballard entertained Mr. and Mrs. Scoville, Mr. and Mrs. Ted Blake and Brother Frank Capp at a recent luncheon. She was en route to the West Coast. Brother P. M. Jones, owner Jones Greater Shows, and Mrs. Jones have recovered from injuries sustained in an automobile crash last September. The chairman of the banquet and ball committee has made no report on the location for the annual affair, which will be held as usual on New Year's Eve.

### Ladies' Auxiliary

Club met on February 14, with 21 members at the session. Meeting was opened with the Salute to the Flag and singing of *God Bless America*. Minutes of previous meeting were read and approved, and greetings and a thank-you card were received from Gladys Deem on receipt of a birthday gift from the members. A valentine was received from Boots Mar, Hot Springs, Ark., stating she is recovering from a recent illness.

A letter from Walter Driver, of the Showmen's League of America, was read, and the secretary was authorized to purchase a ticket for the Spring Party to be held at the Sherman Hotel, Chicago, March 10. Bird and Art Brainerd wired from Florida that they were en route to Havana, Cuba. Helen Brainerd Smith, treasurer, gave a most satisfactory financial report. Nellie Weber, co-chairman of the entertainment committee, announced the annual Anniversary Dinner will be held in the Continental Hotel on February 28.

Gertrude Allen again thanked the club for her birthday gift. Mollie Ross passed the penny box, and the night's award went to Loretta Ryan. She also was authorized to order new stationery. After adjournment, cards were played, with table prizes being awarded.



## Michigan Showmen's Assn

156 Temple Street  
Detroit

DETROIT, Feb. 22.—Brother Oscar Margolis, third vice-president, presided at the last meeting, which drew a small crowd. Ora A. Baker, second vice-president, also was present but did not preside as he has not been feeling well. Past Presidents Leo Lippa and Harry Stahl swelled attendance at the board of directors meeting to 10. With only routine business at hand, the board meeting lasted only 15 minutes. The regular meeting followed and Margolis kept the order of business moving. Bernhard Robbins, sick and relief committee chairman, reported last week was the first week that none of the members were added to the sick list. Brother Lou Rosenthal is again back in town and feeling well despite a serious two-week illness.

Dutch Croy has been in Maybury Sanitarium at Northville, Mich., for the last nine months, however. Joseph Vernick is still confined in Veterans' Hospital, Rutland, Mass., where he has been for the past year and a half. Brother William A. Bulleyment returned from Florida last Sunday and he's well tanned. He says there are so many members in Miami now that the club will probably have to open a branch down there next winter. Club is still operating under its open-house policy for all showfolk.

## 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 Members' Committee. SHOWMEN'S LEAGUE OF AMERICA, Sherman Hotel, Chicago.



# Winter-Quarters News and Gossip

As Reported by Representatives for the Shows

## Cetlin & Wilson

PETERSBURG, Va., Feb. 22.—Co-Owners I. Cetlin and John W. Wilson have returned from the fair meetings in Pennsylvania and Virginia and a full crew has been engaged to make preparations for the coming tour. Frank Massick is in charge of overhauling ride motors and other preparatory work. Management announces that the new Moon Rocket is among the rides to be added to the shows' midway in 1941. Mrs. Cetlin and Mrs. Wilson accompanied the owners to the various fair meetings. Lucille (Mom) Lee has recovered from the flu, and is in charge of the cookhouse again. She's also helping Mrs. Cetlin and Mrs. Wilson prepare the wardrobe for the Paradise Show. Mr. and Mrs. Porter Van Ault and son, Burr, have returned from Florida. Recent visitors included Lew Dufour, Mr. and Mrs. Henry Roeller, and Mr. and Mrs. Willard Eames. Shows' 1941 fair dates include those in Reading and Hatfield, Pa.; Trenton, N. J.; Wilson and Hickory, N. C., and Southside Virginia Fair here. Personnel now in quarters includes Claude Edkert, Frank Massick, Neal Hunter, William (Heavy) Harris, Mr. and Mrs. Curly Blizard, Lucille (Mom) Lee, Hugh Gregory, George Griswald, Clarence Linebach, George Mitchell. The men are employed on construction work at Camp Lee, near here. Also working there are John Renstrom, Slim Kelley, and Harry LaRue.

RAYMOND D. MURRAY.

## James E. Strates

SAVANNAH, Ga., Feb. 22.—Fred Fournier informs he will have five concessions this season, and John Gordon is rebuilding his three stands. Fearless Edgbert is building a new Lion Motor-drome, while Slim Curtis is constructing a new front for his attraction. General Superintendent James Yotas shipped the three new light plant wagons to Memphis for installation of the plants. John Masters is feeding the boys in the privilege car. Master Painter Ben Wells and crew have finished painting the train and now are busy on wagons and fronts. General Manager James E. Strates informs from Albany, N. Y., that General Agent William Fleming has a good still date route booked. Mike Olsen, in charge of transportation, is overhauling the caterpillars and tractors. James E. Strates Jr., now a cadet at military school in St. Petersburg, Fla., entertained his dad and Louis Strates and the writer when they stopped there for a visit after the Tampa (Fla.) Fair. Misses Theodora and Elizabeth Strates, now attending a local school, entertained 12 classmates in the private car. Harriet Carralis, niece of Manager Strates, is attending business college here. Visitors at quarters included Simon Krause, Mrs. Moe



WALTER B. FOX, who will return to Wallace Bros.' Shows for the 1941 season as assistant manager, was general agent of the shows for four years before joining United American Shows as assistant manager last season. He was acting as general agent of the UAS before some of their equipment was destroyed by fire on January 18. General Manager Ernest E. Farrow Sr. said that Fox, who has been wintering in Mobile, Ala., would report to Wallace Bros.' Shows in quarters at Jackson, Tenn., about March 1.

Ebberstein, Charles Ebbets, Gus Frawley, Mr. and Mrs. Clem Stiles, George Artwell, Sam Dulevy, Mr. and Mrs. Exell Travis, Charles Dawson, Steve Wright, Gertrude Allen, Mrs. Estelle Dunne, and Pete Ludlow. DICK O'BRIEN.

## World of Pleasure

DETROIT, Feb. 22.—Quarters work is under way and shows will move to their opening spot in one of Detroit's industrial suburbs in April. Owner-Manager John Quinn is keeping a close check on the work here, and Electrician George Schimberg is applying the finishing touches to his new light towers. Bill Postelwaite, ride and lot superintendent, is in charge of the crew, which is repairing and painting rides and rolling stock. Mose Smith informs from Florida that he is building a new bamboo front for his reptile attraction, and Mr. and Mrs. Robert Wood pens they will be on hand with their long-range shooting gallery, making their second season with it. Mr. and Mrs. Jimmie Deal arrived recently from St. Louis to remodel their Laff-Land show, which he will manage in addition to the Honeymoon Hotel. The writer is readying plans for a new front and interior setting for his Dance Cavalcade. He also will handle press back with the shows. Colleen McCormack writes from Houston, Tex., that she will

start north soon and that she plans several innovations for her Underworld Show. Jack Weisnet, concessionaire, has signed. Manager Quinn and General Agent D. W. (Whitey) Tait recently returned from a trip thru Michigan and announce that shows' route is about complete. LEE J. YOUNG.

## Convention

FREDONIA, N. Y., Feb. 22.—Routine duties have been the order of the day for the past month. Contracted bookings at the Albany, N. Y., fair meeting complete a route that will carry shows well into November. The Monkey Drome, purchased before Manager Mantley left for the South, is to be delivered here soon, while the Chairplane goes back to the factory to be converted into a boat or airplane ride. Sue Rogers writes from South Bend, Ind., that her attractions again will be on the midway. Mr. and Mrs. Frank Grossi visited. Frank will have charge of the marquee and fence again, and Mrs. Grossi will assist Professor Margo on the Illusion Show. Mr. and Mrs. Gene Rosier motored in from Mount Morris, N. Y., to check over the cookhouse, but will return next week. Eddie Peden writes from his home in Long Island that he is temporarily employed as a special salesman for a merchandise house and expects to be in this territory soon, when he will visit to discuss some special midway attractions. Louis Black booked his ball game and penny pitch. He will come here to build them. Six free acts will be carried and augmented at special dates. Flying Behrs and Al Conner Troupe have already been contracted. A new portable free-act platform will be carried. The staff and personnel are rapidly being completed and most of the last year's crew will be in the line-up again. Naoma Schweda is temporarily in charge of the office. Mrs. Mantley returned to Canada to look after her interests at Lakeside Park, Port Dalhousie. She'll also visit her son, John, a junior at the University of Toronto. Mr. and Mrs. Marty Smith write they have their attractions inked and will report to quarters early. Mr. and Mrs. Frank Woznick advise that they are preparing some new concessions. The writer is in charge of quarters. FAY LEWIS.

## Blue Ribbon

COLUMBUS, Ga., Feb. 22.—Weather has been on the rainy side here for the last several weeks, delaying outdoor work in quarters. Part of the crew will be coming in soon, however, and first of the arrivals is Mrs. Gertrude Clifton, cashier of the Midway Cafe last season. Owner and Mrs. L. E. Roth and Mr. and Mrs. Art Alexander have returned from their vacations in Florida after visiting Miami, the Tampa (Fla.) Fair, and Mr. and Mrs. Pope Hudgins at Ormont, Fla. James R. Bumpus, concessionaire, is wintering here and readying his concessions. Capt. Harry Seidler has been wintering here and will start renovating his Showboat soon. Allan (Georgia Boy) Bryant reports from Sarasota, Fla., that he will arrive about March 1. Clarence Thames, girl show operator, has added two trailers, and a number of new arrivals are expected within the next few weeks. Work on the new front is progressing. Owner Roth's sister, Mrs. Rose Pinchuk, and two sons have returned to Philadelphia after vacationing in Florida with the Roths. LEE PADEN.

## Mighty Sheesley Midway

ANNISTON, Ala., Feb. 22.—With moderate weather, quarters crew began getting things ready for shows' rebuilding program. Owner Capt. John M. Sheesley and General Agent A. C. Bradley returned from the North and South Carolina fair meetings, satisfied with their accomplishments there, while Vic Canares, contracting agent, reports favorable progress elsewhere. Stress will be placed on the free acts this year and, in addition to Dorothy Fay's high-diving horses, two other acts will be presented. Earl D. Backer has signed his Georgia Minstrels. Backer is now playing the leading colored theaters of the South. William Zeidman reports he is planning to purchase another ride. Charles Sheesley is wintering in his home in Harrisburg, Pa., and has been successfully booking shows. Charles and Minnie Sheesley are still on the West Coast, where they are wintering with their son, C. and daughter, Lucille. They will leave for quarters about March 1. Vic Canares expects to return to quarters soon. E. C. and Lillian May,

## 3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices. 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining cards, \$5.00 per 100. No. 140—Extra Heavy Green Both Sides. Per 100, \$8.50.

## 3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Lightweight card. Per set of 100 cards, tally card, calling markers, \$3.50.

All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7. LIGHT WEIGHT BINGO CARDS Black on white, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50c. Automatic Bingo Shaker. Real Class . . . \$12.50 3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 . . . 1.25 Lightweight Lapcards, 6x16, Per 100 . . . .50 3,000 Small Thin "Brownie" Bingo Sheets, 7 colors, pads of 25, Size 4x5, per 1,000 . . . 1.25 3,000 Featherweight Bingo sheets, 5 1/2 x 8. Loose, \$1.25 per M. Stapled in pads of 25. Per M . . . . . 1.50 Postage extra on these sheets. Bingo Card Markers, in strips, 25,000 for . . . 1.25 Dice boards and pads, wardrobe checks, coupon books, subscription books, misc. items. Cat and sample cards free. You pay any C. O. D. fees. No personal checks accepted. Instant delivery.

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## A. B. ROGERS WANTS

Lead Gallery, Pitch, Photos, Hoopla, Fish or Duck Pond, Balloon Darts, Bowling Alley, String, Custard, Add-Em Darts, Groceries, Bumpers, Penny Pitch, Arcade. We own our Rides. Can place Dog and Pony, 3-in-1 and Pit. Can use Foremen on Rides, also High Free Act. ROGERS FAMOUS SHOWS, Granby, Conn.

## LOOK! LOOK! LOOK!

I will sell my half interest in ELI FERRIS WHEEL NO. 5. This is a good paying proposition for LIFE for any good Business Man or Woman. The Wheel is now booked with my partner, Mr. Tom Rich, who owns and operates Tom's Amusement Co. Home address: Bainbridge, Ga. He will open his show early in April and stay out till the latter part of November. Playing ten of the best Fairs in the State of Georgia. You can get your money back in one season. My reason for selling is I have all the Rides that I can handle with my own show. If you mean business write quick for price and full particulars. Address: CAPTAIN DAVID LATLIP 209 Elm St., Charleston, W. Va. P.S.: Will buy two good 22 or 24-Foot Semi-Trailers. They must be in good condition, ready to take the road.

## ISLAND MANOR SHOWS

TWENTY WEEKS ON LONG ISLAND

Can place Kiddie Ride, Grab Joint, Duck and Fish Pond, Devil's Bowling Alley, Photos, Lead Gallery, Pop Corn, Apples, American Palmistry, Scales, Frozen Custard, Small Show, experienced Ride Help. For Sale—40 ft. Merry-Go-Round Top, \$50.00.

L. TAMARGO

128 Franklin St., ELMONT, N. Y.

## Hughey & Gentsch Shows

Want Eli Operator. Must be sober and reliable and drive semi. State all and lowest wages first letter. No wires. Also want Scenic Artist to start work immediately. Would like artist who has concession, as we have part-time work all during season. Also booking Shows and Concessions. Address: Greenwood, Miss.

## SUNSET AMUSEMENT CO.

Equipment for GEEK SHOW open. Several tops and fronts open for Grind Shows. Exclusive on Palmistry, Rat and Pan Games open. Address: P. O. BOX 468, Danville, Ill.

## FIDLER UNITED SHOWS

NOW BOOKING SHOWS AND CONCESSIONS FOR 1941

Address: 4217 N. Florissant Ave., St. Louis, Mo.

## BYERS BROS.' SHOWS

NOW BOOKING SHOWS, CONCESSIONS AND ATTRACTIONS FOR 1941 SEASON

Address: P. O. BOX 129, Kennett, Missouri

## PLAYTIME SHOWS

41 Cliff St., Quincy, Mass. Will book another Show with own trawls. Also want Whip Foreman, and Cookhouse wants Male Cook and Griddleman. For Sale—8-Car Whip, Turn-Over Funhouse, Bughouse, Playing 15 Stills, 5 Pairs, 2 Celebrations, all New England. Carry 4 Rides, 3 Shows, 15 Concessions.

## SHOWMEN - - SHOW WOMEN

You Are Cordially Invited To Attend

### THE FOURTH ANNUAL ST. PATRICK'S DANCE

Held Under the Joint Auspices of the  
**MISSOURI SHOW WOMEN'S CLUB**

and  
**INTERNATIONAL ASSOCIATION OF SHOWMEN**

SATURDAY NIGHT, MARCH 15, AT 8:30 P.M.  
GRAND BALL ROOM—DE SOTO HOTEL—11TH AND LOCUST STREETS  
**ST. LOUIS, MO.**

Meet Your Friends at the Gala Festive Event of St. Louis  
**TICKETS—ONLY \$1.00 PER PERSON**

For Reservations or Tickets, Write

DANCE COMMITTEE: Care The Billboard, 390 Arcade Bldg., St. Louis, Mo.

12 RIDES FIRST CALL      2 FREE ACTS "GROW WITH US"      10 SHOWS FIRST CALL

## Great Lakes Exposition Shows, Inc.

OPENING SATURDAY, MARCH 29, IN SHEFFIELD, ALABAMA

Heart of Muscle Shoals District. Money Plentiful. Government Spending \$250,000,000. Playing Industrial Cities of the Middle West. Have 14 bona fide Fairs already booked. Will play ten weeks also in Florida.

WANT

WANT

WANT

RESPONSIBLE AND COMPETENT PARTIES TO MANAGE AND PRODUCE BEAUTIFULLY FRAMED AND ALL NEW EXPOSE, POSING AND GIRL REVUE. WILL BOOK MONKEY SHOW, FAT SHOW, ORGANIZED MINSTREL SHOW, MIDGET SHOW. Holmes, write. Will finance and furnish new equipment to reliable parties. Tucker, write again.

LEGITIMATE CONCESSIONS OF ALL KINDS—Hoopla, Cigarette Gallery, Fish and Duck Pond, String Game, Ball Games, American Palmistry only, also Short and Long Range Lead Gallery.

Want Robert Flynn and Mrs. Hazel Miller to contact me again. Also Fitz Winters, Hartley and Joe Lux.

WILL BOOK WELL-FRAMED PONY RIDE. WANT RIDE HELP WHO CAN DRIVE SEMIS. Top salary—no boozers. James Renn and Leo King, write or come on. Capable Man to operate Bingo (must know the business).

AL WAGNER, Winterquarters, Florence, Ala. EDDIE LIPPMAN, 807 S. Hull St., Montgomery, Ala.

## CAN PLACE FOR REDLAND DISTRICT FAIR, HOMESTEAD, FLA.

OPENING SATURDAY, MARCH 1, FOR 8 DAYS

Shows and Rides. Legitimate Concessions for stock only. Money Games not wanted. No time to write—pay your wires.

ALSO PLACE FOR

## EDISON CENTER BUSINESS MEN'S ASSOCIATION FAIR

MIAMI—9 DAYS, STARTING MARCH 15

The biggest event in Miami this year, backed by all leading merchants with an advertising campaign second to none, plus an automobile giveaway.

RIDES AND SHOWS not conflicting. Legitimate Concessions. Demonstrators for Exhibit Tents.

DON'T MISS THIS DATE

Jack Finch, contact Mike Conti, Tamiami Hotel, Miami.

All Replies, NEIL BERK, 7850 Byron Ave., Miami Beach, Florida.

## PENN PREMIER SHOWS

8 RIDES—OPENING SATURDAY, APRIL 26—9 SHOWS

Decoration Day Celeb., Tamaqua, Pa.; Shamokin, Pa.; Firemen's Conv., June 16; Lock Haven, Pa., 4th July Celeb.; Myersdale, Pa., Free Fair, Aug. 26th; Franklin, Va., Fair, Sept. 8th; Roanoke Rapids, N. C., Fair, Sept. 15th; Nash Co., N. C., Fair, Sept. 22nd; Enfield, N. C., Fair, Sept. 29th; Franklin Co., Free Fair, Oct. 6th; Roanoke-Chowan Co., N. C., Fair, Oct. 13th; Smithfield, N. C., Fair, Oct. 20th; Littleton Tri-Co., N. C., Fair, Oct. 27th; 3 other Fairs and 2 Celebrations are pending. Have real proposition for Monkey Show, Fat Show, Unborn, Crime or any other worth-while attraction. Will furnish transportation and new panel fronts for above mentioned. Can place Merry-Go-Round, real proposition, and 1 Fiat Ride; we have all the rest. Can place Hoop-La, Diggers, Fish Pond, Camp, Scales, Striker, Lead and Cigarette Gallery. Will sell ex. on 3 Wheels. Want Freaks to feature for LEW ALTER'S Congress of Wonders. Nelson (sword swallower), Jim Jagers, write. Want Girl to handle reps. Address all Side Show mail to LEW ALTER, 105 So. 3rd St., Reading, Pa. Girls for outstanding Revue and Posing contact REID McDONALD, 2111 Green St., Philadelphia, Pa. Other mail to LLOYD D. SERFAS, Gen. Mgr., PENN PREMIER SHOWS, Stroudsburg, Pa.

## NOTICE!!! MARCH 10 — PANTHER ROOM, HOTEL SHERMAN, CHICAGO.

### 8th ANNUAL THEATRICAL NIGHT and CELEBRITY PREMIERE SHOWMEN'S LEAGUE OF AMERICA BENEFIT

Entry: 7 p.m.—Dinner: 7 to 8:30—Bob Crosby's Band for Dancing—Celebrities and Acts Galore—Admission \$3 at Door, or Mail or Phone Reservations—Harrison 3200, Suite 1218, 29 Quincy St., Chicago, Ill.

## RIDES FOR SALE

One 8-Car Spillman Kiddie Auto Ride, all repainted and overhauled, looks like new, \$400.00 cash. One Dual Loop-o-Plane, first-class condition, repainted, thoroughly overhauled, \$1000.00 cash. One 12-Car Spillman Hey Dey Ride, in splendid condition, new tent top and new bally curtains last year, also new castor wheels. Wonderful opportunity to obtain good ride for park. \$2500.00 cash. Address inquiries

**THE F. E. GOODING AMUSEMENT CO.**

1300 Norton Ave., Columbus, Ohio

## FRANKS GREATER SHOWS

OPENING SATURDAY, MARCH 1ST, ALBANY, GA.

Can place Talker and Grinder for Midget Village, Minstrel Troupe with band of six people to be used as free act, Girls for Girl Show. Place Agents for Penny Pitch. Following Concessions open: Diggers, Rat Game, Frozen Custard, Cigarette Gallery, Bowling Alley, Fish Pond, or any Grind Concession. That works for ten cents. Come on, will place you. RIDE HELP WANTED. Place Men for all that works for ten cents. Come on, will place you. THIS SHOW HAS TWELVE RIDES except Wheel. Woman to handle inside of RIDE HELP WANTED. THIS SHOW HAS TWELVE GEORGIA AND ALABAMA FAIRS. Get with the show that winds up with folding MONEY every year. All address: BOX 625, Albany, Ga., to W. E. FRANKS, Mgr., or BILL DOLLAR, Gen. Agt.

Mr. and Mrs. John D. Sheesley, and Mack McCrary are sojourning in Florida. Dutch Frederickson, Penny Arcade operator, is wintering here. Warren Rice, of the office staff, enjoyed a recent visit from his mother, Mrs. W. H. Rice, of New York. Warren has been spending the winter as a cashier at one of the big food stores here, but now is office manager for the 27th Division Fort McClellan Dry Cleaning Club.

Mrs. Jeanne (Mother) Williams is ensconced in one of the private cars. She plans to add another ride to her string. Eddie Garrity, of the Pounds cookhouse, is managing the Royal Cafe. Mr. and Mrs. Eddie Nixon are wintering here, where Eddie is night manager for a taxi company, and Peggy is cashier at a local cafe. Mr. and Mrs. John Fisher are wintering in Peoria, Ill., and write they anticipate coming in soon to prepare their Body and Soul Show for 1941.  
ROBERT L. BROWN.

## Golden Belt

HOT SPRINGS, Ark., Feb. 22.—With opening only five weeks off, more men have been put to work and shows will be ready in plenty of time. Mr. and Mrs. Bud Munn and son, Buddy, came in this week and took delivery on a new trailer. Tommy Wells booked his two sets of diggers, and Mrs. Lee Sullivan signed her popcorn machine. Among recent visitors were Bob Rupiper, Globe Poster Corporation; Tom Fuzzell, Fuzzell's United Shows; Mr. and Mrs. George R. Hoerchen, Frisk Greater Shows; Jack Mero and George Pierce, Pierce Greater Shows; Frank (Dutch) Waldron, of Reynolds & Wells Shows; Deafy Adams and Ed Brewer, West Bros.' Shows, and Harry Smith.

LAVERNE ZIMDARS.

## Byers Bros.

KENNETT, Mo., Feb. 22.—Quarters opened here on February 10 and rapid progress is being made on the construction of five new light towers and several fronts. Paint shop, under direction of Walter Chaney, has turned out some good work and recently added two men. Crew now totals 20. Otis Cannon, master mechanic, is getting rolling stock in shape. Co-Owners Carl and Jimmie Byers returned from an extended hunting and fishing trip to Texas. They were accompanied by Lee Sullivan, of Eli Bridge Company. Carl and Jimmie purchased new cars recently. Recent arrivals in quarters included Blackie and Margaret Sullivan, Ray and Lil Kriswell, and Mr. and Mrs. Gus Bartell. Slim and June South will be ready for opening here. Dad and Aunt Alca Byers visited their daughter, Mrs. Eddie Coleman, in Overton, Tex.  
MRS. JEWELL ROBINSON.

## Arthur's Mighty American

LOS ANGELES, Feb. 22.—Rainstorms that swept the Pacific Coast slowed activities at quarters, but fortunately almost all of the necessary work has been accomplished. Trucks were loaded and left for Bakersfield, Calif., on February 19 for today's opening. General Superintendent Manfred Stewart and crew have accomplished much considering the short time shows had to complete the program outlined by Manager Arthur. Artist L. H. Ferguson had the ticket boxes and trucks ready for opening. Ralph Balcom completed construction on several concessions, as did William Groff. Jack Dykes advised from Pell City, Ala., that he would be on hand with his digger concessions. Rudy and Vivien Jacoby joined to supervise the Dope and Unborn shows, while Mae Stewart added a number of innovations to her Illusion Show. The photo gallery, recently completed by Mr. and Mrs. L. H. Ferguson, will also be added to the line-up. Sam Miller joined with two concessions, and George C. Conkling and Walter Gorsline will manage the Double Circus Side Show. Owner and Mrs. Martin Arthur spent a day out of town on business, and Ed Smithson pens that things are running smoothly with his banner campaign in Bakersfield, Calif. Mr. and Mrs. John Donzelli joined with two concessions.  
WALTON DE PELLATON.

## Penn Premier

STROUDSBURG, Pa., Feb. 22.—Work in quarters is going ahead rapidly and another front has been completed, making a total of four finished. Four new (See PENN PREMIER on page 51)

## Great Sutton

OSCEOLA, Ark., Feb. 22.—Manager F. M. Sutton opened quarters on February 17 and all equipment will be remodeled and painted. The new lighting system on the Merry-Go-Round will employ over 8,000 watts more electric current than in the past. Plans are being made to add more lights to the Chair-plane. Entrance arch will be redecorated. Bert Brundage letters from Jacksonville, Fla., that he will arrive some time after March 1 with his Whip, Penny Arcade, and kid rides. George Campbell completed his new digger trailer last week, and George Lucas advised that he will arrive some time in March with his new Rolloplane and Octopus from Jacksonville, Fla. Manager Sutton reports shows will open April 12 greatly enlarged over last year. Mrs. Edna Sutton is proud of the Spitz pup given her by Mr. and Mrs. Dutch Doyt. Recent visitors included Bill Lambert, general agent Billy Wadsworth Shows; Al Wagner, owner Great Lakes Exposition Shows; R. E. Haney, and Mr. and Mrs. Ted England.  
F. M. SUTTON JR.

## Buckeye State

HATTIESBURG, Miss., Feb. 22.—Delivery was made this week on the new electric band organ and it has been made ready for installation on the Merry-Go-Round, which has been overhauled and redecorated. Organ will replace the public-address sound system. Mr. and Mrs. John M. Willander have arrived to ready their free act and get their Monkey Show and pony track lined up. F. A. Angel and F. Swinney also came in and are getting their concessions in shape. Mr. and Mrs. Earle Crance and son, Cloise, returned from Florida and are overhauling their custard stand. Crane also has been lending Pat Brown some assistance in the construction department. Many members of the Rogers & Powell Shows have visited. They are playing a few miles from here. Owner Joe Galler and Business Manager Jack Oliver have been getting the season's route in shape.  
H. G. STARBUCK.

## World of Fun

AUGUSTA, Ga., Feb. 22.—With the arrival of Owner-Manager John Steblar from his home in Connecticut, quarters work is going at full speed. Work will begin soon on several new show fronts, designed by Steblar, who will also direct construction of the fronts. General Agent Billie Marco returned from a booking tour of the North and advised that several fairs and celebrations have been contracted. This year will be Marco's second with the show. A few rides and concessions will operate on local lots until shows open. Mrs. Billie Marco arrived from New York and advised she will have new canvas for her concessions. Dan Leslie has booked his Tilt-a-Whirl for the second season and is expected to arrive here soon. Mr. and Mrs. Joseph



IF THIS PHOTO is an indication, everything pointing to a big season was agreed upon when W. R. Patrick (left), owner-manager, Patrick's Greater Shows, and his general agent, Harry L. Gordon, shook hands in the shade of a cactus somewhere in the desert outside of Yuma, Ariz. When the photo was snapped both were en route to Los Angeles and then back to Spokane, Wash.



**WRITE SIOUX TIRE & BATTERY CO.**  
SIOUX FALLS, S. D.  
Buy on Our Easy Terms.

**T. J. TIDWELL SHOWS**  
WANT A-1 ELECTRICIAN (must know his business)  
GOOD OPENING FOR SIDE SHOW (Have Top and Front)  
OPENING BROWNWOOD, TEXAS, FEB. 27. Big Government Construction and Army Camp Pay Day. Long Season. Address:  
**T. J. TIDWELL SHOWS**  
BROWNWOOD, TEXAS

**PARADISE SHOWS**  
Want for March 20 Opening, Downtown, Forrest City, Ark.  
CONCESSIONS—Diggers, Fish Pond, Pitch-Til-U-Win, Ball Games, Cork Shooting Gallery, Bowling Alley, String Game; sell exclusive on any above Concession. Will book Loop-o-Plane or Octopus, any Ride not conflicting with own transportation.  
SHOWS—Fun House, Unborn, Snake, Capable Man take charge Athletic Show on percentage. (Positively no b-o-zers or agitators tolerated.) Those holding contracts report not later than March 15. Want to hear from reliable Man with Sound Truck. Agents for Penny Pitch, Ball Games and Wheels. All address: **JAKE MILLER, Mgr., Paradise Shows, 212 Front St., Forrest City, Ark.**

**DUKE JEANNETTE WANTS SIDE SHOW ACTS - FREAKS**  
Sword Swallow (George Gorman, write), Magician that can lecture (Scotty, write), Human Pin Cushion (Tex Slim, write), Tail-toed Girl, Bally Girls, Ticket Sellers that can drive trucks. (Blank, write). No Cookhouse. Salary sure. Show opens early in April. Address: **11150 Biscayne Blvd., Miami, Fla.**

**WANT DROME RIDERS**  
Strait Riders, also Talker, Ticket Sellers. Also Man to ride motorcycle with young lion broke this winter. Sure pay, rain or shine, every week; excellent machines, fine Drome.  
**EARL PURTLE**  
Care of World of Mirth Shows  
Richmond, Va.

**Lawrence Greater Shows WANT**  
Concessions of all kinds. Cook House, privilege in meal tickets; Custard, Wheels, Grind Stores. Zellie, Harry Webb, Rabbit Reid, write. One more sensational High Free Act. This show plays the cream of Western Penn., New York and Ohio. Can place experienced Show Front Builder.  
**SAM LAWRENCE**  
Winter Quarters, Chester, S. C.

**WE DESIRE TO CONTACT BEN WILLIAMS**  
OF BEN WILLIAMS CARNIVAL  
BOX 223, Care The Billboard, 1564 Broadway, New York

**DICK'S PARAMOUNT SHOWS, INC.**  
BOOKING ATTRACTIONS FOR BEST DATES IN NEW ENGLAND STATES  
Dick Gilsdorf Winter Quarters  
General Manager Warehouse Point, Conn.

**WEST BROS.' SHOWS**  
NOW BOOKING SHOWS AND ATTRACTIONS FOR 1941 SEASON.  
411 PARK AVE., HOT SPRINGS, ARK.

**Great Sulton Shows**  
WILL SELL "EXCLUSIVE" ON COOKHOUSE. Can place Cigarette Shooting Gallery, Fish Pond, Bowling Alley, Pitch-Til-U-Win, or any Stock Concession.  
**F. M. SUTTON, Box 304, Osceola, Arkansas**

**HARRY BURKE SHOWS**  
Opening in Baton Rouge, La., uptown location, March 8. Can use Concessions that work for Stock Shows with own transportation. 25%.  
**HARRY BURKE, Gen. Del., Baton Rouge, La.**

Stebler and daughter, Elizabeth, have arrived and their concessions are sporting new canvas. Whitey Davis will be ride superintendent again, and a new Merry-Go-Round top has been ordered. Shows plans to carry 10 rides, 10 shows, and two free acts. The writer returned from Florida recently and will again be *The Billboard* agent and mail man.  
**RAY SHARPE.**

**Patrick's Greater**  
DISHMAN, Wash., Feb. 22.—Jack Adams, who recently joined the staff here, will be Ferris Wheel foreman again. He is working with the construction crew, under the supervision of Les Fee. Crew is building some new semis, and the one now under construction is for the Diesel power plants. W. H. Olson began applying the paint, 75 gallons of which were received this week. Minnie Richardson's homemade pies are still going big in the dining room. Major John, frog boy, has contracted the Ten-in-One this season. Harry L. Gordon planed in from Salt Lake City, where he signed a number of fair contracts. Ray Smith, special agent, is expected to arrive in quarters from Tucson, Ariz., about March 1. Joe Cherry, who will work in the grind store for Tony Lombardo, is here and will remain until the shows open.  
**DANNY CONGDON.**

**Dixie Belle**  
LOUISVILLE, Ky., Feb. 22.—The writer returned to his home here this week from shows' quarters in Mount Vernon, Ind., where much activity prevails in the way of painting, building, and repairing. Relas Harper, who is in charge of the work, has a new trailer under construction. It will transport the recently purchased light plant. Manager Riley is away on a booking tour. Reports from quarters indicate that Mr. and Mrs. Dan Stratman, with long-range shooting gallery and sound car, and Mr. and Mrs. H. Berry, with photo gallery and kiddie auto ride, will be back with the organization again in 1941. They are wintering in Brunswick, Ga., but are expected to arrive in quarters soon.  
**JOHN C. BROWN.**

**Latlip**  
CHARLESTON, W. Va., Feb. 22.—Rides have been repaired and painted and all are ready to take the road. Work is now being centered on shows and trucks. Owner Captain Latlip returned to quarters this week and reported he had signed contracts to provide the midway at six fairs, four in West Virginia and two in Virginia. L. D. Hall has finished the new Airplane ride and now is building a new funhouse. Eddie Coal signed his fishpond and hoop-la concessions and reports he contemplates adding several more later in the season. Billy Holte, high act, will present the free acts along with the Latlip Family free act, headed by Ginger Latlip. Opening on the Reynolds Street show lot has been set for April 16.  
**ROY REX.**

**Frank's Greater**  
ALBANY, Ga., Feb. 22.—A large crew is painting and repairing all rides and shows. New fronts for Frank Zorda's Unborn Show and Midget Village also are under construction. Manager Franks is completing new arches for all rides. They feature cut-out lettering on wire frames with neon tubing. N. C. Pettit is building a new photo gallery. Mrs. W. E. Franks is rebuilding her cookhouse and her new top has arrived. Sam Moore arrived this week and booked his corn game, two ball games, and Penny Arcade. Joe Hurley also visited and booked his fishpond and bowling alley. Brownie Smith came in with his blower concession, and the office reports 27 concessions have been booked for opening here. Show plans to carry 7 rides, 8 shows, 30 concessions, free act, and band.  
**BILL DOLLAR.**

**Rogers Greater**  
HUMBOLDT, Tenn., Feb. 22.—General Manager H. V. (Bill) and Mrs. Rogers returned this week from a visit with friends in Nashville, Tenn., and work of making ready for the 1941 tour has been speeded up by the addition of several men. Manager Rogers plans many new additions to the shows, and more lighting will prevail in all departments. Business Manager Harry L. Small reports a successful booking trip in the North, having contracted several fairs and cele-  
*(See WINTER QUARTERS on page 56)*

**M & M SHOWS**  
"New England's Largest Midway"  
SHOWS—Can place Snake Show, Side Show (Chas. Phelan, write), Motordrome with own transportation. Low percentage. Will furnish complete outfit for any show of merit (Capt. McErwin, write). Girl Shows booked. CONCESSIONS—Custard, Diggers, Scales, P. T. U. W., Lead Gallery, or any legitimate Concessions. Positively no Wheels or Coupons. Cookhouse, Bingo, Pop Corn sold. Free Acts booked. Address:  
**ROSS MANNING, 228 W. 42d Street, Suite 48, New York City. Phone, Wisconsin 7-5176**

**MOTOR CITY SHOWS**  
Opening **SPRINGFIELD, OHIO, APRIL 11—2 Saturdays and 2 Sundays.**  
Mansfield, Newark and Lima, Ohio, To Follow.  
Want Rides not conflicting. Place one more Flat Ride, Pony and Scooters. Shows with or without outfits. Place Snake, Minstrel, Unborn, Athletic, etc. Want party with Acts for complete Ten-in-One. **GOOD OPENING FOR PENNY ARCADE.** Concessions: Diggers, Palmistry, Candy Floss and Apples, String Game, Long Range Gallery and other 10-Cent Concessions. Want Ride Help that can drive semis. Fairs and Celebrations, if you want a clean Show with 10 Rides and 10 Shows, get in touch with us.  
**VIC. HORWITZ, 355 Lake St., Toledo, Ohio.**

**LOROW BROTHERS**  
Want for Two Big Side Shows With  
**HENNIES BROS.' SHOWS AND RUBIN & CHERRY SHOWS**  
Freaks and Working Acts of all kinds, three Mind-Reading Acts. Must be money getters and reliable people. Want Working People for all Shows. Can use two Cooks for Cook Houses. All people must be capable and sober; drinkers, please don't answer. Talkers for Side Shows and Illusion Shows. Johnny Kenio, have good proposition for you. All those who have been with us before and the following people, get in touch with us at once: Seymours, Willie Cain, Frank Little, Bob Wallace, Billy Tirko, Lupe Zarate, John and Zola Williams, Jones and Ritchie and Marvin Smith.  
**NOTICE:** Regardless of previous ads and rumors, the Lorow Bros. will have the Side Show on the Hennies Bros. and Rubin & Cherry Shows. Until March 15th address all mail to **LOROW BROS., 610 N. E. 87th St., Miami, Fla.;** then Birmingham, Ala. Care of Hennies Bros.' Shows.

**BULLOCK AMUSEMENT COMPANY WANTS FOR 1941 SEASON**  
Ferris Wheel Foreman and other experienced Ride Help who can drive trucks and EII trailers. Also experienced Bingo Help who can drive trucks. Must be sober and reliable; long season, salary sure. Want to book small Cookhouse that can cater to show folks and stand prosperity. Can also place Cigarette Gallery, Long Range Gallery, Hoop-la, Bowling Alley, Cane Rack, Candy Floss and Apples, Custard Machine with own power, or any other legitimate Concessions not conflicting. We carry one of a kind. Open last week in March in Sumter, S. C. Only show to play inside city limits. We play all uptown locations. First in. No racket, no gate. All address:  
**P. O. BOX 607, SUMTER, SOUTH CAROLINA**

**Want --- JONES GREATER SHOWS --- Want**  
OPENING SATURDAY, APRIL 26  
Rides that don't conflict for the best territory in W. Va. and Ohio, with good route of fairs to follow. Mr. Karestes, Mrs. Flynn, Mr. Winters, answer. Shows: Have complete outfits for Minstrel Show, Anna Lee, write. Girl Revue, 10-in-1, Hillbilly, Illusion. Mr. Smith, Mr. Lucas, write. Concessions all open. Want Help that can drive semis. Address:  
**PETE JONES, 727 6TH AVE., HUNTINGTON, W. VA.**  
P.S.: For Sale—Headless Illusion with cabinet.

**HELLER'S ACME SHOWS, INC.**  
Want Shows of all kinds. Have complete outfits for same. Jungle, Athletic, Motor Drome, Fun House, Glass, Grind Shows, Dog & Pony, Mechanical, Dope, Girl Dancing Revue, or what have you worth while? Want Cook House, tickets for privileges. All Concessions open except Corn Game, Pop Corn, Pan Game, Ham and Bacon Wheel. Want Diggers, Pace Machines, Frozen Custard, Ball Games, Shooting Gallery, Hoop La. Will only have three Wheels on show. No coupons. All legitimate concessions welcome; reasonable rent. This show has contracted Billy Slegrist Flying Trapeze Act, also Captain Lee Monster Cannon Act. Will play money spots of New Jersey, New York, Pennsylvania, Connecticut, Massachusetts. Rides—Want Foremen and Ride Help for Merry-Go-Round, Ferris Wheel, Chair-o-Plane, Whip, Loop-o-Plane, Lindy Loop. Will book Roll-o-Plane or Octopus, U-Drive or any other Ride that I do not have. Mr. Howell, Aster Phillips, Taylor Boys, write; important. Captain Irwin, where are you? All Ride Help with me last season, write. Bill Gross, write.  
**HARRY H. HELLER, General Manager, 20 Winfield Street, West Orange, N. J.**

**C. W. NAILL SHOWS**  
OPENING AT CROSSETT, ARK., MAY 1 FOR NINE DAYS  
WANT SHOWS—Man to take complete charge of Minstrel Show. Have real frame up and real proposition to right man. Also want Athletic Show and any worth-while attraction. Especially want Fun House. **RISE HELP—Want Help on all Rides.** Especially need Wheel, Mix-Up and Men on Whip. Must drive semis. **CONCESSIONS—Corn Game (X on that), small clean Cookhouse that caters to show people, Peanuts, Popcorn, Candy Floss, Snow, Mug Joint, Cigarette Gallery, Fish Pond, or any Stock Concession. Must work for stock. Address:**  
**C. W. NAILL, 703 S. THIRD ST., MONROE, LA. PHONE 4018.**

**PIONEER SHOWS WANT**  
For 20 weeks of outstanding celebrations in New York and Pennsylvania, including the biggest July 4th in Western New York. **RIDES:** Will book any Ride not conflicting with what we have. **SHOWS:** Wax, 10-in-1, Hillbilly, Snake, Unborn or any show capable of getting money. **CONCESSIONS:** That work for Stock, Photos, Lead-Cork Gallery, High Striker, Ball Games, Cane Rack, Dart Balloon, Country Store, Floss, Penny Arcade, Hoop-La, Pitch Til Win, Custard, Novelty Scales, Fish Pond. Want small Band. Want to hear from Free Acts. State all in first letter. **IF YOU WANT TO BOOK ON A SHOW WITH A REAL ROUTE, WRITE MICKEY PERCELL, BOX 106, WAVERLY, N. Y.**









Leonard Traube's

# Out in the Open

NEW YORK

## The Whirl of Today

**I**N JANUARY, 1939, J. W. Conklin, who also responds to the name of Patty, a blue-eyed Irishman transplanted to Canada by way of a Coney Island heritage, told fair delegates at Winnipeg that he would bid for the Class A exhibition in the big friendly country north of the border up Dominion way in 1940. In January of this year this persuasive gent, who has plenty of stuff on the old speroid, succeeded in gaining the coveted prize, which means that he will furnish the midways, including concessions, scales, novelties, and guess-your-age, at the A events in 1941.

It's all a matter of faith, as the Conklin man has tried to point out in typical Conklinesque manner. The award must make Patty feel more than a little proud, but it should also do something else. It should and probably will inspire the smaller show operators in the United States and Canada with confidence to improve their status in relation to contracts which they have hitherto eyed with resignation.

In short, the same opportunities which prevailed for Conklin are available to every other operator who builds for the future and is not interested in size as such. Small operators who are aiming to better an industry which gives them and their associates a livelihood are on the right track. Conklin started from scratch to become the No. 1 man in North America in creating independent midways at fairs.

One angle he used in his march to the top is that the midways at fairs, small or large, should be presented as part of the fair, similar to the practice prevailing in other departments, and that stress should not be laid upon a particular show company. That thought, which is gradually creeping into the consciousness of fair officials, is bound to arouse greater interest in the form which these indie layouts will assume. Aside from that, it will present unlimited opportunities to the hundreds of showmen who operate independently and who will be given great encouragement to spend money and to create attractions with emphasis on individualism.

Instead of being part and parcel of the collective amusements which are known as carnival companies, they'll be independent units, thus opening an avenue for booking that will be much wider in scope than it has ever been. Let the chips fall where they may, this is the inevitable result of demand. The demand will undoubtedly cause a wild scramble in which the fittest will survive and the incompetent will perish.

This year or the next may be the one in which the independent showman will swim or sink. We have a crazy idea that he will be more than equal to the test.

**DOUGLAS BALDWIN** autoed from Tampa to Orange City, Fla., to have a huddle with Ralph Hankinson regarding auto races at the Alabama State Fair this year. Whose car did Baldwin use? None other than John Sloan's, a competitor of Hank's! Wonder who gets the contract. . . . At the New York fairs

meeting in Albany aggie commish Holton V. Noyes put appearance of the plant on a par with entertainment, giving eight points to each out of a possible hundred.

. . . . *Iccapoppin* appears to be beating out *Hellzapoppin* as a potential grandstand attraction at Brockton (Mass.) Fair. Whatever happens, Secretary Frank Kingman is sure to present something unique, as he always does. . . . Ralph Williams, the p.a., has a scribbling brother in Albany. He's Bob Williams, of *The Knickerbocker News*, and he swings a terrific typewriter. . . . Mack Kassow, of the Frank Wirth office, landed the Leighton (Pa.) Fair contract following a "historic" meeting there in which the bar was one of the principal hecklers.

. . . C. Stanley Fulton, who is on the No. 1 advertising car of Ringling-Barnum, is in the apartment renting business in Miami during the winter. When Fulton is with the show the Florida affairs are carried on by his wife, Minnie Leola Fitzgerald Fulton, remembered as a top-notch on the old Columbia burlesque wheel, as well as in vaude. . . . Charles T. Hunt, dean of active circus ops, sends the annual post card greeting from Miami, thus adding pleasure to your correspondent's weekly stint.

Nat Green's

# The Crossroads

CHICAGO

**T**HE interlocking and overlapping of indoor and outdoor show biz is nothing new, but each year it grows in extent and variety. Novelty acts from the outdoor fields have been playing theaters during the winter for many years. During the last five years the number of such acts playing night clubs also has largely increased. In the same period attractions identified mainly with the indoor fields have made their appearance with fairs and carnivals. Milt Britton's band, for example, playing fairs; and Gene Austin, singer who popularized *My Blue Heaven*, with a carnival.

Last week a carnival attraction opened at a Chicago night club. It's Sontain, the headless girl, and, as far as can be learned, this marks the first time such an attraction has played a night club. It has, of course, played store shows, as have many other illusions. Just what its possibilities are in a night spot remains to be determined, as the management closed it before it had a chance to show what it could do.

The point we started out to make is that there will be more and more of an interchange of attractions between the indoor and outdoor fields. As facilities for presenting attractions on carnivals and independently at fairs improve, acts from the indoor fields will be attracted. On the other hand, outdoor acts are improving and dressing up their attractions to the point where they will fit nicely

**A**S INDICATED in a story on page 3 of this issue, which went to press earlier than this column, action on House Bill No. 458, which, because of its prohibitive provisions, would have barred all transient shows in Indiana except pictures and other attractions in established theaters, not just fly-by-night traveling shows as the authors apparently tried to make believe thru putting the fly-by-night and the responsible show or promoter in the same class, was indefinitely postponed by the House of Representatives Saturday morning, February 22.

The new bill was a substitute for House Bill No. 114, but had the same teeth in it as regards carnivals and other forms of traveling entertainment as the first one. In other words, if passed it would have eliminated all amusements that would compete with motion pictures and other attractions in established theaters.

It appears that some effort had been made (apparently by the picture interests) to have Judiciary Committee B, to which the new bill had been referred after its first reading, amend the measure to exempt circuses with certain restrictions, but when the committee reported the bill back to the House for its

second reading it was done without any recommendations.

Now that action on the bill has been postponed indefinitely by the House, it means that the measure is dead so far as this biennial session of the Legislature is concerned, as the session comes to an end on March 10.

**F**RRIENDS and acquaintances of Charlie Finch should be interested in a yarn about the retired showman published recently in *Valley Views*, a column conducted by Frank P. Clarkson in *The San Fernando Valley Times* of Van Nuys, Calif. Clarkson said Finch, who resides at 8628 Telfair Avenue, Van Nuys, paid him a call and related one of the many experiences he had during his 50 years or more in show business.

It was in 1890, Finch told Clarkson, that he knew three brothers in Jackson, Mich.—Ed, Jack, and Will Hogan, all balloonists. Finch had a pcny wagon outfit with which he followed the brothers when they put on their shows and it was his duty to pick up the balloons and parachutes and bring them in after the flights were made. At that time there was a Dr. William Campbell in New York City who had built an airship, one of the first in the world, but he could induce no one to make a trial flight until finally he went to Jackson and obtained the services of Ed Hogan. Hogan went to his bank and drew out \$3,000, shortly before the flight, Finch recalled, but nobody knew why. Hogan then went up with the airship and for a while everything seemed to be going all right until he headed out to sea. From that moment he was never seen nor heard from. His widow married another man in the balloon business, E. D. Bartholomew, who also had a saloon. Finch recalled that the man had a big sign imbedded in the sidewalk and made with brass letters which read: "E. D. Bartholomew, saloonist and balloonist."

**H**ERE'S a new definition of "luck," as we found it in *Canada's Foundry Journal* of Toronto: "Luck means the hardships and privations which you have not hesitated to endure; the long nights you have devoted to work; the appointments you have never failed to keep; the trains you have never failed to catch."

And then there are some people who would try to have one believe that it is luck when showmen are successful!

ahead of the show, which is set up to April and doing big biz.

**M**AYBE Chicagoans can see Billy Rose's *Aquacade* next summer right in their own front yard—maybe! Emmett Callahan, Rose's manager, has been looking over the ground the past week. He found several excellent sites for the spectacle. Best is the lake front along A Century of Progress site, but question is whether a suitable deal could be made with the South Park commissioners, one that would give Billy what he considers a fair profit.

## PENN PREMIER

(Continued from page 46)

semis were delivered this week and they will be lettered as soon as the weather breaks. Manager Lloyd D. Serfass and Rocco Masucci have returned from a vacation in the South. While there they visited Mr. and Mrs. Tom Hassen, Mr. and Mrs. Young, and Mr. and Mrs. Kimball. Shows will feature two free attractions and Mr. and Mrs. Reid McDonald will have charge of the three girl shows. Lew Alter will direct the Ten-in-One and large Reptile Show. Now in quarters are Glenn Kishko, scenic artist; Miles Detrick, mechanic and builder; Albert Witcheys, Dave Hughs, Bill Ratcliff, and George Walton. Organization plans to carry nine office-owned shows and nine rides. Recently added to shows' fair route were the Franklin County Fair, Louisburg; Nash County Fair, Spring Hope; Roanoke-Chowan County Fair, Woodland; Enfield Fair; Littleton Tri-County Fair, and Johnston County Fair, Smithfield, all of which are in North Carolina. Opening has been set for April 26 here in Stroudsburg.

MILES DETRICK.

### AT LIBERTY

#### PIANO PLAYERS

**PIANO MAN** — GOOD READER, SOLID rhythm, modern take off. Young, reliable. Will consider all offers anywhere. Write or wire TED COX, Village 1, Sheffield, Ala.

**A-1 Piano Player** — Work in all acts, good line of specialties, good wardrobe. Sober and reliable. Medicine shows preferred. Please state all. David Riggan, 14 W. Harrison, Iowa City, Ia.

**Piano Player, Vocal Coach, Experienced Booker.** Read, fake, transpose; arrange trio or quartette harmony. Excellent Accompanist; piano solos. Will join small unit or act, vocal or instrumental. Have worked with some good ones. Joe Murray, 847 Greyton Rd., Cleveland Heights, O.

**Pianist** — Now in South, desires Florida hotel, concert, dance orchestra engagement. Young man, appearance, considerable experience. Would go elsewhere. Particulars exchanged. Box C-31, Billboard, Cincinnati. mh1

### AT LIBERTY

#### VAUDEVILLE ARTISTS

**STRAIGHT SINGING M. C.** — WITH OVER 2,000 songs. Can work as M. C. and intermission. Have played finest clubs in Hollywood, New Orleans, also featured on radio stations in California, Florida and New Jersey. Age 26, fine appearance, plenty newspaper publicity and pictures. Own sound system. Go anywhere. HOWARD A. YOUNG, Apt. 307, 333 N. E. 13th, Miami, Fla.

**At Liberty for Rep. or Vaudeville**—General Business Man. Feature Novelty Acts, Trapeze, Trick Roping, Contortion, Magic Illusions, Mind Reading, Singing, Dancing, Parts as cast, black Tobys, eccentric. Have car and trailer, outstanding wardrobe. Sober and reliable. Go anywhere. Bob McLain, 703 N. Central, Glendale, Calif.

**Dixie Dandy Dog and Monkey Circus** for schools, theatres, vaudeville. Flash, clever, classy. Presented by man and woman. Bud Hawkins, 3830 Drakewood Drive, Cincinnati, O. mh1

**Pamahasika's Society Circus** — Dog, Pony, and Monkeys, featuring the Act Beautiful, the Famous White Cockatoos, Military Macaws. Presented by the only original Prof. Pamahasika. Address: Circus Headquarters, Geo. E. Roberts, Manager, 3504 N. 8th St., Philadelphia, Pa. Sagamore 5536.

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## Trend to Better Merchandise Seen at Florida State Fair

Concessionaires predict big year as visitors go strong for variety of items—blankets listed as top-flight money-maker at bingo game—other events skedded

TAMPA, Feb. 22.—A definite trend to class merchandise was displayed at the 26th annual Florida State Fair, which closed an 11-day run here February 15. While all types of merchandise were offered, reports were that the public went solidly for the better type of item. Stands were well supplied and flashy displays brought added profits. Kaplan & Bloom, who had the cane concession at the New York World's Fair, had guess-your-weight stands. Canes with feathered dolls, dragon canes, batons, Chinese cats, circus horses, and stuffed Scotties were offered.

According to William Earnest, G. Joseph Rowse, Sam Kelly, and Jack Davis, merchandise users are in for a big year. In the Florida area approximately 15 air base projects are being constructed and the fair drew large crowds of soldiers from camps, including Camp Blanding near Starke, 42 miles south of Jacksonville. Operators contended that the business done here is indicative of what will be done at other fairs in 1941. Cold weather somewhat hampered sales. However, crowds were above average, as were cash receipts. Louis D. Joseph, a concessionaire at Atlantic City for 16 years, said that at his guess-your-weight stand he featured "made in America" products. He also had candy and religious numbers.

### Games Fare Well

Games received an unusual run because of the type of merchandise offered. At a tip 'em over, operated by Sol Burns and Phil Cooper, religious items were reported tops. Charles Tedman said that canes with feathered dolls, Charlie McCarthys, and circus horses were his leading items. At the balloon-dart game Clyde Mitchell rolled up heavy profits with boudoir dolls, airplane lamps, clocks, cocktail sets, cameras, ship models, and canes. Pen and pencil sets were a general favorite as were binoculars.

Florida's sunshine contributed to the demand for cameras and concessionaires offering them reported that large numbers were distributed. The afternoon shows in front of the grandstand enhanced the value of these picture boxes by offering unusual shots. Many fair visitors were also seen about the lot shooting pictures of individuals in their party or exhibits.

When asked to name his top items, Richard Morgan, operator of a pitch-till-you-win game, listed electric razors, pistols, cigarette lighters, and night lights. Other items that brought him profits were watches, propeller clocks, ship models, rings, reels, pen and pencil sets, and powder cases. At a string game operated by James Moeller, E. A. Brems, and Frank Roadhouse, dolls, knives, lamps, belt and buckle sets, and pipes were said to be clicking solidly. Others operating similar concessions included Robert Striegall, Sam Weiner, and Dick Adams. Striegall added radios to the list of items already named. At the Weiner and Adams' concession wallets claimed favor.

At the roll down game Arthur Sullivan, Ralph Vogel, Harry Cooper, and Billy Shulman listed portable radios, clocks, watches, cocktail sets, shawls, auto robes, electric percolators, lamps, and blankets as their top-flight items.

### Stuffed Toys Big

Stuffed toys were in big demand, Shirley Felke said. Teddy bears at his concession claimed much attention. Others handling stuffed toys included Eddie Murray, Paul Broderick, and George H. Brooks.

One of the most popular spots on the midway was the bingo game, operated by Earl Maddox. He was assisted by Henry Wilcox, Mike Donahue, Eddie Martin, and Joe Forsythe. Maddox said his top item here was blankets and that he had found the item in big demand in the spots he had played with the

## Jersey Boardwalk Operators Count On Military Biz

ASBURY PARK, N. J., Feb. 22.—Boardwalk concessionaires here are anticipating the largest business in years and expect to draw heavily from training camps in this section. Within a radius of a few miles nearly 21,000 men will be stationed by June 1, when the seashore season is in full swing.

In view of the anticipated business, red, white, and blue items and military novelties will be found in large quantities at ocean-front stands. While great effort will be expended to supply those in military service who want to send gifts to the folks back home, a large assortment of items will be on hand to appeal to the feminine trade.

A survey of the camps in this area shows that 2,500 will be at Camp Moore, near Sea Girt, only a few miles down the coast from here; 10,000 at Fort Monmouth, near Red Bank, and 8,000 at Fort Hancock, Highlands. Fort Monmouth, probably the largest signal corps training school in the nation, will call for a large number of the items bearing cross flags, symbol of the corps.

Boardwalk concessionaires at Long Branch are also preparing for an outstanding merchandise season. According to Dominic Scaglione, operator of a Taylor cat game, the trend will be to quality merchandise. He plans to feature military and patriotic novelties, emphasizing the signal corps' crossed flags. In the line of patriotic numbers, Scaglione said that he would feature dolls dressed in red, white, and blue costumes. Compacts with military insignias are also expected to roll up new records as money-makers. Other operators in this city will feature military comb and brush sets, electric razors, and wallets with insignias.

## Dishes Come Back As Money-Maker

CHICAGO, Feb. 22.—Low prices and attractiveness of patterns are believed responsible for the growing demand for dishes. Carnival concessionaires and bingo and salesboard operators, as well as those who work bazaars and cater to women patrons, are featuring the lines in larger quantities than ever before. Those in the trade are glad to see the revival of the popularity of dishes and are stocking them in large numbers.

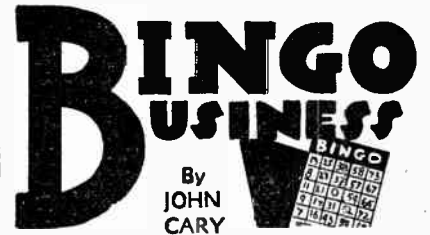
Since dishes make an attractive display and may be awarded at nominal cost, prize users are realizing the many advantages to be derived from offering the lines. Most of the dishes being offered are of American make, but some English and Bavarian wares have been noted on prize shelves. Cost of copies is lowest in months. Effective displays are set up by means of metal racks.

Royal American Shows. Other items listed as money-makers included card tables, smoking sets, towel sets, floor lamps, whistling kettles, broilers, traveling bags, and clocks. Maddox said that different types of merchandise go strong in various sections. His policy is to have a large assortment effectively displayed.

Among wire and jewelry workers on hand were Joe and Virginia Collara. Assisted by Whitey Douglas, they offered lockets, name brooches, compacts, identification bracelets, rings, and crosses.

### Other Events

Other events to be staged in the vicinity of Tampa include the Venice Flower Show; Florida Strawberry Festival, Plant City; Tampa Cigar Festival; Sarasota Flower Show; Seminole Indian Festival, Lake Wales; Highland County Fair, Sebring; Festival of States, St. Petersburg, and the Tampa Flower Show.



By JOHN CARY

A REPORT from Harrisburg, Pa., states that a bill imposing an annual tax of \$35 on each place where bingo is played for a profit, has been introduced in the Pennsylvania House of Representatives by Assemblymen Baker and Heatherington. The bill would definitely establish the legality of bingo, if passed. Many district attorneys thruout the State allow the game to be played, thus creating varying conditions. Revenue from the license tax would be turned over to the Department of Welfare. Bill has been referred to the House Committee on Law and Order.

BINGO, says a report from Natchez, Miss., is steadily increasing in popularity in Southwest Mississippi and Northeast Louisiana. Civic, fraternal, and religious groups are staging the games with merchandise prizes to raise funds for various activities. The Parish School Club of the Catholic High School recently held a benefit game which was largely attended. A neat sum was realized and other games have been scheduled.

IN NATCHEZ Chris Anderson Friis and Clay White have reopened their bingo games using merchandise awards. Several months ago the games were closed by order of the then Chief of Police Joseph P. Serio. Since then a new chief, E. M. (Jack) Thomas, has taken over and the games started anew. Thruout the county games are also being held with the official sanction of Sheriff Hyde R. Jenkins. It was declared that committees in charge of fund raisings welcomed the opportunity to renew the games as several were counting big on the revenue to support their scheduled plans.

BINGO is clicking solidly thruout the South and especially in Florida. Game is found in nearly every trailer camp in the State and the tin can tourists are thoroly enjoying the pastime. Merchandise prizes are definitely in demand, with accent placed on items that are serviceable. In the vicinity of Tampa, pen and pencil sets are said to be proving a big item. In other sections hassocks are good. Electrical appliances, blankets, clocks, and Chenille spreads are consistent crowd-getters and are to be seen in large numbers at the games. Florida has well-developed system of rural electrification that is boosting demand for electrical items. Percolators, broilers, toasters, waffle irons, and irons are offered in large numbers. In addition to the appeal to the tourists, many local people attend the games to enjoy the fun and win good prizes.

BOUDOIR dolls are making their marks at the games. There were a number of Miss America and similar items offered at Florida State Fair, Tampa, and the demand is being reflected at bingo games. The dolls are dressed in red, white, and blue and offer the bingo player an item that ties in well with the patriotic trend. Florida is military minded, for a number of air bases are being established and Camp Blanding, near Starke, is one of the largest camps in the nation. With flags flying everywhere and soldiers seen in large numbers on the streets of every town, it is little wonder that patriotic items are claiming such popularity.

JOE JACOBS and Adolph Miller, who have been associated with bingo in Atlantic City for the past 10 years, were recent visitors to the New York office of The Billboard. While in the city Jacobs (See BINGO BUSINESS on page 54)



A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

A ruling of far-reaching importance to all interested in the salesboard field was handed down by the U. S. Supreme Court the other day. The court ruled in favor of the Bunte Candy Company on its appeal from a Federal Trade Commission ruling against using lottery sales methods in Illinois. Vote was 5 to 3. The decision gives a new lease of life to intra-State trade using such products as salesboards, etc., if State officials permit such methods. The FTC is denied the power to interfere with such methods within the State.

The Easter season always has been a good one for operators and if you're set you should have plenty of folding money to show by April 13. As usual stuffed bunnies and candy deals will receive the heaviest play, but there are ever so many other items which can be worked to profit at this time of the year. When the holiday spirit hits them, John and Mrs. Public don't need too much coaxing to tempt the fates on a card or board.

The Coldwyn Company has what looks to be a natural for an Easter promotion—Jumbo Surprise Eggs. Item is an artistically decorated all-chocolate Easter egg filled with individually wrapped bon bons. Egg weighs two and one-half pounds and is nested in a colorful display box. Safe delivery is guaranteed.

There are two deals available on the Jumbo Surprise Eggs. One works on a 30-hole card, 1 to 29 cents, with a \$7.95 take. The other works on a 50-hole card, 1 to 15 cents, with a \$6.45 take. Both should be good for a fast turnover.

Manuel Beiro, manager of Valencia Gardens, one of the outstanding Spanish eating places in Tampa, seems to be much impressed with a one-shot deal which is going great guns in his establishment. Item featured is the Portabar and board used is a 1,200-hole one-shot at 5 cents per purchase.

All signs point to another strong year for the small radio. This hardy perennial, the bread-and-butter item of the business, apparently has lost none of its exceptional consumer appeal and in all probability will continue in its role as a sure-fire natural for salesboard operators. No other number has ever enjoyed such unflinching popularity on a deal.

HAPPY LANDING.

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**Let the Shure Catalog**  
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 If You Haven't a Copy of Our Latest  
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**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.

**Patriotic Pillow Top**

According to the Abbot Company, the new army defense service pillow top is going strong with training camp workers. Item is made of a fine grade of silk and designed for the various services. The top is purchased to send home as souvenirs. Wherever the number has been placed on sale, it has commanded immediate sales, workers report. With camps receiving large numbers of men almost daily and the peak set for about June 1, those in the trade are already ordering large quantities of souvenir tops to take care of sales. Item is flashy and indications are that it will be among the leading money-makers in the field. Prices allow a good profit, as the trade is offered the item at low cost, the firm reports.

**Woven Rugs**

Fair workers, concessionaries, house-to-house workers, and merchandise users in general are finding a big demand for woven felt rugs, American Rug Company reports. Rugs are made of good quality felt strips and are available in various sizes and patterns. Color schemes are innumerable and have much eye-appeal. Because such a large variety of colors and patterns is available, the rugs fit well into any room scheme. Prices are reported the lowest in years, which makes for a good margin of profit for those selling them, the firm adds.

**Baby Doll**

Snoozy Suzie, reports Joseph Hagn Company, is an item that shows promise of being one of the biggest money-makers to hit the market in recent months. Large shipments already have been made, indicating that the doll is clicking solidly wherever offered. It may be sold as a bed doll or a girl's cuddly baby doll. Item is made of delustered rayon plush and is stuffed with kapok. It has a slide-fastened seven-inch night gown, washable face, and a wide ribbon bow around its neck. Twenty inches long, the doll is available in pink, blue, or white. Many salesboard and bingo operators are pushing the item, along with Easter bunnies, also offered by the firm. Because of low prices quoted on the doll,

**NEW Exclusive HERE** **NOISELESS BINGO CAGE**  
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<b>BINGO CARDS</b> all sizes—all weights.	Transparent Catalin Wood
<b>BINGO SPECIALS</b> 7 colors regular packing or 7 different colors to a pad.	<b>BINGO BALLS</b> Bakelite Wood Cork
<b>BINGOMARKERS</b> Black Cardboard Red Cardboard	<b>BINGO CAGES</b> Chute Cages Regular Cages

Also all other items necessary for Bingo. **JOBBER:** Write for New Catalog and Confidential Price List.

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★ Fool-proof operation.  
 ★ Automatic master-board returns balls.  
 ★ One-year guarantee.  
 ★ Portable — carried anywhere.  
 ★ Hexagonal in shape; red & black colors.  
 No second-hand material used in this high grade Bingo Blower. Jobbers only, write for full particulars.

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**MORRIS MANDELL**

**SONORA 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. Marvelous tone. No aerial or ground needed. Gives astounding performance—get astounding sales action.

Ivory Finish, Ea. \$14.95 **\$13.95**  
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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.

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 ELECTRIC Bulb Eyes With FLASHER



Perfect for salesboard. Store to store for window display. Every Tavern—Hotel—Store will want one. 30 inches high. Gowned in flashy rayon silk costume, red, white and blue.

DOZEN LOTS **\$36.00** SAMPLE **\$3.25**

We carry a complete line of Easter Bunnies, dressed in various characters.

Write for full details. State your business.  
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A national hit for sales card operators. All chocolate, artistically decorated, inside filled with individually wrapped delicious chocolates—Weight, over 2 1/2 lbs. Specially nested and packed in colorful large display box. Express orders, guaranteed safe delivery. OPERATORS: \$5.00 PROFIT ON A SMALL DEAL. WRITE FOR DETAILS.

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**\$1.50 EACH**  
 IN CASE LOTS  
 6 TO A CASE  
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1/3 Cash With Order—Balance C. O. D., F. O. B. Chicago.  
**GOLDWYN CO., 5457 Blackstone Ave., Chicago.**

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Pitchmen, Fair, Carnival, Premium Workers! Here's this season's biggest seller—the money maker you can always count on! Tails plus 2 strong cords for autos, motorcycles, bicycles, etc., with colorful silk red, white & blue streamer, or "comic saying" cards. Popular accessory & luck charm. 25% Dep., Bal. C.O.D. H.M.J. FUR CO., 150 W. 28th St., N. Y. C.

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**CARNIVAL SUPPLIES** • PREMIUMS  
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For Wagon Jobbers, House Canvasers, Premium and Salesboard Operators. **BIG PROFITS** in Drug Items, Extracts, Lotions, Notions, Carded Goods, Sideline Merchandise, Goggles, WM. A. WOODBURY COSMETICS. Write Free Catalog.

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Nudies, Patriotic, Midget, Hunting, Jackmaster, 12 to Deal with 1c to 39c Card. Per Deal .....\$1.80

**METAL FLAG LABEL BUTTONS**, 100 for 95c. Include Deposit & Postage.

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**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.

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 3139 OLIVE ST., ST. LOUIS, MO.

**BULOVA — GRUEN — WALTHAM — ELGIN**

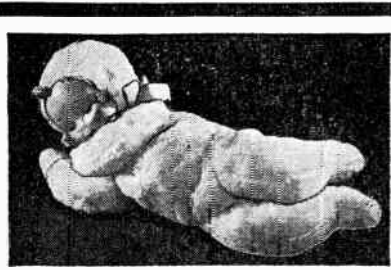


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 Wholesale Jeweler

Wrist & Pocket Watches FOR LADIES AND GENTS  
 Reconditioned. Guaranteed Like New. 1941 Styles now available. Write for Free Catalogue.

801 SANSOM ST. PHILADELPHIA, PA.



**SNOOZY SUZIE**

Selling as either a Bed Doll or a little girl's cuddly Baby Doll, SNOOZY SUZIE is proving to be one of the outstanding numbers of the year! Made of delustered rayon plush, softly stuffed with Kapok. Has slide fastened 7 in. nightgown or pajama pocket in back. The sleeping-baby face is washable and made to last for years. Has wide ribbon bow around neck. Overall length, 20 in. Choice of 3 colors: Pink, Blue and White.

No. B18X290—Ea., \$1.88. Per Doz., \$20.00. We have a huge assortment of Easter Bunnies. Write for samples. Send for FREE 680-page catalog of gifts and novelties. MENTION YOUR BUSINESS! We do not sell retail.

**JOSEPH HAGN COMPANY**  
217-223 W. Madison St., CHICAGO

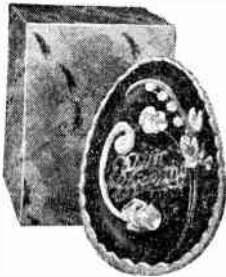
those in the trade are offered an unusual opportunity to make some quick cash, the firm reports.

**Comic Gift**

According to Lyle Douglas, manufacturer, Yum-Yum rust-proof Doughnut Holes are provoking many a laugh and chalking up sales for those in the trade who handle comic items. Item is guaranteed not to warp, shrink, or crack. Folder is supplied with each order. Doughnut Holes in assorted colors are packed 24 to a display carton. Novelty and joke workers are offered special low prices. Item is handled thru leading jobbers.

**Jumbo Eggs**

Salesboard operators and other merchandise users are reaping a good profit with the new Jumbo Surprise Egg, Goldwyn Company reports. Item is timely and a natural for pre-Easter trade. It consists of a large Easter egg attractively decorated. Shell is made of chocolate. When the egg is opened an assortment of individually wrapped chocolates is found. Weighs two and one-half pounds. Egg is specially packed in a colorful display box and safe delivery is guaranteed. Special prices on quantity lots are available to those in the trade, the firm reports.



**BINGO BUSINESS**

(Continued from page 52) took advantage of the opportunity to contact bingo supply houses. He plans to expand his operations.

THE OUTDOOR season will soon get underway and the time for planning such games is growing shorter. Operators, what are your plans? Write us about them.

**PARK BRIEFS**

(Continued from page 34) reported that the beach club had a satisfactory year in 1940. Vice-President David Pender reported that 1940 was the most profitable year for the hotel since 1929, when a net of \$38,000 was reported. Last year there was a profit of \$30,858.

NORFOLK, Va.—Resolution adopted at the December Chicago convention of the National Association of Amusement Parks, Pools, and Beaches, expressing regret over the death of Otto Wells, former operator of Ocean View Park here, and extending sympathy to his widow, was read at the February directors' meeting of Norfolk Advertising Board in the Monticello Hotel here on February 12. For years Wells was a member of the board.

ATLANTIC CITY.—An extensive plan calling for outdoor playgrounds on the beach will soon be undertaken by Commissioner Joseph Altman. Plan is an outgrowth of the success which greeted the first experimental playground established last summer. For next summer, Altman said, six tentative sites have been selected along the beach with attendants to be in charge. Bright canopies will mark the spots. Sites will not interfere with or endanger bathers and are designed primarily for children.

**With the Zoos**

PHILADELPHIA.—Capt. Jean Delacour, who operated a zoo in Cleres, France, and said to have had a remarkably fine collection, visited Philadelphia Zoo on February 15 to participate in the fifth anniversary of Let's Visit the Zoo radio program on KYW. Captain Delacour said his zoo had been bombed out of existence.

FORT WORTH, Tex.—The stork visited Forest Park Zoo here on February 16, leaving three lion cubs and two panther cubs. Rosie, mother lion, now has 36 cubs to her credit in 11 years in the zoo. It will be Zookeeper Hamilton Hittson's task to find names for the new arrivals. A group of Guinea baboons are being purchased to populate the elaborate monkey mountain. It formerly featured rhesus monkeys, but these were found to be not hardy enough.

**BALLYHOO BROS.?**

(Continued from page 40) tion for the office and press wagon, and the cookhouse fit in wonderfully. On Wednesday a blizzard hit again, holding up the work until Friday. This threw the show five days late in opening, with much work yet to be done. On Saturday the head of our committee, Flushing Red, arrived to pull down her bit and guarantee; and she was surprised that we hadn't gotten open. So the show was rebooked for a second week and the guarantee was doubled.

All we hope now is that no one else finds out that the show is in town until it opens and can pay off. For the benefit of the boys in New York, kindly mention that the cookhouse is not open and for them to save streetcar fare. MAJOR PRIVILEGE.

**WITH THE LADIES**

(Continued from page 48) destroyed one of the buildings in which several rides and trucks were stored. That night we drove to Lake Charles, La., to attend the Louisiana fair meeting. Capt. C. W. Naill, of Monroe, La., was among the first to greet us and help us to get settled in the last rooms available at the Majestic Hotel. Mr. and Mrs. Frank Joerling, of The Billboard, and Mrs. Joerling's mother, Mrs. Geary, were enjoying the sunshine, which was much warmer than any time in Tampa. As soon as we were rested we joined the crowd at the Cliff Liles home, where fair and show men were entertained at a fried chicken dinner. They also partook of a variety of wines and strange liquors that the Lileses brought back from Cuba. Among the guests were Mr. and Mrs. Tom Wilson and Mrs. Jenny Waters, of Snapp Greater Shows; Mr. and Mrs. B. P.

Belisle, Ralph Miller, Harry Burke, and Selden Doyle.

The banquet the following night at the Majestic Hotel was well attended and we were the guests of Cliff Liles. I enjoyed the added honor and pleasure of meeting the principal speaker, Gov. Sam Houston Jones. The banquet was climaxed by a dessert of fresh frozen Louisiana strawberries. During the general introductions we were pleasantly surprised to see the Heart of America Showmen's Club honored when three of its past presidents, Cliff Liles, Dave Lachman, and Abner Kline, were introduced.

We left the next day, but I obtained several new ideas for the Florida and Louisiana luncheons I plan to give when I get home. Harry Burke, of the Miller Shows, gave me one of his recipes for an Italian salad and promised to send me some really strong coffee to serve that will open the eyes of the Oregonians. Mr. and Mrs. Jack Downs, of Snapp Greater Shows, attended the meeting and told me that Mr. and Mrs. Bill Snapp are at quarters in Joplin, Mo., again and that Mrs. Snapp's father, of Los Angeles, has recovered from a recent illness.

We drove north to Leesville, La., where a new government camp is in operation and found two shows open and reporting good business. They were the John R. Ward Shows at the Newland station and American United Shows, which were a few miles distant. Mrs. Ed (Sue) Lungren visited the day we did, and I also talked to Ed Scott, who once was with the Patterson-Kline Shows.

At Sweetwater, Tex., we visited T. J. Tidwell and his father at their quarters and found their shows getting ready for the season. Harry Nichols, who worked with me in my Penny Arcade, is in quarters with a job at the cookhouse.

The Paul Towse Shows were in quarters at Alamogordo, N. M., but Towse was on a booking trip so we missed seeing him. At Roswell, N. M., we saw the Crowley Shows' quarters, but Mr. and Mrs. Crowley are not expected there until March 1.

**EDGEWATER BEACH**

(Continued from page 19) Miss Dorben's ideas for charming routines. They start the show with a graceful Blue Danube number, pleasingly colorful. Walter Donahue, handsome young emcee, handles the introductions nicely.

Dick Arthur is a personable young vocalist and made a good impression with his singing of pop sentimental ballads. Pierre and Renee offer graceful and entertaining dances, including sensational whirls that won abundant applause.

Maxine Tappan, recently with Ray Noble's orchestra at the Palmer House, is an accomplished songstress whose work goes exceptionally well with audiences that prefer melody to the blues and swing type of song. She won generous hands.

Donahue offered a comedy song and followed it with a pleasing eccentric dance. Dorben Dancers concluded the show with a flashy pirate routine, aptly executed. Nat Green.

**ST. PATRICK NOVELTIES**  
Write for Complete Listing Covering a Select Line of St. Patrick's Day Novelties at LOWEST PRICES. A Sample Dozen each of 10 different Numbers or a total of 120 Pieces will be sent POSTPAID on receipt of \$1.25.  
**LEVIN BROTHERS**  
SINCE 1886  
TERRE HAUTE, IND.

**LADIES' WATCH**  
Very Flashy  
WHITE GOLD COLOR chromium plated case with metal link bracelet to match. 10 1/2 line size. Guaranteed jeweled movement. Gift boxed. Looks like a \$10.00 watch. B9583—Each \$2.25  
YELLOW GOLD COLOR case with chromium plated back. Metal bracelet is yellow gold color. Otherwise same as above. B3893—Each \$2.50  
400 Page Catalog Now Ready!  
**ROHDE-SPENCER**  
223 W. Madison Chicago

**SPECIALTY MEN**  
Calling on BARS AND TAVERNS  
PYRAMID EGG RACK—holds 18 Hard-Boiled Eggs—Sells on sight to Bars, Taverns, Cafes. Makes a Bar Display that SELLS EGGS. Add to your present line with this Extra-Profit Item. COIN MACHINE OPS: Tie this in with Your Route.  
Sample \$1.00. Write for Full Particulars Today. 5709 Hurbut Ave. DETROIT, MICH.  
**CYR SPECIALTIES CO.**

**NEWEST EASTER RABBITS and DOLLS**  
at LOWEST PRICES  
SPECIAL MONEY-MAKING DEALS FOR SALESBOARD OPERATORS--  
JUMBO STUFFED PLUSH RABBITS CLOWN RABBITS... CUDDLE DOLLS  
NEW EASTER CATALOG No. 55-A JUST OFF THE PRESS! SEND FOR YOUR FREE COPY NOW!  
**GELLMAN BROS.** 119 North Fourth St. MINNEAPOLIS, MINN.

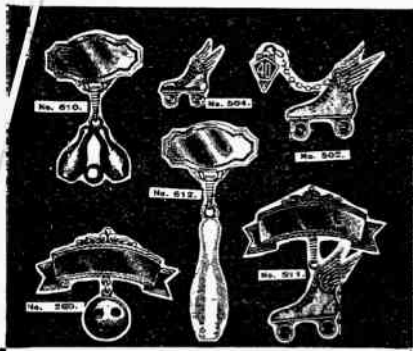
**NOTES from SUPPLY HOUSES**

Gus A. Becker reports that his firm has added a line of hand-blown miniature glass to its already large assortment of Mexican miniatures. The new line is blown from neon tubing in four colors, blue, yellow, ruby, and canary. Color is in the glass. Each item is hand-blown in America and the line includes many styles of pitchers, vases, perfume bottles, jugs, lamps, baskets, hats, canes, tea sets, tea pot perfumeers, tea pot barometers, coffee makers, bowls, urns, candy jars, lanterns, birds, and animals. One of the outstanding items offered is a sailboat placed inside of a crystal jug only an inch high, Becker said.

Marcy Manufacturing Company reports that it has an exclusive line of jokes, tricks, and comic card novelties, all patented or copyrighted. Firm also states that it is adding original joke ideas from time to time and will send circular matter to interested jobbers and wholesalers. Many jobbers, including well-known party favor houses, are served by the firm, it is said.

**IN ONLY 42 DAYS A SMASHING LEADER!**  
Introduced January 18—  
Now a Proved Success  
1941 WILCOX-GAY RECORDIO  
3-IN-1 PREMIUM SENSATION  
1. Phonograph  
2. Recorder  
3. Radio  
NATIONALLY ADVERTISED  
PRICED FOR FAST SALES  
SEND FOR FREE NEW FOLDER TODAY  
**EVANS NOVELTY CO.**  
A Division of Premium Sales Co.  
Dept. C-1, 800 W. WASHINGTON • CHICAGO

**ELGIN, WALTHAM, BULOVA**  
Renewed Guaranteed  
MEN'S WRIST AND POCKET WATCHES  
STARTS AT \$2.95  
Wholesale Jeweler Since 1914.  
SEND FOR FREE CATALOG.  
**LOUIS PERLOFF**  
729 Walnut St., Philadelphia, Pa.



BOWLING PINS! . . . SKATE PINS!

NOW—is the season for promoting bowling pins and skating pins. Six good styles—shown above! A complete line shown in our Catalog No. 25. Write for it today. State your business.

HARRY PAKULA & CO. 5 No. Wabash Ave., Chicago, Ill.

ELGIN & WALTHAM REBUILT WATCHES \$1.75

7 Jewel, 18 Size, in S. H. Engraved Cases, at Send for Price List. Money Back if Not Satisfied. CRESCENT CITY WATCH MATERIAL CO. 113 N. Broadway, St. Louis, Mo.

TRICKS\*JOKES COMIC CARDS

Distributed Thru

Jobbers and Wholesalers

We are Originators and Manufacturers of Many Jokes, Tricks and Comic Card Novelties. Dealers interested in this line should get acquainted with this house. All of the items we manufacture are either Patented or Registered with the U. S. Patent Office.

Write for Illustrated Circular

MARCY MFG. CO., Inc. 138 W. 17th St., New York City

GO INTO BUSINESS FOR YOURSELF AT A SMALL INVESTMENT

Draft Plates, 1 Dozen . . . . . 48 Cents Social Security Plates, 1 Dozen . . . . . 36 Cents Genuine Leather Wallets, 1 Dozen . . . . . \$1.00 Pass Cases with American Flag, 1 Doz. 60 Cents Imitation Leather Wallets, 1 Dozen . . . . . 60 Cents Complete Stamping Outfit for Stamping Names and Numbers on Plates, \$4.00. Samples 10c. Illustrated Circulars Free.

RELIABLE SALES CO.

Dept. BR, 1133 Broadway, New York City

ROLLED GOLD PLATED WIRE (Gold Filled)



Operators, Demonstrators, Concessionaires

Sample Lic. Plate with your number, 25c. Exact reproductions of license plates of all states. Free list on Social Security Plates, Cases, Wallets and Stamping Machine Outfits. FRANK BONOMO, 65 Central Ave., Dept. B-1, Brooklyn, N. Y.

MEDICINE MEN

Write today for new wholesale catalog of Tonics, Oil, Salts, Soap, Tablets, Herbs, etc. Low prices—rapid service. GENERAL PRODUCTS LABORATORIES Manufacturing Pharmacists 187 E. Spring St., Columbus, Ohio

ADVERTISE IN THE BILLBOARD —YOU'LL BE SATISFIED WITH RESULTS.

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by BILL BAKER

(Cincinnati Office)

THE STRICKLANDS . . . (Snowball and Ella Mae), after coming out of winter quarters in Georgia with Strickland & Earl's Free Shows, pipe from Blacksburg, S. C., that business has been good. They would like to see pipes from Smokey Strickland and Sally Hughes Walker.

HOW HAS Ole Man Winter treated you?

MACK A. RILEY . . . . . pens from Cape Charles, Va.: "I saw Irving Newman working in the Kress store in Washington recently, also Jimmie Picolo working your-name-on-a-sea-shell brooch. I am taking a long-needed rest."

BOB POSEY . . . . . infos from Abilene, Tex., that he is still under a doctor's care there and not working. He expects to be there another month, and would like to read pipes from Al Decker, Al Stein, Al West, George and Martha Barry, Al Rice, Speed Hascal, J. F. Sullivan, and Pat England.

ANYTHING DOING on the Pacific Coast? Let's hear from some of you fellows out that way.

RAY MILLS . . . . . blew into Cape Charles, Va., recently from Chicago, where he has been working in Goldblatt's store. He says Dave Gordon is workin sea-shell brooches there to big takes. Ray is working in the Kresge store in Cape Charles.

HARVEY (WHITEY) CLITON . . . . . has been working the sheet thru New York and New Jersey to fair biz. He saw "Army" and Helen Chandler working eyeglass cleaner in Murphy's, Youngstown, O. Cliton left Youngstown for Indiana last week.

STANLEY NALDRETT . . . . . isn't working a coupon pen deal, as was stated in The Billboard recently, but is still on juicers. The report was due to a misinterpretation of a note from Naldrett. Naldrett has been laid up with the flu. He opened in Macon, Ga., February 17 for two weeks.

HOW MANY whistle workers will be in the ranks this summer? Where are they and what are they doing?

JERRY JOE COLBY . . . . . and Alfred Emil Wallien were arrested in Los Angeles recently on a charge of violating the city ballyhoo ordinance which prohibits street selling. Colby was working \$1 pens and giving away bill-folds and razor blades with each purchase, and Wallien was putting out a combination knife sharpener and glass cutter.

JACK (BOTTLES) STOVER . . . . . tells from Smithfield, Va., that he is meeting all comers in behalf of The Progressive Farmer. He met Billy (The Kid) Dietrich at the Apple Show, week before last, in Martinsburg, W. Va., also Mr. and Mrs. Elajah.

JERRY THE JAMMER SEZ: "There have been times in the life of almost every pitchman that he could wish himself to be a mentalist."

HARRY (KEY CHECK) HISCO . . . . . who recently returned to Natchez, Miss., after a successful week's stand in Port Gibson, Miss., where he worked name plates, patriotic pins, dog collars, and key checks to fair business, left Natchez February 17 for Woodville, Miss., where he will work his items for several days. He plans to return to Natchez, however, in time to make the annual pilgrimage sponsored by the Pilgrimage Garden Club, when he will work novelties of the Old South. Harry also plans to make the event sponsored by the Natchez Garden Club with the same novelties.

PAUL ORDLO . . . . . scribes from Philadelphia: "Jack Reddick and I, after finishing work on gadget layouts in Atlantic City and Wildwood, N. J., all summer, opened a few stores with glass knives and glass juicers for

Christmas and built our own spot on 59th and Lexington Avenue, New York, where we did a swell job. Then we went to Boston and made the food show at the Boston Gardens with Murry Zucker-man, and really got some greenbacks. Following that we made the Worcester, Mass., food show to a great success. After this we went south for a little fishing and swimming. While in Miami we had plenty of company to cut up jackpots. Among the boys in Miami were Barney Weiner, Oscar Mandell, Al Alfenbein, Irving Irish, and Seymour Popell, all working glass knives and glass juicers. We returned north to make the Boston Sportsmen's Show, also the New York Sportsmen's Show with Barnum Hawley at the Grand Central Palace."

UP TO THIS WRITING no one has sent in a list of the boys and girls at either the Tampa Fair or the Mardi Gras in New Orleans.

JIMMIE MCINTYRE . . . . . toby comedian known as the "washboard wizard," was seen playing his washboard and blowing a jazz horn recently in Winnsboro, S. C., and pitching novelty washboards to okeh biz, reports Bill Warren. Jimmie will join a unit show March 1.

A. KING . . . . . wire worker, in New Orleans for the Mardi Gras, will return to Detroit this week. Many boys are reported in New Orleans and all seem to be getting a little dough. King saw Honest Frank Wilde jamming as usual and says David Wilde Jr., grandson of Honest Frank, is a newcomer in the business.

HOT STOVE LEAGUE pipes have been conspicuous by their absence. Why not send one in to the column?

FROM HARRY GREENFIELD . . . . . "I saw Sailor Jim White and Harry Latana on Broadway, New York, looking swell; also found Jack Kuhn working in a department store with herbs. Jack is ambitious and gets the money if it's there. Bisha Buddha, after a long rest, is working in Ike and Mike's store on Sixth Avenue. Madaline Ragan is also on the roster at that store. She gets her share of the dough with sex books. Doc Victor Perry is looking things over in Philadelphia. Doc Wunderman, of herb fame, has opened a small pitch store for demonstrations in Newark, N. J. He has the best window display and health products I have ever seen. Joe Steele and Jim Reede are working there."

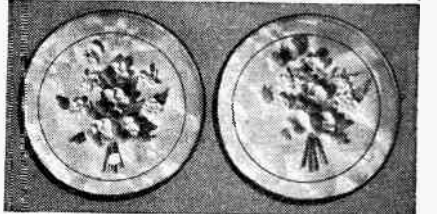
RAYMOND HOLBROOK . . . . . is in Leesville, La., which he says is booming with a \$7,000,000 camp going up. A city permit is required to work the town, he says. He is pulling out for Dallas, leaving three other pitchmen in Leesville.

ONE OF THE BOYS currently working a town in the South cracks: "Say, I worked so many spots outside the city limits last summer that I now feel like a real suburbanite."

LEO E. CULLERS . . . . . who classes himself as a Johnny-Come-Lately, pens from Kokomo, Ind., that he is making numerical phone directories thruout the country and doing okeh. He says he sees many boys who really have the goods but whose take is only a third what it should be because they have no

OAK HYTEX BALLOONS HY-GLO SCENIC PRINTS "The most beautiful balloons ever made." That's what they say about Hy-Glo Scenic prints. Ask your jobber or write to us for complete information. The OAK RUBBER CO. RAVENNA, OHIO.

An Entirely New Line of Floral Gem Wallplaques made of EXTREMELY SMALL SEASHELLS Shells so tiny that one wonders how they can be handled. They are put together into flowers, beautifully colored, and in high relief. The plaques are covered with convex glass, are 1 1/2 inches in diameter and cost \$7.20 per doz. Pairs



Boxed in Pairs Three Different Designs. Illustrated price list mailed on application. LEO KAUL IMPORTING AGENCY, INC. 115-119 K South Market St., CHICAGO

NEW JEWELRY for ENGRAVERS, Demonstrations and Promotions! Immediate Delivery. Lockets, Rings, Crosses, Engraving Items, etc. Send for Free CATALOG or \$2.00 for samples. MAJESTIC NOV. CO., 307 5th Ave., New York, N.Y.

Coupon Workers • Sheet Writers • Pitchmen Get the Pen That Makes You Money WALTHAM New Push Filler Pens—Lever Pens—Combinations. The new Waltham all-pearl package gets you the real money. Write for price list on all type Waltham pens. STARR PEN CO. 300 W. Adams St., Dept. B, Chicago, Ill.

SELL ACE BLADES MILLIONS SOLD Ace Blade prices reduced. Flashy display cards. Each blade honed in oil to hair-splitting sharpness. Buy at factory prices—pocket middle man's profits. Blades free for sampling your trade. We pay shipping. Rush name for free blade, factory prices. ACE BLADE CO. 68 E. Eagle St. Dept. 515, Buffalo, N. Y.

AGENTS—DRAFT PLATES 4c Each, \$3.50 per 100; \$32.50 per 1,000. IDENTIFICATION PLATE, containing Draft and Order Number, Name and Social Security Number. Quick sales, big profits. Send 25¢ for sample plates and cases. Catalog free on Die Set and Stamping Machine. FRANK BONOMO (BB-1) 65 Central Avenue, Brooklyn, N. Y.

SUBSCRIPTION MEN Make Money With Leading Poultry Paper. Every farmer a prospect. Attractive \$1.00 deal. Experienced men wanted East of Mississippi River and North of Tennessee and Carolinas. Write for details. H. M. CURLEY, Manager of Agents Room 301, Sandstone Bldg., Mount Morris, Ill.

CHARMS DIRECT FROM THE MANUFACTURER Attention! NOVELTY JOBBERS VENDING MACHINE DISTRIBUTORS Fire Chief—Special Officer—Sheriff Badges, Miniature CHARMS, RINGS, NOVELTIES. GENERAL CARNIVAL GOODS IN METAL GILT. ALL GOODS MFRD. IN U. S. A. Send for illustrated circular. GET OUR LOW PRICES. Phone, Wire or Write COSMO CASTING CO., INC., 315 W. 36th St., N. Y. C.

flash. He argues that if these pitchers would save \$20 for the build-up it would repay them a thousand times.

ONE REASON for the pitcher's independence is that he can work when, where, and how he wants to, as far as the others are concerned.

HOW MANY PITCHMEN are going to make the Macon (Ga.) Farm and Home Show this month?

JACK HOLSTEAD of jam fame, underwent an operation for cancer February 17 at Grace Hospital, Detroit.

TRIPOD OPINIONS: "A showman talks show business; politicians their own and their friends'; and a pitcher talks pitch business, but a sore-heeled storekeeper instead of talking up his own business goes into the street and knocks some hustling pitcher who is energetically working up business."

Pitchdom Five Years Ago

Daddy Monroe was in Slisbee, Tex., and was visited by Bill Davis and wife, who were working sharpeners.

Advertisement for 'SEA-SHELL BROOCH' by America's Latest Craze. Features 'YOUR NAME' in raised coral colored letters on a genuine tropical shell.

Advertisement for 'TIMELY BUYS' by Mills Sales Co. featuring Reg. White & Blue Rhine-Stone Label Patriotic Bar Pins for \$1.45.

Advertisement for 'MILLS SALES CO.' located at 901 Broadway, New York, N.Y., offering the world's lowest priced wholesalers.

Advertisement for 'FREE! WHOLESALE CATALOG' by SPORS CO. featuring 4000 opportunities in household goods, display card items, and more.

Selective Service Mail

In the Carnival Department of this issue appear the names of those having Selective Service mail in the various offices of The Billboard.

Frisby. The show was a red one. Other paper men working in and around Los Angeles were Sy Rappaport, Al Breier, Ed Sournay, Jim Nisson, C. A. Buck, Jack Brewer, Joe Hine, and Max Wardell.

Shell Barrett, general manager America First Shows, left for Seattle, Wash., after spending a week here on business.

Hugh Early came in town for a brief visit. Frank Lacey came in from Portland, Ore., and Joe Longfeather visited briefly. Kortes World's Fair Museum closed a good week in Pasadena, Calif., and moved to Riverside.

Mike Krekos returned North after a brief visit. Louis Manley up from the Cyclone Race Pier at Long Beach. Doc Clayton, mentalist, came in from Phoenix, Ariz., on business.

Buster Brody and Harry Monty are playing night clubs and sponsored events. Doc Cunningham is recovering from a recent illness.

WEST COAST

showfolk since returning to her home in Wrightwood, Calif. Sam Brown will have his concessions with Clark's Greater Shows again.

WINTER QUARTERS

brations starting July 1. Mr. and Mrs. Porter Mays, of Nashville, Tenn., were guests of Mr. and Mrs. Rogers over the week-end.

Dyer's Greater

HOT SPRINGS, Ark., Feb. 22.—The Dyer family has been vacationing here for the last four months, but will go into quarters at Booneville, Miss., early in March.

Down East Attractions

EHRHARDT, S. C., Feb. 22.—Because of a change in shows' opening date, quarters were opened earlier than usual

15 Years Ago

(From The Billboard Dated February 27, 1926)

Annual informal dance and luncheon of the Showmen's League of America in the Tiger Room of the Hotel Sherman proved one of the most pleasant and successful.

Charles Fulton, bag puncher, signed with the Shesley Circus Side Show. Sienatonna (C. C. Tyny) booked his mechanical man act with the Karn Bros' attraction on D. D. Murphy Shows.

Fifth annual Tacky Party staged by the Ladies' Auxiliary, the Heart of America Showmen's Club, Kansas City, Mo., in the ballroom of the Coates House proved highly successful.

by Manager Silver Jackson. A full crew has been getting equipment ready for opening. Rides have been overhauled and painted.

VAUDEVILLE NOTES

sumes vaude appearances. He is set for the State-Lake, Chicago. The date is as yet indefinite. Also for the Mayfair, Boston, March 12.

LOS ANGELES

good business. Ted and Marlo LeFors left for Indio, Calif., where they joined Hugh Bowen's Joyland Shows. Crafts 20 Big Shows left for Brawley, Calif., their opening stand, and will also play Imperial and other Southern California spots before formally opening at the National Orange Show, San Bernardino, Calif.





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

# Foundations —

The groundwork already exists for the most practical type of a national organization for operators

As city and State organizations come into being and their officers and members gain experience in working together, it is natural that the need of some national center or headquarters should gain attention. During the last several years organization among the operators has made wide gains in various cities and States.

These associations have gained respect for the industry, and leaders have been found and developed.

During the 1941 Coin Machine Show it was apparent that trade leaders from various parts of the country were interested in the forming of some kind of national center to which they could come for advice and from which there would issue ideas, helps, and suggestions at regular intervals. Various suggestions have been made so that it becomes important to relate in brief form what has been done and what progress may be expected toward a national program.

In brief, much more progress has been made and more constructive plans are in the making than may appear on the surface.

The history of national organizations for operators has not been a pleasant one, and those who are truly interested in the welfare of operators are anxious to avoid any and all of the mistakes that have been made in the past.

In the past, too many selfish motives have been evident among those who undertook to promote national organizations. This is a problem that will always be felt in the coin machine industry as in any other industry. This fact has led many operators to decide that national organizations did more harm than good because they were used to promote certain interests.

In the past, the national organizations that were set up fell into the hands of agitators and were used to agitate dissension and confusion in the industry. The national conventions were times of dissension and useless argument.

There was a total lack of that co-operation between divisions of the industry which is necessary to make a national operators' organization of full benefit to operators.

As to present plans and progress, many have not realized that the foundation and nucleus for a national organization of operators already exists and that it is the most practical plan yet developed.

It is important that this fact be realized so that some of the present efforts toward national organization may be put to good ends and made to promote unity rather than diverse interests.

For two years the Coin Machine Industries, Inc., as sponsor of the annual trade conventions, has held a forum or council for delegates from various State and city associations. This council or forum has been limited to one evening, but its usefulness can easily be expanded. The discussions at the meetings have improved with each year. This council or forum offers the means, the groundwork, and all the services that are needed for a national center or program for operators. A more closely formed organization or council can be made at any time there is a definite trade demand for it.

The manufacturers have some very definite services for the organization in the making, which means that any

council or forum working to promote national unity among operators will have much needed support and co-operation from the manufacturing industry.

The plans for a national center or exchange for operators' associations have been in the making for some time, and none of the plans have been made hastily. Little has been said about these plans, until they could be finally completed, but in order to prevent a number of confusing efforts being made, attention is called to what is already being done.

The way will then be open for suggestions from local associations and individual operators who wish to pass them on. We are authorized to say that any suggestions may be sent to *The Billboard*, and they will be referred to those organizations that now have plans well under way for a national headquarters for operators' associations.

The Coin Machine Industries, Inc., is enlarging its headquarters which means that facilities for service and co-operation will be increased accordingly.

The Automatic Phonograph Manufacturers' Association also has had plans for co-operation with music associations under way for some time and much good already has been accomplished. Increased services are being planned all the time and much more is being done now than ever before in the history of the industry. It is true also that the National Automatic Merchandising Association will, or can, quickly extend its services to help all vending machine associations.

Thus, the headquarters for national councils, or forums, or centers of exchange for operators' associations are already in existence and many plans have been discussed for extending such services. The council or forum type of set-up is about the only form of organization that has proved practical for operators on a national scale during many years of past history.

It is possible for music operators and vending machine operators, thru their local associations, to become a part of the national headquarters which represents their part of the industry, and then to come together in the national council or forum for all operators which meets during the annual conventions each year. This is the most complete groundwork for national organization that has yet been made and it makes full provision for the separate needs and interests of the music and vending machine associations, a need that has never been fully met before.

The fact that these foundations already exist calls for two definite lines of action. First, the completion of plans that have been under way for a long time. It would be very unwise to stop the present plans or to try to start competitive ideas of various kinds.

Second, suggestions and full co-operation from all existing operators' associations should be forthcoming at an early date. The trade press will co-operate in giving information about the work and *The Billboard* has offered its editorial services for any work that may be undertaken by the present organizations. The Kansas City association has suggested that *The Billboard* lead the present enlistment drive. That will be discussed in our next issue.



**NEW HORIZONS  
for Music Operators**

**ToneColumn** is the enduring answer to longer equipment earning power! Skillfully designed by master craftsmen who have combined *Beauty* with revolutionary advancements in acoustical control. Of such far reaching importance is ROCK-OLA ToneColumn that it opens up entire new vistas of Opportunity for Operators everywhere. Locations welcome this marvelous unit because it completely eliminates "beam" projection of sound and diffuses music *evenly* to all parts of a room. Patrons, too, pronounce it the most life-like reproduction they have ever heard. Easily and *by far* the *greatest* advancement in Automatic Music in more than a decade. For matchless Appearance — for welcome Versatility and for unprecedented Play Appeal—ROCK-OLA ToneColumn is already acclaimed 1941's outstanding Winner!

Every day, through the use of ROCK-OLA ToneColumn, more and more Operators are finding the way out of "obsolescence" doldrums. Others are fast learning that this important new unit, in conjunction with ROCK-OLA Playmaster, easily makes the most glorious display in their entire route. Patrons enraptured by thrilling Dial-A-Tune features and gorgeous lightup effects. For those who want the *Best* there is in Music—for those alert Operators who want to stabilize their route with equipment that will *always* be high in earning power, ROCK-OLA ToneColumn is the logical answer. In its amazing conception of flawless tone must lie the future trend of all music. ToneColumn is truly styled for Tomorrow. It is the peak of Perfection, the guiding light to New Horizons of operating Prosperity!



Exclusive ROCK-OLA ToneColumn features and design are fully protected by United States Patents—ample assurance that your investment is secure against all competition.

**ROCK-OLA**  
**MANUFACTURING CORPORATION**  
 800 NORTH KEDZIE AVENUE • CHICAGO, ILLINOIS

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# The Credit Belongs to Many

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**E**ARLY in March, 1905, H. C. Evans & Company placed their first advertisement in *The Billboard*. Since that date the company has been advertising in almost every issue . . . few can be found that carry no H. C. Evans & Company advertisement. This, we believe, gives the H. C. Evans Company the honor and distinction of being the oldest, consistent *Billboard* advertiser . . . 36 years! The credit for this outstanding example of advertising achievement belongs to many . . .

. . . to R. W. Hood and the men and women he has led, whose loyalty, industry, and abilities have made it possible for the H. C. Evans & Company to continually produce amusement machines and equipment that have been wanted and needed by *Billboard* readers.

. . . to *The Billboard* readers, whose initiative and ambitions have enabled them to make money at all times, and thus provide a profitable market for firms like H. C. Evans & Company—firms that have worth-while products to sell.

. . . to *The Billboard's* editors, who have worked hard and long to maintain proven news coverage and services and to inaugurate new and needed editorial features and services.

. . . to *The Billboard's* circulation department for its untiring efforts to continually bring *The Billboard* to the attention of everyone with whom its advertisers might do business, or for whom the editorial contents might prove valuable.

. . . and, perhaps of greater importance in these trying times, to our American Democracy which has made it possible for firms like H. C. Evans & Company to manufacture, advertise, and sell good equipment in a free and open market.

We believe that any manufacturer who operates on sound business principles and places on the market good equipment, wanted and needed by business men, can achieve the same record of consistent advertising as H. C. Evans & Company. We believe, too, that *The Billboard* will always do the same productive selling job it has always done for its advertisers.

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**The Billboard Publishing Co.**

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# Guns --- Guns --- Guns

The following article is a creditable view of some of the trends that have been noted in the amusement games industry as it continually moves forward with the development of new ideas and inventions.

By H. F. REVES, Detroit

A GREAT change has come over the amusement machine industry of America within the past few months—and optimism is again the keynote. Buoyed by drastic new developments, the industry has taken a new lease on life and is growing into new fields.

Foremost of these trends is the resurgence of the gun type of machines. They are everywhere today. Different kinds of machines, of course, but most of them, aside from the old stand-bys, are new types. Inventiveness is far from dead in the amusement machine line.

Nor are gun or target machines the only kind that have come forward recently. Take the table games, billiards, or bowling, or that unique combination represented by a machine like Pool Bowling. These ideas have been in the offing for years, but they have materialized in recent months.

In many respects these are developments of older types of games, utilizing principles discovered in the earlier models. The pool games, for instance, represent a certain development from the ball-rolling idea of the average pin table. The games of the future are largely forecast in the games that we have today, but it takes inventive genius to create new games and put them into a shape acceptable to the American public. That ability to adapt new ideas is a trait of Americans, and the machine industry is legitimately a sharer in it.

### A Glance Backward

Take a look back a year or so and remember the way the amusement machine field seemed to stand at the crossroads. The public was not interested in the standard types of games, as they had been for five or six years. Pinball games, which had developed in endless profusion thru those years, had reached the acme of variety and elaborateness, and something new was needed.

There were early tentative efforts in several fields, but the prophets of the industry knew that something radically different was needed to solve the impasse. Like all important inventions, the new games developed at the time and place when they were most needed, a clear case of economic determinism in an orthodox sense.

It is curious to recall how the machine business has developed in cycles. Historians of the field tell us how popular the ancient music machines of the '90s were. Then they seemed to pass into oblivion, represented by a few lone pianos and similar instruments. About 10 years ago they suddenly started to come back, and have been multiplying with profusion in models and types since.

Remember the last cycle before pin games in the amusement machine line? It was probably the sports contest machine, frequently with two players—of the football, baseball, or basketball type. There were several kinds and some have lived on to give valiant service today, but they never developed the extreme popularity that pinball did. Somehow only certain types of games seem to catch the public fancy. But when one type, usually brought out in varying models by several competing manufacturers, really catches the public fancy it speedily becomes a money-maker for the operators—and, of course, the manufacturers and distributors back of them.

The cycle has recently changed and it would seem that the target type of machine is the harbinger of the new success that will carry on the all-pervading pinball era to still greater success.

### The War Started It All

It is customary to blame all things on the war—and the prevailing interest in gun-type machines is one that may be laid to the war. But it must be remembered that the long period of preparation before the outbreak of hostilities is to be considered as part of it, as it was in that era, two or three years back, that the popularity of the games really began.

Other causes started it, too, of course—no genuine historical event can truthfully be said to have a single cause. It is the result of a combination of many intricate factors.

There was the American love of hunting many years ago. The Daniel Boone tradition has been strong in our legends. Youngsters are brought up on the tradition of every American having a rifle.

Then came the gangster era which we have not yet forgotten. Here the tendency was toward an interest in pistols and perhaps sawed-off shotguns, and the interest in shooting was enhanced, tho perhaps with the good moral appeal that the shooter was supposed to be a policeman pursuing a gangster.

The various appeals of firearms were thus woven together thru the old-fashioned shooting gallery. No Penny Arcade 20 or 40 years ago was complete without a long-range shooting gallery. Moving targets were birds, deer, or any types of animals, and in recent years they have been changed to gangsters, submarines, or what not. In the shooting gallery, which has persisted in most cities right down to this day, is the immediate agency that has been the medium for turning all these various interests into the target games of today.

### Guns Have Developed

Penny target pistols are as old as most of us, and there were several types, some of which have stood the test of time well. To see what has happened, compare these simple mechanisms with the big, impressive type of a modern ray gun.

The development of big guns came when the shooting gallery moved into the coin machine field proper. It seemed necessary to have a more elaborate type of gun, and just about that time the electric-eye principle reached the machine field. Prior to that, mechanical-type guns were elaborate as well, but special precautions were necessary to protect the public.

As a sample, take a gun no longer manufactured, the Trushot Bang-



SPIRIT OF THE OLD WEST gets them at an early age in the Rocky Mountain Region. Here are Robert, 5, and Joan, 3, children of Mr. and Mrs. Gibson Bradshaw, of Denver. Bradshaw is head of the Denver Distributing Company.

### Restaurant Sales Rise 8% Over January, '40

CHICAGO, Feb. 22.—In January, restaurant sales increased 8 per cent over the same month of the year previous, according to the regular survey of the National Restaurant Association. This is the second largest gain in the 21 consecutive months the association's survey has shown an upward trend for the industry. The finding was based on the reports of 378 restaurants with total sales of \$3,882,322 for January.

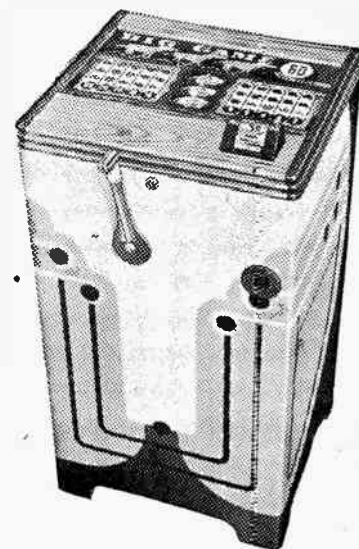
The South Atlantic, East South Central and Mountain States areas, where gains have been ahead consistently, topped the ratings for January. The increases for these locations were up 13, 15 and 18 per cent respectively. Canada's war-time boom sent sales there upward 22 per cent.

The Middle Atlantic States of New York, New Jersey and Pennsylvania had the smallest increase, but sales were still ahead 4 per cent.

### Fire Destroys Machines In Operator's Quarters

MIDDLETOWN, Del., Feb. 22.—Games, phonographs, and a large stock of records were damaged at the Heldmyer Amusement Company offices here February 16, when Middletown's worst fire in 20 years damaged three business places to the extent of about \$15,000. For a time the entire business block was threatened.

Believed to have started in a pile of rubbish and crates between a grocery store and the Heldmyer Amusement Company, the flames ran up the natural flue formed by the two buildings into the upper floors, later spreading into the roof of a shoe shop adjoining.



### FREE PLAY BIG GAME

Built with Animal Head Strips, or Standard Fruit Reel Strips. Also built with Mystery Cash Payout and Token Award Jack Pot.

Built for 1c-5c-10c-25c Play

Made Only By

**WATLING MFG. CO.**

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### IMPORTANT FOR OPERATORS

... 2 things to consider when you invest in equipment. How much will it make? ... How long will it make it? PHOTOMATIC gives the best answer to both questions.

### INVESTIGATE

International Mutoscope Reel Co., Inc.  
44-01 11th St., Long Island City, New York

### BARGAINS FROM DAVE MARION

Vest Pockets, Blue & Gold (used 10 days)	\$34.50
5¢ Melon Bell	\$47.50
5¢ Q. T.'s	\$27.50
Vest Pockets, A-1	\$27.50
Big Game Hunter (Like New)	\$17.50

Chicken Sam	\$42.50
Jungle Hunt	\$17.50
Fruit King	\$11.50

Liberal Trade In on Any Counter Piece on View-a-Scope—Write for Particulars.  
Write for Bargain List.  
Jobs—Write Us for Quotations—All Types.  
1/3 Deposit Required—Immediate Service.

Write for Complete Bargain List.  
**MARION COMPANY**, Wichita, Kansas.

a-Deer, with its two or three different backgrounds providing a miniature shooting gallery. Real shells were used, receptacles for the waste shells were provided, as was a background strong enough to prevent the bullet from going right thru. Taking up a lot of space, it was an impressive set-up and did prove popular in some locations.

One almost forgotten step should be recalled here—the short-range shooting gallery, which sprang up in little "holes-in-the-wall" in hundreds of towns. Using a vacant store, these provided targets at a distance of perhaps 15 feet and drew plenty of business along about 1935. Then they suddenly died, as coin machines took over the field.

When the ray gun principle was perfected it was no longer necessary to use mechanical shells or real bullets. An electric bullet makes it safe (See GUNS—GUNS—GUNS on page 69)

### WANTED

#### EXPERT MECHANIC ON PIN GAMES

DO NOT WANT A TINKERER BUT A REAL MECHANIC FOR SERVICE WORK. GIVE AGE, EXPERIENCE, REFERENCE AND SALARY EXPECTED.

### SOUTHERN AUTOMATIC MUSIC COMPANY

542 S. SECOND STREET

LOUISVILLE, KENTUCKY

# MUSIC MERCHANDISING

## End of ASCAP-Radio Feud Near; Society Signs Decree

Both must agree on terms before Society's music goes back on air

NEW YORK, Feb. 24.—The first step toward restoring ASCAP music on the nation's radio stations, a consent decree signed by both ASCAP and BMI, was scheduled to be filed today in Federal Court here.

Altho the decree does not remove the greatest stumbling block to restoration of ASCAP music on the air, namely, the amount radio must pay annually, it does pave the way for negotiations along this line. The signing of the decree by the Society automatically quashes a federal anti-trust indictment against ASCAP, inasmuch as that organization theoretically loses its monopolistic grip on its music by allowing its members to deal direct with the user, and agrees to other changes. BMI also avoided government action by signing a similar decree a few weeks ago.

No immediate bearing on the current situation with respect to music machine operators is seen as a result of the decree, except that it will speed up the return of ASCAP music to the air. Both ASCAP and BMI have been cleared of any governmental action and all that remains now is for them to meet and discuss rates for resumption of ASCAP music on the air. It is believed that this will take about six or eight weeks and the music machines will not benefit for at least three or four weeks after the final settlement is reached. It is estimated that it takes at least that long before the public becomes acquainted with any new numbers released.

### Details of Decree

The decree itself provides for modification of previous ASCAP policies, altho the Society itself remains more or less intact. Members gained a point with regard to public performance in that they are allowed to deal directly with the user. The Society saved face, however, by the insertion of a clause that members must notify ASCAP of their inten-

tion to deal direct and that the Society will continue to collect and distribute fees. Also modified were ASCAP's membership requirements, with writers being admitted on the publication of one song instead of five. Radio stations will be permitted to purchase the Society's music either at a blanket or per performance fee. In addition, the originating station will be held responsible for fees for network use instead of the interconnected stations. The board of directors will no longer be self-perpetuating but will be elected by the membership.

## Maltz Introduces Phono Adapter Unit

NEW YORK, Feb. 22.—"Chippy" Maltz, head of the General Audio Company, has introduced an adapter pick-up unit for quality phono reproduction. Maltz, well-known coin machine inventor and engineer, declares that his new unit is a low-pressure permanent jewel crystal pick-up and is designed to withstand the abuse of coin machine operation. Its rounded jewel point glides smoothly over the record with featherweight pressure, bringing tomorrow's phonograph reproduction today, he claims. "We have had the unit out on test location for quite some time and it has proved successful," says Maltz. "It eliminates practically all wear on records. The time required for the complete changeover is less than five minutes, and there is no drilling or machine work needed."

## Lew Wolfe Host To Music Men

BUFFALO, Feb. 22.—A big open-house party was given by Rex Amusement Company recently at which Western New York operators were acquainted with the 1941 line of Rock-Ola equipment. Lew Wolf, head of Rex Buffalo branch, declared that he expects a big year with the new machines.

Factory representatives were on hand to explain the features of the new models as well as the mechanisms of the new wall and bar boxes and other equipment.

There was a large line-up of guests, despite the bad weather and poor road conditions, with many operators in from out of town. The Rex staff received and entertained the visitors. Bill Fiaschetti, head of service department, was particularly busy, as were Dave Ayers, Bob

Stoldt, and Ed Hartman, service men. Irene Snyder and Sophie Suchyna, secretaries, were trying to keep track of attendance, but soon had to give up when the mob got too thick. Some of those who attended were Harry Silverstein, Harry Wiesner, Frank S. Ewart, John Meier, Conrad Meier, Joseph J. Ponthier, Edward L. Kazmierczak, Carl Kiefer, William Flynn, Cecilia Moses, R. F. McCabe, Harry Palter, Douglas Myers, Alfred Bergman, John Meyer, James D. Blakeslee, N. J. Steinke, Howard Sliker, Joseph Olliotta, Joseph F. Lewis, Joseph Anzalone, Victor L. Stehling, Ralph Dobson, Frank Gennuso, R. A. Gunther, Clarence Golden, Howard Houserger, Mr. and Mrs. W. Garver, Sam Buffomonte, Clarence Allen, Howard Maurer, Dan Parone, Roy Knapp, Joe Ryan, Clifford Allen, Bernard Blacher, Dave D. Levitt, Sam Vastola, Harold Warner, and Eva M. Warner.

## Minneapolis Record Distributor Change

MINNEAPOLIS, Feb. 22.—Lucker Sales Company, Minneapolis, distributor of Victor records and other RCA-Victor products the past 11 years, has withdrawn as distributor of the line, it was announced recently.

Meanwhile, RCA-Victor interests in this territory are being looked after by Harold D. Knapp, of the Chicago district office; Wally Johnson, of the Camden, N. J., sales department, and John Brown, Chicago office.

Johnson said that for the time being the Taylor Electric Company, Milwaukee, will take over servicing of the territory. He said Taylor Electric would provide service on records, radio, instruments, and other RCA-Victor products and equipment.

## Press Comment on Cleveland Association Phonograph Campaign

The following report of the recent music advertising campaign sponsored by the Phonograph Merchants' Association of Cleveland appeared in *Advertising Age* magazine, February 17 issue:

### Push Phonograph Music

The Phonographic Merchants' Association, Cleveland, comprising operators of 4,000 automatic electric phonographs in Greater Cleveland, has opened a newspaper campaign, playing up a hit tune each month. The first copy took 30 inches of space. It is being followed by four-inch ads thruout the month. Ohio Advertising Agency, Cleveland, has the account, with Samuel L. Abrams as account executive.

## Hub, of Baltimore, Holds Showing

BALTIMORE, Md., Feb. 22.—It was Rock-Ola Day in Baltimore, as several hundred music merchants gathered in the showrooms of the Hub Enterprises to view the new Rock-Ola instruments.

The presentation and demonstration was under the personal direction of Aaron Goldsmith, president of Hub Enterprises, and Jack Nelson, vice-president and general sales manager of the Rock-Ola Manufacturing Company, Chicago.

The spacious sales and showrooms of Hub Enterprises made possible an effective display of the new merchandise.

A Rock-Ola Leadership Girl was in attendance and attracted much attention.

The Rock-Ola line was accorded a warm reception with many ops placing their initial orders then and there, it was said.

## Pfanstiehl Man Earns Rest in Fla.

WAUKEGAN, Ill., Feb. 22.—Bill Hemminger, sales manager of the Pfanstiehl Chemical Company, is basking in the Florida sunshine after completing a trip there via New York and New England States contacting distributors and co-men on the 4,000-play Pfanstiehl phonograph needle.

Before leaving, Hemminger quipped: "Pfanstiehl needles are selling so fast they've got me all played out! Get the point?"

## Harry Pearl Host To N. J. Operators

NEWARK, N. J., Feb. 22.—Harry Pearl, of the Keystone Vending Company of New Jersey, played host to Jersey operators last week at a showing of Rock-Ola products at the Keystone showrooms.

Operators from all sections of the State thronged the showrooms and displayed great interest in music machines and accessories. Pearl said the showing resulted in a number of orders.

Harold Lawrence, field salesman, and Moe Harris, one of the best music machine mechanics in the East, helped Pearl entertain the guests.

## Cameo Finishes Eight Films

LOS ANGELES, Feb. 22.—Shooting has been completed on schedule by Cameo Productions on its first group of eight soundies for the Mills-Roosevelt machines. Producer Sam Coslow used Buddy Rogers and orchestra, Bobby Sherwood and orchestra, Shirley Deane, Martha Tilton, Vince Barnett, Gene Grounds, and Gale Storm in the group.

## Wilkes-Barre, Pa.

WILKES-BARRE, Pa., Feb. 22.—Max Roth and Hans Lindeman, of Roth Novelty Company, scored heavily with their good-will gesture of donating a pinball machine to the U. S. Induction Station in the city, answering a call for recreation facilities by Capt. Samuel Bloch Jr. Roth had the machine fixed so that it would work without placing nickels in the slot. The machine was placed in the station's recreation room.

Local and near-by ops were grieved by the passing of John G. Durkin, who with his brother was associated in the Durkin Novelty Company here.

Operators report a definite trend from hot music to sweet music, and say the reason can be attributed to the ASCAP-BMI war, with radio stations plugging public domain tunes like the *Blue Danube*.

The movies' latest mention of coin machines was the use of two bell machines as props in a Mexican cafe in the Republic picture. *Behind the News*, and the appearance of an automatic music machine as a prop in a luncheon scene in Columbia's *Mr. and Mrs. Smith*.

## Modern Vending Co. Plans Disk Drive

NEW YORK, Feb. 22.—"Beginning with National Seeburg Week, we will start a drive to sell a million records," said Nat Cohn, of Modern Vending Company, this week. "Since removal to our new headquarters," continued Cohn, "our record department is twice as large as before. We carry a much larger stock and have more room for operators to make selections. In addition, we use the weekly Record Buying Guide of *The Billboard* to advise the operators which records are proving the greatest money-makers.

With these facilities we feel that we are able to start the drive that will take us over the million mark. Beginning with National Seeburg Week, we will also have the leading recording artists in town dropping in at our record department to autograph records for the operators. Among the artists who will drop around will be Kate Smith, Tommy Tucker, Benny Goodman, Raymond Scott, Frankie Masters, Amy Arnel, Marlon Francis, King Sisters, Bailey Sisters, Ben Bernie, and Abe Lyman. With this added attraction we feel certain we will be able to sell approximately 100,000 records each month, which will take us over the million mark for the year.

"Our plans are for greater progress for the entire industry. Music men in our territory are invited to give us their suggestions and constructive criticism to help this industry progress. In addition we want any member of the music machine industry to feel free to call on us at any time for any help we may be able to give."



BILL MASHEK, PLATTE AUTOMATIC AMUSEMENT COMPANY, North Platte, Neb., doesn't do things by halves, according to Don Clark, of Interstate Distributing Company. Above, Mashek has signed an order calling for 100 Wurlitzer Victor models and 400 wall boxes. "Mashek," said Clark, "believes in the Wurlitzer step-by-step modernization plan, because it has proved its worth to him."

# Developments in Music War . . .

Newspapers carried the big news last week (February 19) that the American Society of Composers, Authors, and Publishers had agreed to sign a consent decree, similar to that recently signed by Broadcast Music, Inc., and that this action by ASCAP would bring to an end the anti-trust suit of the Department of Justice recently filed in Milwaukee as a mere formality. The following points now sum up the situation as it interests music operators:

1. The consent decree signed by ASCAP is said to open the way for negotiations with radio stations to get ASCAP songs back on the air. Radio officials suggested that it might be some time before the necessary steps are completed.
2. The consent decrees signed by BMI and ASCAP seem to open the way for bargaining and licensing of copyright music by a number of agencies and even by individual members of music pools. If the present federal copyright law should be changed, then the music licensing problem would become a real one for music boxes. For the present, the music copyright pools seem to have had their monopoly powers taken away.
3. The federal copyright law is still effective and it specifically protects music boxes from paying fees other than those already paid by record manufacturers for musical recordings. Efforts will still be made to have the copyright law changed, but the present Congress is very busy with national defense.
4. Hearings on test cases to compel the payment of extra fees on records used in music boxes are set for February 24 in Philadelphia. The cases will no doubt be appealed, whatever the decision. Minor suits have been filed by ASCAP and similar organizations against locations (or operators) in several different States. These are apparently for the purpose of getting as many judgments as possible.
5. Two appeals on anti-ASCAP laws in two States are still pending before the U. S. Supreme Court and the high court has agreed to hear them. These appeals will decide what States can do and cannot do about music monopoly pools.
6. The next center of attention will be on the licensing of music for radio broadcasts and what effect this will have on the supply of popular music and records.
7. A bill was introduced in Congress, February 18, which would give the Federal Trade Commission jurisdiction in disputes about the use of copyright music. The bill says that the use of copyright music is "a matter of public concern."

# Top Artists Recording Standard Songs to Insure Greater Sales

NEW YORK, Feb. 22.—Recording companies, seeking insurance on the recordings of their most expensive artists, are turning more to releases of standard songs as a result of the ASCAP-BMI situation.

Realizing that due to lack of proper exploitation facilities the newer songs have a shorter life expectancy than before, the companies are favoring the releases of standard numbers which will prove steady business attractions over a long period. Several popular songs of the past few decades already have been released and it is generally expected that more will follow. The companies have not stopped with the recordings of popular favorites but are also concentrating on folk songs and semi-classical pieces. The popular numbers, however, are seeing more activity than they have in several years.

It is generally felt that a standard number will meet with more success in the long run than a majority of the newer numbers, as a result of the music controversy. The newer numbers and novelty songs of doubtful popularity are being handed to lesser-known bands in greater numbers than ever before.

The apparent popularity of the old

favorites on music machines is an important factor in the surge of releases of old-timers. Patrons of taverns and other locations where older groups congregate are more interested in the songs of a few years ago because they remember them and they have become more or less entrenched in the musical taste of the nation. The newer numbers, due to the difficulty surrounding proper exploitation, will last only a short time, while the favorites generally prove to be consistent money-makers on location.

Heading the list of new recordings of songs which were popular within the last 20 years are the releases of Hoagy Carmichael's *Stardust* by Tommy Dorsey and Artie Shaw. The popularity of this number assures the company that the efforts of these bands will not be wasted. Arrangements of these songs are generally pointed toward the faster tempos, and the Dorsey and Shaw releases of *Stardust* are followed by Frankie Masters' version of the perennial *Margie*, another number which the companies feel needs no special exploitation but can stand on its own merits and earn money over a long period of time. Several recording companies are leaning toward glee club arrangements of the favorites of yesteryear, such as Johnny Long's *When I Grow Too Old To Dream* and the Comuters' version of *Sweet Adeline*.

Among the semi-classical numbers already released or ready for release are Glenn Miller's *Volga Boatmen*, Grace Moore's *One Night of Love and Ciribiribin*, Bing Crosby's *When Day Is Done*, Leo Reisman's *I Got Plenty o' Nuttin'* and *It Ain't Necessarily So*, and Henry Allen's *Chloe*. The folk numbers are given unusual treatment, as Harry James' soon-to-be-released recording of *Eli Eli*.

On the popular side of the ledger are included Dinah Shore's *My Man*, Alvino Rey's *Tiger Rag*, Abe Lyman's *Prisoner's Song*, Eddy Howard's *Among My Souvenirs* and *Exactly Like You*, Richard Himber's *Blue Moon*, Vaughn Monroe's *There'll Be Some Changes Made*, and Larry Clinton's *Rocking Chair*.

With a wealth of numbers to draw from, it is believed that the next few months will see more and more releases of bygone days. Melodies which remain in the minds of the public are greatly to be desired, in the opinion of recording company officials, until such time as the newer numbers can be properly exploited. The standard songs and the semi-classics and folk songs probably will hold the recording spotlight for some time.

**BUCKLEY MUSIC SYSTEM**

*"The Finest One for '41"*

Not only is BUCKLEY MUSIC SYSTEM with DIRECT "Touch-To-Touch" ACTION—"The Finest One for '41"—it's ABSOLUTELY THE BEST ONE—because BUCKLEY MUSIC SYSTEM offers so many ORIGINAL, NEW, BETTER FEATURES—so much more attraction on location with its gorgeously lighted Lumalite plastic—its sparkling chrome—its entire program completely lighted and so easily readable for the player—its simple and better operation—its perfect small size—its hinged doors for speedier servicing—and a hundred other better features! Every BUCKLEY MUSIC SYSTEM installation instantly DOUBLES and even TRIPLES PROFITS! Its low, money-saving cost—its assurance to the operator that he will retain the location for years on contract—its definite BETTER DEAL—ALL ADD UP to the reason why BUCKLEY MUSIC SYSTEM has been acclaimed "The Finest One for '41"! Hop on the BUCKLEY bandwagon TODAY! WRITE! WIRE! PHONE! Get all the details—you'll sure be glad you did!!

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| <p><b>ASBURY PARK, N. J.</b><br/>Casino Amusement Co.<br/>Monroe &amp; R. R. Aves.</p>   | <p><b>FORT WAYNE, IND.</b><br/>Indiana Sales Company<br/>209 So. Cornell Circle</p>  | <p><b>OAKLAND, CALIF.</b><br/>Buer Music Company<br/>450 E. 14th St.</p>   |
| <p><b>BALTIMORE, MD.</b><br/>Oriole Coin Mach. Corp.<br/>138 W. Mt. Royal Ave.</p>   | <p><b>HABANA, CUBA</b><br/>L. H. McMasters<br/>Bacardi Bldg., No. 30</p>             | <p><b>OMAHA, NEBR.</b><br/>Howard Sales Co.<br/>1506 Farnum St.</p>  |
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| <p><b>BOSTON, MASS.</b><br/>Bond Sales Company<br/>1022 Commonwealth Ave.</p>  | <p><b>LADOGA, IND.</b><br/>Merry Whirl Amusement Co.</p>                             | <p><b>PASSAIC, N. J.</b><br/>Famous Distributors<br/>53 Amsterdam Ave.</p>                                       |
| <p><b>BROOKLYN, N. Y.</b><br/>Brooklyn Amuse. Mach. Co.<br/>660 Broadway</p>   | <p><b>LOS ANGELES, CALIF.</b><br/>General Music Company<br/>2277 W. Pico Blvd.</p>   | <p><b>PHILADELPHIA, PA.</b><br/>Universal Amusement Co.<br/>2010-12 Market St.</p>                               |
| <p><b>BUFFALO, N. Y.</b><br/>Supreme Vending Co., Inc.<br/>657 Rogers Ave.</p>   | <p><b>LOUISVILLE, KY.</b><br/>J. E. Cobb Distrib. Co.<br/>513 So. Second St.</p>     | <p><b>PITTSBURGH, PA.</b><br/>Oriole Coin Mach. Corp.<br/>1410 Fifth Ave.</p>                                    |
| <p><b>COLUMBUS, O.</b><br/>G. N. Vending Co.<br/>663 W. Broad St.</p>  | <p><b>LYNCHBURG, VA.</b><br/>United Music Systems, Inc.<br/>614 Merrick Rd.</p>      | <p><b>PORTLAND, ORE.</b><br/>Aubrey V. Stumler<br/>807 S. W. 16th Ave.</p>                                       |
| <p><b>CHICAGO, ILL.</b><br/>Martin-Lindelfof Dist. Co.<br/>8020 Lincoln Ave.,<br/>Niles Center</p>   | <p><b>MASSILLON, O.</b><br/>Elm Sales Company<br/>127 W. Trimount St.</p>            | <p><b>PONTIAC, MICH.</b><br/>Wolverino Entertainers, Inc.<br/>88 Newberry St.</p>                                |
| <p><b>CHATTANOOGA, TENN.</b><br/>Dixie Amusement Co.<br/>615 Cherry St.</p>  | <p><b>MEXICO, D. F.</b><br/>Robert W. Waekes<br/>Amdo. Postal 3902</p>               | <p><b>SACRAMENTO, CALIF.</b><br/>D. B. Scotto<br/>1921 Sixteenth St.</p>   |
| <p><b>DALLAS, TEX.</b><br/>Walbox Sales Company<br/>1713 Young Street</p>  | <p><b>MIAMI, FLA.</b><br/>Les Purinton<br/>525 N. W. 24th Ave.</p>                   | <p><b>SAN FRANCISCO, CALIF.</b><br/>William Corcoran<br/>(Pacific Coast Dist. Sales Mgr.)<br/>927 Larklo St.</p> |
| <p><b>DENVER, COLO.</b><br/>James E. Blackwell<br/>(Mountain States Dist. Sales Mgr.)<br/>Blackwell Distributing Co.<br/>585 Milwaukee St.</p> | <p><b>MINNEAPOLIS, MINN.</b><br/>Music Installations<br/>1318 Nicolet Ave.</p>       | <p><b>SAVANNAH, GA.</b><br/>Muffinix Amusement Co.<br/>41 Habersham St.</p>                                      |
| <p><b>DETROIT, MICH.</b><br/>American Novelty Co.<br/>3165 Grand River Ave.</p>  | <p><b>NEWARK, N. J.</b><br/>Major Amusement Co.<br/>19 Pennington St.</p>            | <p><b>SYRACUSE, N. Y.</b><br/>Tom Cullivan<br/>310 Turtle St.</p>  |
| <p><b>ELIZABETH, N. J.</b><br/>Atlas Vending Co., Inc.<br/>410 No. Broad St.</p>   | <p><b>NEW YORK, N. Y.</b><br/>Music Systems of N. J., Inc.<br/>641 Hunterdon St.</p> | <p><b>TOLEDO, O.</b><br/>National Sound System<br/>2137 Tryon Lane</p>   |
| <p><b>ELIZABETH CITY, N. C.</b><br/>R. D. Box<br/>216 N. Martha St.</p>  |  | <p><b>WATERTOWN, N. Y.</b><br/>M. Forman<br/>103 Public Sq.</p>  |

## FINAL CLOSE OUT

- W500 Keyboard ..... \$135.00
  - W616A ..... 39.00
  - Rock-Ola 1936 Regular ... 18.00
- All in A-1 Shape.
- 1/2 Down With Order—F. O. B. Chicago.

## PLAYMORE MUSIC DISTRIBUTING CO.

1510 E. 67th Street, Chicago, Ill.

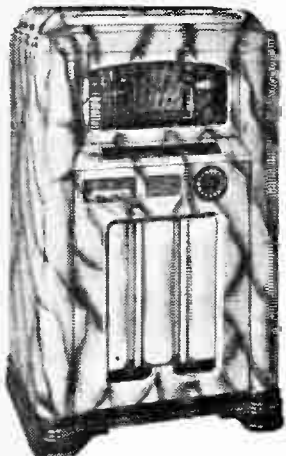
## 10 Wurlitzer 616s, \$43.50

Illuminated Grille and Record Compartment. Guaranteed A-1 Condition.

1/3 With Order. Balance C. O. D.

**MELODY PHONOGRAPH, INC.**  
594 State Street, Springfield, Massachusetts

**WURLITZER**  
16 Record—MARBL-GLO  
With Illuminated Dome  
As Illustrated



Complete Ready to Operate **\$69.50**  
412 WURLITZER MARBL-GLO  
Same as Illustrated Above **\$44.50**

24 WURLITZER MARBL-GLO  
With Keyboard **\$109.50**

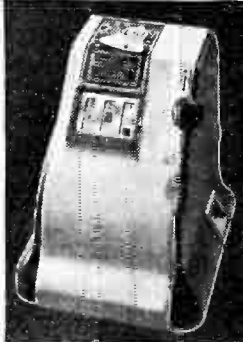
616 Wurlitzer ..... \$49.50  
616 Wurlitzer Illum. Grill ..... 54.50

**SPECIAL!**  
WHILE THEY LAST  
500 WURLITZERS  
With Keyboard Ready To Operate ..... **\$134.50**

Mills Throne of Music (Like New) ..... \$129.50

**LIBERTY BELL**

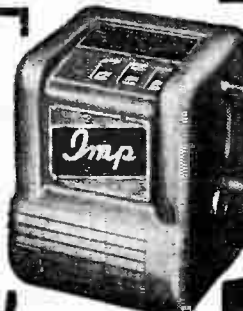
World's Finest TOKEN PAYOUT  
**\$32.50**  
3 for **\$90.00**



**MISCELLANEOUS**

Rotary Merchandiser .. \$79.50  
De Luxe Diggers .... 89.50  
Vitalizers ..... 49.50  
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Ten Strikes ..... 39.50

**IMP**  
1c, 5c or 10c Play  
**\$12.50**



1/3 Deposit With Order

**GERBER & GLASS**  
914 Diversey Blvd., Chicago

**EASTERN FLASHES**

NEW YORK, Feb. 22.—The demand for new and reconditioned equipment continues unabated. Plenty of action around town, with the demand for new games keeping distributors on the jump. Jobbers and operators are busy as conditions keep getting better. . . . Joe Farre, Mike Munves' mechanic, expects to become a father soon. Joe is so nervous he will settle for a girl to end the suspense. . . . Teddy Blatt made the "Inquiring Reporter" column of *The News*, answering a question on the derivation of the name of his borough, Brooklyn. Teddy, described as the "Mayor of Court Street," hit the answer on the nose and got in a plug for Brooklyn as the world's largest manufacturing city. . . . Phil Bogin is in Texas, while Hymie Rosenberg and Leon Berman take care of the demand they are getting for supplies at their Nysco headquarters. . . . F. H. (Chippy) Maltz reports his firm's new idea going over big. "Operators interested in getting the best tone from their music equipment should drop in at the General Audio Company," he says. . . . Mike Chance reports that the Dugrenier factories in Harverhill, Mass., are working hard in an effort to catch up on the orders. He says the machines are selling faster than at any time in the firm's history.

**AROUND THE TOWN . . .**  
The business boom finds factories still behind in orders but well on their way toward catching up. Tri-Way Products Company, Inc., reports it is over 300 orders behind and the factory is working double-shift to catch up on orders for Ultratone and Illumitone speaker-baffles. . . . Willie (Little Napoleon) Blatt is enthusiastic about his new appointment as district manager for the Buckley Music System in the metropolitan New York territory. "Just watch me go," says Willie. . . . Bert Lane is back at his desk at Seaboard Sales after a short visit to Florida with Mrs. Lane. Sanford Warner handled the office during Bert's absence.

Murray Simon and Jack Semel hard at work at Savoy Vending Company's headquarters plugging Chicago Coin's Sport Parade. Al Simon still away on his honeymoon, and the boys suspect he's having a great time. . . . Bill Alberg invites coinmen to drop in at the Brooklyn Amusement Machine Company to inspect the new Evans' Tommy Gun. "Bring your money with you," Bill says. . . . Tony Gasparro is back at Weston Distributors, Inc., after a trip back from Arizona via Chicago. With Tony back on the job, Ben Becker is again on the road. . . . Nat Cohn, of Modern Vending, reports that Jerry Plum, formerly of AMI, is making a good-will tour thru Connecticut for Modern and will establish headquarters in Hartford, Conn., soon. Jerry will feature the Seeburg line for Modern at Hartford.

Earle C. Backe is enthusiastic over the prospects for the Rotor-Table games, which he has just taken over. Earle believes they will open up a new field

for operators. . . . Bill Rabkin, of International Mutoscope Reel, advises that his firm is unable to stop production of Sky Fighters thus holding to a minimum the production schedule on their other big hits, Drive-Mobile and Ace Bomber. . . . Joe Hirsch in conference at Mike Munves'. . . . Dave Simon and the boys at Simon Sales busy on promotion plans for the new Keeney game, Velvet. Dave says operators will find there's velvet in Velvet. . . . Marvin Liebowitz, strolling down coin row, stops in at Joe Fishman's to say "hello." . . . Mike Munves finding that even after breaking thru the wall to the next store, his Tenth Avenue showplace is still too small. . . . Hymie Budin reports he is going to town on Stoner's new game, Sparky. "The operators' rush wires in here and clean us out the first day an ad appears in *The Billboard*," Hymie declares.

**JERSEY JOTTINGS . . .**  
Al S. Cohen, of Asco, reports that the firm's counter game business has jumped to new highs and threatens to eclipse the sales they are making on vending machines. . . . Dave Stern, of Royal Distributors, Elizabeth, reports the firm's route has jumped to new collection highs. . . . Business generally good in Jersey, with all coinmen happy. . . . Moe Tarlow, of Elizabeth, has a new secret involving charcoal, which may revolutionize a lot of things. Tarlow is an operator in Elizabeth. . . . Barney (Sugy) Sugerman, of Music Systems of N. J., Inc., says the firm has appointed many new distributors thruout its territory and that installations of the Buckley Music System are going forward so fast that the factory is unable to keep up with orders. . . . Irv Morris, of the George Ponsler Company, Newark, says Allied is going to town in a big way. Morris claims the Ponsler firm is working hard to supply the huge demand for Carrollized used machines to firms all over the country.

**FROM HERE AND THERE . . .**  
Irv Blumenfeld, of General Vending Service Company, Baltimore, jubilantly reports that if business gets better they will have to triple their present space and possibly purchase a few warehouses. . . . Mike Bond reports from Boston that the Buckley Victory Party staged by the Bond Sales Company at Hotel Brunswick, Boston, last Sunday (16) was a huge success. Mike thanks the boys for coming over. . . . Roy McGinnis, of Baltimore, says his firm is working harder than ever in an attempt to satisfy customers' demands. Roy's right-hand man, Earle Lipe, is kept on the job constantly. . . . Lew (Leader) London, of Leader Sales Company, Reading, Pa., says he is getting back into action in a big way after his successful party which is still the talk of operators in his section. "All I want is for the manufacturers to keep sending me hits," Lew says. . . . Johnny Fuller, of Universal Vendors, Albany, maintains that remote-control music is the answer to any operator's prayers. Johnny believes his firm will be working harder this year than ever before, making installations. . . . Al Schlesinger, of Square Amusement Company, Poughkeepsie and Albany, says his firm is hard at work with new products. . . . M. L. Gray, of Gray Vending Sales Company, is telling about a 1-cent ciga-

rette vender which he believes will be one of the biggest numbers on the market soon. . . . Joe Ash of Active Amusement Machines Corporation, Philadelphia, is out after more reconditioned machines. . . . Art Nyberg, of Calvert Novelty Company, says his firm is going ahead at top speed, and that Bally leads all the way in his territory.

**OFF THE CUFF . . .**  
Irving Mitchell is the proud possessor of a big batch of testimonial letters from satisfied customers. But what Mitch prizes most are the orders that come in from some of the country's leading jobbers and operators requesting certain machines without even questioning price. . . . George Ponsler and Jack Mitnick have been running wild getting set for the Packard showing at the Hotel New Yorker February 25 and 26. Homer E. Capehart and his Eastern man, Rudy Greenbaum, will be an hand to help demonstrate the Packard music machine equipment.

**Philadelphia**

PHILADELPHIA, Feb. 22.—A number of amusement machine men attended the ceremonies at Lorraine Hotel last Sunday (16) when Bernie Klein, of Premier Music Company, married Anna Stein. The newlyweds left for a New York honeymoon.

Sammy Kaye, the swing and sway maestro, in town last week for a theater engagement at the Earle Theater, paid an impromptu visit to High Point Amusement Company with Eddie Heller, record promotion head for Raymond Rosen Company, local Victor-Bluebird distributor.

Music machine operators down Wilmington, Del., way thought that Ray Eberle, vocalist with Glenn Miller, was dropping in on them when Eddie Hughes, new representative for Raymond Rosen Company, local Victor-Bluebird distributor, called on them last week. Eddie is a look-alike for the famous vocalist, and curiously enough, Eddie made his calls with a batch of Miller platters under each arm.

Lyllon Abramson, Gertrude Abramson, and Aurra Abramson have disbanded their American Cigarette Service, according to the petition filed in local Common Pleas Court.

Bernie Berger, formerly serviceman with Red Margolis, has been made head of Harry Stern's Major Music Company. Bernie is practicing up on the singing of *Yes, Sir, That's My Baby* to be prepared for the expected June arrival of a little serviceman as a stork special. Harry Stern, Major proprietor, is enlarging and has selected new quarters at Fifth and Poplar Streets, with the housewarming party coinciding with the Easter egg season.



**MASTERCRAFT PADDED COVERS**

FOR AUTOMATIC COIN PHONOGRAPHS  
For Every Make and Size Machine  
No. 4 Adjustable Pad—Accommodates all makes and sizes **\$10.50 each**  
No. 30 Adjustable Carrying Harness—Accommodates all makes and sizes **\$6.50 each**  
8" 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.**  
Inc. 1921  
3815-3825 Cortland St., Chicago, Ill.



REGARDLESS OF INTERIOR DECORATIVE SCHEME, Keeney's wall boxes for remote-control music selection harmonize, declare Keeney officials. Installation has resulted in increase of revenue, according to Century Music Company, Chicago operating firm.

**CLEARANCE BARGAINS**

WE OFFER **150-616 WURLITZERS**

In Good Condition, Fully Guaranteed at Rock- **\$37.50** For Lots of Ten  
Bottom Rate of. . . .

**\$42.50** If Sold Singly!

Take Advantage Immediately and Contact

**Chippewa Amusement Co.**

886 MAIN ST., BUFFALO, N. Y.



# White House Acknowledges Coinman's Defense Resolution

LOS ANGELES, Feb. 22.—Jean Armand, assistant adjutant of a Los Angeles American Legion Post, has released a letter from the White House which acknowledges a resolution prepared by Samuel (Curly) Robinson, managing director of the Associated Operators of Los Angeles, Inc.

Robinson sent the resolution to association members stressing the fact that members were ever at the services of the United States, and reaffirming faith in the United States in its program of national defense.

Armand, assistant adjutant of the Legion post of which Robinson is a member, forwarded the resolution to the President and received the following reply:

THE WHITE HOUSE  
Washington

Dear Mr. Armand:

This acknowledges your letter and I desire to thank you, in the President's name, for your action in forwarding to him copy of the resolution sent to his members by Mr. Samuel Robinson, managing director Associated Operators of Los Angeles, Inc.

Permit me to assure you and Mr. Robinson that the pledge which resolution gives to lend energies, aid and support to the government of the United States in its program of national defense, and the pledge of individual services to that end, is deeply appreciated. Such an exemplification of true Americanism gives the President strength and courage.

Very sincerely yours,  
(Signed) STEPHEN EARLY,  
Secretary to the President.

Mr. Jean Armand  
Assistant Adjutant  
Los Angeles Post No. 8, American Legion  
800 Patriotic Hall  
1816 South Figueroa Street  
Los Angeles.

## New Orleans

NEW ORLEANS, Feb. 22.—Pin game operators of the Crescent City area will enjoy this Mardi Gras Day (25) more than in many years. If things run as expected, it will be a red letter day. Phonograph operators are rushed to capacity as the holiday throngs demand every available piece of equipment to give them music to befit the carnival spirit.

Practically every member of the local music operators' association has signified his intention to join in a co-operative system of wired music via telephone with headquarters to be established for approximately 30 downtown locations in the Masonic Temple Building. The outlay should be in use by the time this is read, with Andy Monte and Dan Cohen due much credit for their leadership in the project. The ops have purchased their equipment from Rock-Ola thru the Louisiana Amusement Company here and have engaged the services of Mr. M. Smith, of the local Bell system force, to direct the work of seven girls. The new third-dimensional "shell" of Rock-Ola was reported by the ops as ideal for their needs. Those in the deal will prorate expenses.

The demand for Wurlitzer phonographs, all models for 1941, continues to surpass the supply, J. H. Peres, head of the J. H. Peres Amusement Company, reports. The Peres company has already disposed of its fifth car of new Wurlitzers and has a backlog of orders on its files for deferred deliveries. Charles Wicker, general manager of the Peres company, has moved into his new home in Park Row.

Johnny Masset, leading pin and bell operator of Metairie, fast-growing New Orleans suburb, has recently proved his ability as an organizer. Boasting of 50 new members in its first month in existence, the Metairie Lions recently had a 100 per cent attendance at a meeting. In addition to Masset as its president, the club has local *Billboard* correspondent as its secretary-treasurer. Two other members are also music and pin game operators.

With the return of bells and pin games to Metairie and other adjoining communities of Orleans Parish, operators report the best business in years. Restaurant and cafe operators express joy over the return of the machines as a great stimulator for business.

The New Orleans Novelty Company, with four floors to use, has plenty of room at its new headquarters at 115 Magazine Street. The firm has taken on a full line of latest equipment.

Phonograph record distributors in New Orleans report a record-breaking Jan-

uary. Hugh Smith, in charge of record sales for Electrical Supply Company, RCA-Victor distributor in this territory, finds his stock persistently broken, despite the firm's steady increase in orders to the factory for popular Victor and Bluebird disks. Ernie Oertle, head of the Southern Music Sales Company, Columbia-Okeh and J. P. Seeburg phonograph distributor, is moving his week into larger and more convenient quarters at 727 Poydras Street and hopes to be able to find more room to build up his stock to meet the ever-increasing demand from phonograph operators and home users of records. R. N. McCormick, Southern sales manager for Decca Distributing Corporation, looks for 1941 to set a record that will smash the peak just set by his territory in 1940.

Tom Best, factory service attache of the R. Wurlitzer Company, North Tonawanda, N. Y., is back in town to help teach phonograph men the final points in caring for Wurlitzers. Al Mendez, district sales manager for Wurlitzer, is back for the Mardi Gras holidays after a successful trip thru Mississippi, East Tennessee, Alabama, and Southeast Louisiana.

One of Houston's policemen drew a three-day suspension last week for playing a pin game while he left his automobile parked in front of a truck zone. A day-and-a-half suspension for each offense?

Reorganization of the local coin-venders' association is in the making.



LANNY ROSS AND DINAH SHORE, recording artists, try the Panoram made by Mills. Taken at a New York showing at the Waldorf-Astoria.

I'M GLAD  
SOMEBODY  
TOLD ME!



You better take a tip from me, brother, buy wall boxes from Keeney who is the maker of the largest and only complete line of adapters. They're tailor fitted to each and every make and model phonograph and to Keeney Wall Boxes.

KEENEY'S

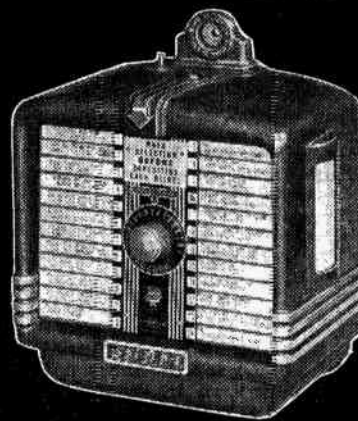
WALL BOXES

UP PROFITS  
300 to 700%  
From averages from over  
100 ops. reporting.

J. H. KEENEY & CO.

"The House That Jack Built"

6630 S. Ashland Avenue • Chicago



## RECONDITIONED PHONOGRAPHS AT LOWEST PRICES!!

Wurlitzer 500 .....	\$139.50	Mills '38 Throno of Musio, Like New .....	\$129.50	Rockola 16 Rec. Imperial	\$35.00
Wurlitzer 600 with Keyboard .....	135.00	Mills Do-Re-Mi, Swing King or Zephyr .....	25.00	Rockola Ten Pins .....	49.50
Wurlitzer 600 .....	125.00	Seeburg Classio .....	159.50	Bally Alley .....	29.50
Wurlitzer 24 .....	79.50	Seeburg Plaza .....	145.00	Royal Flush .....	79.50
Wurlitzer 716 or 616 .....	39.50	Seeburg Regal .....	115.00	Remote Control with any of the above Seeburg or Wurlitzer machines — Write for Price!	
With Light Up Grille .....	44.50	Seeburg Gem .....	105.00	Terms: 1/3 with orders, Bal. C. O. D. (Outside U. S. A.) Full Cash with Order.	
Wurlitzer 412 .....	32.50	Rockola '38 DeLuxe .....	135.00		
With Light Up Grille .....	35.00	Rockola '38 Standard .....	125.00		
Wurlitzer P-12 .....	22.50	Rockola 12 Record .....	22.50		
Counter Model 71 with Stand .....	149.50				

SEEBURG FACTORY DISTRIBUTORS  
DAVIS SALES CO., 105 LEXINGTON AVE., SYRACUSE, N. Y.

A complete report of the new set-up and change in officers and directors is forthcoming.

Andy Monte, head of the A. M. Amusement Company, announces his appointment as distributor here for International Mutoscope's new Ace Bomber guns

and Drive-Mobiles. Monte expects first samples for display this coming week. He went to New York recently to complete arrangements for his new line of equipment and is optimistic over prospects.

F. W. King, of the C. & N. Sales Company, is in North and Central Louisiana this week.

## WANTED MUSIC SERVICE MEN!

EXPERIENCED SERVICE MEN WANTED ON ALL MAKES OF AUTOMATIC PHONOGRAPHS AND REMOTE CONTROL SYSTEMS. ONLY EXPERIENCED MEN NEED APPLY. STATE AGE, EXPERIENCE AND SALARY EXPECTED. ALL CORRESPONDENCE KEPT STRICTLY CONFIDENTIAL.

GEORGE PONSER CO.  
519 W. 47TH STREET, NEW YORK

WANTED ALL  
USED PHONOGRAPH RECORDS  
Highest Cash Prices Paid

MODERN MUSIC CO.  
3730 Woodward Ave., DETROIT, MICH.

# Talent and Tunes On Music Machines

A COLUMN FOR PHONOGRAPH OPERATORS

By HAROLD HUMPHREY

## News Notes

Big news of the week was the kiss-and-make-up scene enacted Wednesday (19) between the government and ASCAP. Of course, this still does not mean a quick burying of the hatchet by ASCAP and BMI, but merely that the government has told each group to get together on some kind of basis agreeable to all involved. Many weeks may pass before BMI and ASCAP shake hands, but the way things are shaping up now it is a fairly safe prophesy that music consumers and listeners will ultimately be real gainers as a result of the keen competition between the two music groups in the future.

Paramount has just purchased "Cupid With a Beard" for Bing Crosby. He will be cast as a Caribbean vagabond, and the result should be a flock of new recordings for the phonographs. . . . Hillbilly composer Jimmy Davis is in New York doing a series of records for Decca. Jimmy is from Shreveport, La., where he holds the position of commissioner of public safety. . . . A rich harvest should be reaped by operators from Columbia's coming musical, "Show Business." Sammy Cahn and Saul Chaplin have authored seven tunes for it: "Did Anyone Ever Tell You?," "Boogie Woogie Man," "Time Out for Music," "A' Twiddlin' My Thumbs," "Shows How Wrong a Gal Can Be," "Obviously the Gentleman Prefers To Dance," and "As If You Didn't Know."

## Latest BMI Hit

THRU sheer repetition on the air, the ballad, *I Give You My Word*, is now almost a must for the music machines. Tune was written by band leader Al Kavelin and recorded by him on Columbia's Okeh label. One thing BMI has done to the music world is this opening up of the song field to orchestra leaders and musicians. Stumped for non-ASCAP music for their radio performances, the bands have had to draw upon their own talent to rehabilitate the music libraries. In the case of *I Give You My Word*, however, Kavelin had written the words a long time ago, but set them to music when BMI took over the radio scene.

## This and That

When the Ink Spots recorded their newest one, "Please Take a Letter, Miss Brown," it was just an impromptu session and the ditty was sung just as a gag. But the recording apparatus was set anyway, and it turned out so well that Decca decided to press it. No rehearsal, and all done in just five minutes. Genius, it's

marvelous! . . . "That Night in Rio," 20th Century-Fox's new movie, is out and operators should watch the effect on the tunes sung in the picture which already have been recorded. They are: "I Yi, Yi, Yi, Yi," "Chica, Chica, Boom, Chic," "Boa Noite," and "They Met in Rio." . . . Tommy Dorsey already has recorded "Dolores" and "I Tried," the tunes he features in his movie, "Las Vegas Nights." . . . Phonograph servicemen should just love to write title slips for this new BMI tune—it's called "I Got the Raspberry on Blueberry Hill From a Strawberry Blonde!" . . . Cab Calloway has been renewed for another year at Columbia. . . . Jimmie Lunceford begins recording on his new Decca contract March 26. . . . Bob Crosby is set for another picture titled "Rookies on Parade."

## Territorial Favorites

FOLLOWING is a list of reports from operators in various sections of the country who have mentioned artists and records as local favorites, in addition to the national leaders listed in the Record Buying Guide:

**NEW YORK:**  
Does Your Mother Come From Ireland?  
Bing Crosby.

Here is an example of the potential success of Decca's policy of recording Crosby on old, standard favorite ballads. New York operators mention it as a strong possibility, and no doubt it is sure to rise in the machines with Crosby and the Irish plugging it, not to mention St. Patrick's Day coming up March 17.

**CHICAGO:**  
It Makes No Difference Now. Bing Crosby. When You Wore a Tulip. Tiny Hill.

Two standard oldies already have made their appearance on the music machine horizon in this area. The first will no doubt soon have an even much wider popularity than just Chicago. In Chicago, Tiny Hill is bought by many operators for name only, so this old favorite is probably set to hit many Chi machines in the near future, as the buying has already started.

**LITTLE ROCK, ARK.:**  
Summit Ridge Drive. Artie Shaw.  
This hot swing number recorded some time ago by Shaw and his sextet, the Grammercy Five, is on the upgrade in the Arkansas hills. It seems that despite the lapse of new Shaw stuff during the maestro's recent retirement period, none of his popularity has been lost. This par-



THE HEARTY LAUGH OF ED WOODFIN (right), Southland Rock-Ola distributor, is attributed to a statement that the Rock-Ola ToneColumn is something even an Eskimo would make room for in his igloo. The scene is laid in Woodfin's Atlanta display room during a showing of 1941 Rock-Ola equipment. With Woodfin are a group of operators.

ticular waxing is a Shaw original, and should do well indefinitely in spots where swing-loving youths congregate.

**PORTLAND, ORE.:**  
Beer Barrel Polka. Will Glahe.

If there should be any doubt about this classic being a standard hit, here is news to dispel it. Portland operators are re-buying on the Glahe disk, putting 'em on the machines and reporting activity from the nickel end. Altho many an ear is bent from listening to it in the past, it stands to reason that after a respectable time elapse it can be brought back with success, and here is an example.

**WINNIPEG, MAN., CAN.:**  
Till the Lights of London. Charlie Barnet.

Altho there has been no rush of buying for this one in the U. S., there is certainly no mystery as to why Canadian operators are unlocking their phonographs to slide it into the tray. Timeliness and the subject are naturals for this record in these parts, and all operators should be alert to other angles containing these elements.

**INDIANAPOLIS:**  
Mister, Stop Kissing My Sister. Fats Waller.

It's a fairly well-accepted fact by now that there are many locations which have a standing order with their operator for all new Fats Waller editions. Many of them become hits nationally, but those that don't are still good for a nice play in those spots which have dyed-in-the-wool Waller fans. Such is the case in Indianapolis, where this new Waller recording is doing a business.

## Radio's Leading Songs

HERE is a comparative list of 10 songs broadcast most often during the week ended February 21 and the week before, ended February 14. The songs are those heard over the networks and leading New York stations based on information supplied by Accurate Reporting Service.

- This Week
- 1.—You Walk By
  - 2.—I Hear a Rhapsody
  - 3.—It All Comes Back to Me Now
  - 4.—High on a Windy Hill
  - 5.—Tonight
  - 6.—So You're the One
  - 7.—Keep an Eye on Your Heart
  - 8.—Frenesi
  - 9.—There's Be Some Changes Made
  - 10.—I Give You My Word

## Detroit

DETROIT, Feb. 22.—Joe Reich, who operated a jobbing business in Detroit up until a few months ago, has bought a hotel in Miami.

Max Moore, Detroit operator, has just returned from Florida, while Ben J. Mar-

shall, jobber, is in Florida for several weeks.

E. C. Bourden, former president of the Skill Game Operators' Association, is operating a bowling alley in Northwestern Detroit. Henry C. Lemke, well-known jobber, is planning to enter the bowling field as a sideline.

United Music Operators of Michigan at their regular meeting laid plans for a big St. Patrick's Day party. President James Ashley is heading the committee, assisted by John Baker, Chris Hornbeck, James Passanante, Harry Sarvis, Harry Stahl, and Ken Murray, of the Marquette Music Company. All Michigan coin machine men are invited. Date is March 17, with the spot yet to be selected.

James Ashley, American Music Company, reports a steadily growing demand for Buckley Music System installations around Detroit.

Philip Berman, who has been operating music machines under his own name the past several months, is opening a new store on Fenkell Avenue under the name of the Ross Music Company. He will operate a general record store in addition to the regular phonograph line. His brother, Louis, with whom he was formerly a partner in the old Champion Automatic Music Company, is operating the Capitol Music Company.

Don Kelse, manager of the Michigan Phonovision Distributors, has been spending the week at the home office of the company in New York.

Joseph A. Rosenberger and Samuel Pearlstein, operating the New Era Sales Machine Company, manufacturing a new novelty vender, have moved headquarters of the company to Florida.

## Fort Worth

FORT WORTH, Tex., Feb. 22.—Fort Worth operators are wishing Mike Ackman and his new Houston business, Sun Amusement Company, success. Mike recently opened at 513 Dallas Avenue there. His partner is Mr. Duncan, another well-known Texas coinman.

Operators are getting their hair combed back preparatory to taking care of the large volume of business that will be in evidence during the Southwest Fat Stock Show and Rodeo opening March 7. The event brings thousands of visitors to the city.

Groetchen's new game, Pike's Peak, is taking hold in this area and a number of units are now on location. Earl Reynolds, Dallas, is State distributor.

Mr. and Mrs. Bob Martin are proud parents of a boy. Martin operates phonographs and counter games.



SNAPPED AT THE BOND SALES "Victory Party" at Hotel Brunswick, Boston, February 16: (1) Mrs. Edgar Trepanier, Mrs. Fallon, Edgar Trepanier, Lawrence Trepanier. (2) Part of the crowd being served in the Brunswick's banquet room. (3) Mr. and Mrs. Rosello and Mr. and Mrs. Sarubi. (4) Mr. and Mrs. J. Balooni, Mr. and Mrs. Sarno, and Lucas Levine.

# 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)

**BENNY GOODMAN (Columbia 35937)**  
*I Hear a Rhapsody*—FT; VC. *I Left My Heart in Your Hand*—FT; VC.

The edge has been taken off the general appeal of *Rhapsody* by now due to innumerable renditions of it—in fact, the song is now capable of arousing homicidal instincts in a good many people, as are all hit tunes that have hit too well—and Goodman's late arrival disk of it isn't calculated to revive waning interest, except among Benny's addicts. Good, solid, and musically excellent as to beat and instrumentation, it still lacks any vital spark to make it outstanding, either by itself or among the plethora of other *Rhapsody* waxings. Helen Forrest does her usual fine vocal job on both sides, and Goodman's clarinet sets the pace on the B side.

**RUSS MORGAN (Decca 3606)**  
*The Last Time I Saw Paris*—FT; VC. *Dolores*—FT; VC.

When Morgan is at his best he can make recordings that for listenability stack up with any of them. Not listenability in the sense of complicated, complex musical somersaults, but from the standpoint of smooth, ear-caressing rhythms and melodies. He's at his best here, and as a result *Paris* is given the soft, thoughtful treatment it deserves, the strings prominent in an effortless arrangement, and Morgan doing an understanding job on the words. The reverse is likewise slow and easy, the inherent lilt of the tune aiding a very nice interpretation of it.

**JUDY GARLAND (Decca 3604)**  
*It's a Great Day for the Irish*—V. *A Pretty Girl Milking Her Cow*—V.

Miss Garland's admirers have in this double a more or less permanent perpetuation of two numbers she does in her Metro movie, *Little Nellie Kelly*. First side is ordinary, combining a martial spirit, only fair lyrics, and Judy's stylized singing (this time slightly smothered in a recurrent Irish brogue that has a bit of difficulty in ringing true) in a song that is extremely pedestrian. Plattermate has much more to it, the slow and pseudo dramatic verse contrasting well with the humorous patter of the chorus, delivered in a swingy and amusing fashion by the young pic star.

**JOE REICHMAN (Victor 27333)**  
*I'm Always Chasing Rainbows*—FT; VC. *Keep an Eye on Your Heart*—FT; VC.

Reichman's second recording on this label maintains the nice standard established by his first of a week ago. His full, rippling piano still occupies the center of the stage, which is as it should be, since it is the ork's main asset. These sides have another advantage in the form of an unusually fine beat for a band that is styled for smart hotel rooms rather than geared for solid swing. Slow and relaxed on side A and bright and exceedingly danceable on the reverse, the rhythm is admirable, and with Reichman's piano over and behind both arrangements, listenability is on a high plane. Marion Shaw is better on both vocals than on the first disk from this crew, but she's the weakest link in the whole structure.

**MITCHELL AYRES (Bluebird B-11046)**  
*You're a Lucky Fellow, Mr. Smith*—FT; VC. *Boogie-Woogie Bugle Boy*—FT; VC.

This Ayres coupling of two of the *Buck Privates* songs is curious in that it's excellent when the band holds forth musically, but a little hard to take in its vocal portions. The scoring and rhythm of the first half-chorus on the A side is out of the topmost drawer, but the introduction of Mary Ann Mercer and Tommy Taylor, plus ensemble warbling, to the proceedings brings an immediate letdown, which unfortunately carries thru most of the side. Miss Mercer is out of her element on anything but a ballad, and the genuine humor of lyrics such as in both these songs is apparently beyond Taylor's ken. This vocalist can also sing a nice ballad, but he lacks the personality for the proper projection of tunes like these. The eight-beat tempo on side B is excellent, as is every bit of the playing on both sides (notably a solo trumpet on the second), and it's too bad that the vocal parts couldn't have stayed on the same plane.

**GENE KRUPA (Okeh 6009)**  
*Who*—FT. *Full Dress Hop*—FT.

Krupa takes the old Jerome Kern favorite from *Sunny* for a ride in the literal sense of the word, and does it well enough so that no thought of sacrilege enters the picture. Gene has a lengthy drum bit midway thru the side, and there's some nice brass work in places. *Full Dress Hop* is just another swinger, brightened up more than most of its ilk

thru yeoman piano work by Tony D'Amore, who contributes some fine playing to the opening bars.

**COUNT BASIE (Okeh 6010)**  
*Rocking the Blues*—FT. *Volcano*—FT.

The Basie pianistics start of the first side mildly, after which it really gets going, particularly in some slightly sensational trumpet passages from Buck Clayton and Ed Lewis. Reverse attempts to make use of a fox trot-rumba rhythm that adds up to a queer-sounding hybrid, and the jumbled tenor of the whole side is relieved only by the Count's customarily superior keyboard fingering.

**MARIE GREENE (Columbia 35936)**  
*Let's Steal a Tune From Offenbach*—V. *In Ch-Chi-Castanango*—V.

Miss Greene and her Merry Men (Jay Barrie, Jud Sloane, Robert Ebright, and Ray Lynn) in their own quiet way contribute some of the best group vocalizing on any record label. In two tunes from the musical show, *Meet the People*, they demonstrate again how to treat properly novelty material, which in this case happens to be well above par. *Offenbach* is slow and soft, with Miss Greene's dulcet tones taking top honors. Flip-over is an amusing welding of tune and lyric that is tricky and difficult to do well. That this group does it excellently is that much more to its credit.

**GLENN MILLER (Bluebird B-11042)**  
*You Stepped Out of a Dream*—FT; VC. *Ring, Telephone, Ring*—FT; VC.

Why Miller feels it incumbent upon him to wax every aimless ballad tune that may happen to wander into his presence is one of those minor recording mysteries. The phone company will undoubtedly like the free publicity on side B here, but a band of the superb quality of this one is wasted on this sort of puerile roudelay. Obviously, Miller (or any band like his) can't make a *Tuzedo Junction* or an *Anvil Chorus* every time he steps into a recording studio, but no outfit has waxed as many poor ballads that got no place as this band has. *Dream* at least has the distinction of being a likely hit from the forthcoming MGM *Ziegfeld Girl*, but the lack of arranging and rhythmic contrast on both sides isn't conducive to making it stand out. Such virtues as the usual Miller scoring, a good Ray Eberle-Modernaires vocal, and an effective brass finale on side A don't make up for the larger musical and commercial mistakes of no contrast and bad tune selection, committed so often by Miller.

**VAUGHN MONROE (Bluebird B-11045)**  
*My One Romance*—FT; VC. *Take It, Jackson*—FT.

Monroe harks back once again to the much-maligned Tschaikowsky for his first side here, but does it in such a way that not even the most captious classicist has a right to complain. Blending his saxes and brass intelligently, and backing them with a medium slow beat that is a strong invitation to dance without being blatant about it, this fast-rising maestro makes a highly interesting item out of this ballad adaptation. Marilyn Duke has the vocal in front of a lovely, soft reed accompaniment. The companion piece is a swing thing that provides the contrast needed on a disk for it to be a total listening success. Fine drive and a good Johnny Watson riff tune are the major ingredients of a better-than-average jump number here, with solo trumpet, tenor sax, and piano lending an admirable assist.

**ELLA FITZGERALD (Decca 3608 and 3612)**

*The One I Love*—FT; VC. *Three Little Words*—FT; VC. *Wishful Thinking*—FT; VC. *Hello Ma! I Don't It Again*—FT; VC.

All four sides follow the same pattern exactly—the format taking in a first chorus of Miss Fitzgerald's inimitable vocalizing, a middle instrumental passage, and a return to Ella for the wind-up. Which might become a bit irritating in its sameness (and which, for that matter, might have been bettered by a shifting around of vocal passage, to have the sepia songstress occupy the first or

last half of a couple of the sides, rather than the start and end of each one), except that la Fitzgerald knows how to sell a lyric as few chanteuses do. If she didn't, the unvarying pattern of these disks would really be annoying; as it is, the rigid formula only gives rise to the thought that it would have been better and just as easy to break it up differently. When the band boys get a chance, they're good, but it's Ella almost all the way.

**DICK ROBERTSON (Decca 3607)**  
*So You're the One*—FT; VC. *Go Home, Little Girl, Go Home*—W; VC.

Robertson, in addition to his own specialized brand of singing, brings a bouncy tempo and a great deal of clarinet to the BMI item on the first side here. It's essentially a lackluster, ordinary arrangement, but Robertson's popularity combined with that of the song should result in nice sales. Plattermate is another one of those unknown ditties that this singer digs up from somewhere. Some pretty fair piano is spotlighted halfway thru the side.

**FREDDIE FISHER (Decca 3493)**  
*I Ain't Nobody's Darling*—FT; VC. *New Kind of Girl With a New Kind of Love for Me*—FT; VC.

No farm in Iowa could possibly produce as much corn in three years as Fisher crams into three minutes of one of his arrangements. However, the enjoyable part of the Schinckelfritz outfit's output is that it's all in fun, and isn't meant to be taken seriously. Solos are exceedingly amusing and contain a certain musical interest in the excellent technique with which they're dispatched. Both sides here produce the weirdest instrumental sounds, but they make entertaining listening except for dyed-in-the-jive swing experts to whom this sort of thing is anathema.

**BARRY WOOD (Victor 27334)**  
*You Stepped Out of a Dream*—V. *Too Beautiful To Last*—V.

Wood's baritone is a guarantee of superior delineation of any song he says, and these two ballads from *Ziegfeld Girl* are no exceptions. The romantic song story on side B was co-authored by Ruth Lowe, of *I'll Never Smile Again* renown, which is the only distinction the

number possesses. Barry has a way, however, with even undistinguished songs, and his work here is typically excellent. Both sides are in dance tempo, with nice instrumental backing.

**HORACE HEIDT (Columbia 35934)**  
*Etude*—FT. *Fantasy Impromptu*—FT.

The Musical Knights go to Chopin for their inspiration this time, and produce a couple of dance arrangements of two of that classical composer's better known works that are basically weak and lifeless. *Fantasy Impromptu* is the composition that sired *I'm Forever Blowing Bubbles*, and therefore is better suited to rhythmic interpretation. Reverse starts promisingly with a light first chorus, but its pattern becomes sprawling and dull before long. The *Bubbles* theme lifts side B after a formless beginning, but in toto both arrangements are devoid of sparkle or even cogent musical ideas.

**LES BROWN (Okeh 6011)**  
*Anvil Chorus*—FT. *Between Friends*—FT; VC.

Bowing to distributors' wishes, Brown tilts at windmills and waxes this aria from *Il Trovatore* in the face of Glenn Miller's smashing version of the same. And he comes off not at all badly in the light of the inevitable comparisons. This arrangement and execution haven't the vibrant drive and imagination of the Miller double-sided attack on Verdi, but Billy Rowland on piano, the trumpet section, and Les himself on tenor sax, to say nothing of the whole outfit, do an exceptionally fine job. Reverse is in a milder vein, with Doris Day continuing the ork's good work by turning in a very nice vocal. The young lady has a good voice and puts much feeling into it, making her a decided asset to this crew.

**CHICK BULLOCK (Okeh 6013)**  
*It Had To Be You*—V. *Smiles*—V.

Bullock does a couple of old favorites in a fairly effective vocal style that receives no help from orchestral backing which is definitely anemic. Usual format of first and last vocal choruses in dance time, with instrumental interludes filling in the middle chorus gaps, is followed on both sides.

**ALVINO REY (Bluebird B-11041)**  
*Nighty-Night*—FT; VC. *My Prodigal*—W; VC.

The song on the first side comes from the same mold that fashioned the old Ray Noble *Goodnight Sweetheart* and the brand-new Sammy Kaye *Until Tomorrow*, but it lacks the quality of either. Rey gives it a smooth, listenable, and danceable interpretation, with Yvonne King (of the King Sisters) and the ensemble for the lyrics. The waltz on the back is a meandering melody that has little appeal, and Alyce of the King (*See ON THE RECORDS on page 69*)



# BARRY WOOD

(CBS "YOUR HIT PARADE" VICTOR RECORDS)

- ★ BARRY'S BEST BETS ★ 27327 BOA NOITE I, YI, YI, YI
- ★ 27334 YOU STEPPED OUT OF A DREAM TOO BEAUTIFUL TO LAST

Keep your machines hummin' and the nickels comin'

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Popularity  
Paradeon VICTOR  
and  
BLUEBIRD  
RECORDS

## VICTOR "POPULAR" RELEASE NO. 412

List Price 50c

- 27338 \*Do I Worry?  
\*Little Man With a Candy Cigar  
Tommy Dorsey
- 27339 \*You Stepped Out of a Dream  
\*My Ship  
Swing and Sway with Sammy Kaye
- 27340 \*This Is News  
\*Jenny  
Leo Reisman
- 27341 \*Bogo Jo  
Open House  
Lionel Hampton and His Sextette

## BLUEBIRD "POPULAR" RELEASE NO. 318

List Price 35c

- B-11050 \*Too Beautiful To Last  
\*Corn Silk  
Freddy Martin
- B-11051 \*Afraid To Say Hello  
Gonga Del Moaxo—Gonga  
Charlie Barnet
- B-11052 \*Walkin' Thru Mockin' Bird Lane  
\*My Mother's Lullaby  
Music of Yesterday and Today  
Styled the Blue Barron Way
- B-11053 Anitra's Dance  
Elegie  
Donald Lambert, Piano Solo
- B-11054 \*Oh! Look at Me Now  
\*Dolores  
Bob Chester
- B-11055 Whatcha Know, Joe?  
Miss Otis Regrets  
The Four King Sisters, with The  
Rhythm "Reys"
- B-11056 It Had To Be You  
My Honey's Lovin' Arms  
Benny Goodman
- B-11057 Linger Awhile  
Mobile Day (Blues)  
Rex Stewart and Orchestra
- B-11058 Taboo—Afro-Cuban Rumba  
\*Do You Call That a Buddy?  
Larry Clinton's Bluebird Orchestra

## BLUEBIRD RELEASE NO. 318

## OLD FAMILIAR TUNES—List Price 35c

- B-8631 My Ma, She Told Me So  
I'm Gonna Be Long Gone  
Texas Jim Robertson
- B-8632 Weddin' in the Wildwood  
My Home on the Prairie  
Otis and Eleanor

## RACE

- B-8634 Evil Man's Blues  
Do It If You Wanna  
Hot Lips Page Trio
- B-8635 Tired of Your Reckless Ways  
It Hurts Me Too  
Tampa Red

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## Record Buying Guide

A  
TRADE  
SERVICE  
FEATURE  
OF  
The  
Billboard

An Analysis of Current Songs and Recordings  
From the Standpoint of Their Value  
to Phonograph Operators

## GOING STRONG

Recordings listed below are currently the biggest money-makers in automatic phonographs. Selections are the consensus of reports gathered each week by representatives of The Billboard from at least four leading phonograph operators in each of the 30 most important phonograph operating centers in the country. Recordings listed without an explanation are those that have appeared under this heading for one week or more and have thus become such established successes that they require no further explanation.

**Dream Valley.** (8th week) SAMMY KAYE\*, WOODY HERMAN, FRANKIE MASTERS.

**Frenee.** (7th week) ARTIE SHAW, WOODY HERMAN\*.

**I Hear a Rhapsody.** (5th week) JIMMY DORSEY\*, CHARLIE BARNET\*, AL DONAHUE\*.

**Stardust.** (4th week) TOMMY DORSEY\*, ARTIE SHAW.

**Along the Santa Fe Trail.** (3rd week) BING CROSBY, DICK JURGENS\*, SAMMY KAYE\*.

**I Give You My Word.** (2nd week) EDDY DUCHIN\*, MITCHELL AYRES\*.

## 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.

**You Walk By.** Making lengthy strides forward, this BMI song steps over a number of its competitors in this section to reach a spot from which it may well spring into the "going strong" category in another week or two. BLUE BARRON\* and TOMMY TUCKER\* still are carrying its standard forward in the majority of the country's music boxes.

**So You're the One.** Closely following on the heels of its brother BMI-er above, this rhythmic little ditty is being played in a widespread way, with operators reporting more than favorable returns on it, particularly in the HAL KEMP\* and EDDY DUCHIN\* versions. It may not make the classification at the top of this column, but it's exceedingly profitable nonetheless.

**Yes, My Darling Daughter.** If this particularly listenable song were not one of the victims of the ASCAP-radio war, there is little doubt that it would have been well in the forefront of the "going strong" picture long before this. Lack of radio plugging has held it back considerably, and is the main reason it hasn't been doing as well as it should along the phono network. GLENN MILLER\*, DINAH SHORE, and BENNY GOODMAN\* are its principal disk exponents.

**High on a Windy Hill.** This week finds another new name debuting as one of the purveyors of this BMI ballad in the automatic phonos. JIMMY DORSEY\* heads the threesome, as he has for the past couple of weeks, with SAMMY KAYE\* the newcomer following in his footsteps, and GENE KRUPA\* still around but now bringing up the rear. The song is doing okeh in the boxes, but it's short of being a world-beater thus far.

**Scrub Me Mama, With a Boogie Beat.** Going along fairly well, helped in some places by personal appearances of the ANDREWS SISTERS in local theaters around the country, this eight-beat item is manfully struggling to overcome the handicap of being a follow-upper (to *Beat Me Daddy, Eight to a Bar*), and managing to come off pretty successfully at that. The singing sisters have the only record that is popular in the most general sense.

**Tonight.** Also referred to as *Perfidia*, this exceptionally lovely Latin American melody finally starts a phono career in earnest, a career that should have begun long before this, if merit counts for anything. XAVIER CUGAT and GENE KRUPA\* have the recordings here, and those ops not already playing either one would do well to investigate the matter, because this song is non-ASCAP and therefore being plugged a good deal on national airwaves.

**New San Antonio Rose.** Not advancing too far in the past seven days, this ballad is meeting with success in some locations, but is not catching on in a widespread way as yet to indicate future greatness for it at the moment. BING CROSBY and BOB WILLS share the honors.

**There'll Be Some Changes Made.** This one goes back quite a few years, and is now in the process of a revival due to its being a part of a music catalog that does not come under the current ASCAP radio ban. With a nice swing and a catchy melody for added advantages, it's now beginning to attract nickel-droppers' attention to a goodly degree in the TED WEEMS\* and VAUGHN MONROE\* arrangements.

Songs listed below are those which have appeared in "Coming Up" for four weeks or more, and which are still being mentioned on enough reports to warrant their inclusion in the Guide, even though they most probably will never climb into "Going Strong."

**The Last Time I Saw Paris.** (8th week) Not likely to go any higher now. KATE SMITH.

## 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.

**Music Makers.** Once this gets around on the music machines, there should be no stopping it. It's a HARRY JAMES recording, and it has an infectious rhythm and melody that should prove irresistible to phono patrons. It stands out like a beacon light among the current crop of swing originals as a perfect natural for music box hitdom.

**It All Comes Back to Me Now.** The HAL KEMP\* version of this is meeting with some scattered success in various locations, and since the song is a BMI opus and therefore in a position to be radio-plugged, it's likely to attract more and more phono attention.

**May I Never Love Again.** Practically the same thing goes here, except that no particular disk of this one is indicated at the moment. But it's BMI and a fairly appealing ballad, and that may be enough to get it going along the phono highway.

**The Guy at the End of the Bar.** TINY HILL\* has a version of this novelty that is most applicable for tavern locations, as the title indicates. And quite a few locations are taking it up with satisfactory results.

\* Indicates a vocal chorus is included on this recording.

Double-meaning records are purposely omitted from this column.

IF IT'S A HIT,  
IT'S HERE!



## COLUMBIA POPULAR 79

BENNY GOODMAN

35977 You're Dangerous  
Birds of a Feather  
EDDY DUCHIN

35978 Jenny  
My Ship  
HARRY JAMES

35979 Eli-Eli  
A Little Bit of Heaven  
RAYMOND SCOTT

35980 Blues My Girl Friend  
Taught Me  
Evening Star  
THE CHARIOTEERS

35981 Between Friends  
I'll Forget  
MICHAEL LORING

35982 I Could Write a Book  
Prairie Land Lullaby



## OKEH POPULAR 188

DICK JURGENS

6058 Blue Echoes  
Corn Silk  
FRANKIE MASTERS

6059 It's Always You  
Birds of a Feather  
TOMMY TUCKER TIME

6060 You're Dangerous  
You Lucky People You  
CHARLIE SPIVAK

6061 What's Cookin'  
Hey, Sit Down, Bud  
LES BROWN

6062 Amapola  
Easy as Pie  
RAY HERBECK

6063 It's Sad, But True  
Breakfast for Two  
BILLY HOLIDAY

6064 St. Louis Blues  
Loveless Love



## OKEH HILLBILLY 188

THE PRAIRIE RAMBLERS

06053 I'll Be Back in a Year  
Old Mississippi Moon  
LULU BELLE and SCOTTY

06054 The Wampus Cat  
Whoa Back Buck  
THE HUMBARD FAMILY

06055 Driftwood  
Keep on the Firing Line  
BROWNIE MCGHEE

06056 Born for Bad Luck  
Be Good To Me  
WILLIE (BOODLE IT) RIGHT

06057 My Blues Come Down at  
Midnight  
West Texas Blues

ORDER FROM YOUR DISTRIBUTOR TODAY

COLUMBIA RECORDS  
Okeh RECORDS

## Guns -- Guns -- Guns

(Continued from page 61)

for the public to walk right in front of the gun while it is shooting, only breaking off contact with the electric eye for the moment. The idea appeals to youth even more by its amazing modernity. A gun properly mounted and a target on the wall, stand, or counter are all the equipment necessary.

### Every Man to His Taste

An interesting trait of the target development is the wide variety of guns now being marketed, something that points to long popularity, similar to that enjoyed by the pinball games. Shooting at a target seems to satisfy some deep urge in human nature.

There has come about a variety of target games that satisfy every taste, or allows one patron to choose from time to time between different types of guns. For the schoolboy, there is the penny target pistol that goes well, too, in neighborhood locations. Inexpensive to operate, it provides a thrill and is for those who like the short, simpler type of firearm.

Target ray guns, of the Shoot-the-Bull type, perhaps are for those who like to aim their own rifles.

Endless variety is possible in the types of targets, as the shooter can be a hunter stalking a deer, a farmer chasing a calf, or a guard chasing an escaping prisoner at the choice of the operator. Then the big machine gun type for the more mechanically minded and for those who want the experience of handling equipment similar to that used in actual warfare today.

Guns somehow appeal to the girls, too. Perhaps the ladies wouldn't bother to patronize a gun in a purely feminine tearoom, but they will go for them in taverns and in mixed company, perhaps to show their superiority in a typically masculine field.

### Bowling Games

Next in importance in the amusement field today come the bowling type of games. A year ago it looked as tho they might be the successor to the omnipresent pin game. Earlier types of bowling games had pins that were attached to the table by flexible connections going thru holes in the alley surface. These were unsatisfactory, largely because players felt, probably wrongly, that this connection made it harder for them to bowl over the pins.

Pool-type games are another developing field. Here control is based on different principles, perhaps more similar to the regulation pin table. One minor difficulty is that players can get in a few free plays when the location owner is busy.

The coin machines of this type are miniature machines; they are not big bowling alleys or pool tables and they are entitled to individual consideration on their own merits. Here local regulations need modernizing in some cities. Because a pool hall may draw a crowd perhaps regulations may require certain difficult restrictions, high license fees, consent of a large percentage of neighbors, and so on. These things aren't necessary for the little ma-

chine put in the neighborhood drug-store or tavern.

### What About Pin Games?

Pinball is definitely not finished—the quantities of new games being manufactured and sold daily is the very best proof of that. True, the absolute quantity has decreased considerably from its peak. Dollar volume has not decreased, largely because the list price of games has gradually increased so that games are up around the \$104.50 figure now.

The profusion of new types of games that existed in the past is not to be expected in the future. It was carried too far. Look over the more comprehensive lists of used games now on the market and see how many different models each manufacturer has brought out.

Operators still want pin games—so does the public. In some cases local restrictions have banned the games, and that is a story that requires separate treatment. Full protection of their legal rights is something operators must learn to insist upon, plus careful adherence to the law, so that they will not seek to operate tacitly just outside the law until they get caught. If the law says no cash prizes, then it is up to the operator to obey.

### The Public Will Be Amused

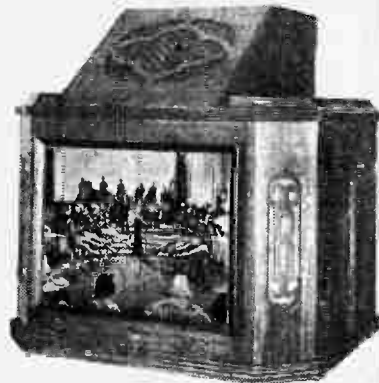
To sum up, there is plenty of room for new developments in every branch of the amusement machine field. Just because the present tendency is so strongly toward guns does not mean that there will not soon develop some important new type of game. The established types will continue to have a market for a long time, too, provided that they keep up with changes in popular taste.

One thing can be counted on—as long as we maintain our American standard of living there is going to be a big field for the games. Our public wants security—food, shelter,

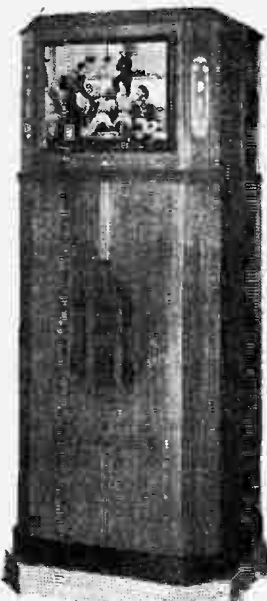
# WAIT! DON'T DECIDE until you've SEEN and HEARD

## THE REELTONE

COIN OPERATED  
SOUND  
MOTION  
PICTURES . . .



WALL MODEL



CONVERTIBLE MODEL  
Murray Hill 3-4284-5

- ### —HERE'S WHY—
- THE REELTONE CONVERTIBLE. Our Floor Model can be converted to Wall or Table Model. WEIGHS ONLY 145 LBS.
  - REMOTE COIN BOXES. Remote Volume Control. Meter registers each individual coin deposit or subjects played. Additional speakers can be attached.
  - Automatic Ventilating System.
  - Highest Entertainment Value.
  - Our Commercial Projector and Rewind features have been used for the past 16 years.

See and Hear REELTONE in Operation at our New York Studios

**REELTONE** MOVING PICTURE MACHINE CO.  
245 Fifth Ave. New York, N. Y.

clothing — first, but next comes amusement. We will spend generously for amusement in this country. Intelligently designed and properly operated games can get a fair share of the American consumer's amusement dollar—and he will give it with a smile!

## ON THE RECORDS

(Continued from page 67)

girls has much difficulty making an impression over the slow, uninspired tune and unreal wordage.

### BING CROSBY (Decca 3609)

Did Your Mother Come From Ireland?—V. Where the River Shannon Flows—V.

With St. Patrick's Day coming up, this double is the most perfect sort of natural for any music machine location in the country. Crosby is as enjoyable as ever in his delineation of the familiar lyrics on both sides, and he is aided and abetted by the King's Men, whose quartet warbling fills in now and then to make a finished, polished recording.

### CLYDE LUCAS (Columbia 35935)

She's Way Up There—FT; VC. Chinese Rumba—FT-Rumba; VC.

Two novelties that score in only one instance, the second side. The A ditty is one that has been done time and again before, and it's of a type that has been reworked until the humor is once may have had has been worn thin. It's a hillbilly satire that adds only one new touch, that of Maestro Lucas doing the calling for a simulated square dance halfway thru the side. But that isn't enough to save the number from the doldrums of unoriginality. Plattermate, however, is a really funny item, as incongruous in its interpretation as it is in its title. Lynn Lucas's "Chinese" lyrics are silly but definitely amusing, and while the whole thing is slightly mad and makes no sense whatever, it's all right listening.

### BOBBY BYRNE (Decca 3613)

You Walk By—FT; VC. Chapel in the Valley—FT; VC.

The outstanding features of this latest Byrne waxing are Jerry Wayne's highly commendable singing of both sides and the mellow tromboning of the leader. Wayne is a fairly recent addition to the

Byrne contingent, having replaced Jimmy Palmer as male vocalist, and his work on these two numbers establishes him as one of the better band warblers currently around. Arrangements on these ballads are essentially straight, with only Bobby's lovely sliphorn tone standing out.

### XAVIER CUGAT (Columbia 35933)

I Hear a Rhapsody—Beguine; VC. Maria My Own (Maria-La-O)—Bolero Rumba; VC.

Two more excellent examples of the finer interpretation given to Latin American rhythms by this orchestra. From a commercial standpoint, the Rhapsody side does not hold much promise of vast sales because of the over-playing the song has received lately, with the results pointed out earlier in this column regarding the Benny Goodman dinking of the same number. Even the undulating beguine tempo in which it's set here is not apt to make it any more enticing for people already weary of the melody. However, there's no denying the colorful, velvety performance by the brilliant Cugat strings. The latter shine equally well on the reverse, which is taken in a slow, sensuous rhythm. Vocals, by Lina Romay and Carmen Castillo on the A and B sides respectively, are up to the listening par set by the instrumental portions.

1 to 1. 20c ea — 12 to 99, 18c ea — 100 up, 16c ea

MIRACLE POINT

Nothing cheap about  
**Miracle Point Needles**  
except the price.

M. A. GERETT CORPORATION  
2943 N. 30th Street, Milwaukee, Wis.

## PHONO RECORDS WANTED

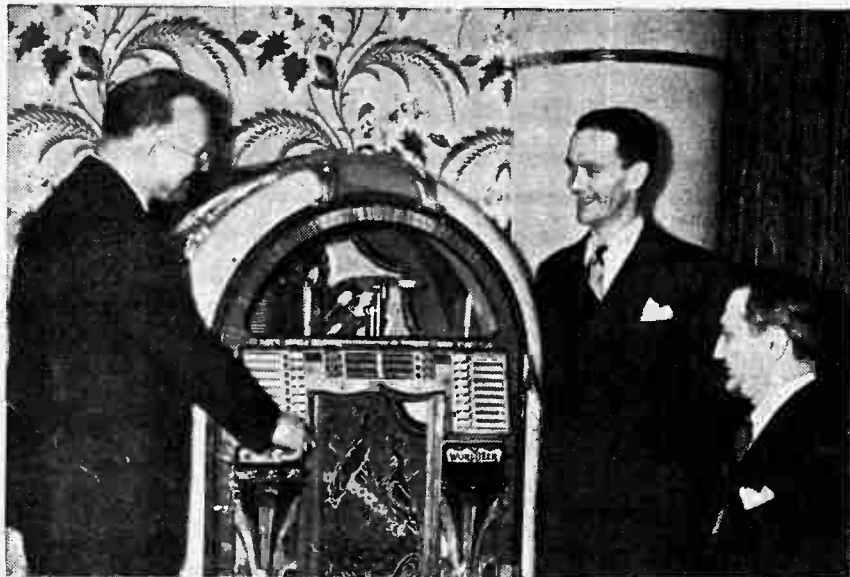
Phonograph Records wanted—any quantity. Highest prices paid. Tell us how many you have and where they are. Write Today.

CHICAGO SALVAGE STOCK STORE  
232 W. Madison St., Chicago, Ill.

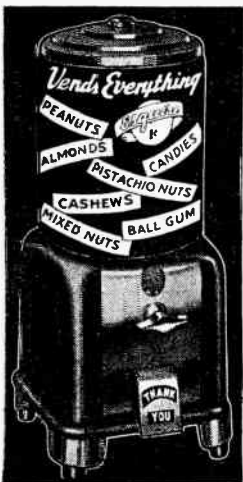
## WILL PAY CASH

\$65.00 for Wurlitzer 24, \$18.00 for Wurlitzer 12, \$45.00 for Rock-Ola Imperial 20, \$20.00 for Rock-Ola Rhythm King 12.

The Billboard, BOX D-40 Cincinnati, O.



CHICAGO SIMPLEX SALESROOMS were visited recently by Bill Carlsen (center), noted band leader. Paul M. Fuller (left) showed the phonograph which he designed to Carlsen. Art Freed (right), of Chicago Simplex, reports that Carlsen was complimentary on Wurlitzer tone and Polaroid illumination.



**ESQUIRE**

The last word in vending perfection. Truly a great vendor—it is universal—vends all types of bulk merchandise including Ball Gum and vends them accurately—no additional parts necessary.

Sample Esquire

only **\$6.95**

Each Porcelain Finish 500 Extra 1/3 cash with order, balance C. O. D. Write for complete details on Topper and Special or contact your distributor.

**WATCH FOR Roll a Pack**  
VICTOR'S NEW... PENNY PLAY...  
CIGARETTE DICE... COUNTER MACHINE...  
WITH REEL MACHINE SUSPENSE...  
1-2-3 CLICK! CLICK! CLICK! \$\$\$

**VICTOR VENDING CORP.**  
5711 W. GRAND AVENUE, CHICAGO

**SILVER KING**  
**\$5.50** Each in lots of 10

ONE OF THE 250 MODELS

5 Lb. "SILVER KING," \$6.50  
10 at \$5.50

FREE Cat. & Instructions. Write today for terms.

**SPECIAL FACTORY REBUILT**  
CENT-A-PAKS PENNYPAKS IMPS 5 BALLY BABYS } **\$8.00**  
Each 1 or 100

**TORR** 2047A-SO. 68 PHILA., PA.

**SPECIAL FACTORY REBUILT**  
CENT-A-PAKS PENNYPAKS IMPS 5 BALLY BABYS } **\$8.00**  
Each 1 or 100

**TORR** 2047A-SO. 68 PHILA., PA.

**CIGARETTE MACHINES Priced For Quick Sale**

4 Col. DuGreniers with Stand	\$ 7.50
6 Col. DuGreniers with Stand	10.00
5 Col. DuGreniers (Late Model)	20.00
7 Col. DuGreniers (Late Model)	30.00
6-28 Nationals (Late Model)	22.50

(All with Slug ejectors and set to operate at 15¢ or 20¢)

5 Col. Gorrettas with Stand	10.00
7 Col. Gorrettas with Stand	15.00

1/3 With Order, Balance C. O. D.

**CONSUMERS CIGARETTE SERVICE**  
14706 Superior, CLEVELAND, OHIO

**VENDORS**  
Five for Only \$11.75  
Less in Quantity Lots. Literature on Request.

**DAVIS METAL FIXTURE CO.**  
LANSING, MICH.

**"BARGAIN BUYS"**  
ALL MACHINES IN A1 CONDITION

Northwestern DeLux, 1 & 5	\$8.95
WRIGLEY 1c Gum, All Chrome, 6 Col.	5.95
ADAMS 1c Gum DuGrenier, 4 Col.	6.95
SHIPMAN 1c Hershey, 2 Col., Like New	8.95

Machines Wanted All Types.  
**MIDWAY VENDING MACHINE CO.**  
432B W. 42nd St., New York City



**Unfair Competition Scored in Decision By Minnesota Court**

ST. PAUL, Feb. 22.—Cigarettes, or whatever the commodity might be, cannot be segregated from the rest of a business in determining the cost of doing business on that particular item. This was a decision handed down by the Supreme Court in the matter of McFadden-Lambert Company vs. the Winston-Newall Company, wholesaler.

Commenting on the decision, an executive secretary of the Minneapolis Candy and Tobacco Jobbers' Association pointed out to the trade that "this very sweeping decision will be extremely important to us when compelling a violator to prove he has not been selling below cost. In all prima facie cases the violator has the burden. With an average cost of doing business at, we'll say, approximately from 3 to 6 per cent, it will be very difficult for anyone to prove he did not sell below cost when selling cigarettes in the neighborhood of a 2 per cent margin.

"Another important point in the decision is the fact that whenever there is an issue presented as to whether or not anyone might be selling below cost to injure competition, the court may, in exercising its discretion, issue a temporary restraining order pending the outcome of the trial. It was from this order that the defendant in our case appealed.

"To date the defendant has not expressed an expression as to whether he wishes to have the order served permanently or to proceed with the trial, which had been previously set for February 3."

**Reliable Appointed By Victor Vending**

CHICAGO, Feb. 22.—Reliable Vending & Nut Supply Company, Los Angeles, has been appointed exclusive distributor for Victor Vending Corporation in California, Washington, and Oregon, it has been announced by Harold Schaeff, head of the Victor concern.

"We have been doing business with Reliable Vending for many years and look forward to this new arrangement, which is certain to prove mutually advantageous," said Schaeff.

**Cigarette Industry Is Sixth Largest**

WASHINGTON, Feb. 22.—The cigarette industry ranks sixth in the value of its products and 63d in the number of wage earners it employs, while the cigar manufacturing industry is in 79th place with respect to the value of its products and 32d in employment, according to a grading just made public by the Department of Commerce, based on its Census of Manufacturers for 1939.

**Information, Please**

CHICAGO, Feb. 22.—Published recently was a list of quiz questions tossed to some of the best brains in the tobacco industry at the NATD convention in Chicago. While the tobacco men were able to answer most of the questions, it is reported that the following question and answer was an eye opener for many.

The question which interested members of the coin machine industry was: "What is the approximate percentage of cigarettes sold thru cigarette vending machines?"

The answer: Ten per cent. According to a recent survey, there are approximately 150,000 cigarette vendors averaging 20 packs or 400 cigarettes per day, or a total in a 300-day year of 18,000,000 cigarettes, which is one-tenth of the total production of cigarettes a year.

ment of Commerce, based on its Census of Manufacturers for 1939.

The 35 cigarette manufacturing establishments employ 27,426 wage earners and turn out \$1,037,747,517 worth of products. The 598 cigar establishments doing an annual volume of \$5,000 a year or more employ 50,897 wage earners, who produce \$160,754,424 worth of goods.

The automobile industry ranks first both in number of wage earners employed and in value of output.

**Robbins Offers Double Value Scale**

BROOKLYN, Feb. 22.—"For a steady income the Free Weight Scale, which gives your weight free with each purchase of a stick of Adams gum, seems like one of the best propositions ever conceived for operators," declares Dave Robbins, head of D. Robbins & Company, Brooklyn.

"The gum machine is slug proof and holds 300 sticks of Adams gum. The gum machine is mounted on top of the scale and when a penny is inserted the gum is vended and then the penny continues down into the scale, giving the customer a free weigh.

"Many of the scales are being profitably operated in New York," Robbins claims. "They have been in operation for more than a year and income on the scales has been consistently good."

**Puerto Rico Cig Imports Hit Peak**

WASHINGTON, Feb. 22.—Sales of United States-made cigarettes to Puerto Rico during 1940 broke all records for the fourth consecutive year, according to a statement by the Puerto Rican Trade Council.

Island purchased 857,000,000 cigarettes during the year, an increase of 1 per cent over 1939, the council stated, pointing out that Puerto Rico ranked second as a market for cigarettes sold outside the United States mainland.

Territory's preference for United States cigarettes has increased rapidly, having doubled in the last 10 years, the report stated.

Continued increases are attributed largely to federal spending for relief, housing, and defense bases, inasmuch as income from Puerto Rican industries has been curtailed by sugar quotas and the wage-hour bill.

Puerto Rico's purchases of all goods from continental United States during the year were valued at \$103,980,000, an increase of 20 per cent, the council reported.

**Collect 184 Millions Cig Tax in Virginia**

RICHMOND, Va., Feb. 22.—Taxes collected in Virginia during the calendar year 1940 totaled \$184,283,604.65, as compared with \$169,788,717.51 in 1939.

The revenue act of 1940 increased the rates on large cigarettes from \$7.20 to \$7.80 per thousand and on small cigarettes from \$3 to \$3.25 per thousand as of July 1, 1940.

Cigarette tax collections reported did not include the floor tax assessed against stocks on hand as of July 1, 1940, under the 1940 revenue act.

**Minneapolis-St. Paul**

MINNEAPOLIS, Feb. 22.—With the weather hovering at 20 below at mid-week, distributing houses in the Twin Cities were playing solitaire while operators outside the metropolitan centers refused to brave the cold blasts to drive to town. The weather, however, didn't bother William Hattelstad of Cottonwood. All winter Bill has been arriving each week in the Twin Cities decked out in a big bearskin coat.

Harold Lieberman, of Twin City Novelty Company, blew back into town from

a Miami Beach vacation just in time to wish he was back in Florida and away from the cold blasts.

The coin machine industry was well represented at the annual Golden Gloves Boxing Bouts here Monday (17) in the person of Jimmy Chacos, Northwest phono service man. Jimmy, entered as a lightweight, went to the finals before being beat for the title. His boss, Jim Karusis, threatens to fire Jimmy if he doesn't win the crown in 1942. Seen at the Golden Gloves show were Coimnen Kelly Diedrich, of Chaska; Doug Gleason, Minneapolis; Paul Atkinson, St. Paul, and Jonas Bessler, Minneapolis.

Visitors the past week at Hy-G Amusement Company, as reported by Sid Levin, included Marvin Kich, of Sioux Falls, S. D.

Les Martin, of Chicago, phono specialist, flew into St. Paul this week for a conference with Sam Taran, of Mayflower Novelty Company. Despite the cold weather, business is going at a good clip, according to Taran. Among visitors the past week were Lou Feldman, of Pipestone; H. Krueger, Fairfax; Julius Dalsbo, Rochester; Edgar Beckley, St. Cloud, all Minnesotans, and A. Redding, La Crosse, Wis.

William (Sphinx) Cohen, of Silent Sales Company, expected home today from a 10-day business trip. Bill will arrive just in time to welcome the new Keeney Navy Bomber, ray gun, which arrived this week.

Archie La Beau and Ken Glenn, La Beau Novelty Company, visited in Chicago for several days this week.

Sam Taran, of Mayflower Novelty Company, announces that his firm has taken on distribution of the penny Mason Mint venders. Packard Pla-Mor wall boxes and speaker installations are keeping Mayflower servicemen hopping.

Business thruout the territory has been very good, according to Manny Levine, of Spin-O Sales Company.

While Don Leary, of Automatic Sales Company, is sojourning in the Caribbean country his job as publicity chairman for the third annual Northwest Coin Machine show is being taken care of by other members of the Minneapolis Amusement Games Association, show sponsors.

**YOU'LL GET MORE FROM YOUR ROUTE WHEN YOU INVEST IN SECURITY**  
BUY **Northwestern**

33 JUNIOR

1 Caresse, dependable service—that's what it takes to get the big money in bulk vending and the reason why alert operators everywhere are standardizing on Northwesterns. Don't just struggle along with cheap, inferior equipment—start today to invest in security! Write for our liberal trade-in offer—financing plan—let us help you build a permanent business with the eight popular Northwestern models designed and built for operating!

Here's a money-maker on every route! Attach the midget 33 Junior to your candy bar, cigarette and other coin operated machines. No new locations to solicit—but watch the profits rise!

**FREE!** If you operate with a few subscribers for a few months, we'll give you a free copy of the NORTHWESTERN Fall photo, lists and news for vending machine operators.

**THE NORTHWESTERN CORPORATION**  
5 EAST ARMSTRONG STREET, MORRIS, ILLINOIS

**FULL NORTHWESTERN LINE**  
★ Recommended  
★ Guaranteed  
★ Distributed  
★ Financed by

**TORR** 2047A-SO. 68 PHILA.

# Interstate CMA To Meet in N. Y.

CHICAGO, Feb. 22.—The fifth annual banquet of the New York Cigarette Merchandisers' Association, March 15, will include a meeting of the Interstate Cigarette Merchandisers' Association. Session will be held at 2 p.m. in Hotel Pennsylvania, where the banquet honoring Robert Z. Greene, president of Rowe Cigarette Service and vice-president of Rowe Manufacturing Company, will be held in the main ballroom. More than 750 people are expected to attend, according to Matthew Forbes, manager.

A luncheon with New York CMA as host will precede the Interstate meeting. Expected to attend the session are Sam Goldstein, Walter Guild, Al Sharenow, Lou Risman, Massachusetts; Edward Beresth, Charles Sparrow, Anthony Massone, Robert Zimmerman, Connecticut;

Sam Malkin, James V. Cherry, Charles W. Stange, John Sharenow, Jack Grout, New Jersey; Edward King, Ed Shackleton, Walter Davidson, Ed Dingley, Norman Fuhrman, Philadelphia, and Robert K. Hawthorne, George Seedman, Sam Yolen, Forbes, New York.

Speaking of the banquet, Forbes said that two bands will play for dancing. An all-star floorshow will also be featured.

## Pennsylvania

WILKES-BARRE, Pa., Feb. 22.—Operator and Mrs. Geisinger, of West Pittston, are enjoying the sun and warm weather of Florida.

Many other operators and their wives have either returned from Florida or are there now. Among them are George Brehm, of Hazleton, who usually spends most of the winter there; Stanley Barskasy, of Hazleton, who recently returned after a month in the Sunny South, and Mrs. Ben Sterling, whose husband is the Wurlitzer distributor hereabouts.

Local ops were much peeved over an article which appeared in *The Sunday Independent* charging an operator with chiseling on a location with which he made a 50-50 agreement, and then was using two coin boxes, with the location reportedly getting only 25 per cent. At least one of the operators is planning to answer the charge, denying any such practice among the regular operators.

According to an article in *The Scrantonian*, of near-by Scranton, the ASCAP-BMI war is a boon to the reorganized Scranton Record Company, with the demand for discs manufactured by the local concern increasing by leaps and bounds.

Stinkey, the goat awarded to Ben Sterling, of Sterling Service, as a prize in a Wurlitzer sales contest, is gone. The goat, which came from White Sulphur Springs, just upped and wandered away, but Ben felt sure he would return. Ben even went so far as to put want ads in the paper like the following, feeling sure after Stinkey read it he would return, but it was no go. Ben figures Stinkey didn't read the paper those days but just ate them upon receipt. The ad:

Stinkey—Come Back Home. All Is Forgiven. BEN.

Ben Sterling Jr. is continuing his policy of advertising his wares with a large ad in *The Wilkes-Barre Record*, bringing attention to his Wurlitzer machines.

Lou Unterberger, Rex Novelty Company, is becoming more active in community affairs. Of late he was an active member of the Progress Club committee of the YMHA and of the B'nai B'rith Lodge Lincoln Day dinner. Incidentally, Lou has been receiving wide publicity in the local papers on his telephone system music box control. His studio is on the top floor of a central city building.

## Dallas

DALLAS, Feb. 22.—The coin machine industry of the Southwest is getting set for a big increase in business in 1941. Holding the spotlight at present are preview showings of 1941 models in new phonos and other musical equipment. Two local distributors have already held their 1941 shows and a third showing is scheduled for the first week in March. Sales of new phonograph equipment for the first month of the year were more than double those of January of last year.

Al Mendez, of New Orleans, newly appointed Wurlitzer sales manager for Texas territory, was in Dallas this week to confer with the sales force of the Commercial Music Company. Al reports sales of the Wurlitzer line as being on the upgrade.

Automatic parking meters raised more revenue for the city of Dallas in January than any month since they were installed in 1935. Receipts for the month were \$13,342, almost \$3,000 above those for January, 1940. Since their installation the meters have produced \$750,437 in revenue.

Joe Williams, head of Commercial Music Company, is all smiles over the receipt of new Wurlitzer wall box equip-

ment, which his firm is now receiving in quantity.

Out-of-town visitors to the Dallas coin machine market are increasing with each week of the new year. Operators and music men who bought in the local market last week included W. H. (Pop) Newell, of Wichita Falls; Jack Maloney, Fort Worth; Tommie Griffing, Abilene; E. J. McDougal, Fort Worth; E. J. Shelby, Lee Clifton, and Guy Kincannon, all of Waco, and W. S. Harper and Clarence Clear, Brownwood.

Prock & Robbins, Inc., Rock-Ola distributor, was host to several hundred music men from Texas and Oklahoma at a preview showing of the new Rock-Ola 1941 music equipment at the firm's Dallas headquarters. Hal Robbins, of the firm, said that the new Spectravox ToneColumn received the enthusiastic approval of the visiting music men, as did the new Rock-Ola wall and bar boxes and phonographs.

On hand to assist Messrs. Prock and Robbins was Ben Boldt, Rock-Ola sales promotion and advertising manager, and Hans Von Reydt, Rock-Ola territory supervisor. The Rock-Ola Leadership Girl was also presented in a demonstration of the new music equipment.

Both Hal Robbins and George Prock journeyed to Oklahoma, where the firm repeated the Dallas showing to Oklahoma music men. The preview showing also celebrated the formal opening of the Prock & Robbins, Inc., new Oklahoma headquarters at 1114 North Robinson Street.

A showing of 1941 Seeburg models in phonographs and music equipment will be held by Electro-Ball Company, Inc., March 1 to March 8. Ed Stern, Seeburg district manager, will be at the Dallas headquarters office and will be assisted by J. W. Smalley and Eddie Lear, Electro-Ball territory men. Showings of the new Seeburg lines will also be held at all of the other Electro-Ball branch offices at San Antonio, Houston, New Orleans, and Shreveport; Little Rock, Ark., and Memphis.

Music men and operators who purchased new equipment during the week were A. G. Saleh, Tyler; Mr. and Mrs. J. T. Stuart, Longview; W. S. Harper, Brownwood; Tom Richardson, Longview; Jack Maloney, Fort Worth, and H. M. Jones, Stephenville.

Several installations of Seeburg phonographs have recently been completed by Electro-Ball Company for the Walgreen Drug Stores in Texas and Louisiana cities. New installations were made in

Walgreen stores at Dallas, San Angelo, Waco, Big Springs, Colorado City, New Orleans, and Shreveport.

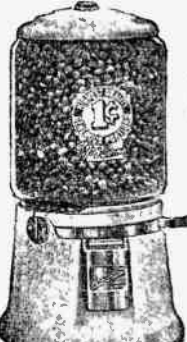
Ed Stern left recently to attend the Mardi Gras Festival in New Orleans and to assist E. M. Eortle, head of the Southern Music Sales, Inc., whose firm will move into its new headquarters in the Crescent City. The music firm's new location will be at 727 Poydras Street and open house will be held during Mardi Gras week.

## Natchez, Miss.

NATCHEZ, Miss., Feb. 22.—Installation of table and wall boxes in new locations and a general increase in business has marked the month of February in this section. The best business of the year should result in the spring, according to optimistic operators.

The newest operators here are Bob Walcott and Joe Hammett. They have installed several new machines and say their business is increasing daily.

12 PAY PLAN	TIME PAYMENTS	30c PER MONTH
-------------	---------------	---------------



**A Steady Cash Income**

A Route of *Northwestern*

Model "40s" (America's finest bulk vendor) will give you a permanent cash income with a small investment.

Under our new 30c per month time payment plan old operators can expand their operations, and you can start in this business with a small investment and let the machines pay for themselves.

**WRITE AT ONCE FOR DETAILS!**

**\$4.95** In Lots of 100  
Less than 100 \$5.20  
Less than 25 \$5.45

**RAKE**

1/3 Deposit  
78 S. 22nd., Phila., Pa.

### BIG GAME HUNTER



It really does not matter what particular type of target you choose. Challenger Model F... Red, White & Blue... or Big Game Hunter... you know before placing them in your location that they are going to do more than any other penny amusement machine you have ever operated... legal... trouble free... consistent... an investment that you, too, will consider very sound.

**\$34.50**

### DE LUXE GRIP SCALE

3-Way Strength Tester

Has button Indicator Control for competitive play... Tension Adjustment... Bell Adjustment... Non-Clog Slot... 6-Suction-Cup Base! Metal Stand, \$2.50.



100% Legal  
**\$19.50**

IMMEDIATE DELIVERY

**RAKE** 1/2 Dep., Bal. C. O. D.  
5A S. 22nd St.  
PHILADELPHIA, PA.

Send for Complete List of Machines.

### FOR SALE

Shipman Penny Candy Bar Machines (Counter or Wall), ten, brand new. Ten used three weeks only. These machines cost \$17.50 each. Will sell for \$10.00 each. Guaranteed A-1 condition.

W. L. BOTT, 206 West First Ave., Columbus, Ohio  
Phone: Un. 6140

## FREE WEIGHT SCALE

OPERATOR'S CASH PRICE

**ONLY \$69.50**

Terms: One-Third Deposit With Order, Balance C. O. D.

The Free Weight Scale will enable you to secure the choicest locations in your territory.

Sells a stick of Adams Gum for each penny — then gives your weight FREE. A PERMANENT Money Maker!

Be First! Send Your Order Today!

**D. ROBBINS & COMPANY**  
1141 DE KALB AVENUE BROOKLYN, N. Y.

### ASCO WEEKLY SPECIALS

VENDORS		1¢ Log Cabin, Duplex	
1¢ Peanut, 1 1/2 lb. cap. ..	\$1.95	1¢ Totalizer	\$9.95
1¢ Hershey, 50 bar cap. ..	1.95	Marvel, Tok. Pay.	B. Gum .....
1¢ Ball Gum, 500 cap. ....	2.45	Imp .....	8.95
1¢ Stick Gum, 2 col. ....	2.95	Home Run .....	13.50
1¢-5¢ S. & M. Pistachio, 5 lb. cap. 3.95		Liberty .....	22.50
1¢ Eveready, 4 col. ....	3.95	American Eagle—Write Mercury, Tok. Pay.	17.50
1¢ Snacks, 3 col. ....	7.95	Tot. Tok. Pay. .	14.50
1¢ Robbins 2-in-1, new mdl. ....	4.95	1/3 Dep., Bal. C. O. D.	Write for New, Complete Catalog!

**ASCO, 140 ASTOR ST., NEWARK, N. J.**

### PIKE'S PEAK



The 100% Legal Skill Counter Game that will double profits for you!!

Sample **\$29.50**

Write for Quantity Prices and Our Catalog

**ASCO, 140 ASTOR ST., NEWARK, N. J.**

## BE PENNY WISE . . . BUY . . . PAN'S TROUBLE FREE QUALITY CANDIES

BULK VENDING CANDIES—CHARMS  
SALTED NUT MEATS AND BALL GUM

• WRITE ONE ORDER—PAY ONE FREIGHT •  
Be Sure To Send for Our NEW 1941 Price List



**PAN CONFECTIONS-CHICAGO**

345 W. ERIE ST. Phone SU 4222 1800

ORIGINATORS OF HARD-SHELL CANDIES

345 W. ERIE ST. CHICAGO, ILLINOIS

### CLOSE-OUTS—PERFECT CONDITION

CIGARETTE MACHINES	MUSIC MACHINES
NATIONAL 9-30 .....\$49.50	SEEBURG MAYFAIR PLAZA <b>\$149.50</b> Lots of 10
NATIONAL 6-26 With Metal Stand .... 19.50	SINGLE ..... \$175.00
MASTERS—Chrome Front... 15.00	WURLITZER 616 ..... \$69.50
<b>BABE KAUFMAN</b>	250 W. 54th St., N. Y. C. (CIRCLE 5-9615)

### ATTENTION, OPERATORS!

A better quality coated chewing gum. Always fresh. 3/8" and 3/4"  
Ball Gum also Pellet Gum. Write for samples and prices.

**U. G. GRANDBOIS CO., Kalamazoo, Mich.**

# MOUNTAINS OF MONEY are made in all territories WITH PIKE'S PEAK

it's tops in  
appeal and  
originality

## PIKE'S PEAK

ACTION  
EVERY  
SECOND

THE  
THRILL  
GAME OF 1941  
IT'S FUN  
TO PLAY



The Money-making wonder of the year. Entirely new playing principles. Five balls, double and hi-score features, separately locked cash drawer.

**\$29.50** 1/3 Deposit  
Balance C. O. D.

**OHIO SPECIALTY CO.**

29 W. Court St., Cincinnati, O.  
539 S. 2nd St., Louisville, Ky.

IT'S  
100%  
LEGAL

it's tops in  
appeal and  
originality

## PIKE'S PEAK

ACTION  
EVERY  
SECOND

THE  
THRILL  
GAME OF 1941  
IT'S FUN  
TO PLAY



Uses entirely new playing principles requiring utmost skill and timing. Its "Repeat-play-profits" reach an all time PEAK—it's the profit wonder of '41.

Five balls, player controlled, double and hi-score feature, adjustable for percentage, separate locked cash drawer, attractively finished. At \$29.50 it's a bargain. 100% legal everywhere.

**BIRMINGHAM VENDING CO.**

2117 Third Ave., BIRMINGHAM, ALA.  
Max Hurvich Harry Hurvich  
"Gold Dust Twins"

IT'S  
100%  
LEGAL

it's tops in  
appeal and  
originality

## PIKE'S PEAK

ACTION  
EVERY  
SECOND

THE  
THRILL  
GAME OF 1941  
IT'S FUN  
TO PLAY



Variable playing speed, within a time-limit, gives novel playing thrills to this grand new 5-Ball counter game. "A TWIST OF THE WRIST" controls balls and movable 3-dimensional playing field. 100% legality demonstrated in any territory. EARN PEAK PROFITS from your \$29.50 investment.

**DIXIE SALES COMPANY**

883 Union Ave., Memphis, Tenn.

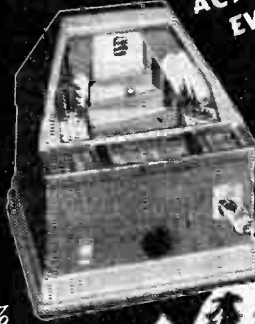
IT'S  
100%  
LEGAL

it's tops in  
appeal and  
originality

## PIKE'S PEAK

ACTION  
EVERY  
SECOND

100%  
LEGALITY  
ASSURED  
IT'S FUN  
TO PLAY



or Purchase Price Refunded SKILL and amusement features of Pike's Peak will stand any legal test anywhere. Earn wonderful profits from thousands of locations now closed to other coin games. Its playing thrills are unequalled, its re-play profits reach an all time PEAK. Find out what a steady income your \$29.50 investment will buy.

**RICHARD JOHNSON AMUSEMENT CO.**

28 Morris St., Charleston, S. C.

IT'S  
100%  
LEGAL

it's tops in  
appeal and  
originality

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ACTION  
EVERY  
SECOND

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**SPARKS SPECIALTY CO.**

Soperton, Georgia  
320-322 Ivy St., N. E., Atlanta, Georgia

IT'S  
100%  
LEGAL

it's tops in  
appeal and  
originality

## PIKE'S PEAK

ACTION  
EVERY  
SECOND

THE  
THRILL  
GAME OF 1941  
IT'S FUN  
TO PLAY



Coincidental control of balls and of movable, 3-dimensional playing field by player assures thrills galore on Pike's Peak—the only "time-limit" counter game.

It's 100% legal in your territory. 5 balls, adjustable Hi-score features, separate, locked cash drawer to hold PEAK PROFITS.

**R. & S. SALES CO.**

9 Butler St. MARIETTA, OHIO  
1209 13th St., N. W. WASHINGTON, D. C.

IT'S  
100%  
LEGAL

it's tops in  
appeal and  
originality

## PIKE'S PEAK

ACTION  
EVERY  
SECOND

THE  
THRILL  
GAME OF 1941  
IT'S FUN  
TO PLAY



WRITE—WIRE—PHONE



**MIKE MUNVES CORP.**

593 TENTH AVE., NEW YORK

All Phones: Bryant 9-6677

Sample  
**\$29.50**

QUANTITY BUYERS  
WRITE FOR PRICE!

IT'S  
100%  
LEGAL

it's tops in  
appeal and  
originality

## PIKE'S PEAK

ACTION  
EVERY  
SECOND

THE  
THRILL  
GAME OF 1941  
IT'S FUN  
TO PLAY



Uses entirely new playing principles requiring utmost skill and timing. Its "Repeat-play-profits" reach an all time PEAK—it's the profit wonder of '41.

Five balls, player controlled, double and hi-score feature, adjustable for percentage, separate locked cash drawer, attractively finished. At \$29.50 it's a bargain. 100% legal everywhere.

**AUTOMATIC COIN MACHINE CORP.**

338 Chestnut St., Springfield, Mass.

IT'S  
100%  
LEGAL



... SO good it can be operated profitably without giving awards or payouts ... Of course, it's built

by Groetchen

it's tops in appeal and originality

**PIKE'S PEAK**

ACTION EVERY SECOND

THE THRILL GAME OF 1941

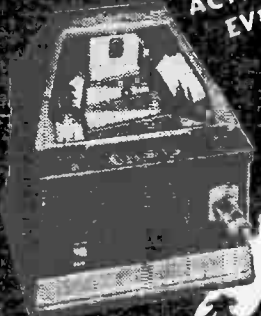
IT'S FUN TO PLAY

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Five balls, player controlled, double and hi-score feature, adjustable for percentage, separate locked cash drawer, attractively finished. At \$29.50 it's a bargain. 100% legal everywhere.

IT'S 100% LEGAL

**GERBER & GLASS**  
914 Diversey Blvd., CHICAGO, ILL.



it's tops in appeal and originality

**PIKE'S PEAK**

ACTION EVERY SECOND

100% LEGALITY ASSURED


IT'S FUN TO PLAY

or Purchase Price Refunded SKILL and amusement features of Pike's Peak will stand any legal test anywhere. Earn wonderful profits from thousands of locations now closed to other coin games.

Its playing thrills are unequalled, its re-play profits reach an all time PEAK. Find out what a steady income your \$29.50 investment will buy.

IT'S 100% LEGAL

**CLINTON VENDING MACHINE CO.**  
411 So. Second St., CLINTON, IOWA



it's tops in appeal and originality

**PIKE'S PEAK**

ACTION EVERY SECOND

100% LEGALITY ASSURED


IT'S FUN TO PLAY

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IT'S 100% LEGAL

**AMERICAN CIGARETTE MACHINE CO.**  
1349 Fifth Ave. PITTSBURGH, PA. 1523 Main St. BUFFALO, N. Y.



it's tops in appeal and originality

**PIKE'S PEAK**

ACTION EVERY SECOND

THE THRILL GAME OF 1941

IT'S FUN TO PLAY

Variable playing speed, within a time-limit, gives novel playing thrills to this grand new 5-ball counter game.


"A TWIST OF THE WRIST" controls balls and movable 3-dimensional playing field.

100% legality demonstrated in any territory. EARN PEAK PROFITS from your \$29.50 investment.

IT'S 100% LEGAL

**WESTERN DISTRIBUTORS, Inc.**  
3126 Elliott Ave., SEATTLE, WASH.  
Western Distributors, Inc. 1226 S. W. 16th Ave., PORTLAND, ORE.  
Mac Sanders 2837 W. Pico Blvd., LOS ANGELES, CALIF.

Advance Automatic Sales Co. 1021 Golden Gate Ave., San Francisco, Calif.



the thrill game of 1941 **PIKE'S PEAK**

THE HIT OF THE SHOW  
Revolutionary new idea in counter skill game, unlimited play possibilities. Five balls—penny or nickel play. Adjustable high score feature. 100% legal in all territories.

Groetchen Tool Co.  
130 N. Union Chicago

\$2950



by Groetchen

WEST COAST OFFICE: JOHN KAGAN, 978 1/2 So. Stearns Drive Los Angeles, California

it's tops in appeal and originality

**PIKE'S PEAK**

ACTION EVERY SECOND

100% LEGALITY ASSURED

IT'S FUN TO PLAY

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IT'S 100% LEGAL

**ROY TORR**  
2047 So. 68th St., PHILADELPHIA, PA.

10 DAYS' FREE TRIAL—MONEY-BACK GUARANTEE—TIME PAYMENT IN LOTS OF FIVE OR MORE. FIVE MONTHS TO PAY.



it's tops in appeal and originality

**PIKE'S PEAK**

ACTION EVERY SECOND

THE THRILL GAME OF 1941


IT'S FUN TO PLAY

Uses entirely new playing principles requiring utmost skill and timing. Its "Repeat-play-profits" reach an all time PEAK—it's the profit wonder of '41.

Five balls, player controlled, double and hi-score feature, adjustable for percentage, separate locked cash drawer, attractively finished. At \$29.50 it's a bargain. 100% legal everywhere.

IT'S 100% LEGAL

**LA BEAU NOVELTY SALES CO.**  
1946 University Ave., St. Paul, Minn.



# MOUNTAINS OF MONEY are made in all territories WITH PIKE'S PEAK

**PIKE'S PEAK**

it's tops in appeal and originality

**ACTION EVERY SECOND**

**THE THRILL GAME OF 1941**

**IT'S FUN TO PLAY**

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Five balls, player controlled, double and hi-score feature, adjustable for percentage, separate locked cash drawer, attractively finished. At \$29.50 it's a bargain. 100% legal everywhere.

**H. G. PAYNE CO.**  
312-314 Broadway, NASHVILLE, TENN.

**IT'S 100% LEGAL**



**PIKE'S PEAK**

it's tops in appeal and originality

**ACTION EVERY SECOND**

**100% LEGALITY ASSURED**

**IT'S FUN TO PLAY**


or Purchase Price Refunded

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Its playing thrills are unequalled, its re-play profits reach an all time PEAK. Find out what a steady income your \$29.50 investment will buy.

**MOSELEY VENDING MACHINE EX.**  
00 Broad St., Richmond, Va.

**IT'S 100% LEGAL**



**PIKE'S PEAK**

it's tops in appeal and originality

**ACTION EVERY SECOND**

**100% LEGALITY ASSURED**

**IT'S FUN TO PLAY**


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**TRIMOUNT COIN MACHINE CO.**  
1292 Washington St., Boston, Mass.

**IT'S 100% LEGAL**



**PIKE'S PEAK**

it's tops in appeal and originality

**ACTION EVERY SECOND**

**THE THRILL GAME OF 1941**


**IT'S FUN TO PLAY**

**SAMPLE \$29.50**

QUANTITY BUYERS, WRITE, WIRE OR PHONE FOR SPECIAL PRICE TO

**Art Nyberg**  
**THE CALVERT NOVELTY CO.**  
708 N. HOWARD STREET, BALTIMORE, MD.  
TEL.: VERNON 3034

**IT'S 100% LEGAL**



**PIKE'S PEAK**

it's tops in appeal and originality

**ACTION EVERY SECOND**

**100% LEGALITY ASSURED**

**IT'S FUN TO PLAY**


or Purchase Price Refunded

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Its playing thrills are unequalled, its re-play profits reach an all time PEAK. Find out what a steady income your \$29.50 investment will buy.

**REX AMUSEMENT COMPANY**  
Legal Coin Operated Machines  
710 SO. SALINA ST., SYRACUSE, N. Y.

**IT'S 100% LEGAL**



**PIKE'S PEAK**

it's tops in appeal and originality

**ACTION EVERY SECOND**

**THE THRILL GAME OF 1941**

**IT'S FUN TO PLAY**

Uses entirely new playing principles requiring utmost skill and timing. Its "Repeat-play-profits" reach an all time PEAK—it's the profit wonder of '41.

Five balls, player controlled, double and hi-score feature, adjustable for percentage, separate locked cash drawer, attractively finished. At \$29.50 it's a bargain. 100% legal everywhere.

**OLIVE NOVELTY CO.**  
2625 Lucas Ave., St. Louis, Mo.

**IT'S 100% LEGAL**



**PIKE'S PEAK**

it's tops in appeal and originality

**ACTION EVERY SECOND**

**100% LEGALITY ASSURED**

**IT'S FUN TO PLAY**

or Purchase Price Refunded

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Its playing thrills are unequalled, its re-play profits reach an all time PEAK. Find out what a steady income your \$29.50 investment will buy.

**VIKING SPECIALTY CO.**  
530 Golden Gate Ave.  
San Francisco, Calif.

**IT'S 100% LEGAL**



**PIKE'S PEAK**

it's tops in appeal and originality

**ACTION EVERY SECOND**

**100% LEGALITY ASSURED**

**IT'S FUN TO PLAY**

or Purchase Price Refunded

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Its playing thrills are unequalled, its re-play profits reach an all time PEAK. Find out what a steady income your \$29.50 investment will buy.

**AUTOMATIC SALES CO.**  
203 2nd Ave., N. Nashville, Tenn.

**IT'S 100% LEGAL**



GRAND OPENING OF CHICAGO'S LIVEST DISTRIBUTOR!

# BUD LIEBERMAN

"Every deal personally handled by Bud"

831 W. WASHINGTON ST., CHICAGO JUST A STONE'S THROW FROM THE SHERMAN

Featuring COIN MACHINES FROM ALL THE LEADING MANUFACTURERS

CONGRATULATIONS

*Bud Lieberman*

ON THE OCCASION OF THE GRAND OPENING OF YOUR SHOWROOM CHICAGO COIN MACHINE CO.

EXHIBIT SUPPLY CO.

*Congratulates*

**BUD**

**LIEBERMAN**

*On the Grand Opening of His Spacious, Modern New Offices*

THE BEST OF LUCK—

**BUD LIEBERMAN**

MAY YOU PROSPER IN YOUR NEW DISPLAY ROOMS

**GENCO, Inc.**

*Our Best Wishes to*

**BUD**

**LIEBERMAN**

**D. Gottlieb & Co.**

## Bally Defender Club Boosts Gun Play

CHICAGO, Feb. 22.—"Enthusiastic reception of the Bally U. S. Defender Club Plan," says George Jenkins, general sales manager of Bally Manufacturing Company, "is further proof that operators are eager for merchandising methods adapted to their business. Altho only recently announced, the plan is being used by operators in all sections of the country.

"The U. S. Defender Club Plan is based on the fact that a red-white-and-blue lapel button is today one of the most prized tokens a man or woman can receive. Add to this the fact that the Defender Club acknowledges merit as a marksman, and you have an idea that can't miss.

"First item of the plan is a 20 by 10-inch window sign, printed in red, white, and blue, and announcing that the location is 'Headquarters U. S. Defender Club' and inviting passers-by to get membership card here. Inside the location another sign is placed close to the Defender machine gun. This sign, 20 by 17 inches, explains that patron must 'shoot perfect 100 score on defender target practice game to qualify for membership.' Reproduced on the wall sign is a replica of the lapel pin and membership card which player receives for scoring 100.

"The membership card is a neat, die-cut, red-white-and-blue card bearing the

inscription 'Certificate of marksmanship awarded for perfect score on Defender target practice game.' On the reverse side is a space for the member's name and a statement that he is a 'member in good standing of the U. S. Defender Club.' The lapel pin is designed to eliminate any suggestions of advertising. Briefly the pin proclaims that the wearer is ready 100 per cent to defend his country. The pin is a three-quarter inch circle, striped in red, white, and blue. In the red stripe are the letters U. S., in the white stripe is the word Defender,

and 100 per cent appears in the blue stripe.

"The Defender machine gun was already smashing Rapid-Fire records for steady and substantial profits, and the introduction of the Club Plan has increased earnings further. As one Defender operator outlined his experience, "The red-white-and-blue button creates valuable word-of-mouth advertising—the big sign in the window stops 'em, brings 'em in, stars 'em shooting—the desire to rate a marksmanship card keeps 'em shooting for hours!"



1941 WURLITZER PHONOGRAPHS ON VIEW at the Nation's Capital found throngs flocking to the new showrooms of the R & S Sales Company in Washington. Ted Sneary, branch manager, declared: "The Colonial and Victory models are the greatest we've ever had. Above, left to right, are Bob Knies, R & S sales representative; Don Parker, service man, and Ted Sneary.

Operate It Anywhere!  
GET BIG PROFITS EVERYWHERE!

**BIG PRIZE**

1 or 5 Ball Multiple  
FREE GAME

Western Products, Inc.  
925 W. North Ave., Chicago, Ill.

## STERLING BARGAINS

- Mills 4 Bells with Ash Tray .....\$219.50
- Mills Jumbo Parade, F.P. .... 86.50
- Mills Vest Packet Bells ..... 27.50
- Mills 1-2-3, Cash, Animal or Fruit Reels. 22.50
- Bally Fairgrounds ..... 23.50
- Bally Gold Cup, F.P. .... 44.50
- Evans Lucky Lucre ..... 119.50
- Baker's Doughboy ..... 34.50
- Seeburg Regal Model, 20 Records ..... 109.50
- Wurlitzer 616, 16 Records ..... 48.50

Terms: 1/3 Deposit, Balance C. O. D.  
Write for Our Complete List of Used Machines.

STERLING NOVELTY CO.  
669 S. Broadway, Lexington, Ky.

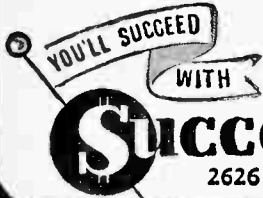
**NOW SHIPPING!**

**NIGHT Bomber**

THE FASTEST, BIG MONEY MAKING, 300 SHOT, RAPID FIRE MACHINE GUN THAT EVER BLASTED ITS WAY INTO THE COIN MACHINE INDUSTRY!

Still Going Strong!

**RED, WHITE BLUE**



Patriotic Theme Pin Game

**Success Mfg. Corp.**  
2626 W. WASHINGTON BLVD., CHICAGO



UNDERTAKING THE LARGE JOB OF MOVING to their new building in St. Louis, staff members of the Ideal Novelty Company pitched in and did their bits at nights. Above are members of the Ideal Wrecking Crew snapped one evening during moving festivities. Kneeling in front, left to right, are Tom Dunbar, Gerald Hunt, Carl F. Trippe (the boss). Standing are Thelma Clithero, Art Pauly, Joe Goody, Jack Rose, Bob Mees, Tony Weingart, Earl Humphries, Bill Fink, and Ed Pfister.

**Cobb Tells Plans; Branson Joins Firm**

LOUISVILLE, Ky., Feb. 22.—"It will soon be my pleasure to announce a week of celebration, an event which we will term 'Hy Branson Get - Acquainted Week,'" reports J. E. Cobb, head of the Kentucky Springless Scale Company. He explained that Hymie Branson will join his firm in an expansion move which will find the firm representing an increased number of manufacturers.

"Mrs. Cobb and myself were in Chicago the past week," continued Cobb, "completing arrangements with Branson and consulting manufacturers with the idea of taking over their line of products in our territory. I am glad to report that we will have many new lines on display shortly."

Hymie Branson, who arrived in Louisville Thursday of last week, was full of enthusiasm for his new position. Branson is a veteran in the coin machine industry and direct from a responsible position with a Chicago manufacturer.

"I've been in the business for a long time," said Branson, "and I know many of the people with whom I will now be in contact with. Nevertheless, I want to extend an invitation to all, whether they know me or not, to drop in at our display rooms to inspect the great new line of products that have been lined up."

Branson announced that the enlargement of the Kentucky Springless staff would find two full-time men on the road giving complete representation. Speaking of the enlarged scope of the firm, Branson declared: "Kentucky Springless previously has not been in a position to carry a large stock of equipment to take machines on a trade-in basis. However, arrangements have now been made to take care of these two points, and all concerns may be assured of the finest of service. While in Chicago Cobb placed large orders for immediate delivery."

that even tho the games start off with a bang on any type location they get more popular as time goes on and the public becomes better acquainted with them.

"Having standardized both machines we look forward now to doing the same with our Cub and Ace, which are leading sales in the counter game field by a wide margin. There is no doubt that we will soon also announce the standardization of Cub and Ace."

**Farewell Party For Hy Branson**

CHICAGO, Feb. 22.—Bidding farewell to a friend and fellow employee of many years, employees of O. D. Jennings gathered this week at the Midwest Club here to say good-bye to Hymie Branson. It was a surprise party for Branson and the 75 persons present hated to see him leave.

Employees also said good-bye to Mrs. Branson and presented her with a traveling bag which matched the pair of traveling bags given her husband. Jerry Haley made the presentation.

Toastmaster was Fritz Burgeson. Among those present not affiliated with Jennings were W. J. Ryan, Hugh Burras, and Bert Perkins. Fred Andersen and Phil Burgeson, factory representatives, were also in town to take part.

Branson left late in the week for Louisville, Ky., where he will join a distributing firm.

**FREE PLAY - - FREE PLAY - - 5 BALL**

New, also used. Thoroughly reconditioned. Over one hundred and fifty in stock on my floor. Comc. take your choice, \$15.00 up, any make.

**FISHER BROWN**

2206 So. Harwood

Dallas, Texas

**ATTENTION!**

**SALESBOARD OPERATORS AND JOBBERS**

We have just gotten out several new numbers and we will ask that you write for samples and our new prices.

**GENERAL SALES COMPANY**

1003 RUSSELL STREET

NASHVILLE, TENN.

**QUALITY SPEAKS FOR ITSELF**

FREE PLAY	FREE PLAY	FREE PLAY
Jumbo Parades, F.P. . . . \$97.50	Pickem . . . . . \$14.00	Sports . . . . . \$19.00
Fast Time, F.P. . . . . 97.50	C. O. D. . . . . 14.00	Buckaroo . . . . . 17.50
Mills 1-2-3, F.P. . . . . 39.50	Vogue . . . . . 17.50	Mr. Chips . . . . . 19.50
High Flier, F.P. . . . . 27.50	Scoop . . . . . 17.50	Follies . . . . . 22.50
Congo, F.P. . . . . 24.50	Triumph . . . . . 14.00	Red Hot . . . . . 22.50
Fairgrounds . . . . . 27.50	Topper . . . . . 12.50	O'Boy . . . . . 24.50
Arrowhead . . . . . 17.50	Lancer . . . . . 14.00	Roxy . . . . . 24.50
Arlington . . . . . 17.50	Flagship . . . . . 14.00	Commodore . . . . . 24.50
Speedy . . . . . 10.00	Super Six . . . . . 14.00	On Deck . . . . . 27.50
Lot-a-Fun . . . . . 10.00	Nippy . . . . . 17.50	Double Feature . . . . . 27.50
Big Six . . . . . 10.00	Lucky . . . . . 17.50	Yacht Club . . . . . 34.50

1/3 Deposit With Order—Balance C. O. D.

**MODERN AUTOMATIC EXCHANGE, INC.**

2618 CARNEGIE AVENUE,

CLEVELAND, OHIO

**ATTENTION—NEBRASKA and IOWA Operators!! SEE OR WRITE US TODAY**

FOR ALL THE PRODUCTS OF THE LEADING MANUFACTURERS! WE ARE NOW IN OUR NEW, BEAUTIFUL BUILDING WHERE YOU ARE ASSURED THE FINEST AND FASTEST SERVICE, THE CLOSEST CO-OPERATION AND THE GREATEST BUYS AT REAL MONEY SAVING PRICES! ACT TODAY—SAVE MONEY!

**H. Z. VENDING & SALES, INC.,**

1205 DOUGLAS STREET  
OMAHA, NEBRASKA

**Term Two Daval Games Standards**

CHICAGO, Feb. 22.—Al S. Douglas, of the Daval Company, manufacturers of counter games, reports: "We have standardized our Marvel and American Eagle counter games. By standardized, we mean that the machines have been placed in the standard machine category at our factory. The demand has continued for both Marvel and American Eagle for many months. There has been no let-up. Therefore, as the demand for these machines we decided that they would become our standard token pay-out counter games.

"This also helps the operators, jobbers, and distribs throuth the country. They can now place Marvel and American Eagle in their catalogs and know that they will be able to obtain the machines for years to come. Both games are among the greatest we have ever built. They are making more money on location today than when they first started. It seems

**Phonograph Bargains**  
A-1 Reconditioned—Ready To Operate  
ROCKOLA DE LUXE (1939) . . . \$145.00  
WURLITZER 616-A . . . . . 49.50  
SEEBURG REGAL . . . . . 124.50  
**WANT TO BUY BAKER'S RACES**  
**WE BUY, SELL AND EXCHANGE**  
3147 LOCUST ST.  
ST. LOUIS, MO. **CALL NOVELTY CO.**

**WANTED!!**

**PENNY ARCADE MACHINES OF ALL KINDS IN ANY QUANTITY. CASH WAITING. SEND COMPLETE LIST, QUOTING YOUR LOWEST PRICES FIRST LETTER. BOX D-28, CARE THE BILLBOARD, CINCINNATI, O.**

## Scientific Ready With New Game

NEW YORK, Feb. 22.—Remarkable example of careful development and pre-testing of a new game was revealed recently when Scientific Machine Corporation announced a new baseball game.

The principles incorporated in Scientific's baseball game originated in the firm's experimental laboratory four years ago, execs report. Recognizing in this game possibilities for large, life-time earnings, company officials proceeded slowly but surely in its development. Following out this policy, Max Levine and Fred Heilporn, Scientific's heads, completed 20 games and put them on location here. Changes and improvements were made constantly, they state.

According to Levine, firm's president, earning records of the new machine have been amazing. "I've been in the coin machine business for a long time," says Levine, "but I never would have believed such large collections could be maintained consistently week after week and month after month on any one machine. The terrific earnings served to convince us more than ever that we really had something in our new baseball machine. Then and there we decided to adopt an entirely new course in the marketing of a coin machine, which was to get a minimum of 2,000 games ready for production before announcing what we had. That's how sure we were that the new game couldn't fail to sweep the country."

Levine and Heilporn took their new game to the Chicago show only with the idea of showing in the event other manufacturers had similar games. There were none. So the baseball game remained crated and out of sight.

With 2,000 machines in production, Scientific feels this is the opportune time to release the game. Distributors are being appointed, it is claimed.

## Howard Sales In New Quarters

OMAHA, Neb., Feb. 22.—"We have just moved to a new and larger building where we have sufficient room to show all of the machines we can get," reports Tony Mangano, head of Howard Sales Company, Omaha. New quarters are located at 1206 Farnam Street.

"We are proud of the fact that we are the oldest distributing house in Omaha," said Mangano, "and our company long has been the pacemaker here. We offer the most courteous and efficient salesmen, mechanics, and office force that can be found."

"Since I have been out of the city all but a few days since we moved we have not had our formal opening, but will complete the arrangements some time in the near future."

## Grand National Replenishes Stock

CHICAGO, Feb. 22.—"In the last few weeks our sales have been so great," reports Mac Churvis, sales manager of the Grand National Sales Company, "that we have started an energetic buying campaign to keep our stocks up to their usual level. In order to meet the demands of our customers, we must keep plenty of merchandise on hand at all times."

Al Sebring, head of the firm, explained that operators throught the country are being contacted with the view of acquir-



LIKE SEASONED TROUPERS, these Rock-Ola experts uncrate traveling display preparatory to setting it up for a showing in a distributor's display room. Out of the box comes a beautiful background for Rock-Ola's new ToneColumn. Before the box and its equipment is discarded it will have been in most of the nation's chief market centers.

ing available equipment in large quantities.

"Our reconditioning department is working overtime these days," Sebring added. "No sooner is a piece of used equipment brought into our plant than it is placed in the hands of an expert mechanic whose precision work puts it into the finest possible condition for our customers. The fact that they are quick to appreciate the unusual care we give our machines undoubtedly accounts for the exceptional business we are now enjoying."

## Baltimore

BALTIMORE, Md., Feb. 22.—The shortage of new machines continues in this market, with distributors reporting they have been unable to get enough to supply demand.

Shipments of Genco's Seven-Up have been received by Hub Enterprises, according to Aaron Goldsmith. However, the shipments have not been adequate to take care of the orders on hand. Likewise, Goldsmith states, shipments received on Chicago Coin's Sport Parade have been far from sufficient.

A steady upward movement in the Packard Pla-Mor line is reported by William J. Claire, of the Baltimore branch of the Keystone Novelty Company.

"Our operations since the beginning of the year have shown a definite upward trend," states Michael Bandor, head of the Maryland Novelty Company. "The January operation showed a gain over January, 1940, and early February activity indicates an even better month."

Rudy Greenbaum, district sales manager for the Packard Manufacturing Company, made Baltimore one of the stopping places on his tour of the territory.

"The introduction of wall boxes was one of the greatest booms to the phonograph business," states Nicholas Brous, Atlas Vending Machine Company.

"The wide use of wall boxes has well demonstrated that they have found considerable favor with customers," said Brous. He predicts increased favor for this equipment.

The Maryland Operators and Distributors' Association recently appointed a legislative committee whose work it will be to keep an ever watchful eye on the workings of the Maryland Legislature, now in session, so as to be ready to take necessary steps in opposing legislation that may be aimed at the coin machine industry. The committee consists of Nicholas Brous, Arthur Nyberg, and Lucien Cate.

"Our candy vending machine operations are showing 100 per cent increase," states Irving Levy, head of the Giant Sales & Vending Company. The

step-up in operations, Levy declared, has been greatly helped by the defense program.

The concern has been named distributor for the Wachburn Candy Company, Providence, R. I., and also for the Conna-Mint Sales Corporation of New York.

Joseph Garfink, of Simco Sales Service Company, left Baltimore recently for a month's stay at Miami Beach, Fla. He was accompanied by his wife.

"We are enjoying a steady expansion of our operation," states B. W. Scheuer, Vendomat Corporation of America. The firm distributes and operates machines made by the Stoner Corporation, of Aurora, Ill.

H. J. Struben and A. Forthhuber, trading as the States Sales Company, have opened a combined wholesale and retail operation on novelties at 2307 East Monument Street.

## Retail Trade Makes Largest Gain Since '30

CHICAGO, Feb. 22.—Retail trade of the nation last week showed the largest gain for the period since 1930, according to Dun & Bradstreet. At the same time the Federal Reserve Board reported that department stores sales of the country last week registered the best gain so far this year.

Given a substantial boost by Lincoln's birthday sales promotions, this week's retail trade showed gains ranging from 9 to 15 per cent over the same period last year in dollar volume.

The Federal Reserve Board reported that department store sales for the week ended February 8 were 19 per cent in excess of the same period last year. This was the sixth consecutive week this year to show an improvement over 1940 and compares with a gain of 9 per cent over a year ago for the preceding week.

The broadest gains this week over the 1940 level, according to Dun & Bradstreet, were still concentrated largely in Southern and Midwestern cities, altho there was increasing evidence of the spread to other sections.

Mail orders calling for immediate delivery bulked heavy in wholesalers' new business, the review said. Forward covering on staple and semi-staple goods also continued active. Deliveries remained the major concern and in lines most closely related to defense needs buyers were attempting to meet requirements for many months ahead, according to the credit agency.

As a rule, however, the review declared, commitments were limited to 90 days. Speculative purchasing was said to be very little in evidence and in most instances the rate on inventory expansion was found to be lagging slightly in relation to sales increases.

## Former NATD Prez Dies

WORCESTER, Mass., Feb. 22.—Henry J. Pinney, 61, who served the 1939 and 1940 terms as president of National Association of Tobacco Distributors, Inc., died in city hospital here after a brief illness culminated by a heart attack. Funeral services were held from the Pinney residence. He was president of H. E. Shaw Company here.



ATLAS BARGAIN GUIDE

Reconditioned—Refinished Like New!

Special! Deuces Wild Counter Game ..... \$ 8.50

Special! Chicken Sam Rayolites, Factory Refinished—Only . . 52.50

<p style="font-weight: bold; text-align: center;">CONSOLES</p> <p>Colors, Buckley . . . . . \$ 97.50                  Galloping Dominos, '39, 114.50                  Lucky Lure, Evans, '39, 119.50                  Paces Reels Jr., 25¢ . . . 94.50                  Paces Races, Brown Cab. 94.50                  Skill Time, 1938 . . . . . 79.50                  Square Bell, Mills . . . . . 64.50                  Track Time, Keeney's, 1938 . . . . . 79.50                  Triple Entry, Keeney's, 1939 . . . . . 114.50</p> <p style="font-weight: bold; text-align: center;">PAYTABLES</p> <p>Grand National . . . . . \$94.50                  Grandstand (Bally) . . . . . 77.50                  Sport Page . . . . . 56.50                  Hawthorne (Bally) . . . . . 59.50                  Thistle-down . . . . . 59.50                  Pacemaker . . . . . 87.50                  Derby Time, 6 Coin . . . . . 37.50                  Fairgrounds . . . . . 27.50                  Flasher (Mills) . . . . . 31.50                  Gold Medal (Bally) . . . . . 59.50                  Mardi Gras . . . . . 39.50                  1-2-3, Fruit or Animal . . . . . 39.50                  Turf Clamps . . . . . 19.50</p> <p style="font-weight: bold; text-align: center;">BELLS</p> <p>Mills 1¢ Blue Front, S.J. . . . . \$42.50                  Mills 25¢ Blue Frt., S.J. . . . . 49.50                  Watling's 10¢ Rol-a-Top 24.50                  Watling's 25¢ Rol-a-Top 27.50</p>	<p style="font-weight: bold; text-align: center;">COUNTER GAME BARGAINS</p> <p>A.B.T. Model F, Cream Cabinet . . . . . \$12.50                  Bell Slide, 4-Way Fruit Reels . . . . . 7.50                  Club Vendor, 1¢ Cig., Token Pay . . . . . 12.50                  Comet, 1¢ Cig. Reels, Token Pay . . . . . 14.50                  Cent-a-Pack, Cig. Reels . . . . . 6.50                  Double Deck . . . . . 7.50                  Fruit King (Mills), New . . . . . 10.50                  Ginger, 5¢ Cig. Reels . . . . . 12.50                  Kounter King (Mills), New . . . . . 10.50                  Lucky Pack, 1¢ Cig. Reels 8.5¢                  Penny Pack, 1¢ Cig. Reels 7.50                  Puritan Vendor, 1¢ Fruit Reels . . . . . 6.50                  Sparks, 1¢ Token Pay, Cig. Reels . . . . . 17.50                  Tit-Tat-Top, 1¢ . . . . . 6.50                  Tot, 1¢ Token Payout . . . . . 10.50                  Turf Time . . . . . 9.50                  Wild Deuces (Mills) . . . . . 10.50                  Zephyr, 5¢ Fruit Reels . . . . . 9.50</p> <p style="font-weight: bold; text-align: center;">TERMS: 1/3 Deposit, Balance C. O. D.</p>
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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 ]

FRIENDLY PERSONAL SERVICE

From the House of Dependable Service

CONSOLES

6 Mills Square Bells	\$69.50
2 Pace Saratogas, with Skill	63.50
2 Pace Saratogas, 1940 Free Play Comb.	125.00
1 Bally Royal Flush	85.00
1 Super Track Time	139.00
6 Kentucky Clubs	42.50
3 Free Play Jumbo Parades	85.00
5 Cash P. O. Jumbo Parades	85.00
6 Tanforans	22.50
6 Jennings Derby Days	22.50
1 Mills 4 Bells	22.50
2 Dominos	15.00
2 Black Paces Races	45.00
1 Brown Paces Races	75.00
1 Baker's Paces Daily Double	139.50
3 Mills Rios	25.00
2 Jockey Clubs	22.50
1 Flashing Thru	22.50
1 Evans Keeno	22.50
2 Parlay Races	42.50
2 Teasers	15.00
3 Rosemonts	17.50
1 Bally Club House	25.00
1 Jennings 5, Multiple Racer	55.00
Half Deposit With Order—Balance C. O. D.	

Write for Our Latest List.

CLEVELAND COIN MACHINE EXCHANGE

2021 Prospect Ave., CLEVELAND, O.

# TOWERING ABOVE ALL



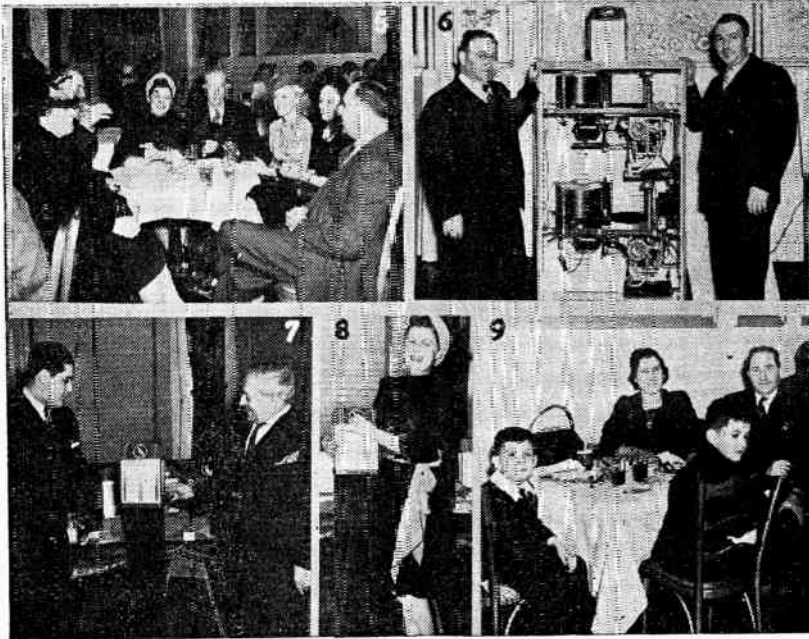
**GENCO GAMES**

Greatest name in novelty games because **THEY MAKE MORE MONEY, WORK PERFECTLY, AND BRING IN HIGHEST TRADE-IN PRICES!**

**GENCO**

BUILDS GREAT GAMES

2621 N. ASHLAND AVE. CHICAGO



SOME MORE SHOTS OF THE BOND SALES "Victory Party" held February 16 at Hotel Brunswick, Boston, for Buckley Music Systems: (5) Mrs. Pearlstein, Jack MacLean, Mr. and Mrs. Dillon, Mabel Chamberlain, Mrs. Jack MacLean, and Mr. Pearlstein. (6) Alexander Dahms and Alfred Michaud. (7) Joe Rossello and J. Sarubi. (8) Mrs. Dillon. (9) Mr. and Mrs. Anthony Peteruti and sons.

## Minneapolis-St. Paul

MINNEAPOLIS, Feb. 22.—Congratulations are in order for Oscar R. Truppman, sales manager for Acme Novelty Company. He was married January 12. The new Mrs. Truppman is the former La Verna King.

N. L. Nelson, La Beau Novelty Company, St. Paul, returned from a several days' tour thru the territory to find business holding up well. Kenneth Glenn, of the La Beau staff, has left for a week's circuit of the trade.

William (Sphinx) Cohen, Silent Sales Company, has been in Chicago hurrying up merchandise from the manufacturers. Meanwhile, according to Al Melrovitz, of Silent Sales, business has been moving along at a good pace.

Tom Crosby, of Faribault, president of the Minnesota Amusement Games Association, is vacationing at Hot Springs, Ark. Meanwhile efforts in behalf of the 1941 Northwest coin machine show at the Radisson Hotel here in March are progressing satisfactorily. With the return of Crosby and of Don Leary, of Automatic Sales Company, publicity chairman now vacationing in the Caribbeans, action on the show will shift into high.

Business at the Hy-G Amusement Company, according to Jonas Bessler and Sid Levin, has been moving along in great shape. Word is still being awaited of the release date for the new phono lines.

Sam Taran and Morris Roisner, Mayflower Novelty Company, St. Paul, are touring thru Iowa and other sections of the Midwest and will end up in Chicago. They are still on the lookout for possible locations of new branch offices

which the Mayflower organization is contemplating opening shortly.

Lee Hayden, export and new products manager for Wurlitzer phonos, was here for a three-day visit with Ted Bush, head of Acme Novelty Company.

Ray Peterson, office manager for Mayflower Novelty Company, is back at his desk after a week's layoff necessitated by his battle with flu bugs.

Recent visitors at Hy-G Amusement Company were Norman Chapman, of Des Moines, Ia., who thinks the new School Days game is one of the best ever pro-

## I. Q. Machine

GULFPORT, Miss., Feb. 22.—The I. Q. Company has been incorporated at Gulfport for the purpose of manufacturing an intelligence test coin-operated machine which was recently ruled as a legal amusement device by the Supreme Court of Mississippi.

The new firm is capitalized at \$10,000, with Upton Sisson, Mrs. Elenor Devore Sisson, and V. E. West, all of Gulfport, listed as incorporators.

The company will also manufacture sporting goods, Sisson said.

duced; A. D. Van Schaich, of Red Wing, who dittoed Chapman's story; Howard Sigel, of Virginia, Minn., and Pete Wornson, of Mankato, eager to get some of the new Seeburg phonos.

Among the coinmen seen at Mayflower Novelty this week were Fred Kirschman, St. Cloud; Hy Singer, Hub City Novelty Company, Aberdeen, S. D., and Holly Cliff, Zumbro Falls, Minn.

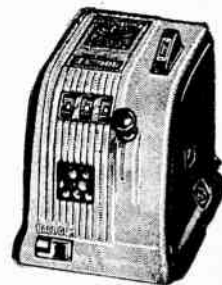
Business for Spin-O Sales Company, according to Manny Levine, firm head, has been holding up in fine shape. New locations for the game are being opened constantly in all parts of the country, with spring prospects bright, he said.

Coin-operated postage-stamp machines have appeared in large numbers around drugstores and other loop retail outlets in the city within recent weeks after an absence of several years. Sponsors are a concern in Hopkins, Minn., suburb of Minneapolis.

## Washington Cig Tax 183G

OLYMPIA, Wash., Feb. 22.—Cigarette tax collections in the State of Washington amounted to \$183,474 during the month of January, according to a report from the Excise Tax Commission.

# "AMERICAN EAGLE"



## FOR BIG, STEADY PROFITS

DAVAL · 2043 CARROLL AVE. · CHICAGO  
MAC MOHR CO., 2916 W. PICO BLVD., LOS ANGELES, CALIF.



**BERT LANE**  
Says:

**GENCO GAMES**  
MAKE MORE  
COST LESS \*

\* BECAUSE OF HIGHEST  
TRADE-IN VALUES OF ALL!

**SEABOARD SALES, INC.**

619 10th Ave., N. Y. Wisconsin 7-5888

## BUY WITH CONFIDENCE AT AVON NOVELTY!

ARCADE EQUIP.	FREE PLAYS
Kreney Anti-Aircraft. \$60.00	Bally Triumph ..... \$15.00
Bally Alleys ..... 25.00	Big Six ..... 14.50
Wurlitzer Skee Ball .. 32.50	Bally Chevron ..... 12.50
Western DeLuxe Base- ball, F.P. .... 69.50	Bally Eureka (1 Ball) 29.50
Seeburg Jail Bird ... 57.50	Four Roses ..... 60.00
Seeburg Chicken Sam. 45.00	Gold Cup (1 Ball) .. 54.50
Bally Shoot the Bull. 50.00	Hawthorne (Conv. 1 Ball) ..... 69.50
Ten Strikes ..... 44.50	Metro ..... 65.00
Rock-Ola World Series 39.50	Mills 1-2-3 (Animal Car) ..... 42.50
All American ..... \$72.50	Red Hot ..... 25.00
Bally Beauty ..... 25.00	Score Champ ..... 25.00
Bandwagon ..... 52.50	Bally Vacation ..... 39.50
Drum Major ..... 39.50	Ex. Zombie ..... 57.50
Bally Fairgrounds (Conv. 1 Ball) .. 29.50	Stop & Go ..... 12.50
Gold Star ..... 60.00	Sport Page (Conv. 1 Ball) ..... 60.00
Line Up ..... 47.50	
Mr. Chips ..... 20.00	
Progress ..... 35.00	
Sara Suzy ..... 32.50	
Speedway ..... 42.50	
Bally Variety ..... 15.00	
Polo ..... 47.50	
Super Six ..... 15.00	
Stratoliner ..... 70.00	
Anabel ..... 54.50	



1/3 Deposit, Balance C. O. D. WE BUY—SELL—TRADE

**AVON NOVELTY SALES CO., INC.**

2923 PROSPECT AVENUE

CLEVELAND, OHIO



**ORDER YOUR NEW AND USED MACHINES FROM THE DISTRIBUTING CENTER OF THE SOUTH, AS WE HAVE ALL OF THE NEW MACHINES THAT ARE AVAILABLE FOR DELIVERY SLIGHTLY USED MACHINES**

The machines listed below are slightly used and offered subject to prior sale.

**SPECIALS**

- 22 Bally Triumphs ... \$12.50
- 18 Mills 1-2-3, Metered Late Model, No Pay-out Tube, Perfect ... \$27.50
- 10 Mills Jumbo Parades, Free Play ... 87.50

**5-BALL FREE PLAY**

- 1 Bally Chevron ... \$12.50
- 2 Bally Dandy ... 7.50
- 2 Bally C. O. D. ... 12.50
- 1 Bally Topper ... 17.50
- 3 Bally Scoops ... 10.00
- 1 Bally Pick Em ... 12.50
- 2 Bally Fleet ... 42.50
- 1 Bally Duet ... 62.50
- 1 Bally Sport Parade, F.S. ... 67.50
- 1 Bally Armada, F.S. ... 62.50
- 1 Keeney Repeater ... 59.50
- 2 Keeney Speedway ... 19.50
- 1 Keeney Speed Demon ... 19.50
- 1 Baker On Deck ... 27.50
- 1 Baker Black Out ... 24.50
- 1 Stoner Double Feature ... 15.00
- 1 Chicago Coin Sport ... 27.50
- 1 Chicago Coin Polo ... 21.50
- 1 Chicago Coin Strat-o-Liner ... 67.50

**1-BALL**

- 1 Bally Santa Anita ... \$119.50
- 2 Bally Grand National ... 82.50
- 2 Mills Spinning Reel ... 64.50

**COUNTER GAMES**

- 1 Mills Vest Pocket, Blue & Gold, 5c, S.U. ... \$29.50
- 1 Liberty ... 17.50
- 3 Mills Vest Pocket, 5c, Blue & Gold, F.S. ... 37.50
- 2 Mills Vest Pocket, 1c, Equipped With Meter, F.S. ... 37.50
- 1 A.B.T. Challenger ... 14.50
- 1 Steeple Race ... 5.00
- 1 Daval Marvel ... 14.50
- 1 Groetchen Mercury ... 14.50
- 2 Imps. F.S. ... 8.00

**PHONOGRAPHS**

- 1 Rock-Ola Nite Club (12) ... \$ 32.50
- 1 Rock-Ola 1940 Counter ... 152.50
- 2 Rock-Ola Imperial 20 ... 52.50
- 1 Wurlitzer 816A ... 55.00
- 1 Wurlitzer P12 ... 29.50

MILLS BELL LOCKS, New, with 2 Keys \$1.50

The above prices are effective March 1, 1941. The above machines are offered subject to prior sale. 1/3 certified deposit with order, balance C. O. D.

**MOSELEY VENDING MACHINE EX., INC.**  
00 BROAD STREET RICHMOND, VA.  
Day Phone, 3-4511 Night Phone, 5-5328

**CONSOLES**

- 1 Mills Jumbo Parade, C.P. ... \$82.50
- 4 Pace Saratoga Jr. ... 49.50
- 1 Pace Saratoga Sr. ... 52.50
- 1 Pace Race, J.P., #5627 ... 75.00
- 1 Pace Race, C.P., 5c, #6895 ... 124.50
- 1 Pace Race, Convertible, 5c, #5982 ... 97.50
- 1 Pace Race (Baker Cab.), 5c, Cash Pay, #6046 ... 99.50
- 1 Pace Reel ... 52.50
- 2 Keeney 1938 Skill Time ... 64.50
- 1 Keeney Past Time ... 157.50
- 1 Keeney Triple Entry ... 109.50
- 1 Baker Pacer, 25c, C.P., #6942 ... 149.50
- 1 Bally Rays Track, 5c, C.P. ... 14.50
- 1 Evans Royal Lucro ... 125.00
- 2 Galloping Domino, No J.P., 5c, C.P. ... 125.00
- 1 Evans Bang Tail, #2982 ... 129.50

**SLOTS**

- 1 Mills War Eagle, 25c, #387594 ... \$19.50
- 1 Mills Regular, 25c, #300747 ... 21.50
- 1 Melon Bell, 25c, #432002 ... 52.50
- 1 Blue Fr. V., 25c, #321616 ... 27.50
- 4 Blue Fr., 5c, #285175 and up ... 35.00
- 1 Regular 5c, #319286 ... 19.50
- 1 Regular 10c, #305069 ... 21.50
- 1 Mills Melon Bell, 5c, #428617 ... 49.50
- 1 Melon Ven., 5c ... 52.50
- 1 Gooseneck, 5c, #301735 ... 17.50
- 2 Mills Silent, 5c ... 17.50
- 1 Red Fr., 5c, #374478 ... 32.50
- 1 Bonus, 5c, #428448 ... 52.50
- 1 Gooseneck, 25c, #370099 ... 19.50
- 1 Mills Dice Game, 25c ... 49.50
- 1 Watling Rotapop, 5c ... 29.50
- 1 Gaille Cadet, 5c ... 25.00
- 1 Gaille Cadet, 10c ... 25.00
- 1 Gaille Console, 5c ... 39.50
- 1 Pace Comet, 5c, FE28052 ... 25.00
- 1 Pace Cadet, 5c, FCD49266M ... 25.00

**Industry Demands Quick Service**

By HAROLD PINCUS,  
Purchasing Agent, Atlas Novelty Company, Chicago

IN MOST industries a buyer places orders for equipment, supplies, or merchandise two weeks, a month, or six months ahead of time. He anticipates seasonal demands, special events, and advertising schedules.

But the coin machine industry moves too fast to follow conventional methods of other fields. The operator's location wants a game when it wants it, and the operator expects 24 to 48-hour service on practically all of his orders.



In the case of new releases the demand must be correlated by the distributor with factory production schedules so that shipments keep rolling. When the games are hard to get and the pressure becomes heavy, then every effort must be made to meet rush deliveries.

Quick action is even more necessary in the case of parts. It costs the operator money for each day he has to wait for a part for a machine.

Recognizing the importance of parts to the operator, Atlas maintains a complete and well-stocked parts department. Parts orders are filled the same day they are received. This means that complete stocks must be on hand at all times and every available source of supply must be contacted.

There are two reasons why Atlas can keep pace with hurry-up deliveries of new games and parts. One is the close contact with all the leading manufacturers. The other is keeping well informed as to every possible source of supply.

As a result, Atlas can point with pride to the fact that customers are able to get the fastest deliveries at the lowest prices.

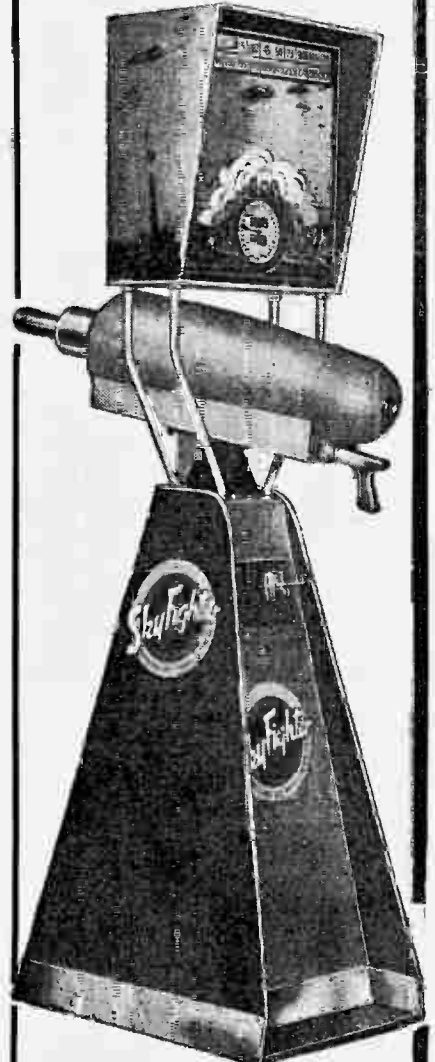
**STILL GROWING!**



THAT PHENOMENAL SUREFIRE MONEYMAKER . . .

**SKY FIGHTER**

TRADE MARK  
U. S. Patent No. 2,212,257  
Other Patents Pending



MANUFACTURED BY  
**INTERNATIONAL MUTOSCOPE REEL CO., Inc.**

44-01 11TH STREET  
LONG ISLAND CITY, N. Y.

**BUY NOW FROM YOUR NEAREST MUTOSCOPE DISTRIBUTOR**

**Big Rush on For Pike's Peak**

CHICAGO, Feb. 22.—"Groetchen distributors who booked volume orders for Pike's Peak on the merits of one or two floor samples are now besieged by operators who have tasted the heady wine of collections they never believed possible from a penny-play straight amusement game," says Carroll Vetterick, of Groetchen.

Exhibiting a long-distance order for 50 Pike's Peaks which had just been received, he said they were for an operator whose daily collections on Pike's Peak averaged more than half the cost of his machines.

"This is not an unusual report," Vetterick stated. "Dozens of other testimonials have been received which far outdistance any claims we have made for Pike's Peak, and the operator pockets his percentage of these sensational earnings, as there are no awards or payouts to be made."

"When operators rush into our distributors demanding more Pike's Peaks we can understand why they are disappointed in not being able to buy all the games they need for waiting locations. And we can understand that all our distributors can do is to wire us or call us long distance, while anxious operators wait for latest news from the factory."

"And all we can do is to explain that we are increasing production on Pike's Peak just as fast as we can add fully trained men to our assembly lines. Assembling of Pike's Peak is a tremendous task, requiring exacting workmanship. While short cuts might enable us to double production and relieve the pressure sooner, we are determined that every Pike's Peak must be perfect when it is unpacked and rushed to its location," Vetterick declared.

**Victor Game Available Soon**

Feb. 22.—Harold Schaefer, Victor Vending Corporation, Chicago, says Victor's new counter game will be released to the market in three weeks. "We have a machine that

will earn a new all-time high for operators. We have every reason to be highly enthused over our new counter game which, incidentally, has a cigarette dice arrangement with reel machine features so well liked by players."

**Barrage of Orders For Groetchen Game**

CHICAGO, Feb. 22.—"What a homecoming!" enthusiastically commented Max Glass, official of Gerber & Glass, as he was greeted by a flood of orders for counter games and other equipment on his return from a Florida vacation.

"Why, Pike's Peak alone is a sensation," says Max. "Orders are flowing in steadily from all parts of the country, and we've had operators everywhere calling and writing to tell us what a terrific money-maker it is and wanting to know when they can expect shipment. Pike's Peak is really over the peak."



WELL KNOWN MUSIC MEN connected with Buckley Music Systems, Inc., Chicago, gather with the boss, Pat Buckley (third from left), in a discussion of music equipment for 1941. Left to right are H. R. Perkins, factory sales manager; W. W. (Mike) Ackman, Texas representative; Pat Buckley, president, Buckley Music Systems, Inc.; Collis Irby, Southwest sales manager; F. H. Parsons, Buckley vice-president, and George Wrenn, Texas field representative.

# BIG TIME

**THE BIG TIME HIT OF THE SHOW!**

**8 WAYS TO WIN**

**HERE'S the hit for a big-time profit clean-up! Action! Thrills! Last ball suspense! Fetching "come on"! Every second jam-packed with big Replay possibilities! 3-Way New High Award innovation! 5 additional Ways of Scoring! Intriguing ball action . . . Appeal in every detail! On locations it's piling up a tremendous record for play and profits!**

**Boom your profits . . . Here's real, big-time money-making with BIG TIME! Order yours today!**



**\$109.50**

**OTHER BAKER HITS!**  
**LUCKY STRIKE**  
 Cigarette Counter Game  
**BAKER'S PACERS**  
 Aristocrat of Consoles

**THE BAKER NOVELTY COMPANY INC.**  
 2626 WASHINGTON BOULEVARD—CHICAGO, ILL.



**GROUP OF VISITORS IN PACKARD'S SUITE** during coin machine show in Chicago. Left to right: J. R. Donaldson, Coffeyville, Kan.; H. R. Matheny, Wichita, Kan.; Joe Frank, Nashville, Tenn.; W. E. Simmons, Packard official; Mrs. H. W. Smith, Seymour, Ind.; H. W. Smith, Seymour; Frank Navarro, Mexico City, and William Nathanson, Mexico City.

## Long Popularity On Pool Bowling

STEGEE, Ill., Feb. 22.—"What a game!" say officials of Pool Bowling Manufacturing Company here concerning their game, Pool Bowling. "We couldn't ask for more. It's going great in every location—piling up record earnings every day in the week.

"That's because Pool Bowling gives the players what they demand from a recreational game—speed, action, drama, a chance to use skill. It's a game everyone can play—an amusement the whole family can enjoy. Pool Bowling is already a proven success. And what's more, its pulling power grows with time. It is holding player interest beyond anything we've ever seen.

"We even think we can be a little smug about Pool Bowling. For it's not only constructive as far as recreation—it really pulls in the play, which is the final test for any game."

"legal games" as illegal, and with all the effort being put forth at this time to establish acceptable operation of games thru the country this seems to be quite damaging.

Do you believe it could be arranged to use the expression novelty games, amusement games, or some other acceptable expression?

Realizing the excellent work you have done to promote good public relations, I know you will give this thought your consideration and hope you can successfully do something about it—M. S.

NOTE: Several operators' associations are using the term re-play instead of free-play games. Also, odd-play, skill-play, or extended play games may be used instead of free-play. For legal papers it is probably best to use the term "extended play games."

It would hardly be possible for manufacturers to print circulars on their games, or advertise in trade papers, without to some extent telling exactly what the game is—whether console, payout, etc.

Advertising circulars and trade papers are used by certain officials and reform groups now and then, but eliminating the circulars and the trade papers would not solve the problem.

There are certain officials and reform groups that will get their information in some way. As long as machines are displayed in thousands of public places there really are few secrets about them. There are legal agencies that have immense files on the various machines, taxes, and all phases of the industry.

The best plan yet devised seems to be that of having a live operators' association which requires its members to conform to local sentiment and to cooperate with public officials in all regulations made by them.

## Game Terminology Worries Reader

To the Editor:

Just having finished reading the late copy of *The Billboard*, I am dropping you this note to call to your attention a thought which I believe should receive immediate consideration.

In reading thru some of the ads I notice the games listed by classifications such as free-play games, one-ball pay tables, legal games, consoles, etc. This is inclined to be misleading and automatically, thru inference, classifies all other games except those listed under

## Find That Prison Inmates Learn To Make Counterfeits

SAN FRANCISCO, Feb. 22—In the nationwide fight against counterfeiting and slugs, an effort has been made to discover where the counterfeiters and slug-makers have learned to make spurious coins which closely resemble real coins or are in other ways similar to real coins.

Ordinary slugs do not either look like coins nor have the same weights. However, federal officers are now looking for the makers of slugs which have one side roughly resembling a coin.

In asking a captured counterfeiter where he had learned to make counterfeit coins, federal officials received an astounding answer. San Quentin prison, located here in San Francisco, boast vocational and trade learning facilities. They were surprised to learn that a course not on the regular curriculum was being taught in the prison.

This was a sub-rosa counterfeiting school, where pupils were trained in all the details. The discovery was made when Charles P. Vance, 26, was arrested by federal agents on a charge of counterfeiting.

When asked by a federal judge, who has made a special study of counterfeiting methods, where he had learned the secret so well, Vance proudly replied:

"At the San Quentin school of counterfeiting."

Vance was released from San Quentin 11 months ago and knew the art of counterfeiting so well that he was able to set himself up with his brother, William, 32, in a bogus

coin manufacturing plant and business.

### Sessions Held at Noon

"I learned all about the counterfeiting business during noon-day talks in the garden," Vance explained. "My teachers were counterfeiters who knew every detail of the business from the making of the molds to the alloying of the metals.

"I learned how to make the molds with an unusual degree of precision. It is easy if you know how, but I cannot explain as it is a professional secret."

Judge Michael Roche, who asked to see the molds, declared they were finer than any others that had ever been produced in his court.

Police and federal officials testified there had been an epidemic of counterfeit dimes, quarters, and half dollars shortly after Vance's release from San Quentin in 1939.

The Vance brothers did not counterfeit coins to pass themselves but engaged in a wholesale manufacturing business, selling \$10 worth for \$4 to other persons who put them into circulation.

### Denies Earlier Link

Vance denied any connection—other than perhaps that of pupil—with counterfeiters in the prison who, in 1936, used the photographic and photo-engraving laboratories of the prison for turning out spurious \$10 Federal Reserve notes which found their way into the hands of confederates among paroled prisoners. He also denied making any bogus coins while in the prison, insisting he had merely learned the art there.

Following Vance's arrest, his brother, William, voluntarily surrendered, declaring he had helped make the counterfeits, was equally guilty as his brother, and wanted to take his share of the consequences.

**DON'T TRUST TO LUCK**

**BUY**

**MONARCH MACHINES**

---

**AUTOMATIC PAYOUT CONSOLES**

Evans '40 Bangtalls \$164.50	Jennings Fasttime . . . \$89.50	Keeney Pastime . . . \$129.50
Paces Races, Wal. Cab. 89.50	Keeney '38 Track Time 79.50	Bally Royal Flush . . . 89.50
Jumbo Parade, Latest Model . . . . . 94.50	Keeney Super Track Time . . . . . 139.50	Pace Saratoga, 1940 . . . 89.50

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**ONE BALL AUTOMATIC PAYOUTS WITH JACKPOT**

Long Shot . . . . . \$154.50	Sport King . . . . . \$135.00	Santa Anita . . . . . \$124.50
Grand National . . . . . 87.50	Pacemaker . . . . . 87.50	Gold Medal . . . . . 54.50
Thistle-down . . . . . 55.00	Derby Time . . . . . 39.50	Derby King . . . . . 39.50
Hey Day . . . . . 39.50	Hawthorne . . . . . 57.50	Sport Pace, no J.P. . . . 52.50

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**MISCELLANEOUS EQUIPMENT**

Keeney Anti-Aircraft \$55.00	Wurl. Coun. Mod. 61 \$74.50	Jumbo Parade, F.P. Console . . . . . \$94.50
Rockola '39 Gouter Model with Speaker 79.50	Rockola Deluxe Lux. Phono. . . . . 144.50	Exhibit Vitalizer . . . . . 39.50
Pace 5¢ Royal Console, 5¢ . . . . . 64.50	Stew.-McG. 9 Col. Cig. Machine, Like New 54.50	Chicken Sam . . . . . 54.50
Rockola World Series. 49.50	West. Baseb., Wal. Cab., Comb. F.P. & P.O. . . . 72.50	Ten Strike . . . . . 54.50
		Ten Pin . . . . . 54.50
		Bally Alley . . . . . 44.50

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**ONE BALL FREE PLAY SPECIALS**

Bally Eureka . . . . . \$ 39.50	Bally Gold Cup Console . . . . . \$ 50.00	Bally Sport Special. . . \$117.50
Bally Record Time. . . 124.50	Exhibit Congo . . . . . 29.50	Bally Arrowhead . . . . 29.50
Gattileb Track Record 84.50		Gold Cup Leg Model . . . . .

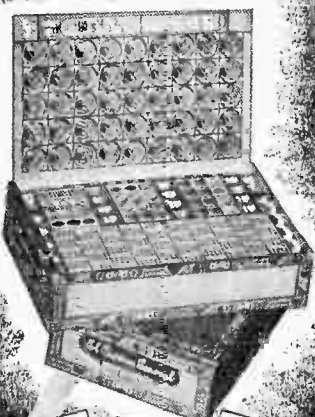
Terms: 1/3 Deposit—Balance C. O. D.

**MONARCH COIN MACHINES**

1545 NORTH FAIRFIELD Phone, Armitage 1434



**HIT OF ALL TIME!  
CIGAR BOX BOARDS  
BY GARDNER!**



**PERFECT  
FOR  
ANY  
LOCATION**

**AN  
Original  
GARDNER  
Idea**

**A  
CIGAR BOX  
WHEN CLOSED!  
A HIT BOARD WHEN OPEN!**

Just imagine!—An actual cigar box which opens up and displays a snappy new Gardner money-maker! A variety of new fast-moving numbers to choose from! Start making real dough!

**NO. 800 MONEY BELL**  
Beautiful new slot-symbol tickets; 800 holes; thick; plenty of profitable player appeal!

5¢ Play, Aver. Profit . . . \$20.25  
10¢ Play, Aver. Profit . . . 34.15  
25¢ Play, Aver. Profit . . . 46.65

Write for New Circulars Showing Line-up of More Cigar Box Boards, Featuring Cigarette Symbol, Slot Symbol and Tip Number Tickets! Also Gardner's Latest and Greatest Book and Money Boards!

**GARDNER & CO.**  
2307 ARCHER CHICAGO, ILL.

**Mann Cites Adams Gum Popularity**

NEW YORK, Feb. 22.—The popularity of Adams Gum in vending machines was cited this week by Walter H. Mann, head of the G. V. Corporation, national distributor of Adams Gum and Adams Gum venders.

Mann said all penny venders on the market are now made to sell Adams Gum and declared that all machines exhibited at the Coin Machine Industries show in Chicago were so equipped.

Gum venders are particularly profitable at this particular time, says Mann. "Odd pennies received in change from taxed articles are more and more going into the gum machines," he said. "Many operators who have never before operated machines vending articles selling for less than a nickel have recently added penny gum machines to their routes."

**Keeney Factory Beehive of Activity**

CHICAGO, Feb. 22.—"Sounds trite, I know," said Bill Ryan, Keeney's general manager, "but in our case it's the absolute truth when we say the new Keeney plant is a veritable beehive. The amusement game production line is turning out Velvet free-play games as fast as incoming cabinets and accessory parts permit.

"The wall box division is working at top capacity, filling orders for wall boxes, bar brackets, and adapters. The machine-gun line," said Ryan, "is turning over to the shipping department Air Raider anti-aircraft guns and Navy Bomber machine guns as fast as it can."

Ryan also states that for the past seven weeks the console division of the J. H. Keeney & Company has been steadily filling orders for the new model of Track Time and Triple Entry.

**Daval 21 Counter Game Introduced**

CHICAGO, Feb. 22.—"In keeping with our policy of giving the trade the game that they need at the time they need it, we are introducing our newest game, Daval '21,'" said officials of the Daval Company, Chicago, this week.

The officials, Dave Helfenbein and Al Douglas, continued: "The trade has been waiting for our new game for some months. Our distributors knew that we had the game under way but we have not released it until now in order that we might build up a huge stock to take care of immediate deliveries.

"When '21' was first displayed to a group of our distributors, they jumped at it with large orders. Since then they have been after us to get started on deliveries. Now we are ready to do so and each distributor will receive an equal share of the first large run.

"We are shipping the machines four in

**DEPOSITS**

*You can bank on Bally*

**TO GIVE YOU THE WINNERS IN EVERY CLASS**

**NOW IN PRODUCTION!**

- FLICKER** . . . . . replay-novelty sensation
- BLUE GRASS** . . . . . deluxe replay multiple hit
- KENTUCKY** . . . . . one-shot payout multiple
- DEFENDER** . . . . . the Rapid-Fire gun for '41
- HIGH-HAND** . . . . . 5-reel replay poker console
- ROYAL DRAW** . . . . . 5-reel payout poker console
- BIG TOP** . . . console bell, payout, replay or skill
- BALLY BABY** . . . penny cigarette counter game

**SEE YOUR DISTRIBUTOR TODAY!**

**BALLY MANUFACTURING COMPANY** 2640 BELMONT AVENUE CHICAGO - ILLINOIS

a case upon the request of our distributors, who state that their samples have aroused the interest and check-book of operators who have already seen the game.

"Completely protecting the operators in every way, Daval's '21' is the machine that will bring higher profits each day it is on location. The coin divider arranges for a perfect percentage division of the receipts. The ball gum vender is built right into the machine so that it is easily discernible. Fully protected saunters lead the player in following the required rotation play.

"This is the kind of machine the players like, where they play against the machine and try to out-think the action of the game. Daval's '21' is small, and an operator can easily carry several of them at a time."



**\$12.50  
6 for  
\$60.00**  
**1c, 5c or  
10c Play**  
**1-3 Deposit**

**TORR** 2047A-SO. 63 PHILA., PA.

**A Proven Money-Maker**  
experienced operators say

**NEW IMPROVED UNIVERSAL GRIP SCALE**

Often Pays for Itself in Less Than 30 Days Legal Everywhere

Beautiful Red Crackle Finish — All Chrome Front — Rotary Grip Handle — Fire-Proof Chute — Holds \$20.00 in

**AVAILABLE NOW \$12.75**

**TRING COMPANY**  
Indian Building CHICAGO, ILL.

**GRIP SCALE** Approved by

**TORR** 2047A-SO. 63 PHILA., PA.

Write for Illustrated Circular and Terms. NATIONAL DISTRIBUTOR



THE 1941 BUCKLEY MUSIC SYSTEM GIRL, Jane Texan, fondly cuddles a Buckley wall box, a part of the line comprising the Buckley Music System for 1941.

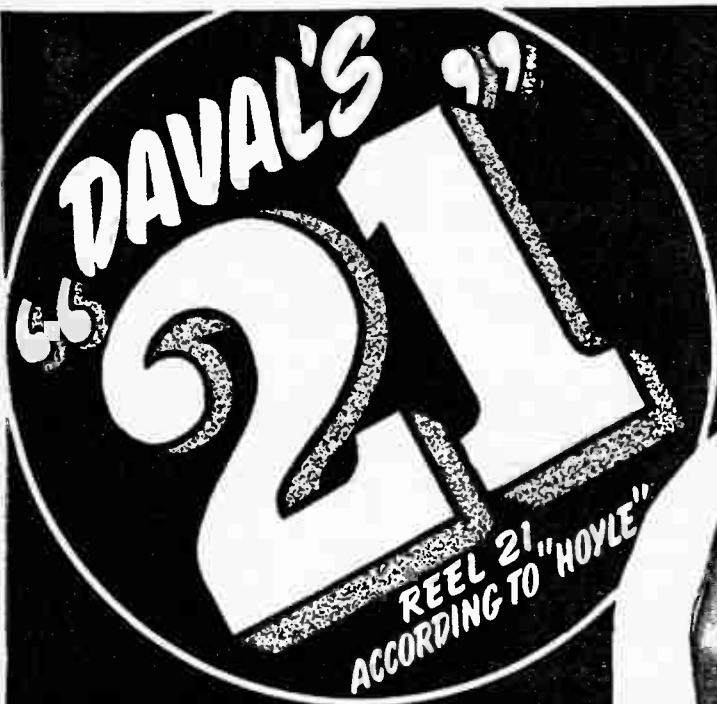
**WANTED**

A-1 Pin Game Mechanic. State experience fully, if free to travel and salary expected.

BOX #470, THE BILLBOARD, CHICAGO

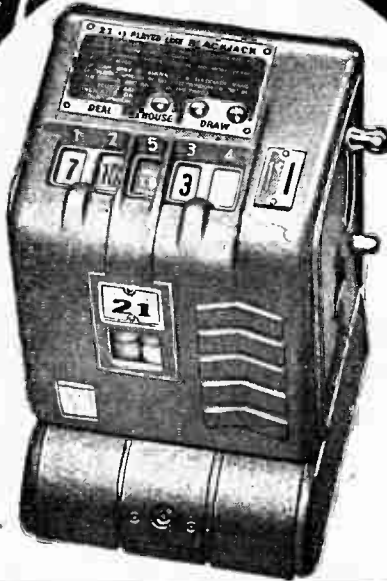
Have you heard about the new, tiny, sensation-packed counter game soon to be released? For advance information write today to

**ATLAS NOVELTY CO.**  
2200 N. WESTERN CHICAGO



**GREATEST MONEYMAKING  
COUNTER GAME OF ALL TIME  
...THAT WAS DAVAL'S REEL "21"**

**NOW IN MINIATURE SIZE  
WITH DAVAL'S AUTOMATIC  
COIN DIVIDER AND TWO  
SEPARATE GREAT BIG  
CASH BOXES AND  
A HUNDRED NEW  
IMPROVEMENTS**



Here it is! The counter game you waited for—DAVAL'S sensational, miniature size "blackjack" game! Reel 21 with play action that is strictly "according to Hoyle"—featuring DAVAL'S world famous Automatic Coin Divider (Standard model 75%-25% quickly interchangeable to 80%-20%) and TWO EXTRA LARGE SEPARATE CASH BOXES! 1c or 5c or 10c play! Operators' Cash Box holds over \$11.00 in Pennies—more than \$35.00 in Nickels! "The greatest counter game moneymaker of all time" is what everyone called Reel "21"—now in perfect small size with a hundred new and better features comes DAVAL'S "21" to outshine, outplay, outearn and outperform the greatest of all great counter games!

**ONLY \$19.75  
CASE OF 4 ONLY \$72.50**

**QUICK! RUSH YOUR ORDER TO YOUR  
NEAREST DAVAL DISTRIBUTOR TODAY!**

PACIFIC COAST OFFICE • MAC MOHR COMPANY • 2916 W. PICO BOULEVARD • LOS ANGELES, CALIF.

**DAVAL • 2043 CARROLL AVE. • CHICAGO**

**Track Down  
The BIG BLACK BEAR  
for BIGGER RETURNS!**



**SUPERIOR'S new  
sure-fire big-game thriller... 1200 holes. Original  
symbols depicting  
animals... Attractive  
thick die-cut board...  
Easels... Celluloid protection  
over jackpots.  
Approximate average  
profit is \$27.00. Maximum  
profit is \$30.50.  
Write SUPERIOR for  
details on THE BIG  
BLACK BEAR and other  
die-cut sensations.**

**NEW  
DIE-CUT  
FEATURE**

**SUPERIOR PRODUCTS**

14 NORTH PEORIA ST.  
CHICAGO, ILLINOIS

**Backe Takes Over  
Rotor Table Games**

NEW YORK, Feb. 22.—Earle Backe, of National Novelty Company, Merrick, Long Island, has taken over Rotor Table Games, Inc. Sales will be directed from the Rotor office and factory here.

Backe declared that the Rotor Tables act as a wedge in heretofore inaccessible spots and open up new pinball locations to operators. "The table rotates, allowing each of four players a turn at the plunger without disturbing the food or drinks resting on the glass table top," Backe said in describing the table.

"This game has been welcomed by owners of the swankiest spots," Backe stated. "In these class locations the Rotor Table performs a double service in that it is a modern, glass-topped table seating four people as well as a thrilling amusement game that brings additional pleasure to the patrons and extra profits to the location owners. These factors are the reasons for its success in such locations as Whirling Top, Cross Roads Cafe, Reuben's, La Rue's, Sherry's, Le Coq Rouge, Boar's Head, Ruby Foo's, Janssen's, Chatham Hotel, Steuben's Restaurant, and numerous other swank bars, restaurants, hotels, and night clubs here."

tributors is to be on their toes and get their Sea Hawks! No mutiny this time," concludes Dave Gottlieb, "we're geared up to make speedy delivery."

**Rising Demand for  
Baker's Big Time**

CHICAGO, Feb. 22.—Commenting with enthusiasm on Baker's latest release, Harry Hoppe, vice-president of the Baker Novelty Company, Inc., Chicago, says: "There isn't very much we need to say about Big Time—for here is a really great five-ball novelty game.

"The fact that Big Time is now in its sixth week of top production speaks for itself. Whether a game makes money for operators is the most important consideration in influencing other operators to buy. Baker's games, Line Up, Defense, and now Big Time, have gained a great reputation by their excellent performance on location.

"The reason for this popularity is simple. Baker's games are designed to a purpose, they are mechanically right, with only the finest materials used in their manufacture, and Baker workmanship is known as the finest.

"While we have been at top production on Big Time, we still cannot keep up with the demand. We are literally swamped with repeat orders and it is the repeat orders that tell the story."

**Gottlieb's New  
Sea Hawk Scoring**

CHICAGO, Feb. 22.—"It's new! It's revolutionary! It's sensational!" say officials of D. Gottlieb & Company of their latest game, which is said to be making a tremendous hit on preview locations.

"Sea Hawk is loaded with a cargo of profits—what a honey!" said Dave Gottlieb. "This five-ball free-play game fills the bill for operators and distributors in every way.

"Players are flocking to the machine because it has absolutely everything—traffic pull, lighting, action, and magnetic re-play appeal.

"All we can tell operators and dis-

**CASH FOR USED  
PHOTOMATICS**

Quote all information in first letter.  
BOX D-38

The Billboard, Cincinnati, O.

**MILLS PHONOCONSOL  
Distributor BELLE'S TABLES**

**KEYSTONE NOVELTY & MFG. CO.**  
26th & Huntington Sts., Philadelphia, Pa.  
Baltimore Office:  
515 Cathedral St., Baltimore, Md.

CLOSE-OUTS CLEAN AND CHECKED		
ALL FREE PLAYS		
5 Mills Jumbo Parade, Free Play		\$79.50
2 All Americans		60.00
2 Repeaters		49.50
1 New Gott. Three Score		39.50
1 Oh Johnny		27.50
2 Exhibit Congo		17.50
3 Mills 1-2-3, '40 Animal		84.50
5 Mills 1-2-3, '39 Animal		30.00
8 Rotation		25.00
3 Brite Spots		22.50
2 Double Feature		19.50
3 Gottlieb Three Scores		24.50
3 Genco Lucky Strike		17.50
2 Yacht Club		25.00
3 Bally Beauty		17.50
6 Oh Boy		17.50
4 Roxy		17.50
2 Score Champ		15.00
1 Score Card		17.50
1 Red Cap		15.00
1 Roller Derby		15.00
4 Lucky		\$12.50
3 Ocean Park		12.50
1 Bally Charms		15.00
1 Nippy		12.50
1 Sports		12.50
5 Commodore		10.00
3 Super Six		12.50
5 Triumph		10.00
3 Buckaroo		10.00
3 Lot of Fun		10.00
6 Super Chargers		10.00
4 Flag Ships		10.00
2 Toppers		12.50
2 Cowboy		10.00
1 Chevron		10.00
2 Conquests		10.00
1 C. O. D.		12.50
2 Davy Jones		10.00
2 Fifth Innings		10.00
8 Pickem		10.00
3 Pyramid		10.00
6 Stoner Baseball		10.00
1 Skyrocket		10.00
1 Scoop		\$10.00
2 Top Notchers		12.50
2 Vogue		10.00
5 Variety		10.00
1 Trio Western		15.00
1 Air Liner		10.00
ARCADE EQUIPMENT		
10 Bally Alleys, crated		\$20.00
5 Chicken Sams with bases		40.00
1 Jail Bird with base		50.00
2 Evans Ten Strike		39.50
1 Pockola Ten Pin		34.50
3 Bally Bull's Eye Guns, crated		39.50
5 Bally Rapid Fire		125.00
3 Genco Lucky Strike		17.50
1 Western Baseball, F.P.		59.50
PAYOUT TABLES		
2 Gold Medal		\$35.00
1 Hawthorne		45.00
5 Paces Races Red Arrow, 30 to 1, Late		95.00

1/3 DEPOSIT — BALANCE C. O. D.

419 MARKET ST.  
PHILADELPHIA, PA.

**First Again With  
"CUB"**  
3 REEL-3 WAY PLAY WITH  
AUTOMATIC COIN DIVIDERS

★A REAL OPERATOR'S MACHINE! 2 Separate Cash Boxes and Dayal's famous Coin Dividers. Standard Divider Model 75%-25%. Also available in 80% - 20% model. Take your choice of Cigarette, Fruit or Number Reel! ORDER QUICK!!

**SAMPLE \$1395**  
**CASE OF 6 \$75.00**

Size Just 5 1/2" x 5" x 6 1/2"

**"ACE"**  
5 REEL POKER PLAY WITH  
AUTOMATIC COIN DIVIDERS

★Eliminate need for meters. Cut down servicing. BIG CASH BOX FOR OPERATOR. Gum Vender. Reel windows covered when not being played. 1c, 5c or 10c play. REEL POKER PLAY!

**SAMPLE \$1495**  
**CASE OF 6 \$80.00**

Size Just 5 1/2" x 5" x 6 1/2"

**AMERICAN EAGLE**  
World's Smallest Fruit Symbol Bell With Automatic Token Award.

**SAMPLE \$32.50**  
10 for \$275

Gold Award Model \$1.50 Extra  
Ball Gum Model \$2.00 Extra

**BALL GUM**  
15c Per Box, 100 Pieces. Case of 100 Boxes, \$12.75.  
1/3 Deposit, Balance C. O. D.

**SICKING, INC.**  
1401 Central Pkwy., Cincinnati, O.  
927 E. Broadway, Louisville, Ky.  
444 Mass. Ave., Indianapolis, Ind.

**Leo Kelly Joins  
O. D. Jennings**

CHICAGO, Feb. 22.—Announced this week by O. D. Jennings, president of the O. D. Jennings Company, was the appointment of Leo J. Kelly as sales manager in charge of amusement machine sales.

"I know of no one better qualified to give our customers the kind of co-operation we want them to have than Kelly. With our present great line of machines and the new products now preparing for production, we can readily predict that



LEO J. KELLY

the Jennings line will be the one of greatest profit for operators from this time on.

"We are now fully organized to give the operator better money-makers and better service than ever before. We have anticipated the shortage in machinery for manufacturing purposes that now exists, and months ago we placed orders for machinery that has already been delivered and installed. Right now our plant is better equipped than ever before, and with our new system of gauges, checks, and triple inspections our products today are manufactured in such a way that we have practically eliminated the errors that creep in when all inspections must be done by hand. Our expansion program now anticipates many new products that will round out the Jennings line to the extent that regardless of territory conditions there will be a Jennings machine to keep the operator's profits coming to him at all times."

**Busy Days  
For Roy Torr**

PHILADELPHIA, Feb. 22.—Roy Torr, Philadelphia distributor, reports that he has found it necessary to employ a steady night shift to keep abreast of the avalanche of business that has been pouring in during the past few weeks.

"Correspondence and shipments must be made without delay to cope with this situation," said Torr. "I find it in the interest of good business to clean up current mail orders every 24 hours. Operators appreciate this kind of service and their continued patronage tells the story," concluded Torr.

**JUMBO**



There has never been a Bell so acceptable, so dependable, so appealing to the player. Jumbo, with the Mills Mystery mechanism and the Mills slug-proof slot, is the exclusive product of Mills Novelty Company, 4100 Fullerton Ave., Chicago, Ill.

WE EXTEND TO

*Bud Lieberman*

OUR SINCERE GOOD WISHES  
AND HEARTIEST COOPERATION  
MILLS NOVELTY COMPANY

4100 Fullerton Ave.

Chicago, Illinois

**NEW!** DISTRIBUTORS FOR LEADING MANUFACTURERS **USED!**  
**ALLIED APPROVED** RECONDITIONED COIN MACHINES

**LARGEST FLOOR DISPLAY  
OF COIN-OPERATED MACHINES!**

Every Make — Every Type

Free Play Games — Consoles — Counter Games — Automatic Pay Tables — Guns — Phonographs — Legal Games — Arcade Equipment

Come In And Make Your Own Selections!

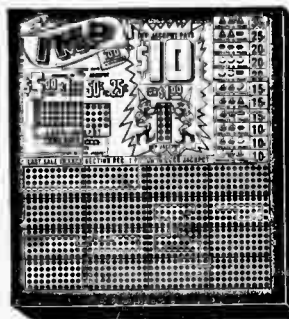
FREE DELIVERY MACHINES!

"If It's Made, You Can Get It From Allied."

Get on Our Mailing List! Write for Price Lists!

**d NOVELTY CO.**

3520 W. FULLERTON AVE. CHICAGO



**OPERATORS: USE "IMP"**  
And the Big Money Will Hit You Like Lightnin'

800 Holes..... Takes in \$40.00  
Pays Out \$21.00..... Avg. Profit \$19.00

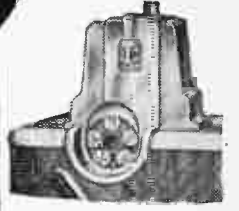
**ACME F. AND M. CO.**  
1340 W. MONROE ST., CHICAGO, ILL.

# 5 to 10 times the profit

**With These Jennings Penny Play Consoles!**

*A Model To Meet Every Location Condition*

Big penny play profits are easy when you operate a Jennings console with all these added appeals! Console impressiveness, popular penny appeal, plus the gum vender. The elevated award indicator attracts attention on every location, the location manager always has complete view of score made. Multiply your earnings five and ten times by installing these Jennings Penny Plays on all your penny play locations.



Combination Slug Rejector and Rotary Detector Model. Rotary detector shows last 5 coins played.



Totalizer Model—Played for amusement only. No payout. Totalizer indicates replays earned.

**O. D. JENNINGS and Company**  
4309 WEST LAKE STREET, CHICAGO, ILLINOIS

**CABLE TRIPPE** Price Plus Guaranteed Satisfaction

**ALL A-1 RECONDITIONED—READY TO OPERATE**

LEGAL EQUIPMENT	CONSOLES
BALLY BULL'S-EYE (With Base) .....\$37.50	JENNINGS GOOD LUCK.\$39.50
CHICKEN SAM (No Base) 35.00	JUMBO PARADE (Automatic) ..... 87.50
CHICKEN SAM (With Base) 37.50	MILLS RIO ..... 15.00
KEENEY ANTI-AIRCRAFT (Black) ..... 42.50	PACIFIC DOMINOLE.... 14.50
KEENEY ANTI-AIRCRAFT (Brown) ..... 67.50	PACE RACE (Black, Rebuilt) ..... 57.50
BALLY ALLEY (1940) .. 19.50	PARADICE (Keeney) ..... 19.50
ROCK-OLA TEN PINS (1940) ..... 34.50	MILLS SQUARE BELL (Gold Award) ..... 59.50
<b>AUTOMATICS</b>	TRACKTIME (1937 Redhead) ..... 37.50
BALLY ENTRY (4 Multiple) .....\$17.50	TRACKTIME (Red, Roundhead) ..... 29.50
BALLY GOLD MEDAL .. 57.50	TRACKTIME (Black, Roundhead) ..... 27.50
BALLY FAIRGROUNDS.. 17.50	EXHIBIT LONG CHAMP (Sr. Model) ..... 22.50
BALLY SPORT PAGE... 39.50	SUPER ZETA ..... 19.50
BALLY GRANDSTAND... 69.50	LIBERTY BELL (Flat)... 19.50
BALLY THISTLEDOWN.. 64.50	DERBY DAY (Flat) .... 17.50
MILLS BIG RACE..... 17.50	JENNINGS MULTIPLE RACES (4 Coin).... 32.50
MILLS CLOCKER (Like New) ..... 14.50	
PADDOCK ..... 6.00	
SNAPPY ..... 6.00	

Terms: One-Third Deposit, Balance C. O. D. Send for Our Complete Price List on Any Games You Are Interested In.

**IDEAL NOVELTY CO.**  
NOW LOCATED AT OUR NEW ADDRESS  
2823 Locust St. St. Louis, Mo.

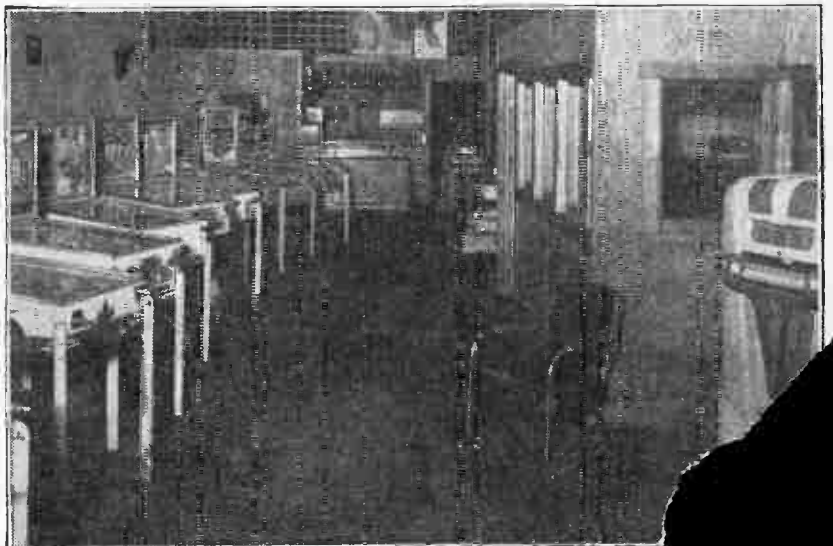
## Lieberman Opens Distrib Quarters

CHICAGO, Feb. 22.—Bud Lieberman announced the opening of his showroom for his new distributing business here February 24. A gala opening and open house party to which all operators and jobbers are invited will be held March 1. Located a stone's throw from the Chicago Loop, Lieberman believes he has the most convenient salesroom for out-of-town operators and jobbers. Convenient parking facilities are available, and a large private loading platform will expedite receiving and shipping. On the floor of the modern showrooms will be seen all the new games of the leading manufacturers. A complete reconditioned game department has been installed, with coin-controlled devices of every make and type on display in their own section of the showroom. Lieberman states that he has installed a complete reconditioning department for rebuilding used games. A factory-trained superintendent has been employed to supervise every phase of the

reconditioning process. Special sprayers have been installed on the second floor of the building.

## Monarch Coin Spring Cleaning

CHICAGO, Feb. 22.—Al Stern, official of Monarch Coin, Chicago distributor, announces that next week will mark the start of its once-a-year spring cleaning. "This year," according to Stern, "the event carries more than ordinary importance because of the tremendous values that have accrued. For the past several weeks we have been checking our 50,000 square feet of warehouse space specially for this occasion. Tremendous job lots recently purchased have been added to our already huge stock. "The Monarch organization," continued Stern, "has enjoyed the greatest winter in its history, and we are determined that business should go on at top peak right thru spring. Therefore operators should look to Monarch for a series of carefully planned events."



NEW SALES AND DISPLAY ROOMS of the Howard Sales Co. Neb. Head of the firm is Tony Mangano.

**WORLD WIDE REPUTATION**

**CREDIT WITHOUT EXTRA COST EXCEPT SLIGHT BANK CHARGE**

Same prices cash or credit. (1) Send your order with 10% deposit. (2) Send us the name of your bank.

Triumph .....\$14.75	Bang, Nov. .... \$ 9.75
Keeney Anti-Aircraft, bl. 54.50	Bang-a-Deer (plus \$7.50 for crating) .. 69.50

5% OFF for full cash with order. Cashier's check, certified check, or money order only.

FREE! Write for National's Illustrated Newsette! Packed with quality buys of every type!

**NATIONAL NOVELTY CO.**  
189 Merrick Road, MERRICK, LONG ISLAND, N. Y.



# STONER'S Sparky

DOING VERY WELL, THANK YOU!

- Truly high score feature.
- Sparky lights out.
- Two green bumpers double each thousand earned with 200 bumpers.
- Mystery 1-6000 side roll-over lanes.
- Scoring high score and Sparky earns grand replay awards.



**Stoner Corp.**

Aurora, Illinois



**\$104.50**

ORDER TODAY

## Soundies Star in Chi Stage Show

CHICAGO, Feb. 22.—Shirley Dean, star of several short films produced by Cameo Productions for the Panoram movie machines, made a personal appearance last week at Chicago's State-Lake Theater.

Miss Dean visited the Mills factory, where Panoram is manufactured. "I am very enthusiastic about the soundies," said Miss Dean to Ralph Mills, vice-president of Mills Novelty Company, "and am eagerly awaiting the release of the subjects which I made." Dennis Donohue, assistant to Fred Mills, had just flown in from Hollywood. He assured Miss Dean that her films were very good and

that they probably would be in the factory before she left Chicago.

Eight soundies have just been completed by Cameo. They are titled *Jive*, *Little Gypsy*, *Jive*, starring Diano Castillo; *Love Turns Winter to Spring*, an ice skating number by Frank Killduff and Matt Dennis, sung by Martha Tilton and Gene Grounds, with Bobby Sherwood's orchestra, and featuring an ice-skating exhibition by Mae Ross, Olympic skating champion; *What the Country Needs*, by Martha Tilton; *Am I in Love With a Song?*, sung by Gene Grounds and played by the Melody Maids girl ork; *12th Street Rag*, by Buddy Rogers and orchestra; *\$32.50 a Month*, with Shirley Dean and Buddy Rogers; *I Know Somebody Who Loves You*, sung by Gale Storm, accompanied by the Fashionaires; *Last Night's Gardenias*, sung by Shirley Dean.

### 16 Soundies in Production

The following talent has been signed by Globe Production, Hollywood, for the production of 16 soundies: Rio Rita, Dinorah Rego, Michael Alvarez, Danny Hocter, Theodore Rand, Mina Farragut, Alan Baldwin, Joy Hodges, Susan Miller, Gai Moran, Gene Grounds, Carlos Fernando, Alan Ladd, Anita Comargo, Robert Wayne, Pinto Colvic, Rudolph Friml Jr., Hillary Brooke, Louis Adlon, and Lorraine Page.

### 330 Industrial Concerns Report Income Up 23.5%

NEW YORK, Feb. 22.—Three hundred thirty industrial corporations that have thus far reported for 1940 show net earnings 23.5 per cent above those of 1939, according to a compilation made by *The New York Times*. The aggregate net income of the group amounted to \$1,005,959,661, against \$855,234,840 in 1939, an increase of \$200,724,321.

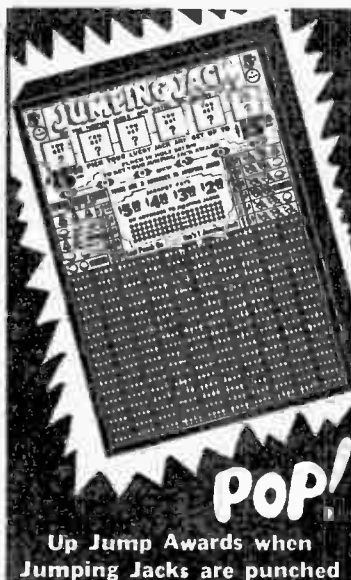
Of the 330 reporting concerns, 213 show greater earnings for 1940 than for the previous year. Twenty-two losses have been reported, against 28 in 1939. Seventeen of the 28 concerns showing losses for 1939 showed profits for last year, while 10 incurred a loss in both years.

PROVING MORE SENSATIONAL EVERY DAY!!

**Stoner's SPARKY** QUICK! RUSH YOUR ORDER!

**BUDIN'S, INC.** 174 SO. PORTLAND AVE., BROOKLYN, N. Y. Telephone: NE 8-3700

Branch: 36 E. MERRICK RD., FREEPORT, L. I. (Freeport 2100)



YOU'RE A JUMP AHEAD WITH **JUMPING JACK**

New Harlich Low Priced Mechanical Board

Profits! Action! Player Appeal! They're all here in this fool-proof, tamper-proof mechanical board. Top awards are concealed. When hole is punched, mystery card pops up and amount of award appears under celluloid.

No. 1845 5c a Play 1800 Holes  
Takes in \$90.00 Average Payout \$43.25

WRITE FOR NEW FOLDER NC-21

**HARLICH MFG. CO.**  
1413 JACKSON BLVD., CHICAGO, ILL.

**New York Incorporations**

ALBANY, N. Y., Feb. 22.—Three new vending machine companies were authorized by the secretary of state this week to conduct business in New York State.

The new projects are Southern Tier Music Company, Inc., Elmira, N. Y.; capital 200 shares preferred stock at \$100 per share and 100 shares common, no par. Stockholders: David Solomon, Harry Roberts, and Joseph Solomon, Elmira. Silver Lining Phonograph Corporation, Suffern, N. Y.; coin-operated phonographs; capital \$20,000; stockholders: Joseph Friedman, Edith Friedman, and Lillian Goldstein, New York.

Continental Beverage Company, Inc., Manhattan; soda vending business; capital 100 shares preferred at \$100 and 100 shares common, no par. Stockholders: Jules Hoffman, Charles Winkelman, and Hilda Murray, Brooklyn.



FRANK AVENKAMP, Clinton ending Machine Company, Clinton, Ia., a distributor of Exhibit Supply Company products, called at the factory showroom recently and posed for this picture with Exhibit's latest game, Stars. Several arcade machines are in the background.



# EXHIBIT SUPPLY CO.



enters its 40th Anniversary Year in the Manufacturing of Penny Arcade Equipment.

NOW IN PRODUCTION OF THE FINEST AND MOST COMPLETE LINE OF AMUSEMENT MACHINES IN ITS HISTORY — for — AMUSEMENT PARKS — SUMMER RESORTS — TRAVELING SHOWS — DANCE PAVILIONS — SKATING RINKS — FAIR GROUNDS — ARMY CANTONMENTS — ACTIVE INDUSTRIAL CENTERS — and everywhere crowds gather.

ATHLETIC MACHINES — FUN MACHINES — FORTUNE TELLERS — POST CARD VENDERS and BIG LINE OF POST CARDS and ARCADE SUPPLIES.

PUNCHING BAG  
CHIN MACHINE  
BICYCLE TRAINER  
FOOT VITALIZER  
COCKEYED CIRCUS

MAGIC HEART  
RAMASEES  
KISS-O-METER  
SMILING SAM

3 WHEELS OF LOVE  
3 WHATSIS  
HAMMER STRIKER  
DIGGER MACHINES  
POST CARD VENDERS

Machines that Made the Penny Famous

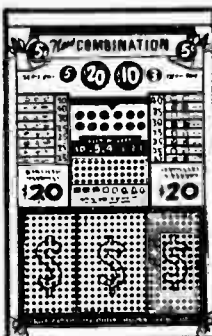
Machines that Made the Penny Famous

Free

valuable information and illustrated plans of MODERN PENNY ARCADES (Large-Medium-Small) will be promptly mailed to you upon request together with prices and terms.

**'STARS'** THE WONDER GAME  
Ask Any Operator who has them!  
YOUR DISTRIBUTOR CAN SUPPLY YOU!

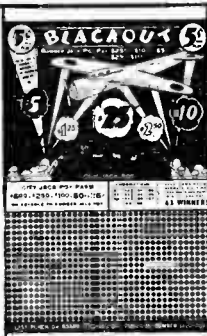
**EXHIBIT SUPPLY CO.**  
4222 WEST LAKE ST. CHICAGO



## TWO NEW HITS!

**"NEW COMBINATION"**  
840 HOLES SLOT AND DICE TICKETS  
Takes in \$42.00  
Average Payout... 19.89  
Profit... \$22.11  
A THICK BOARD SNAPPY LOOKING

**"BLACKOUT"**  
780 HOLES TIP TICKETS  
Takes in \$39.00  
Average Payout... 19.09  
Profit... \$19.91  
BEAUTIFUL 5-COLOR PRODUCTION



GLOBE PRINTING CO. • 1023-27 RACE STREET • PHILA., PA.

## Stoner Sparky Races to Favor

AURORA, Ill., Feb. 22.—“That comical horse with the quizzical grin, pleasant stare, and pensively poised eyebrow that has stared from recent issues of this publication is Sparky, namesake of Stoner's new game,” according to C. R. Adelberg, sales manager of Stoner. “Sparky got off to a lead from the starting post and hasn't slackened his pace since,” said Adelberg. “The game is going over big.”

“It is fun to play and has unusual skill shots that attract the customers,” he continued. “Operators are reporting steady earnings since the game has been on location. Sparky must be good, or the operators wouldn't be ordering so many. We've got our hands full trying to keep up with the demand.”

“Sparky has the high-score feature and lights out. For each 1,000 earned on 200 bumpers 1,000 bonus is paid if the player has put out the two green bumpers. Mystery 1 to 6,000 side roll over lanes increases the action and suspense of the new game.”

## G&G Using Special Plastics

CHICAGO, Feb. 22.—“Marbellette and Marbl-Glo are just what the trade wants, if phono orders mean a thing,” say officials of Gerber & Glass, Chicago. “Our remodeling department is working at top speed to fill orders on our restyled phonos, and production is keeping pace. “There's no doubt that these two Gerber & Glass specials are answering the trade needs. They convert an old phonograph into a money-maker with tremendous draw and player appeal.”

**BUY 2 TOT**  
Automatic Token Vender AT \$24.95 EACH AND GET ONE FREE  
GUM VENDOR \$2 EXTRA

**The Calvert Novelty Co.**  
708 N. Howard St., Baltimore, Md.

All American	\$65.00	1-2-3	\$29.50	Chief	\$65.00
Four Roses	69.50	Western DeLuxe Baseball	(Free Play)	1-2-3 (1940)	89.50
Leader	60.00	Zombie	65.00	Congo	27.50
5-in-1	69.50	Variety, Spottem, Pickem, Triumph, Buckaroo, Scoop, etc.,	\$9.50 EACH.	Rapid Fire	125.00

Write what you want and 1/3 deposit.

**LEHIGH SPECIALTY CO.**  
2ND & GREEN STS. PHILADELPHIA, PA.

**FIFTY PAYOFF TABLES**  
CLEAN AND IN GOOD CONDITION

Mills McCoys, Railroads, Tycoons, 25c Dice Machine and Jennings Late Model Flickers. Make me an offer. Also an assortment of Free Game Tables. Terms—Cash with order.

**JACK KEY**  
606 1/2 Rio Grande St., Austin, Texas

**PIKE'S PEAK**  
NATIONALLY DISTRIBUTED BY **TORR** 2047A-SO. 68 PHILA., PA.

**SOLD ON**  
★ 10 DAYS' FREE TRIAL  
★ TIME PAYMENT PLAN  
★ LIBERAL ALLOWANCE ON TRADE INS

**15 EVANS TEN STRIKE BOWLERS**  
All machines hardly used, \$27.50 each. Terms: 1/3 down, rest C. O. D.

**AUTOMATIC COIN MACHINE COMPANY**  
809 Poydras Street, New Orleans, La.

**SURE FIRE  
PROFIT AMMUNITION**



**EVANS'  
TOMMY GUN**

At last! The gun sensation you've dreamed about! So phenomenally **LOW IN PRICE**, it returns your investment double quick! Most compact—fits any location. More intriguing . . . faster action, faster profits! Evans' standard parts used throughout—assures absolutely dependable performance. Endorsed by leading big-timers in the business . . . creating a furore! Get in on this barrage of earnings! Wire or Air Mail Today!

Orders filled in order of receipt

**SMALLEST!  
LIGHTEST!  
FASTEST!  
Lowest Price!  
\$145.00**

H. C. EVANS & CO.

1520-1530 W. ADAMS ST. CHICAGO

**LATE MODELS—F. P.—BARGAINS**

**METROS (GENCO) . . . . . \$56.00**

- Anabel . . . . . \$39.50
- Airport . . . . . 12.50
- Band Wagon . . . . . 47.50
- Beauty . . . . . 16.00
- Blonde . . . . . 26.00
- Brite Spot . . . . . 22.50
- Cross Line . . . . . 41.00
- Commodore . . . . . 14.00
- Dble. Feature . . . . . 17.50
- Follies . . . . . 14.50
- Fantasy . . . . . 13.50
- Gold Star . . . . . 49.50
- Hold Over . . . . . 22.50
- \$16.00 Ea.: Bang, Chevron, Cowboy, Davy Jones, Lot o Fun, Spottem, Thriller, Triumph, Twinkle, Up & Up.

1/3 Cash Deposit. Under \$18.00 Full Cash.  
Cable Address: Coinmachin, N. Y.  
**MARC MUMVES, INC.** 555 West 157th St.  
New York, N. Y.

**Allied Offers  
Personal Selection**

CHICAGO, Feb. 22.—"The newest idea at the Allied Novelty Company," report officials, "is a unique floor display of machines of almost every make and type all ready for operation from which operators can pick the games they are buying."

"In this way operators know exactly what machines they're going to get," said Sam Kleiman, Allied official, "and it insures their complete satisfaction. We invite operators to come in and make their personal selections. Before shipment, the games are again given a rigid inspection as a final check-up, so that they may be placed on location and put into operation as soon as received."

**CLEARANCE SALE**

- AUTOMATICS**
- Fairgrounds . . . @ \$34.50
- Grandstands . . . @ 69.50
- Grandnational . . . @ 97.50
- Pace Maker . . . @ 59.50
- Golden Medal . . . @ 68.50
- Thistle-down . . . @ 64.50
- Peakness . . . @ 16.50
- Rover . . . @ 16.50
- Feed Bag . . . @ 37.50
- Govt. Multiple Races . . . @ 28.50
- Carom, Bally . . . @ 10.00
- Turf Champ . . . @ 10.00
- Jumbo . . . @ 8.00
- Stoner Air Races . . . @ 8.00
- Peakness, Free Play . . @ 18.50
- Sport Special, Free Play . . . 52.50
- CONSOLES**
- Jennings Flat Top Console . . . @ \$18.50
- 1/3 Cash Deposit Required On All Orders.
- A. I. CONDON SALES CO.**  
913 MAIN ST., LEWISTON, IDAHO

- Jennings Slant Top Console . . . @ \$23.50
- Jennings Good Luck Console . . . @ 34.50
- Jennings Mult. Racer Console . . . @ 48.50
- Keeneys Dark Horse Console . . . @ 14.50
- Tan. Exhibit Console . . . @ 18.50
- Jumbo Parade, Free Play . . @ 48.50
- Mills Square Bell Console . . . @ 92.50
- Paces Saratoga Console . . . @ 96.50
- Evans Ten Strike Payout . . . @ 62.50
- Paces Races Brown Cabinet . . . @ 59.50
- FREE PLAY GAMES**
- Spottem, F.P. @ \$15.50
- Variety, F.P. @ 19.50
- Vogue, F.P. @ 22.50
- Mills One-Two-Three, F.P. . . @ 39.50



MR. AND MRS. FRED PRAY, vacationing in Havana, stop for refreshment. Pray is a representative for the O. D. Jennings Company, Chicago. He has been touring Southern States in the interest of the firm's telephone music units.

**25¢ ORIGINAL LUCKY BILL 25¢**

**\$100 PEAYERS WIN ALL AWARDS \$100**

17 - 27 - 37 - 47 - 57 - 67 - 77 - 87 - 97 - 107 - 117 - 127  
 137 - 147 - 157 - 167 - 177 - 187 - 197 - 207 - 217 - 227 - 237 - 247 - 257

**LUCKY BILL F-4749**

1000 Hole — Takes in \$250.00.  
Pays Out \$191.00 — Profit \$59.00.

**PRICE \$1.17 EACH**

**OTHER FAST SELLERS**

- 999 Hole, F-5520, Nickel Charley @ \$1.17
- 1000 Hole, F-5385, Charley @ 1.17
- 1200 Hole, F-5315, Cheerful Charley @ 3.20
- 1260 Hole, F-5505, Jockey Jack . . . @ 3.08
- 1640 Hole, F-5240, 3 Bar Jackpot . . @ 3.65

**CHAS. A. BREWER & SONS**  
6320 Harvard Ave., CHICAGO, U. S. A.

**You can ALWAYS depend on JOE ASH — ALL WAYS**

Big Six . . . . . \$ 8.50	Mills 1-2-3, F.P. \$27.50	Spottem . . . . . \$10.00
Commodore . . . . . 16.50	Marl Gras . . . . . 32.50	Supercharger . . . 12.50
Mr. Chips . . . . . 14.50	Lucky . . . . . 13.50	Super Six . . . . . 12.50
Cowboy . . . . . 9.50	O'Boy . . . . . 16.50	Triple Threat . . . . 8.50
Eureka . . . . . 22.50	Red Hot . . . . . 14.50	
Hold Over . . . . . 42.50	Rotation . . . . . 27.50	
Jofy . . . . . 22.50	Score Champ . . . . 10.00	
Lite-a-Card . . . . . 22.50	Score Card . . . . . 19.50	
	Score Champ . . . . . 12.50	

1/3 Dep. With All Orders, We Ship Bal. C.O.D.

**ACTIVE AMUSEMENT MACHINES CORP.**  
930 North Franklin Street, Philadelphia, Pa. Phone: Market 2656.

**Look To The GENERAL For LEADERSHIP!**

Blondie . . . . . \$39.50	Paradise . . . . . \$67.50	Mills F.P. Mint Vender. Like New . . . . . \$89.50
Bowling Alley . . . . . 22.50	Polo . . . . . 47.50	1-2-3, P.O. . . . . 22.50
Contact . . . . . 12.50	Powerhouse . . . . . 45.00	Mills Hi-Boy . . . . . 27.50
Cross Line . . . . . 52.50	Roxy . . . . . 22.50	Triple Entry . . . . . 125.00
Eureka . . . . . 22.50	Score Champ . . . . . 25.00	Jenn. Fast Time, P.O. . . 89.50
Follies . . . . . 22.50	Triumph . . . . . 15.00	Keeneys Gun, Blk. . . . 49.50
Gold Star . . . . . 59.50	1-2-3, F.P. . . . . 37.50	Keeneys Gun, Brn. . . . 72.50
Majors . . . . . 12.50	1-2-3, 1940 . . . . . 99.50	

We Are Famous for Quality in Reconditioned Games! Write Today for Our Complete List and Save Money by Buying the Best! Terms: 1/3 Cash With Orders, Balance C. O. D.

**THE GENERAL VENDING SERVICE CO.** 306 NO. GAY ST. BALTIMORE, M.D.

RIDE ON VELVET with

# KEENEY'S '41 Velvet

OPERATORS TELL US IT MAKES MORE PROFITS THAN ANY GAME THEY'VE SEEN IN A LONG, LONG TIME

J. H. KEENEY & CO. NOT INC.

"The House That Jack Built"

6630 SO. ASHLAND AVENUE, CHICAGO, ILLINOIS

YOUR KEENEY DISTRIBUTOR HAS HIS NOW!



Keeney Built... IT MUST BE GOOD!

**SUPER TRACK TIME**  
9-Coin Selective Head Console with "Even" or "Odd" Feature.

NOW IN PRODUCTION

**AIR RAIDER**  
Fastest, Biggest Profit Maker Ever Produced!

**TRIPLE ENTRY** Selective 9-Coin Play. Top Earning Console!

**NAVY BOMBER**  
New Keeney Machine Gun with Award Feature!

**OLIVE'S BIG BARGAINS IN RECONDITIONED MACHINES**

**AUTOMATIC PAYOUTS**

Derby Day (Slant Top)	\$27.50
Liberty Bell (Slant Top)	22.50
Mills 1-2-3	40.00
Jumbo Parade (New Head)	82.50
Grand National	80.00
Liberty Bell (Flat Top)	17.50
Places Races (Over 6000)	90.00
Track Time (Red Head)	32.50
1 Bally Club House (As Is)	10.00
1 Bang Tails (As Is)	15.00
2 Jockey Club (As Is)	10.00
1 Kee Bell (As Is)	15.00
3 Track Time (Round Head, As Is)	15.00
4 Kentucky Club (As Is)	20.00

**COUNTER GAMES**

American Eagle (1/2 Fruit Reels)	Write
Doughboy	\$9.00
Imp, 1/2 Fruit	7.00
Imp, 1/4 Cigarette	7.00

With the exception of those machines sold "As Is," all Reconditioned Machines are thoroughly cleaned and checked—Ready to place on Locations, Guaranteed in A-1 Condition.  
Terms: 1/3 Deposit, Balance C. O. D.

**OLIVE NOVELTY CO.** 2625 LUCAS AVE. ST. LOUIS, MO.

**Bally Flicker Demand Continues**

CHICAGO, Feb. 22.—"The fame of Bally's Flicker novelty replay game is keeping the factory humming these days," reports Ray Moloney, president of Bally Manufacturing Company. "The game has been in steady production since the January show, where Flicker was introduced, and the end is not yet in sight.

"Evidently the clever combination of high-score and rotation spelling is just what the doctor ordered to stimulate player interest in replay locations. Operators are loud in their praise of Flicker earning power, and distributors are piling in repeat orders faster than we can ship.

**WANTED**

Scientific's X-Ray Poker Machines  
Skee Balls  
Bally Alleys  
Anti-Aircrafts  
Chicken Sams  
Rock-Ola World Series

If it's coin operated drop us a line and let us know what you have. State quantity, make, model, condition and lowest F. O. B. price first letter.

**ASSOCIATED ENTERPRISES**  
5130 North Broadway  
Wichita, Kansas

**WANT TO BUY**

PAYTABLES—FREE PLAYS—SLOTS AND PHONOGRAPHS

State Quantity, Condition and Price in Your First Letter  
Something New—Something Different—Ask Us About It!

**GRAND NATIONAL SALES CO.**  
2300-08 W. Armitage Avenue Chicago, Illinois

**John A. Marquette, Of Detroit, Passes**

DETROIT, Feb. 22.—John A. Marquette, one of the oldest coin machine operators in the country, passed away suddenly February 14 at his home in Marine City, Mich., following a heart attack. Burial was made February 17 in Mount Olivet Cemetery, Detroit. Well known thruout the industry, his funeral was attended by many industry leaders from Chicago, Detroit, and surrounding States.

Scoop	\$12.50	Fox Hunt	\$45.00
Super Six	12.50	Sky Line	40.00
Varley	12.50	Topper	15.00
Cadillac	35.00	Vacation	42.50
Sporting	30.00	Kentucky Club	40.00
Lead Off	35.00	Skill Time	55.00
Bright Spot	27.50	Glamour	35.00
Lime Light	35.00	Gottlieb Bowl	35.00
Polo	42.50	Ing Alley	25.00
Mascot	32.50	'39 1-2-3	30.00
Dixie	45.00		

**ALL FREE PLAY GAMES**  
1/3 Deposit With Order

**R. & S. VENDING CO.**  
556 Parsons Ave., COLUMBUS, OHIO  
Tele.: Fairfax 1788

**I. L. MITCHELL & CO.**

FOR BETTER MACHINES AND BETTER PRICES

Write for Our List of Used Pin Games

PHONE: GLENMORE 2-5450  
MACHINES AND SUPPLIES 1070 Broadway, BROOKLYN, N. Y.

Marquette entered the coin machine business over 45 years ago, operating the old automatic pianos. He later operated other music machines as they were introduced. At one time he was credited as being the largest music operator in Michigan. Marquette retired from active operation of the Marquette Music Company 14 years ago. He retained an interest in the business, however, and followed the industry closely from his home in Marine City.

**MILLS FREE PLAY VENDOR**

Slightly used, closing out at \$90.  
Q.T.'s convertible, \$29.50; Wally 5¢ play. Watco head, similar to equipment in excellent operating condition. 1/3 deposit with order, balance on delivery.

**CATE BROS.' UNION**  
701 N. Eutaw St.,



# SEA HAWK

**LOADED  
WITH A  
CARGO OF  
GOLD**



**There'll Be No Mutiny  
This Time! We're Making  
IMMEDIATE DELIVERIES!**

**D. GOTTLIEB & CO.**  
1140-1150 N. KOSTNER AVE., CHICAGO

**"See Al First"**

**CLEANING HOUSE—REMOVAL SALE**  
**ALL FREE PLAY**  
**PERFECTLY RECONDITIONED**

Bally Beauty \$19.50	Triumph ... \$ 9.50
Brite Spot . 24.50	Vogue . . . . 15.00
Line Up . . . 49.50	Flick 'Em . . 9.50
Hold Over . 24.50	Big Six . . . . 9.50
Sporty . . . . 29.50	Score Champ 18.50
Dbble. Feature 19.50	Sports . . . . 15.00
Vacation . . . 29.50	Lucky . . . . 15.00
Gold Star . 52.50	Rotation . . 27.50
Super Six . 14.50	C. O. D. . . . 14.50
Red Hot . . . 14.50	Big Town . . 19.50
Commodore . 17.50	Topper . . . . 12.50
O'Boy . . . . 17.50	Champion . . 12.50
Roxy . . . . 17.50	Bang . . . . 12.50

1/3 With Orders, Balance C. O. D.

**ARCO SALES CO.**  
AL RODSTEIN  
1334 Spring Garden St., Philadelphia, Pa.

### Success Shipping Night Bomber

CHICAGO, Feb. 22.—The coin machine public will soon get its first glance at the Success Manufacturing Company's new Night Bomber at local distributors' offices thruout the country. First introduced at the recent coin machine show, Success has, according to C. R. Kirk and Charles Castle, officials of the firm, thoroly tested Night Bomber on hundreds of locations in order to check and recheck the earning power of the gun.

"Now perfect in every way," say Success engineers, "Night Bomber is destined to be one of the largest earning, rapid-fire, 300-shot machine guns ever to hit the market.

"Upon the insertion of a coin a lighted city is shown, with an air field brilliantly illuminated on one side. Gradually the city darkens until it fades out of sight and a bombing plane soars into view. Diving, looping-the-loop, and performing various aerial maneuvers, the bombing plane is an eluding target to shoot

at. With each hit the plane bursts into fire.

"The gun itself is a faithful replica of an army machine gun. Made of highly polished aluminum, it actually invites the prospective shooter to come and handle it."

### Sport Parade In Sixth Week

CHICAGO, Feb. 22.—"The average run of a table game at a coin machine factory is about four weeks," according to Sam Wolberg, of Chicago Coin. "Therefore we are highly elated about the fact that Sport Parade, our present game, has been in top production for six weeks with no drop-off in sight," he continued.

Wolberg attributed the long run of Sport Parade to its many different features and to the fact that Chicago Coin games have a reputation for ruggedness and dependability.

"Distributors like Al Simon, of New York; I. Rothstein, of Philadelphia, and dozens of others have ordered and re-ordered Sport Parade," he concluded.



**UNIVERSAL GRIP SCALE**

Pays for itself in less than 30 days.

Holds \$20.00 in pennies.

Legal Everywhere.

**\$12.75**

1/3 Deposit, Balance C. O. D.

**OHIO SPECIALTY CO.**  
29 W. Court St., Cincinnati, O.  
539 S. 2nd St., Louisville, Ky.

**OPERATORS!**

Write for Our New COMPLETE ODICE LIST

**OF KEES!**

**WUKKEE**

**MACHINE CO.**

Fond du Lac Ave.  
Waukeee, Wis.



TEXANS TURN OUT TO VIEW new Wurlitzer phonographs at showing sponsored by the Commercial Music Company, Wurlitzer distributor in the Southwest. The above picture was taken at the Houston, Tex., showing. A simultaneous party showing was held in Dallas. Commercial Music reports the largest attendance and greatest volume of orders ever placed at a showing.

**1c SKILL GAMES ONLY \$17.50 EACH 1c**

These New Counter Games Will Make 1941 Your Most Prosperous Year!

Each game is equipped with ball gum vendor.

Marvelous play appeal! Mechanically perfect! All skill awards are recorded. Immediate Delivery! Order Today!

**HOLE IN ONE | Salesmen Wanted | SPITFIRE**

**D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.**

**OPERATORS, WRITE...**

**H. G. PAYNE COMPANY**  
312-314 Broadway, NASHVILLE, TENN.  
For Weekly Bargain List. Most Complete Stock of New and Used Coin Machines in the South.

ADVERTISE IN THE BILLBOARD  
—YOU'LL BE SATISFIED WITH RESULTS.

**1<sup>ST</sup> in DEMAND**

*Chicago*

Now in its **6<sup>th</sup>** Big Week . . . And still selling faster than we can make them!

*Coin's*

**SPORT PARADE**

**OUR BUSINESS IS BUILT ON YOUR CONFIDENCE IN US!**

**PERFECT FREE PLAY GAMES | IMMEDIATE SHIPMENT— IS OUR POLICY!**

SCORE-A-LINE . . . \$33.50	LITE-A-CARD . . . \$24.50
DRUM MAJOR . . . 28.50	O'BOY . . . 18.50
THREE SCORE . . . 22.50	CROSS LINE . . . 47.50
POWERHOUSE . . . 42.50	SCOOP . . . 14.50
COMMODORE . . . 18.50	LEAD OFF . . . 29.50
FOX HUNT . . . 38.50	JOLLY . . . 19.50
SUPER SIX . . . 12.50	LANDSLIDE . . . 28.50
TRIUMPH . . . 12.50	BIG SHOW . . . 19.50
ROTATION . . . 29.50	ANABEL . . . 49.50
BRITE SPOT . . . 24.50	HOLD OVER . . . 24.50
MASCOT . . . 21.50	DIXIE . . . 42.50
LEADER . . . 61.50	PUNCH . . . 17.50
GOLD STAR . . . 52.50	LINE UP . . . 47.50
PARADISE . . . 55.50	VACATION . . . 31.50
FLEET . . . 44.50	

And every game guaranteed perfect regardless of price. You buy only the best when you buy from us.



George Ponser

**GEORGE PONSER CO.**  
519 WEST 47TH ST. NEW YORK CITY  
MEMBER OF ALLIED  
11-15 E. RUNYON ST. NEWARK, N. J.

**SAVOY'S WEEKLY SPECIALS RECONDITIONED and GUARANTEED**

ANABEL . . . \$44.50	JOLLY . . . \$19.50	RED HOT . . . \$17.50
BIG SHOW . . . 18.50	LEADER . . . 58.50	ROXY . . . 18.50
CADILLAC . . . 34.50	LINE UP . . . 42.50	ROTATION . . . 28.50
DIXIE . . . 39.50	O'BOY . . . 16.50	SUPER SIX . . . 17.50
DBLE. FEATURE . . . 18.50	PARADISE . . . 52.50	1/3 dep. with order, bal. C.O.D.

**SAVOY VENDING CO.** 651 ATLANTIC AVE. BROOKLYN, N. Y.

**★ NATIONAL'S VALUES! ★**

**5-BALL FREE PLAY GAME BARGAINS**

Big Chief . . . \$89.50	Metro . . . \$67.50	All Amer. . . \$67.50	Paradise . . . \$65.00
Gold Star . . . 63.00	Crossline . . . 62.00	Bandwagon . . . 54.50	Dude Ranch . . . 52.50
Powerhouse . . . 49.50	Dixie . . . 49.50	Polo . . . 49.00	Skyline . . . 47.50
Bordertown . . . 45.00	Score-a-Line . . . 45.00	Landslide . . . 45.00	Rotation . . . 45.00
Glamour . . . 44.50	Blondie . . . 44.50	Summertime . . . 42.50	Cadillac . . . 42.50
Oh! Johnny . . . 39.50	Limelight . . . 38.50	Doughboy . . . 38.50	Sporty . . . 37.50
Yacht Club . . . 37.50	Three Score . . . 35.00	Beauty . . . 35.00	Brite Spot . . . 35.00
Mascot . . . 34.50	Big Show . . . 32.50	Score Card . . . 32.50	Lite-o-Card . . . 32.50
Big Town . . . 32.50	Short Stop . . . 32.50	Roxy . . . 32.00	Jolly . . . 31.50
Bowling Alley . . . 31.50	Follies of '40 . . . 30.00	Score Champ . . . 29.50	Red Hot . . . 27.50
Commodore . . . 27.50	Home Run . . . 25.00	Oh Boy . . . 25.00	Mr. Chips . . . 24.50
Lucky . . . 22.50	Nippy . . . 22.50	Scout . . . 22.50	Flagship . . . 22.50
Super Six . . . 22.00	Conquest . . . 18.00	Fantasy . . . 17.50	Rebound . . . 17.00
Big Six . . . 15.00	Clipper . . . 14.50	Triumph . . . 14.50	Pickems . . . 14.00

**PHONOGRAPHS**

Master '40 Rockola, Rockolite, F.S. . . \$198.00
Rockola 1939 De Luxes . . . 144.00
Rockola 1939 Standards . . . 127.50
Rockola 12 Records . . . 29.00
Wurlitzer 500, Piano Keyboard . . . 145.00

**SLOTS**

Mills Free Play Front Vendor . . . \$105.00
Mills Blue Fronts, S.J., 50¢ Pl. . . 49.50
Mills Cherry Bells, 3-10 Pay., 5¢ Pl. . . 44.50
Blue Fronts, D.J., 5-10¢ Pl. . . 28.50
Jennings Chiefs, 5¢ & 25¢ Pl. . . 29.00
War Eagles, 5¢ & 25¢ Pl. . . 22.00
Watling Rotatop, 5-10-25¢ Pl. . . 22.50

**MISCELLANEOUS**

Bally Rapid Fire . . . \$114.00	Keeney Anti-Aircraft . . . \$67.50
Shoot-the-Bull . . . 52.50	Chicken Sam . . . 49.50

**PAYOUTS**

Grand National . . . \$89.50
Grandstand . . . 74.50
Sport Pages . . . 52.50

TERMS: 1/3 Deposit, Balance C. O. D., F. O. B. Chicago.

**NATIONAL COIN MACHINE EXCHANGE**

1411-13 Diversey Blvd. CHICAGO, ILL.

**GUNS—GUNS**

**SPECIAL!!!**  
MILLS JUMBO PARADE, F. P. CONSOLE . . . \$79.50

Keeney Anti-Aircraft, Brown, Like New. \$57.50	Bally Rapid Fire Submarine . . . \$109.50	A.B.T. Fire & Smoke Target Pistols, like new \$16.50
Black, Clean . . . 39.50	Chicken Sams . . . 44.50	Bally's Bull's Eyes . . . 49.50

**LEGAL GAMES**—KIRK AIR DEFENSE, Legal . . . \$64.50  
BALLY ALLEYS . . . 17.50

FREE PLAY MACHINES GUARANTEED	Triumphs . . . \$14.50	Super Charger . . . \$19.50
	Super Six . . . 17.50	Scoop . . . 24.50
	Avalon . . . 12.50	Conqo . . . 24.50
	Flash . . . 12.50	Clipper . . . 12.50

**AJAX NOVELTY CO.**

2707 WOODWARD AVE., DETROIT, MICH.

**OUR PRICE LIST IS FAMOUS!**

FOR SAVING OPERATORS BIG MONEY ON THE LATEST AND BEST NEW AND USED MACHINES OF ALL TYPES AND MAKES! BEFORE YOU BUY ANOTHER MACHINE — GET OUR PRICE LIST!

**ROY MCGINNIS, 2011 Maryland Ave., Baltimore, Md.**



# Seeburg

## NATIONAL DEMONSTRATION WEEK

"THERE IS A TIDE IN THE AFFAIRS OF MEN WHICH,  
TAKEN AT THE FLOOD, LEADS ON TO FORTUNE."

Such a tide comes to its fullest flow on March First, and through the following seven days to March Eighth, when the Music Operators of America will receive their greatest opportunity in the history of music operating. It is an opportunity to align themselves with the Leading and most progressive manufacturer in the music industry—the J. P. Seeburg Corporation. It is an opportunity which, taken now, leads on to fortune, for Seeburg Leadership introduces a new era of stability and profits in music operating. During the eventful "Seeburg National Demonstration Week" Music Operators in every section of the nation will view the inspiring creations that Seeburg has designed to place music operating on a higher plane than ever before. Thrilling new beauty of design—the *only* new beauty for 1941—and the amazing wonders of "Ear-Level Tone Projection," "Fountain of Light" Illumination, low cost operating and many other exclusive Seeburg features that assure profitable operating will be demonstrated by Seeburg Distributors in forty-four cities from Coast to Coast. The Seeburg Distributor who serves your territory extends a most cordial invitation to visit his display rooms during "Seeburg National Demonstration Week."



**SEEBURG**  
**NATIONAL DEMONSTRATION WEEK**  
 MAR: 1st-8th Inclusive

**...MUSIC!**  
**OPERATORS!**

THE MOST PROFITABLE INVESTMENT YOU CAN MAKE IS TO SPEND ONE DAY WITH YOUR SEEBURG DISTRIBUTOR DURING THIS HISTORY MAKING EVENT! HE'LL SHOW YOU HOW YOU CAN MAKE MORE MONEY WITH THE NEW 1941

**Seeburg Hitone SYMPHONOLAS and Seeburg MUSIC SYSTEMS**



**OPERATORS IN CENTRAL AND NORTHERN NEW YORK—YOUR FUTURE IN MUSIC AWAITS YOU AT GORMAN NOVELTY CO.**  
 85 Genessee St., Utica, N. Y.



**CENTRAL NEW YORK OPERATORS! FOR MUSIC'S MOST PROFITABLE LINE, COME TO DAVIS SALES CO.**  
 105 Lexington Ave., Syracuse, N. Y.



**VIRGINIA AND DISTRICT OF COLUMBIA OPERATORS—BE SURE TO VISIT UNIVERSAL NOVELTIES**  
 1023 King, Alexandria, Va.  
 6 W. Broad Street, Richmond, Va.



**IF YOU OPERATE IN CENTRAL OR SOUTHEASTERN OHIO, W. VA. OR WESTERN VIRGINIA, BE SURE TO SEE SHAFFER MUSIC CO.**  
 514 S. High St., Columbus, O.



**BE SURE TO SEE YOUR SEEBURG DISTRIBUTOR!**

SEEBURG NATIONAL DEMONSTRATION WEEK \* MARCH 1 TO 8

WE HAVE WHAT YOU'VE BEEN WAITING FOR!



IRV SOMMER HARRY ROSEN NAT COHN

The New 1941  
SEEBURG HiTone SYMPHONOLAS  
and SEEBURG MUSIC SYSTEMS at

Modern's

7 BIG SHOWROOMS

NEW YORK CITY  
ALBANY, N. Y.  
HARTFORD, CONN.  
ELIZABETH, N. J.  
TRENTON, N. J.

JACKSONVILLE  
MIAMI BEACH

FOR LEADERSHIP!

A MODERN PRODUCT

IS ALWAYS A WINNER



BE SURE TO VISIT YOUR NEAREST *Modern* OFFICE!

10th Ave. at 45th St.  
New York City, N. Y.

356 Broadway  
Albany, N. Y.

822 Fifth St.  
Miami Beach, Fla.

Modern-Southern Distributor:  
470 Riverside Drive, Jacksonville, Fla.

1210 North Avenue

East Coast Phono. Distributors

Elizabeth, N. J.

Offices also in  
Trenton, N. J. and Hartford, Conn.

World's Largest Automatic Music Sales Agents

# SEEBURG NATIONAL DEMONSTRATION WEEK

MARCH 1<sup>ST</sup> TO 8<sup>TH</sup>  
INCLUSIVE



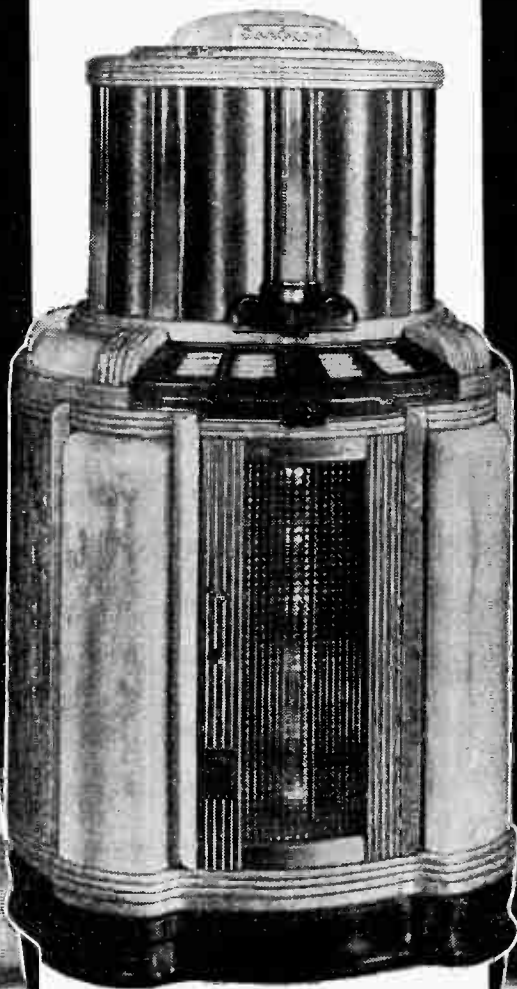
*Sam London*  
WELCOMES ALL  
**WISCONSIN  
OPERATORS**  
TO THE 1941  
SEEBURG SHOWING  
AT HIS SHOWROOMS  
SPECIAL SHOWING  
MARCH 1<sup>ST</sup> AND 2<sup>ND</sup>



*Milwaukee*  
**COIN MACHINE  
COMPANY**  
1455 W. FOND Du LAC Ave.  
MILWAUKEE, WISC.

ON WISCONSIN!  
TO THE MOST PROFITABLE  
LINE IN AUTOMATIC  
MUSIC!

THIS IS THE GREATEST  
MONEY MAKING OPPORTU-  
NITY THAT HAS EVER BEEN  
OFFERED TO MINNESOTA  
OPERATORS! BE SURE  
TO ATTEND!

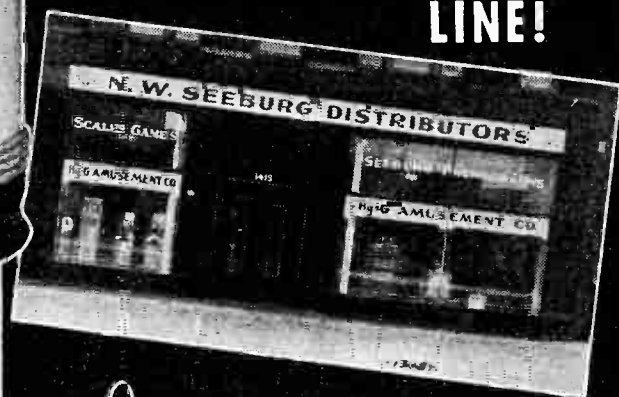


See the 1941  
SEEBURG HiTone  
SYMPHONOLAS

◆  
1941 SEEBURG  
MUSIC SYSTEMS



*Hy Greenstein*  
AND  
*Jonas Bessler*  
INVITE ALL  
MINNESOTA, NORTH  
DAKOTA and bordering  
WISCONSIN Counties  
**OPERATORS**  
TO ATTEND THE  
PREMIERE SHOWING  
OF THE 1941 SEEBURG  
LINE!



1415 WASHINGTON AV  
MINNEAPOLIS, M

# SEEBURG NATIONAL DEMONSTRATION WEEK

*March  
first to eighth*  
INCLUSIVE

# JACK R. MOORE COMPANY



*Invites*

ALL THE OPERATORS IN THIS TERRITORY  
TO THE PREMIERE SHOWING OF THE . . .

# 1941 SEEBURG *Hi Tone* SYMPHONOLAS SEEBURG MUSIC SYSTEMS

BE SURE TO VISIT THESE

JACK R. MOORE SHOWROOMS

**JACK R. MOORE  
COMPANY**

W. 13<sup>TH</sup> Avenue  
and, Oregon

T. 2321-22

**JACK R. MOORE  
COMPANY**

North 7-9 Bernard  
Spokane, Washington

Phone Main 2915

**JACK R. MOORE  
COMPANY**

100 Elliot, West  
Seattle, Washington

Phone AL. 0414

**JACK R. MOORE  
COMPANY**

122 E. Second South  
Salt Lake City, Utah

Phone 43269

# Seeburg Executives Urge Operator Attendance at Distributors For SEEBURG NATIONAL DEMONSTRATION WEEK

## New Features of 1941 Line Slated To Open New Era in Music Operating!



N. MARSHALL SEEBURG, president of the J. P. Seeburg Corporation.

WITH the introduction of the 1941 Seeburg line of automatic music equipment, a new era in music operating is established. During a nationwide event of history-making proportions, Seeburg National Demonstration Week, operators will have an opportunity to see and hear the exclusive features that make the Seeburg line for 1941 the really new line this year—the line which provides the greatest operating opportunity ever offered.

The claim to Leadership which this organization has made in the past is more than justified by the creation of Seeburg HiTone Symphonolas. In the annals of music, no other manufacturer has produced a phonograph that can compare with 1941 Symphonolas in beauty, tone, performance, and exclusive features. The foresight, the merchandising principles, and master craftsmanship that have gone into the making of the new line form positive assurance to all music men that the most profitable 1941 operations will be those which are based on Seeburg equipment. Every operator must see the new line at his nearest Seeburg distributor."



CARL T. MCKELVY, director of sales, J. P. Seeburg Corporation.

ONCE in every man's business career comes the opportunity for which he has hoped and waited, the oppor-



J. P. SEEBURG, founder of the J. P. Seeburg Corporation.

AS CLOSELY as I have watched the development of the automatic music industry for more than 40 years and as intimately as I have been associated with its progress I still cannot help

tunity that allows him to realize to the fullest extent upon his investments of time, money, and effort. For the music operators of the nation such an opportunity has arisen in Seeburg National Demonstration Week when the 1941 line of Seeburg HiTone Symphonolas and complete music systems will be presented in 44 cities thruout the United States.

"As director of sales for the J. P. Seeburg Corporation it is my most pleasurable duty to place the 1941 Seeburg line within hearing, seeing, and buying reach of every music man in the country. With the very enthusiastic co-operation of the entire Seeburg organization and Seeburg distributors this task will have been accomplished by March 1, at which time our nationwide network of Seeburg distributors will begin the observation of Seeburg National Demonstration Week.

"The display rooms of every Seeburg distributor from Coast to Coast will have the welcome mat out early and late during this great eight-day event. To the enthusiastic invitations of Seeburg distributors I add my personal request that every music man who wants to make more money with a more completely stabilized operating set-up visit his Seeburg distributor during Seeburg National Demonstration Week."

but thrill to the amazing step forward that music operating takes this week.

From the vantage point of more than four decades of service and pioneering in automatic music, I can safely state that Seeburg National Demonstration Week marks a major date in automatic music history. At no time in my experience has any manufacturer ever presented so great an aggregation of features designed for stabilization of operating and assurance of profits, and the week of March 1 will reveal to the music operators of the country the peak achievement in automatic music—the 1941 Seeburg line. Every operator must see it. He owes it to himself to know the advantages of all that Seeburg has to offer.

It goes without saying that I am sincerely proud of my organization, Seeburg HiTone Symphonolas, and the marvelous co-operation and loyalty of Seeburg distributors. But my greatest pride is in knowing that again Seeburg is showing the way to new heights in music operating."



BRUCE R. JAGOR, comptroller of the J. P. Seeburg Corporation.

SEEBURG National Demonstration Week is an event from which the entire future of music operating is to be dated. During this gala eight-day observation of the introduction of 1941 Seeburg automatic music equipment the operating world will see and hear the Seeburg advances that reveal wider horizons for profits and expansion.

"The enthusiasm which permeates the



J. L. BARRON, vice-president in charge of production, J. P. Seeburg Corporation.

ONE of the greatest pleasures in producing Seeburg equipment for the nation's music operators lies in seeing new features come to life from the draftsman's drawings. For many years I have thrilled to operators' comments on the designs and advancements built into past Seeburg Symphonolas, but this year I am sure that the enthusiasm of music men will know no bounds when the 1941 line is publicly revealed during Seeburg National Demonstration Week.

"I consider myself highly privileged at being among those responsible for such outstanding new developments as ear-level tone projection, the revolutionary new cabinet design, Fountain of Light color illumination, and others of equal importance to music operating. Every music man who inspects the 1941 Seeburg HiTone Symphonola at his Seeburg distributor's showrooms during Seeburg National Demonstration Week cannot help but see a glorious future for his operating. I heartily add my voice to those of all Seeburg boosters in extending a cordial invitation to every operator to visit his nearest Seeburg distributor between March 1 and March 8."

atmosphere of every Seeburg distributor's salesrooms is inspired by the greatest aggregation of exclusive features ever presented in any line of automatic music equipment. Any one of the new Seeburg developments is sufficient in itself to make a radical change for the better in an operation. Taken all together, they provide the only really new line that 1941 has to offer and the only genuine opportunity for greater, more consistent profits.

"I urge every music man to fulfill his duty to visit his nearest Seeburg distributor for the entire story of the new line. Words cannot describe the power of Seeburg beauty and efficiency. They must be

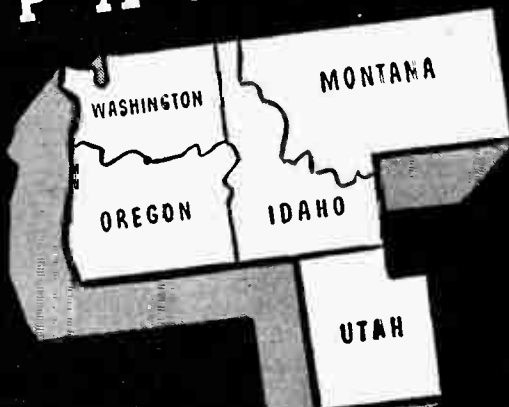


# SEEBURG NATIONAL DEMONSTRATION WEEK

*March  
first to eighth*  
INCLUSIVE

# JACK R. MOORE COMPANY

*Invites*



ALL THE OPERATORS IN THIS TERRITORY  
TO THE PREMIERE SHOWING OF THE . . .

# 1941 SEEBURG *Hi Tone* SYMPHONOLAS SEEBURG MUSIC SYSTEMS

BE SURE TO VISIT THESE

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North 7-9 Bernard  
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Phone AL. 0414

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J. P. SEEBURG, founder of the J. P. Seeburg Corporation.

AS CLOSELY as I have watched the development of the automatic music industry for more than 40 years and as intimately as I have been associated with its progress I still cannot help

tunity that allows him to realize to the fullest extent upon his investments of time, money, and effort. For the music operators of the nation such an opportunity has arisen in Seeburg National Demonstration Week when the 1941 line of Seeburg HiTone Symphonolas and complete music systems will be presented in 44 cities thruout the United States.

"As director of sales for the J. P. Seeburg Corporation it is my most pleasurable duty to place the 1941 Seeburg line within hearing, seeing, and buying reach of every music man in the country. With the very enthusiastic co-operation of the entire Seeburg organization and Seeburg distributors this task will have been accomplished by March 1, at which time our nationwide network of Seeburg distributors will begin the observation of Seeburg National Demonstration Week.

"The display rooms of every Seeburg distributor from Coast to Coast will have the welcome mat out early and late during this great eight-day event. To the enthusiastic invitations of Seeburg distributors I add my personal request that every music man who wants to make more money with a more completely stabilized operating set-up visit his Seeburg distributor during Seeburg National Demonstration Week."

but thrill to the amazing step forward that music operating takes this week.

From the vantage point of more than four decades of service and pioneering in automatic music, I can safely state that Seeburg National Demonstration Week marks a major date in automatic music history. At no time in my experience has any manufacturer ever presented so great an aggregation of features designed for stabilization of operating and assurance of profits, and the week of March 1 will reveal to the music operators of the country the peak achievement in automatic music—the 1941 Seeburg line. Every operator must see it. He owes it to himself to know the advantages of all that Seeburg has to offer.

It goes without saying that I am sincerely proud of my organization, Seeburg HiTone Symphonolas, and the marvelous co-operation and loyalty of Seeburg distributors. But my greatest pride is in knowing that again Seeburg is showing the way to new heights in music operating."



BRUCE R. JAGOR, comptroller of the J. P. Seeburg Corporation.

SEEBURG National Demonstration Week is an event from which the entire future of music operating is to be dated. During this gala eight-day observation of the introduction of 1941 Seeburg automatic music equipment the operating world will see and hear the Seeburg advances that reveal wider horizons for profits and expansion.

"The enthusiasm which permeates the



J. L. BARRON, vice-president in charge of production, J. P. Seeburg Corporation.

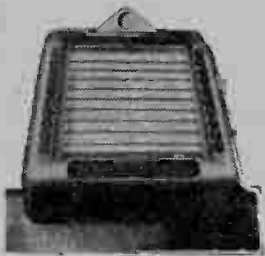
ONE of the greatest pleasures in producing Seeburg equipment for the nation's music operators lies in seeing new features come to life from the draftsman's drawings. For many years I have thrilled to operators' comments on the designs and advancements built into past Seeburg Symphonolas, but this year I am sure that the enthusiasm of music men will know no bounds when the 1941 line is publicly revealed during Seeburg National Demonstration Week.

"I consider myself highly privileged at being among those responsible for such outstanding new developments as ear-level tone projection, the revolutionary new cabinet design, Fountain of Light color illumination, and others of equal importance to music operating. Every music man who inspects the 1941 Seeburg HiTone Symphonola at his Seeburg distributor's showrooms during Seeburg National Demonstration Week cannot help but see a glorious future for his operating. I heartily add my voice to those of all Seeburg boosters in extending a cordial invitation to every operator to visit his nearest Seeburg distributor between March 1 and March 8."

atmosphere of every Seeburg distributor's salesrooms is inspired by the greatest aggregation of exclusive features ever presented in any line of automatic music equipment. Any one of the new Seeburg developments is sufficient in itself to make a radical change for the better in an operation. Taken all together, they provide the only really new line that 1941 has to offer and the only genuine opportunity for greater, more consistent profits.

"I urge every music man to his duty to visit his nearest Seeburg distributor for the entire story of the new line. Words cannot describe the power of Seeburg beauty and efficiency. They must be

*Everybody's Invited to the*  
**ELECTRO BALL CO.**  
**SEEBURG NATIONAL DEMONSTRATION WEEK**  
**MARCH 1st to 8th INCLUSIVE**



SEEBURG BAR-O-MATIC



Super MODEL

SEEBURG HiTone SYMPHONOLA



Deluxe MODEL

SEEBURG HiTone SYMPHONOLA



SEEBURG WALL-O-MATIC



E. D. Furlow



A. C. Hughes

Seeburg National Demonstration Week, the most important event in the history of Automatic Music, brings music operators the greatest profit opportunity ever offered! Every operator interested in the future of his business is urgently requested to visit his nearest Electro Ball Company office to see and hear the wonders of the new 1941 Seeburg HiTone Symphonolas and accessories!

*The Eyes of Texas and the Entire Southwest Will Marvel at the 1941 Seeburg Showing at All the Salesrooms of the*

**ELECTRO BALL CO.**  
**INCORPORATED**

1200 CAMP ST., DALLAS, TEX.



1706 FANNIN ST., HOUSTON, TEX.



415 CAROLINA AVE., SAN ANTONIO, TEX.



680 UNION ST., MEMPHIS, TENN.



405 N.W. SECOND ST., OKLAHOMA CITY, OKLA.



1118 S. MAIN ST., LITTLE ROCK, ARK.



727 POYDRAS ST., NEW ORLEANS, LA.



# SEEBURG NATIONAL DEMONSTRATION WEEK

MARCH  
1st to 8th  
inclusive

**YOUR INVITATION TO SEE  
AND HEAR THE BIGGEST  
PROFIT LINE IN MUSIC!...**



*Wm. Betz Harry Silverberg Martin Balensiefer*  
**INVITE MISSOURI, KANSAS AND SOUTHERN  
ILLINOIS OPERATORS TO SEE THE NEW  
SEEBURG LINE AT W. B. DISPLAY ROOMS**  
*Watch for the Grand Opening of Our Wichita Office!*



KANSAS CITY, MO.



ST. LOUIS, MO.

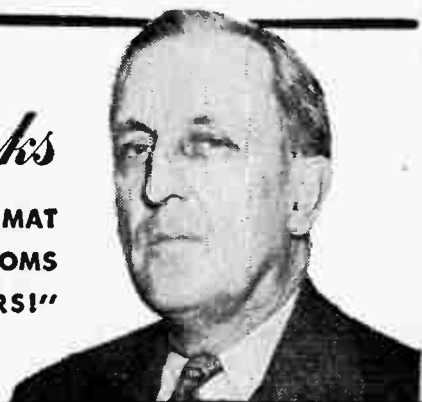
## W. B. NOVELTY CO.

1903 Washington St.  
St. Louis, Mo.

3105 Gilham Plaza  
Kansas City, Mo.

*R. M. Sparks*

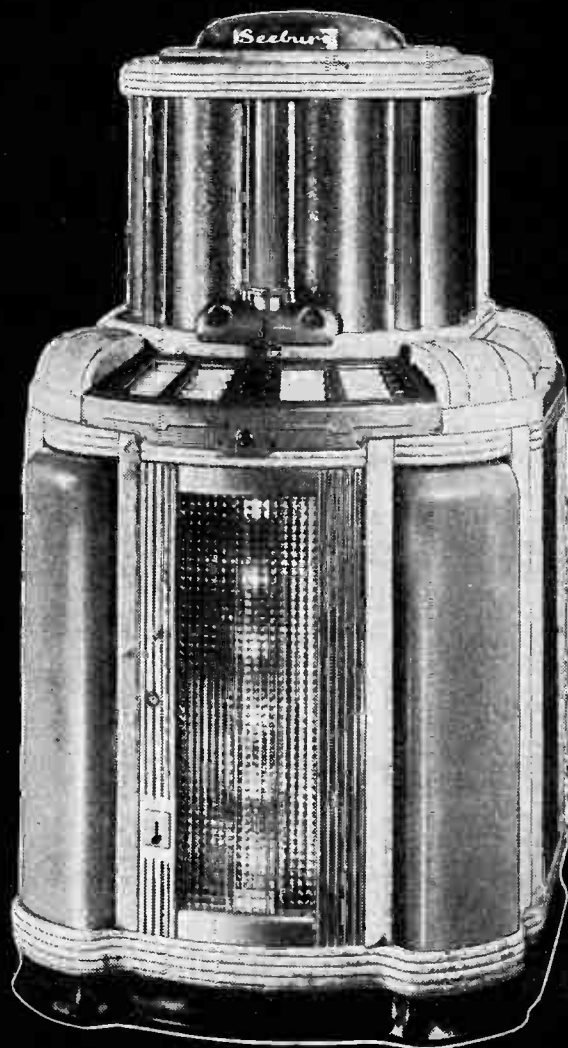
SAYS, "THE WELCOME MAT  
IS OUT AT OUR TWO SHOWROOMS  
FOR ALL GEORGIA OPERATORS!"



SOPERTON, GEORGIA

**BE SURE TO VISIT  
OUR SHOWROOMS  
IN ATLANTA AT  
320-22 IVY STREET**

## The New Seeburg HiTone SYMPHONOLA



Seeburg HiTone SYMPHONOLA Deluxe

## SPARKS SPECIALTY COMPANY

SOPERTON, GEORGIA  
320-22 Ivy St., N. E., ATLANTA, GEORGIA

THE MOST *Thrilling* EVENT  
IN WEST COAST MUSIC HISTORY!

# NATIONAL SEEBURG DEMONSTRATION WEEK

March 1 to 8  
INCLUSIVE

**THE PROFIT OPPORTUNITY OF ALL TIME!**



VANCE MAPE



E. T. MAPE

## MUSIC OPERATORS

IN CALIFORNIA, ARIZONA AND NEVADA PLEASE ACCEPT OUR PERSONAL INVITATION TO INSPECT THE GREATEST DEVELOPMENT IN THE HISTORY OF AUTOMATIC MUSIC—THE INSPIRING NEW 1941 LINE OF

# SEEBURG *HiTone* SYMPHONOLAS and SEEBURG MUSIC SYSTEMS

SPECIAL SHOWING AT LOS ANGELES FEB. 28th

You owe it to the future of your operating to **MAKE NO COMMITMENTS UNTIL YOU...**

**SEE** The marvelous new beauty and outstanding new features designed for profit!

**HEAR** The sensation of modern automatic music reproduction—"Ear-level tone projection!"

*E. T. Mape*

NEVADA

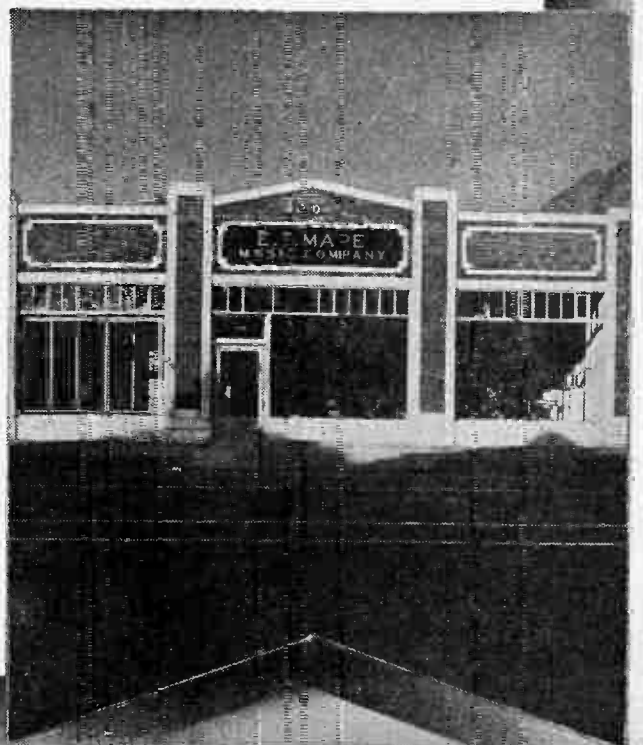
★ **284 TURK STREET, SAN FRANCISCO**

CALIFORNIA

**The E. T. MAPE  
MUSIC CO.**

ARIZONA

★ **1701 W. PICO BLVD., LOS ANGELES**



# SEEBURG NATIONAL DEMONSTRATION WEEK CREATES NEW TEMPO IN DISTRIBUTOR ACTIVITY

## THOUSANDS TO VISIT DISPLAY ROOMS COAST TO COAST

### Stars To Shine At Modern Vending

NEW YORK, Feb. 24.—"Seeburg National Demonstration Week will be an event that Modern Vending Company customers will long remember for more reasons than one," states Nat Cohn, Modern executive. "The greatest attraction will be, of course, the new 1941 Seeburg line with its powerful, new money-making features, and if for no other reason, music operators who visit the Modern showrooms in New York will not regret the opportunity to help us celebrate the most inspiring showing in automatic music."



Nat Cohn

"But that isn't all. To help in the celebration, we have arranged for the attendance of some of the brightest stars in the entertainment world, men and women whose names are by-words to music operators. Among those who will attend are Sammy Kaye, Kate Smith, Abe Lyman, King Sisters, Dinah Shore, Jimmy Dorsey, Woody Herman, Frankie Masters, Marion Frances, Tommy Tucker, Amy Arnell, Joe Reichman, and Glenn Miller."

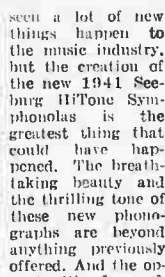
### Southern Automatic Plans Gala Event

LOUISVILLE, Ky., Feb. 24.—"Operators who visit any of the four Southern Automatic Music Company offices during Seeburg National Demonstration Week are in for the grandest time of their lives, especially March 1 and 2," declared Sid Stiebel, Southern executive, today.



Sid Stiebel

"As one of the oldest Seeburg distributors in the country, serving Kentucky, Indiana, bordering Ohio and Tennessee counties, and Madison County in Alabama, we've



Leo Weinberger

seen a lot of new things happen to the music industry, but the creation of the new 1941 Seeburg HiTone Symphonolas is the greatest thing that could have happened. The breathtaking beauty and the thrilling tone of these new phonographs are beyond anything previously offered. And the opportunities for profits—well, let us tell you more about them when you come in. Leo, Joe, and Sam Weinberger; Monroe Stiebel, Bernie Radford, and L. E. Pippinger, of our offices in Louisville, Cincinnati, Nashville, and Indianapolis, join me in cordially inviting all operators in our territories to be sure to see us. March 1 and 2 will be the biggest days of the showing, at which time we are going to spread ourselves in entertaining. We want the music men to bring their families, too, because this Seeburg showing is going to be something that will go down in history."



Joe Weinberger



Sam Weinberger



Monroe Stiebel

### Great Music Event, Say Morrie & Eddie

CHICAGO, Feb. 24.—Morrie and Eddie Ginsburg, chief executives of the Atlas Novelty Company, Seeburg distributor for Nebraska, Iowa, and Illinois, today joined in acclaiming Seeburg National Demonstration Week as the greatest event in music history.



Morrie Ginsburg

"Never before in our wide experience in the industry have we ever seen such a wonderful opportunity for music operating as the new 1941 Seeburg line presents," said Morrie. "Music operators who did not see the line at the



Eddie Ginsburg

travels throught the territory for Atlas. He also stated that formal announcement of the date of opening of the Omaha, Neb., office and display rooms will be made during the week. "Our entire sales staff will be on hand at our headquarters in Chicago," said Eddie. "Any question on the new Seeburg line will be answered."

show are in for an agreeable thrill, and there'll be plenty of enthusiasm in the air at our offices during the week of March 1 to 8 when hundreds of operators will be visiting us to see the marvelous features of Seeburg HiTone Symphonolas."

Eddie Ginsburg announced that Bob Van Weiss will be on hand to greet the many friends he has made in his



Bob Van Weiss

### Open House at Gorman Novelty

UTICA, N. Y., Feb. 24.—Charles Gorman, head of Gorman Novelty Company, Northern New York Seeburg distributor, announces that open house will be the rule of the day during Seeburg National Demonstration Week.



Charles Gorman

"We'll be on hand early and late," he declared, "to see to it that every music man who visits us during this great event gets all the vital information on the new 1941 Seeburg line. And I don't want the music men in this territory to forget the dates—March 1 to 8. They'll find it to their advantage to visit us and see the finest features ever presented for the making of more money in operating."

### Davis Sales Calls Central N. Y. Ops

SYRACUSE, N. Y., Feb. 24.—Paul Davis and Al Wertheimer, executives of Davis Sales Company, have planned an elaborate showing of the new 1941 Seeburg line.

"The showrooms have been redecorated for the great event," says Davis, "and all music operators in Jefferson, Oswego, Onondago, Cayuga, Broome, Cortland, Tioga, and Tompkins counties are requested to help us celebrate Seeburg National Demonstration Week, our first big activity as Seeburg distributors."

"And big it will be, thanks to Seeburg HiTone Symphonolas and the money-making opportunity they offer to music men."

### Northwest Ops To Meet at J. Moore's

PORTLAND, Ore., Feb. 24.—Music men of Washington, Oregon, Montana, Idaho, and Utah are preparing to participate in Seeburg National Demonstration Week at the showrooms of the Jack R. Moore Company.



Jack R. Moore

"Our offices in Portland, Spokane, Seattle, and Salt Lake City are ready for the influx of operators in the territories served by those offices," said Jack R. Moore. "The entire staff of each office will be on the alert to make each operator's visit a highly profitable one. The week of March 1 to 8 is the most important period in automatic music history, in my opinion, and every operator should make it his business to attend the premiere Pacific Northwest showing of the new 1941 Seeburg HiTone Symphonolas. This is more than just another phonograph showing. It is an event that provides every music man with an opportunity that comes but once in a lifetime—an opportunity to build a more perfect, more profitable operation that can be depended upon to assure the future welfare of each individual's music business."

### Engel-Spector To Greet Operators

PHILADELPHIA, Feb. 24.—Frank Engel and Mike Spector, heads of the Automatic Music Com-



Frank Engel

pany, will be on hand to greet the hundreds of music men of Eastern Pennsylvania, Delaware, and Maryland during Seeburg National Demonstration Week, they stated today. "A big event of this nature, really the greatest event in the music business, should and will be attended by any music operator worth his salt," they stated. "That means that every music man in our territory



Mike Spector

will be there, and we can guarantee them some real thrills, both at our Philadelphia and Baltimore offices.

### Franco Novelty Set for Big Week

MONTGOMERY, Ala., Feb. 24.—Southern Alabama and neighboring Florida operators plan to fill Franco Novelty Company showrooms to overflowing during Seeburg National Demonstration Week, according to Dave Franco.



Dave Franco

"All operators in my territory have been invited to see the new 1941 Seeburg line," said Franco, "and all have accepted. It will be a big week for them, leading up to a grand future for their operations." Complete information on the features of the new Seeburg line will be available, says Franco.

### Enthusiasm High At Electro Ball

DALLAS, Feb. 24.—"Music operators of Louisiana, Arkansas, Texas, Oklahoma, Mississippi, and Western Tennessee can expect the liveliest, most interesting meeting in their business careers when they visit Electro Ball offices during Seeburg National Demonstration Week," states A. C. Hughes, head of Electro Ball phonograph department.



A. C. Hughes

"Enthusiasm for the new 1941 Seeburg line is running high among all members of the organization, and every effort has been made to give the music men of the South



Ed Furlow

point in music operating, thanks to the great advancements incorporated in the new units. From here on music operating is going forward boldly and unhesitatingly. It will pay music men to visit us the week of March 1 to 8 to see for themselves how the Seeburg line for 1941 can put them ahead of all competition."

and Southwest a pleasurable and instructive time."

Ed Furlow, Electro Ball official, advises that their offices in Dallas, Houston, Memphis, Little Rock, Oklahoma City, San Antonio, and New Orleans are geared to receive hundreds of visitors during the big week. Says Si Lynch, Electro Ball chief: "The introduction of the new 1941 Seeburg line marks a turning

### W. B. Novelty Promises Thrills

ST. LOUIS, Feb. 24.—William (Bill) Betz, W. B. Novelty Company executive, today stated that all is in readiness at his St. Louis and Kansas City, Mo., showrooms for music men of Missouri, Southern Illinois, and Kansas who are expected to visit them during Seeburg National Demonstration Week.



Wm. Betz

"Tarry Silverberg, Martin Balesiefer, and I have gone 'all out' to make this the biggest showing ever to be held in this territory, and I know that when March 8 rolls around we will have achieved our aim. Our cordial invitation is extended to music men to come in and see the 1941 Seeburg HiTone Symphonolas and the exclusive features about which we are so enthusiastic. There is nothing in automatic music that can touch them for money-making power. Fountain of Light illumination, ear-level tone projection, and many other features will be displayed and explained to those who visit us during Seeburg National Demonstration Week."

### Atlas Automatic Plans Big Showing

DETROIT, Feb. 24.—Barney Greenberg and Mike Kratz, Atlas Automatic Music Company officials, have completed arrangements for the premiere Michigan showing of the 1941 Seeburg line, they report.



"The greatest attendance in coin machine history in Michigan is expected for Seeburg National Demonstration Week, they advise. Every Michigan music man is invited to the showing."

# SEEBURG NATIONAL DEMONSTRATION WEEK

MARCH  
1st to 8th  
inclusive

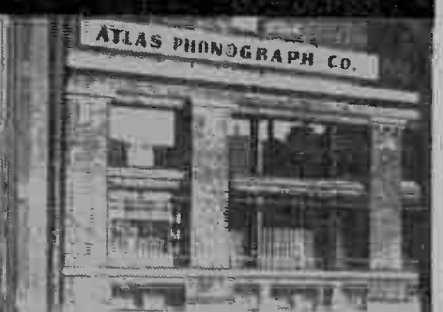
## ...SHOWING AT 4 BIG ATLAS SHOWROOMS!

ILLINOIS-IOWA

MICHIGAN

W. PENNSYLVANIA

W. NEW YORK



ATLAS NOVELTY CO.  
2200 N. WESTERN AVE.  
CHICAGO, ILLINOIS

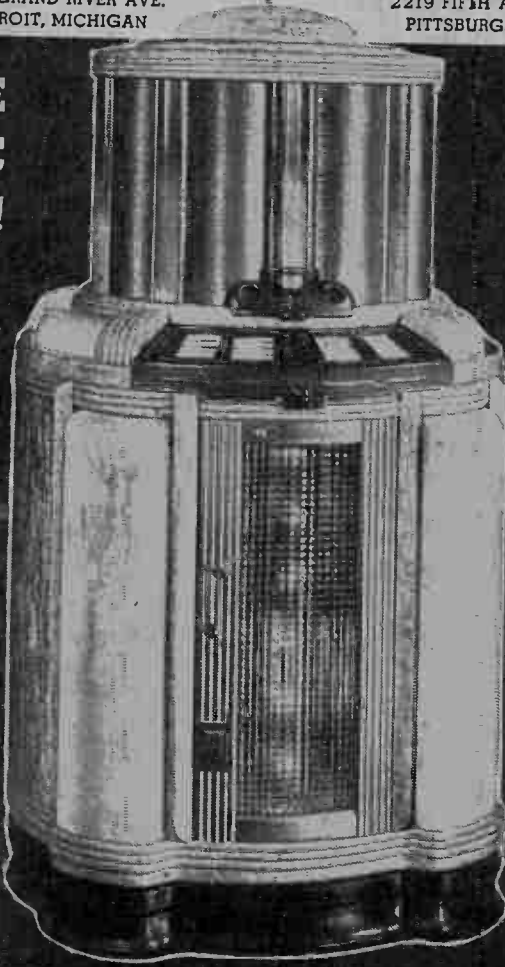
ATLAS AUTO. MUSIC CO.  
3939 GRAND RIVER AVE.  
DETROIT, MICHIGAN

ATLAS NOVELTY CO.  
2219 FIFTH AVENUE  
PITTSBURGH, PA.

ATLAS PHONOGRAPH CO.  
1669 MAIN ST.  
BUFFALO, N.Y.

...FROM ANY ANGLE  
THE GREATEST AUTOMATIC  
PHONOGRAPH EVER BUILT!

### Seeburg HiTone SYMPHONOLA



...WATCH FOR THE  
GRAND OPENING OF OUR  
OMAHA, NEBRASKA, OFFICES!

*Exclusive*  
SEEBURG DISTRIBUTOR!



ED GINSBURG

I'M INVITING ALL  
OPERATORS IN  
THIS TERRITORY  
TO THE BIGGEST  
SHOWING IN  
MUSIC!

I'VE SEEN IT! HEARD  
IT! INSPECTED IT!  
IT'S THE BEST  
ANYONE COULD  
HOPE FOR!



MORRIE GINSBURG

C'MON IN, ALL YOU  
MICHIGAN OPERA-  
TORS! I'LL BE  
WAITING FOR  
YOU!

NO OTHER LINE  
CAN TOUCH IT  
FOR MONEY-  
MAKING  
APPEAL!



EARL GREENBERG

IT'S THE  
GREATEST LINE IN  
AUTOMATIC MUSIC!

YOU HAVE TO SEE  
THE SEEBURG LINE TO  
REALLY APPRECIATE IT!



EARNEY GREENBERG



MIKE KRATZE



BEN KULICK

# Atlas Novelty Co.

# SEEBURG NATIONAL DEMONSTRATION WEEK

MARCH 1st to 8th Inclusive

# Operators!

THESE 8 DAYS ARE PACKED WITH OPPORTUNITY FOR CONSISTENT BIG PROFITS IN A NEW ERA OF MUSIC OPERATING!

*Be sure to see the New 1941*

## SEEBURG Hitone SYMPHONOLAS

*and*

## SEEBURG MUSIC SYSTEMS

*With the thrilling features that Guarantee More Money in Operating!*

SOUTHERN ALABAMA OPERATORS! BE SURE TO SPEND A DAY AT

**FRANCO NOVELTY CO.**  
24 N. Perry St., Montgomery, Ala.



OPERATORS IN NORTHERN ALABAMA— SEE THE NEW 1941 SEEBURG LINE AT...

**MAGIC CITY MUSIC CO.**  
324 N. 16th St., Birmingham, Ala.



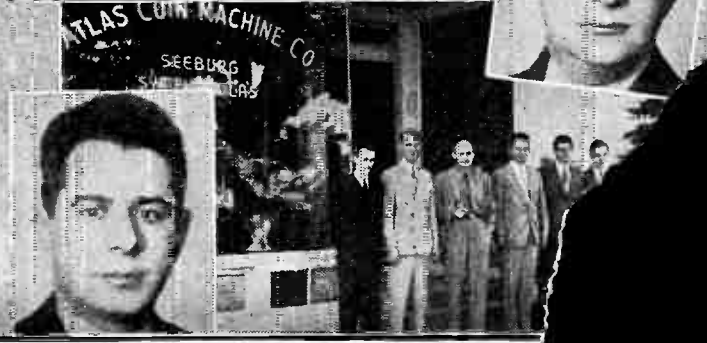
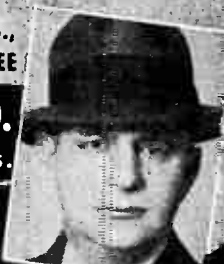
NORTH AND SOUTH CAROLINA OPERATORS! HERE'S YOUR OPPORTUNITY FOR BIG MUSIC PROFITS!

**PLAZA MUSIC CO.**  
912 South Tryon, Charlotte, N. C.



NEW ENGLAND OPERATORS IN MAINE, MASS., NEW HAMPSHIRE, R. I., AND VERMONT SEE

**ATLAS COIN MACHINE CO.**  
780 Commonwealth Ave., Boston, Mass.





# SEEBURG NATIONAL DEMONSTRATION WEEK



## NORTHERN OHIO OPERATORS!

Here's one date you can't afford to miss! It's the most important Showing in Automatic Music history! See us at our Cleveland or Toledo showrooms!



EASTERN PENNSYLVANIA, MARYLAND and DELAWARE OPERATORS! Make this a Red Letter Week! Be sure to visit us at one of our two offices without fail!

## First Showing

OF THE NEW

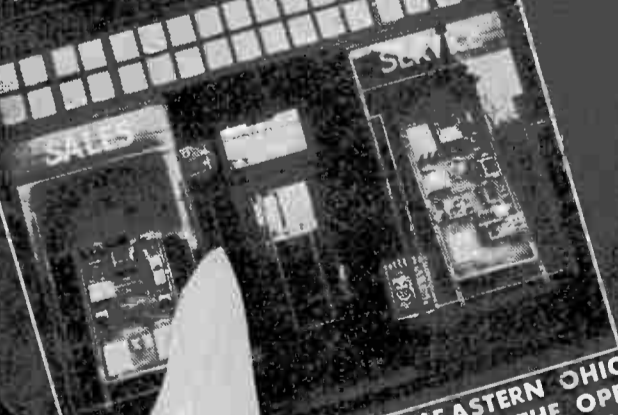
# SEEBURG

# HITONE

# SYMPHONOLAS

*The New Profit Line of Music!*

ACME PHONOGRAPH CO.



NORTHEASTERN OHIO OPERATORS - WATCH FOR THE OPENING OF OUR YOUNGSTOWN OFFICES!

## PHONOGRAPH CO. AUTOMATIC AMUSEMENT CO.

Ave., Cleveland, Ohio  
e St., Toledo, Ohio

919 Broad Street, Philadelphia, Pa.  
708 N. Howard St., Baltimore, Md.

# SEEBURG NATIONAL DEMONSTRATION WEEK WINS DISTRIBUTOR ENTHUSIASM THROUGHOUT COUNTRY THOUSANDS TO VISIT DISPLAY ROOMS COAST TO COAST

## Hy-G Will Be Host to Hundreds

MINNEAPOLIS, Feb. 24.—Everything is ready for the "biggest music show on earth" at Hy-G Amusement Company headquarters, according to Hy Greenstein and Jonas Bessler, Hy-G executives. The genial heads of the Seeburg distributing organization have made elaborate preparations to welcome hundreds of their operator friends from Minnesota and North and South Dakota.

In addition to the premiere showing of 1941 Seeburg Music Systems, a corps of expert Hy-G service men will be on hand to answer all technical questions. Seeburg representatives will also be present



"Hy" Greenstein



Jonas Bessler

to give music men new slants on profitable music merchandising, it is stated. "We can't say enough about the new 1941 Seeburg line and the tremendously important advances it incorporates," said Greenstein and Bessler. "Music men have to see, hear, and inspect the marvelous new equipment in order to fully appreciate it. Seeburg National Demonstration Week gives operators the opportunity to do so, and I sincerely urge that none of them neglect it. The surprises in store for them at our showrooms will be well worth the time they spend with us."

## Universal Novelties Welcomes Operators

RICHMOND, Va., Feb. 24.—John Morgan, Universal Novelties chief, announces that his showrooms in Alexandria, Va., and Richmond are all set for the big showing of the new 1941 Seeburg Hi-Tone Symphonolas during Seeburg National Demonstration Week. "District of Columbia and Virginia operators are cordially invited to make Universal showrooms their headquarters during this thrilling showing," he said.

"The introduction of the new Seeburg line promises to be the biggest event in automatic music, and each operator who attends will be fully repaid for his time."

"Here's an opportunity that comes once in a lifetime and I ask all music men to take advantage of it by seeing us, especially between March 1 and 8."

## W. New York Men Head for Buffalo

BUFFALO, Feb. 24.—Ben Kuliek, popular sales chief of the Atlas Phonograph Company, announces that he expects a record attendance at the showing of Seeburg 1941 equipment during Seeburg National Demonstration Week.



Ben Kuliek

"Personal invitations which I have extended to hundreds of music operators have been accepted," he states, "and I expect many more to attend. The showing of Seeburg Hi-Tone Symphonolas is truly the biggest thing to hit the music operating business in many moons, and we know that those who attend the showing will agree after they have seen the marvelous features Seeburg instruments provide."

## Greenberg-O'Melia Prep for Showing

PITTSBURGH, Feb. 24.—Western Pennsylvania music men will be doubly surprised during Seeburg National Demonstration Week," says Phil Greenberg, Atlas Novelty Company executive. "Not only will operators receive a preview of our new salesrooms but they will be thrilled and surprised by the showing of the new 1941 Seeburg Hi-Tone Symphonolas and music systems which will be elaborately displayed."



Phil Greenberg

"The showing of the new Seeburg line is a fitting sendoff for our new offices," said Art O'Melia, sales chief. "We're really going places with those grand new features, and every operator who visits us during this big week will have a chance to go places with his operating, thanks to those same Seeburg advancements."

## New England Ops Turn to Atlas Coin.

BOSTON, Feb. 24.—"We're really going to put it on—the greatest showing in automatic music," so spoke Barney and Lou Blatt, Seeburg distributors in Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont. "We want every music man in our territory to visit our Boston showrooms during Seeburg National Demonstration Week, March 1 to 8. Our whole force will be waiting to show the greatest phonographs ever built."



Barney Blatt

"We know that all will agree with us after they see the amazing new illuminated design of the cabinets, hear the ear-level tone projection, and inspect the mechanical and electrical advances achieved by Seeburg engineers. Our service men will be on hand to answer all questions. Irv McClelland, the new Seeburg factory representative, will be here, too, and we want all our New England friends to help us welcome him as we will the new Seeburg line—with real enthusiasm."



Louis Blatt

## Shaffer Music Co. Ready for Showing

COLUMBUS, O., Feb. 24.—E. E. Shaffer, head of Shaffer Music Company, Columbus, announces that preparations for Seeburg National Demonstration Week have been completed and all is in readiness to greet the host of operators from Virginia, West Virginia, and Ohio territories served by the organization.

"This is no ordinary showing," he declared. "I've never had so much to offer to the music men in this area, and it would be a shame for any operator to miss the opportunity of seeing the greatest automatic phonograph ever produced, the Seeburg Hi-Tone Symphonola. No matter how old a hand an operator might be at this music business, I guarantee that the new Seeburg features will inspire a real and lasting enthusiasm for future operations with Seeburg equipment. To all music operators I say: Better be there and learn what's good for you."

## Sparks All Ready For Seeburg Show

ATLANTA, Feb. 24.—R. M. Sparks, Seeburg distributor for Georgia and bordering counties in South Carolina, reports that all is in readiness for March 1, the inauguration date of Seeburg National Demonstration Week. "Both my Atlanta and Soperton, Ga., offices are all set to give music men the thrill of their lifetimes," said Sparks. "When they see the rare advantages of operating the new Seeburg Hi-Tone Symphonolas, there'll be some tall celebrating. Special displays of the new Seeburg line have been arranged in our showrooms, and I promise some eye-opening facts about music operating. Every music operator in my territory should learn for himself just how much farther he can go with Seeburg in 1941. And the best way to learn is to visit us at either of our offices during Seeburg National Demonstration Week."

## Coast Ops To Trek To Mape Music Co.

LOS ANGELES, Feb. 24.—All music men in California, Arizona, and Nevada are invited to visit E. T. Mape Music Company offices in San Francisco and Los Angeles during Seeburg National Demonstration Week, according to E. T. Mape.



E. T. Mape

"Elaborate preparations have been made to entertain and instruct the music men in the territory we serve," advises Mape. "Both offices will feature the new 1941 Seeburg Hi-Tone Symphonolas. Complete information on all features of the Seeburg line will be available thru the good offices of Seeburg Representative Dan Donohue, as well as from Vance Mape and myself and our trained service staff."

The Los Angeles showing is slated to begin a day earlier than previously announced, says Mape, but will continue throughout the scheduled dates. "The extra day will give operators who are served by our Los Angeles office more time in which to visit us," Mape declared, "but I know that every operator who attends our showings will need only to see and hear the new line once to know that Seeburg offers him more for 1941."



Vance Mape

## Plaza Music Co. Ready for Throngs

CHARLOTTE, N. C., Feb. 24.—A. L. Whipple, head of Plaza Music Company, Seeburg distributor for North and South Carolina, today declared that Seeburg National Demonstration Week will be "the greatest event the music operators in my territory ever had the opportunity of attending. There is a general realization that the revelation of the many features of the new 1941 Seeburg Hi-Tone Symphonolas will be well worth seeing, and from what I have been told by music men in this territory, we are going to be mighty busy and happy welcoming huge crowds during the big demonstration week. But the more the merrier, and I cannot repeat too often my invitation to the music operators in our territory to visit us at any time during and after Seeburg National Demonstration Week, but especially from March 1 to 8."



A. L. Whipple

## Magic City Co. Mecca for Ala. Ops

BIRMINGHAM, Ala., Feb. 24.—Magic City Music Company, Seeburg distributor in Northern Alabama, will be the center of attraction for hundreds of music men in the territory during Seeburg National Demonstration Week, according to G. I. Alley Jr., head of the firm.



G. I. Alley Jr.

"There'll be plenty of exciting things to see and hear when we hold the showing of the new 1941 line of Seeburg equipment. New beauty in cabinetry and new features that make all other phonos take a back seat have already been rumored about the territory, and music men will be filling all roads to Birmingham to see the wonders of Seeburg Hi-Tone Symphonolas for themselves. I'll be on hand to see that they learn everything they want to know about making more money in 1941 with Seeburg."

## Joe Nemesh Invites Northern Ohio Ops

CLEVELAND, Feb. 24.—"It's a great privilege for me to welcome the operators in Northern Ohio to our grand showing of the 1941 Seeburg line during Seeburg National Demonstration Week, March 1 to 8 inclusive," said Joe Nemesh, head of Acme Phonograph Company.

"Both our Cleveland and Toledo salesrooms will be the scene of enthusiastic reaction from our visitors, as Jack Condon, Toledo manager, and I have spared no expense or effort to make this the biggest demonstration ever held by an Ohio distributor. Both branches will exhibit the new 1941 Seeburg Hi-Tone Symphonolas, and those music men who didn't see them at the show have a real treat coming when they visit us. The Seeburg line is the greatest ever produced, with many new features in design and engineering that must be seen and heard to be appreciated. I urge every Northern Ohio music operator to be sure to attend the Acme celebration of Seeburg National Demonstration Week. Music men in the territory will be happy to learn that we are opening an Acme office in Youngstown, which will be in charge of Louis Nemesh. Announcement of the grand opening will be made soon."



Joseph Nemesh

## London Promises Surprise for Ops

MILWAUKEE, Feb. 24.—Operators of Wisconsin and near-by Michigan counties are in for a big surprise, according to Sam London, head of the Milwaukee Coin Machine Company.

"When Seeburg National Demonstration Week begins March 1," stated London, "visitors to our showrooms are going to see what they had never expected to see in automatic music equipment—a line so new, so different, so startlingly inspiring that everything else will seem drab by comparison. Frankly, there is nothing on the market that can even approach the 1941 Seeburg line for looks, features, and powerful appeal in beauty. No operator should ignore this to get the lowdown on the future of music with Seeburg National Demonstration Week from March 1 to 8, every music operator will be able to arrange to visit our office."



Sam London

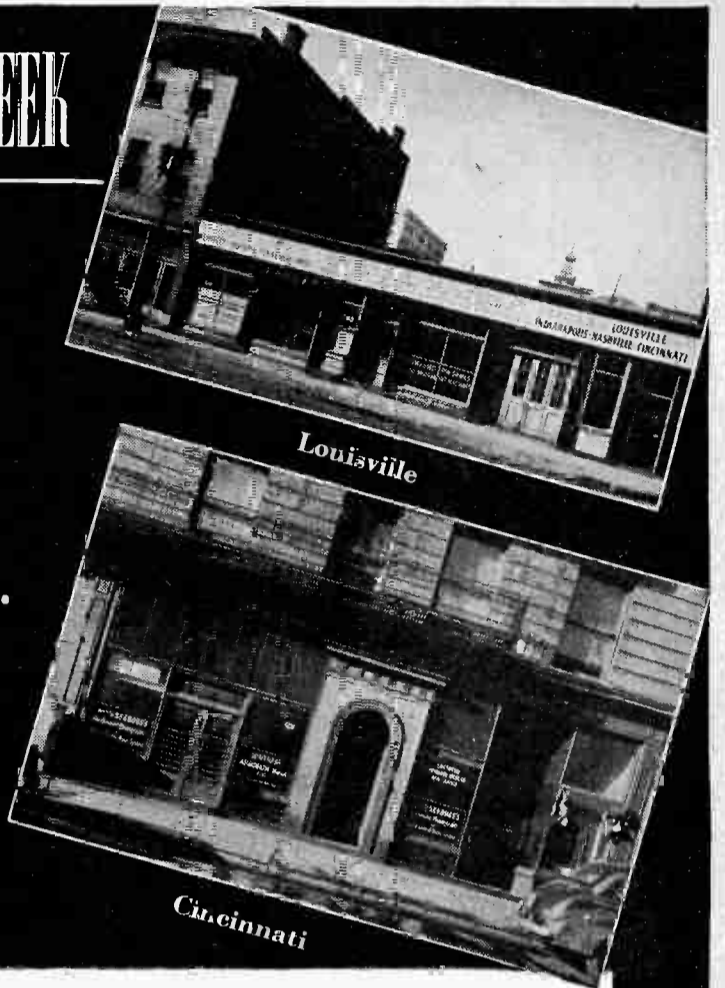
# SEEBURG NATIONAL DEMONSTRATION WEEK

MARCH 1st to 8th INCLUSIVE

## SOUTHERN LEADS

... with the LEADER for 1941 ...

## Seeburg HiTone SYMPHONOLAS



### First Showing

OF COMPLETE SEEBURG 1941 MUSIC SYSTEMS

## SPECIAL DISPLAY

SATURDAY and SUNDAY

**March 1st and 2nd**

**2 Big Days at all FOUR  
Southern Offices! . . .**

**OPERATORS!** Southern gives you the opportunity of a lifetime! See! Hear! the wonders of 1941 Seeburg HiTone Symphonola features! Bring the family and make it a real celebration! Real Southern hospitality and refreshments for all!



Nashville



Indianapolis

## Southern AUTOMATIC MUSIC CO.

542 S. Second St., Louisville, Ky.

425 Broad St., Nashville, Tenn.

312 W. 7th St., Cincinnati, Ohio

531 N. Capitol, Indianapolis, Ind.

**1941 Seeburg HiTone Symphonolas — Now displayed by your Seeburg Distributor!**



The most thrilling creation in automatic music—"Ear-level tone projection"—for tonal beauty that is incomparable . . . for tone direction above interference . . . for unrestricted listening and dancing pleasure . . . for more money in operating. Only Seeburg has it!

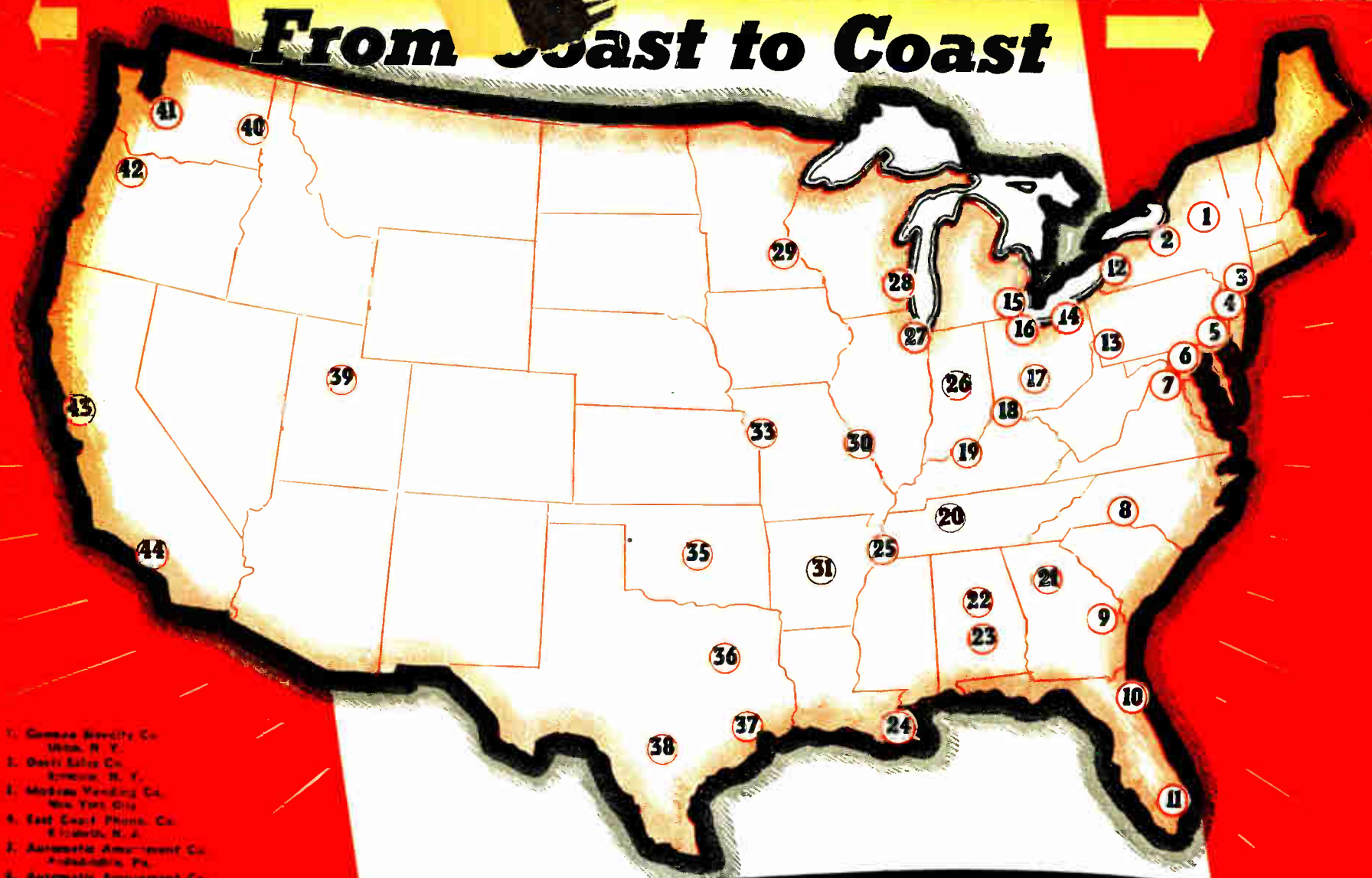


Seeburg HiTone Symphonolas, the only really new design with the only really new features in automatic music for 1941! "Fountain of Light" color illumination! New, convenient Electric Selector! New beauty! New appeal!

**Now more than ever before! To go ahead-Go Seeburg**

ACM

# From Coast to Coast



- 1. Gamma Records Co. - 18th St. N. Y.
- 2. Decca Sales Co. - 10th Ave. N. Y.
- 3. Modern Vending Co. - New York City
- 4. East Coast Phon. Co. - Elizabeth, N. J.
- 5. Automatic Amusement Co. - Philadelphia, Pa.
- 6. Automatic Amusement Co. - Baltimore, Md.
- 7. Universal News-Tite - Alexandria, Va.
- 8. Plaza Music Co. - Columbia, S. C.
- 9. Sports Specialty Co. - Norman, Ok.
- 10. Modern Sundry Distributors - Jacksonville, Fla.
- 11. Modern Vending Co. - Miami Beach, Fla.
- 12. Atlas Phon. Co. - Buffalo, N. Y.
- 13. Atlas Record Co. - Pittsburgh, Pa.
- 14. Acme Phon. Co. - Cleveland, Ohio
- 15. Atlas Tote Music Co. - Detroit, Mich.
- 16. Acme Phon. Co. - Tulsa, Okla.
- 17. Seeburg Music Co. - Wabasha, Ohio
- 18. Seeburg Automatic Music Co. - Cincinnati, Ohio
- 19. Seeburg Automatic Music Co. - Louisville, Ky.
- 20. Seeburg Automatic Music Co. - Memphis, Tenn.
- 21. Sports Specialty Co. - Augusta, Ga.
- 22. Map & City Music Co. - Birmingham, Ala.
- 23. Fargo Record Co. - Montgomery, Ala.
- 24. Southern Music Sales Co. - New Orleans, La.
- 25. Decca Fall Co. - Memphis, Tenn.
- 26. Southern Automatic Music Co. - Birmingham, Ala.
- 27. Atlas Record Co. - Chicago, Ill.
- 28. Milwaukee City Music Co. - Milwaukee, Wis.
- 29. G. Amusement Co. - Minneapolis, Minn.
- 30. W. B. Beatty Co. - St. Louis, Mo.
- 31. Seeger Music Co. - Little Rock, Ark.
- 32. W. B. Beatty Co. - Kansas City, Mo.
- 33. Seeger Music Co. - Oklahoma City, Okla.
- 34. Decca Fall Co. - Dallas, Tex.
- 35. Decca Fall Co. - Houston, Tex.
- 36. H. W. Thompson - San Antonio, Tex.
- 37. Jack E. Moore Co. - Salt Lake City, Utah
- 38. Jack E. Moore Co. - Seattle, Wash.
- 39. Jack E. Moore Co. - Seattle, Wash.
- 40. Jack E. Moore Co. - Portland, Ore.
- 41. E. T. Moore Music Co. - San Francisco, Cal.
- 42. E. T. Moore Music Co. - Los Angeles, Cal.

# SEEBURG NATIONAL DEMONSTRATION WEEK

MARCH 1st to 8th Inclusive

*Your Seeburg Distributor welcomes you to the Premiere Showing of the greatest line in Automatic Music!*

TO GO AHEAD... *Go*  
**Seeburg**  
 J. P. SEEBURG CORPORATION • 1500 DAYTON ST., CHICAGO

*Attract More Coins*  
**OF ALL DENOMINATIONS**

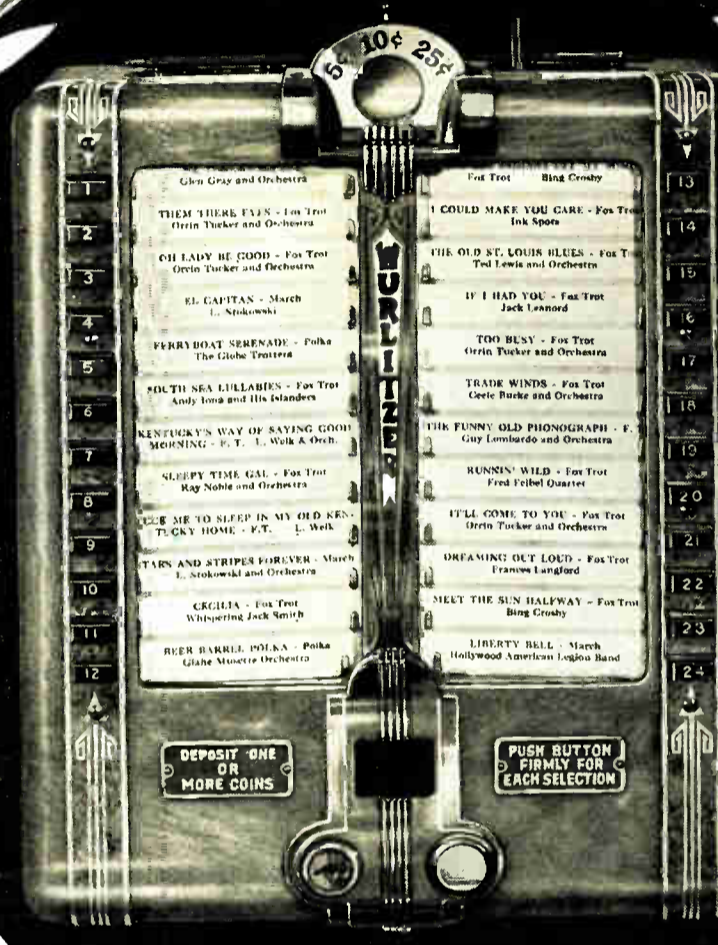
tone and opportunity. Music man should without

**FOUR TIMES  
FASTER**

**BRILLIANT  
ILLUMINATION**

**PERFECT  
ACCURACY**

**BEAUTIFUL MOULDED  
PLASTIC CASE WITH  
LARGE PLASTIC  
SELECTOR BUTTONS**



**MODEL 123 WIRELESS WALL OR BAR BOX**

**MODEL 125 DUAL—WIRE WALL OR BAR BOX**

**SINGLE 5, 10, 25¢ COIN ENTRY**

**TO STIMULATE EXTRA PLAYS - ADDED PROFITS**

Here is a Wurlitzer Wall or Bar Box that will attract extra plays because of its brilliant beauty—that will step up the earning power of your phonographs because its single 5, 10, 25c coin entry will attract more coins of all denominations. Its brilliant metal and moulded plastic case stands out like a beacon in any booth — on any bar. Its large plastic Selector Buttons make selection easy.

Its four-times-faster mechanism records plays quicker and with perfect accuracy. Available for use with Wireless or Dual-Wire Remote Control Systems. This DeLuxe Wurlitzer Wall or Bar Box is on display now at your nearest Wurlitzer Distributor's.

The Rudolph Wurlitzer Company, North Tonawanda, New York. Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec, Canada.

**A NAME FAMOUS IN MUSIC FOR OVER TWO HUNDRED YEARS**



**MOUNTS ON  
BAR, COUNTER  
OR TABLE WITH  
MODEL 11  
MOUNTING  
BRACKET**

Model 11 Mounting Bracket is sturdily constructed of cast iron — adjustable for height above counter, table or bar. Comes in knock-down form with screws and installation instructions. Baked, durable, crackle finish.

**ONLY WURLITZER MAKES A COMPLETE LINE OF WIRELESS, DUAL-WIRE AND MULTI-WIRE REMOTE CONTROL EQUIPMENT.**